

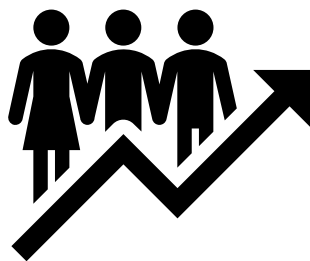
חויית למידה 2.0

כשרגש ופסיכולוגיה פוגשים למידה

מרצה: יוליה ריינשמידט

מומחית בפסיכולוגיית לומדים בדיגיטל ובמישחוק דיגיטלי

13.5.20



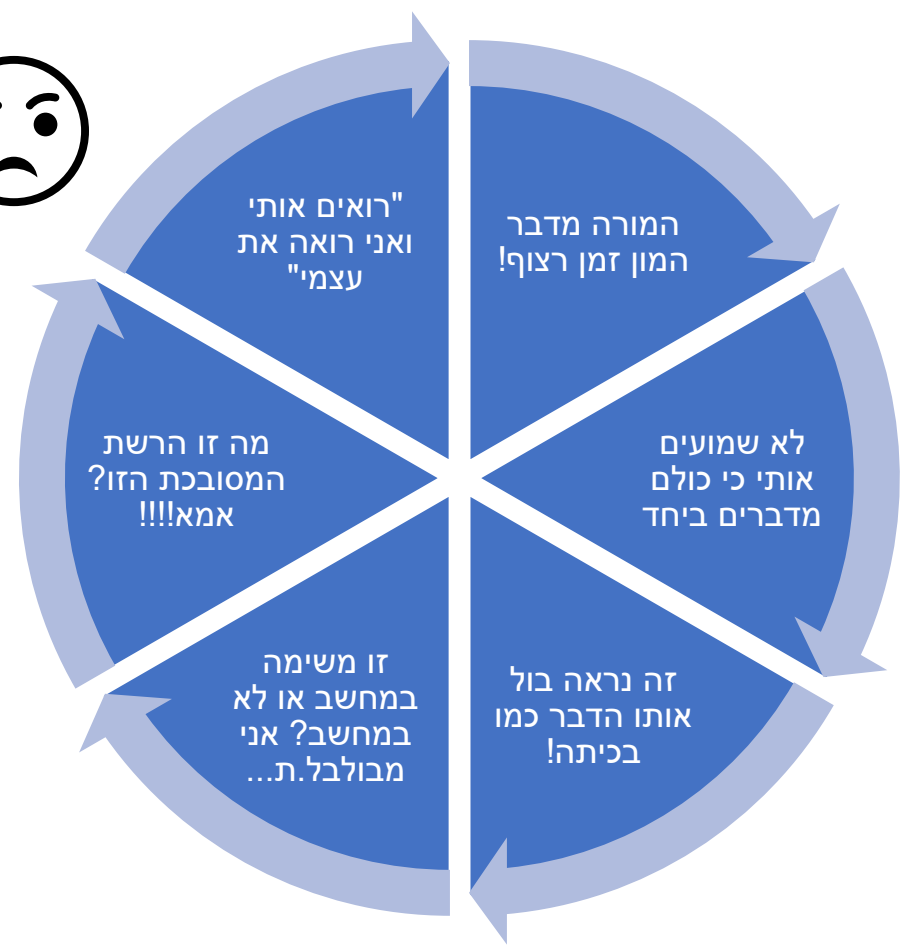
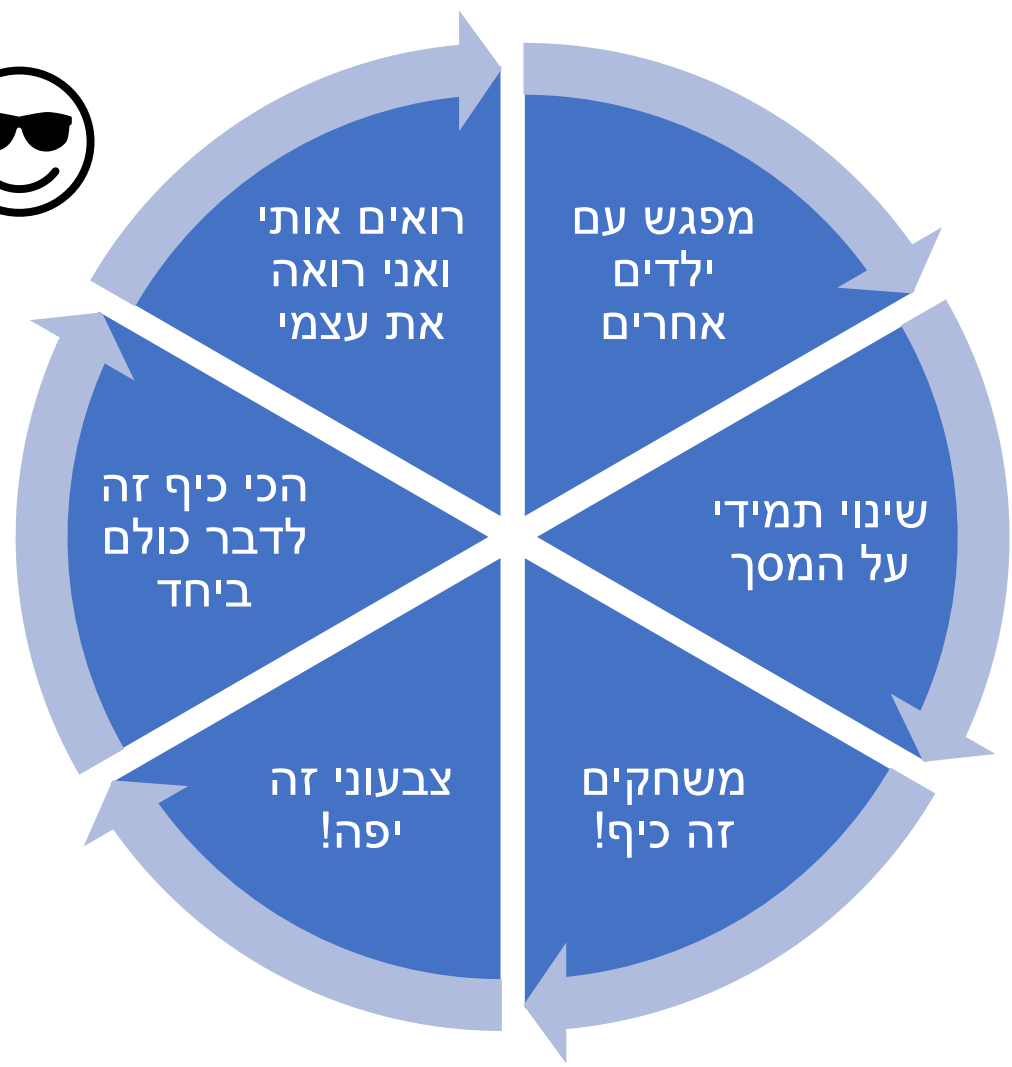
חקר משתמשים

