

The background features a light gray geometric pattern of overlapping triangles. In the center, two dark gray silhouettes of human heads in profile face each other. Between them are two overlapping speech bubbles, one slightly above and to the left of the other, both filled with a muted green color.

Motivating your science

PSYC 11: Laboratory in Psychological Science

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Spring 2026

Why does science *matter*?

The big questions

- Science is how we move from "I wonder..." to "Here's evidence that..."
- But evidence alone isn't enough; you need to **motivate** people to care
- This is exactly what the *Introduction* section of a paper does!

Discussion: what's an interesting scientific study you've read or heard about recently?

Think-Pair-Share

- What's a recent finding that stuck with you?
- Where did you hear about it? What made it interesting? Why'd you care about it?
- Did something about it make you want to learn more? Or share it?
- Do you remember the details of the study? Or just the big idea?

What makes a question interesting?

Qualities of good ideas

- People can relate to it
- The logic is clear and easy to follow
- It's communicated in an engaging way
- It feels new (or puts a new spin on something familiar)
- You trust it

Leaders vs. ideas

Persuasion

- Good **leaders** get people to follow them; good **ideas** do the same
- Think about: a time someone changed your mind — what made their argument effective?
- A scientific finding that has "stuck with you" — why?

Want help with stats and/or analysis?

Resources Available

- Stats tutorials on Canvas
- "Vibe coding" tutorial: X-hour this week!
- Office hours with me or your TAs

Pitch session lab

How it works

- We'll separate the class into 4 groups
- Each group's job: come up with a science-related idea to "pitch" to the class
- Wednesday: present pitches (5 min each + 10 min discussion)
- Everyone evaluates each pitch; Friday we dig into the data
- Secretly, we're learning about Introduction sections of scientific articles



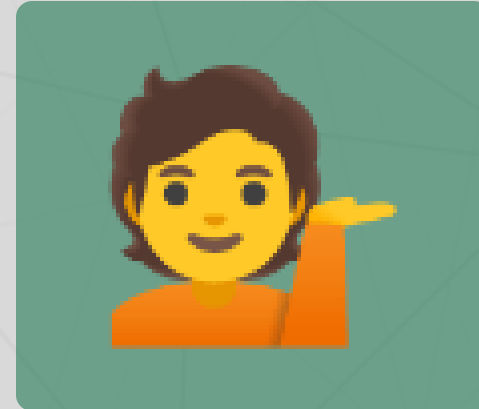
Questions? Want to chat more?



Email me



Join our Slack



Come to office hours

Up next this week...

- **Today:** create your pitch
- **Wednesday:** present your pitch and fill out ratings
- **Thursday (X-hour):** Data wrangling and vibe coding tutorial
- **Friday:** analyze the data and discuss