Hook 'em –
Using Visuals and Multimedia to Engage Students

RESEARCH

A hook, or activating strategy is intended to engage students and help them access and apply prior knowledge to the current concept, lesson or unit of study. Ausubel (1978), recognizes that the activation of prior knowledge helps to deepen learning by bridging between what was known and new material.

> *"The beginning of a lesson can stimulate the interest of students or cause students to disengage. When the opening of the lesson sparks interest, the lesson can then build on increased initial motivation"* (Wilson & Bruphacher, 2007)

Hooks have been part of good lesson planning to some extent for many years and can take a variety of forms including (but not limited to):

- Hands-on artifacts
- Posters
- Photos
- Video
- Slides
- Short stories or picture books

Teachers who employ a variety of strategies, modes and mediums – especially those that contain multi-media content - are more likely to engage and hold the attention of today's 'Digital Natives' (Prensky, 2007). For this reason, Digital Storytelling and the use of high interest graphics are recommended for use as hooks in lesson plans (Bernard, 2006).

References:

Ausubel, D. P. (1978). In defense of advance organizers: A reply to the critics. Review of Educational
Research, 48, 251-257.

Bernard, R. (2006). The Educational Uses of Digital Storytelling. *Society for Information Technology & Teacher Education International Conference 2006*, *2006*(1), 709–716.

Brupbacher, L., & Wilson, D. (2007). Enhancing the Power of Anticipatory Sets Using Multimedia. In R. Carlsen, K. McFerrin, J. Price, R. Weber, & D. A. Willis (Eds.), *Society for Information Technology & Teacher Education International Conference 2007* (pp. 1922–1925). San Antonio, Texas, USA: AACE. Retrieved from http://www.editlib.org/p/24858

Prensky, M. (2001). "Digital Natives, Digital Immigrants". *On the Horizon* 9 *(5).* Lincoln: NCB University Press.

SCARFE Digital Sandbox – Come Play!

There are a variety of 'ready-made' hooks in the form of highly engaging digital images, short videos and digital stories available online. Search and see what you can find, but don't be limited by it. Try combining some images to create your own digital story, Vine Video or sequence of images supported by a catchy tune using one of the many apps available on your computer, handheld or 'in the cloud' to engage multiple intelligences.

Examples of 'TEASes' (Technology Enhanced Anticipatory Sets):
http://alibraryisalibrary.edublogs.org/animoto-samples/

Other ideas for hooks:

Use WORLD MAPPER: http://www.sasi.group.shef.ac.uk/worldmapper/index.html
To view simulations (a map that morphs from geographic to 'thematic' and shows population and relative size…)

Guided Visualization: Have a high quality image or video displayed and engage your students in a guided visualization exercise – Alice stepping through the looking glass… a tornado for that extreme weather unit and you are Dorothy…

Twelve **non-techie hook ideas** to try http://bit.ly/1g1TAsj

Hook Stations are an active and hands-on form of engagement, can you think of a tech integration opportunity for one station? https://www.teachingchannel.org/videos/hook-stations

Create cognitive discord with your own **mashup**:
http://mashable.com/2009/08/22/image-generators/

Searching for images:

Creative Commons Search: http://search.creativecommons.org/

For a very visual experience, try an advanced search with Flikr Storm
http://www.zoo-m.com/flickr-storm/

An easy to use resource for students (use by 'link back and attribution'):
http://www.freefoto.com/

'Copyright Friendly' images for teachers and students: http://pics4learning.com/

ClipArt:
http://openclipart.org/about
Music:
http://ccmixter.org/
MORE!
http://www.sitepoint.com/30-creative-commons-sources/

US and Canadian Government Sources:

NASA image exchange

NOAA

Collections Canada http://collectionscanada.ca
*attribute!

Sandbox Session – September 2013   @yvonnedtechtalk

http://blogs.ubc.ca/scarfesandbox/

PRACTICE

Keep in mind copyright as you search and select. www.copyright.ubc.ca