

**DR. RACHEL SCHECHTER**

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# **# Activate Engagement**

Tips from Learning Sciences to  
Spark Deep Learning

**#7 Integrate Novelty**

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## TIP #7



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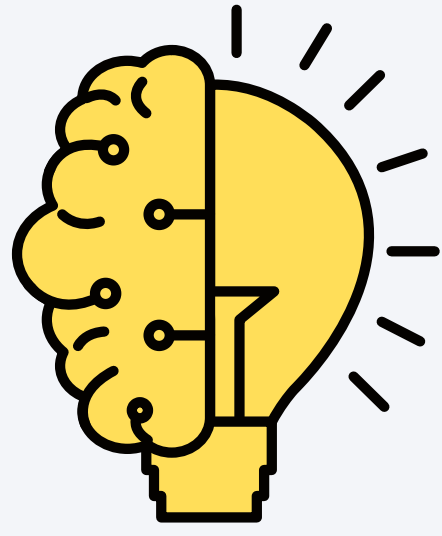
# INTEGRATE NOVELTY

### Example

The in-house expert explains that a new program will be starting next month.

### Activate Engagement by also Integrating Novelty

To introduce the purpose of the program, a celebrity is hired to virtually kickoff the program and emphasize its potential impact.



## **THE SCIENCE**

**Our brains receive a dopamine hit with each new stimuli, grabbing our attention, promoting learning and increasing motivation.**

# MESSAGE + NOVELTY = STICKINESS

While there are benefits to routine and consistent messaging, novelty naturally attracts our attention and can enable long-term memories.

When much of what we see and hear each day is the same, bringing in new voices, faces, and scenery (even virtually through video) can cement information. Using novelty in conjunction with retrieval practice can be a powerful combination for learning.



# **CONTACT US**

**FOR INQUIRIES**

## **WEBSITE**

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