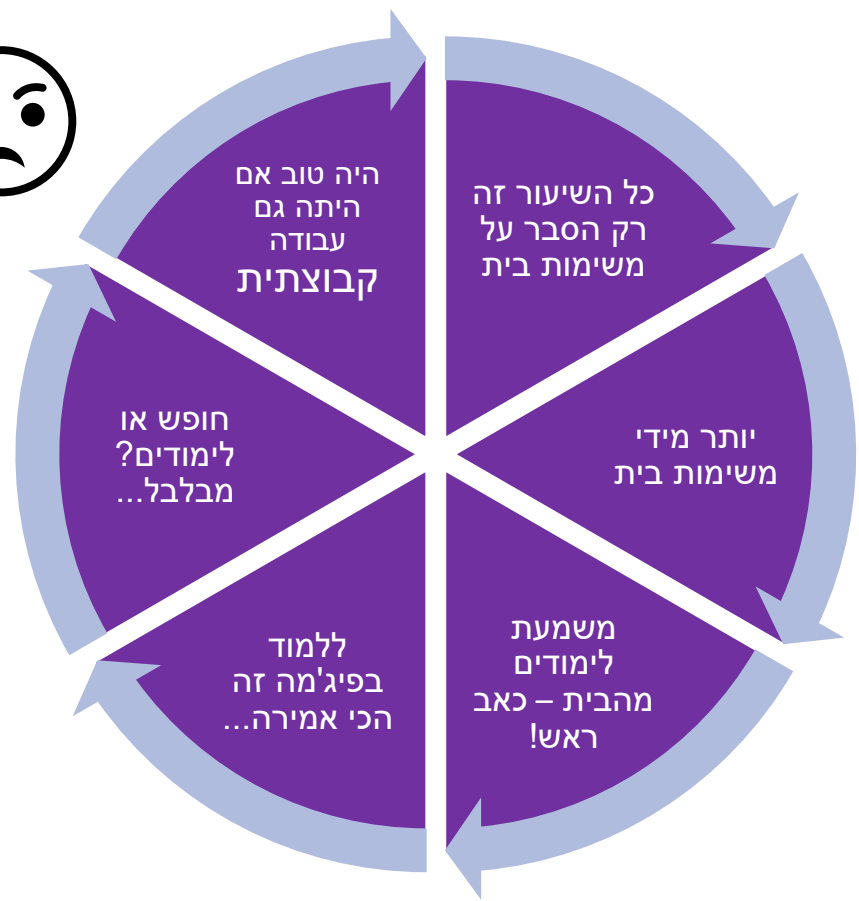
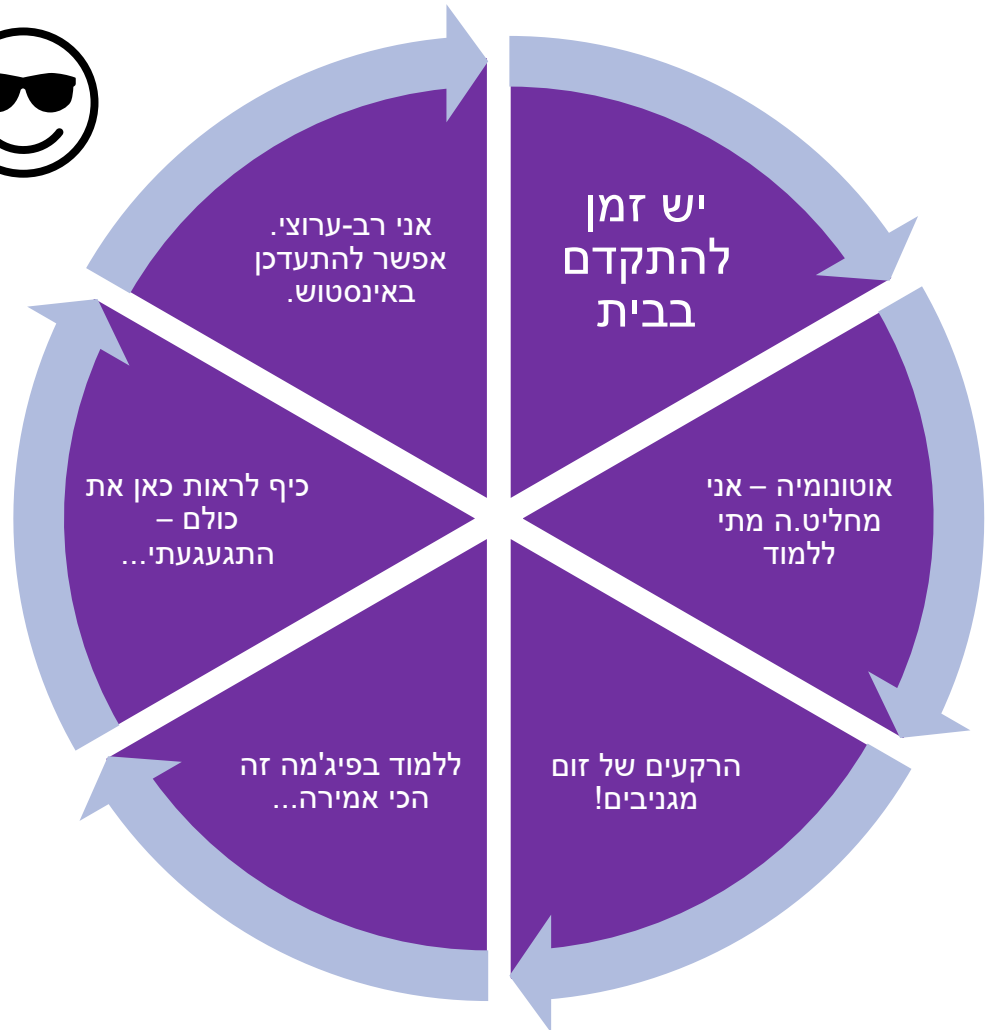


