The Warming Trend: Affect and Motivation in Conceptual Change

Abstract: Telling people that they are wrong and then presenting them with the best evidence in an “open and shut” case seldom results in conceptual change. Lawyers can struggle in the courtroom in persuading jurors of their clients’ innocence even after witness testimony clears them; referees can find it challenging to calm a coach or player down in spite of replay evidence showing a clear foul; and educators may have their patience tried during a lesson in spite of providing and repeating examples to students.

Changing people’s conceptual understanding of things, even when they are presented iron-clad evidence, is difficult. And a sizable proportion of this difficulty can be attributed to people’s motivations, emotions, and identities.

In Dr. Marcus Johnson’s presentation, he will speak to the role of motivation in conceptual change learning, along with his own research investigating motivational interventions to facilitate conceptual change, and some of the challenges and strategies educators can consider when teaching for conceptual change.

Dr. Johnson is the Co-Director, Coordinator, and Associate Professor of Developmental and Learning Sciences at the University of Cincinnati. His research primarily concerns “motivation in education,” and has previously taught high school biology in California and Nevada.