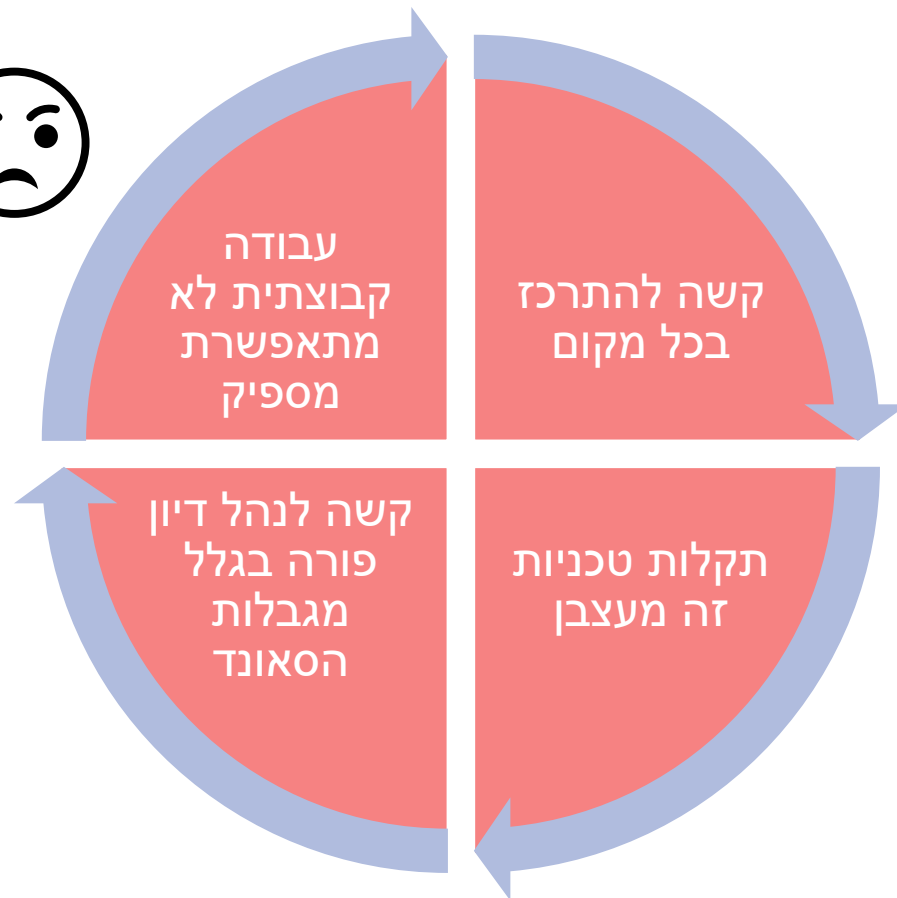
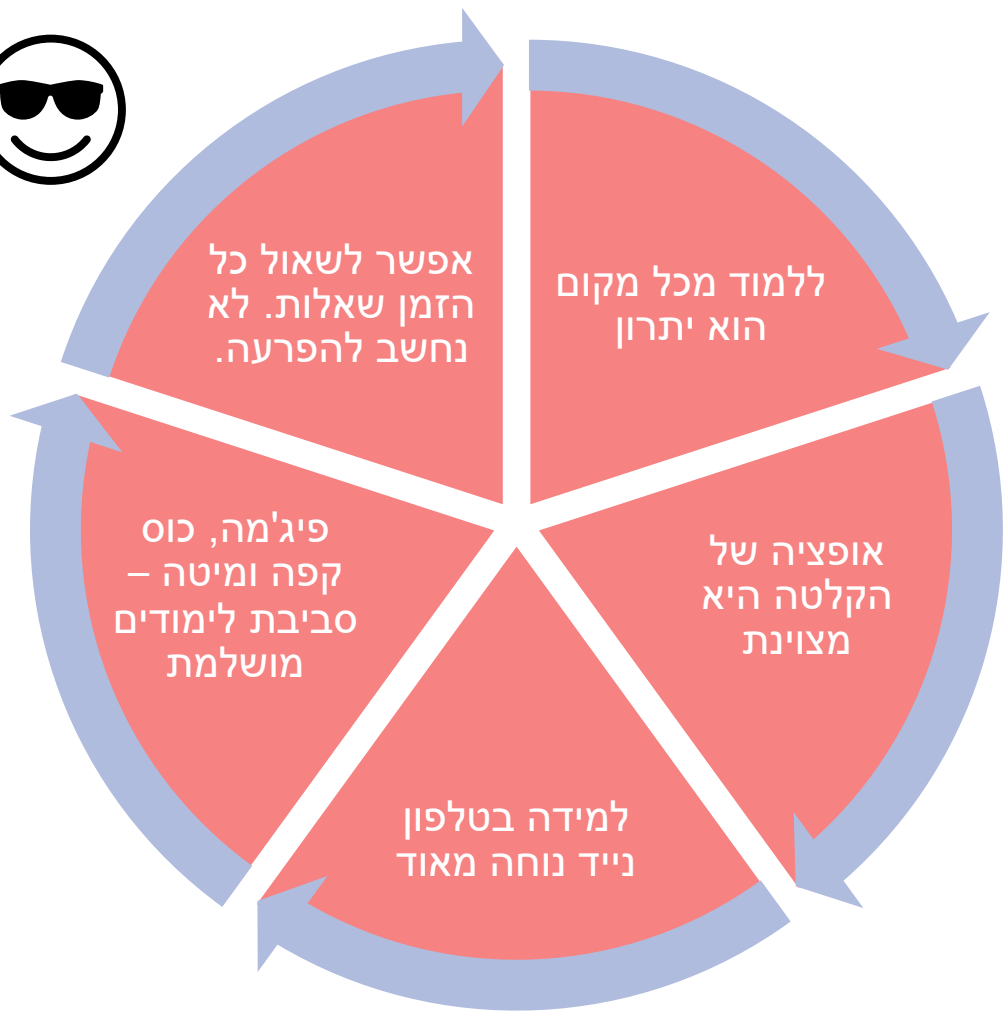
אוהב? לא אוהב?

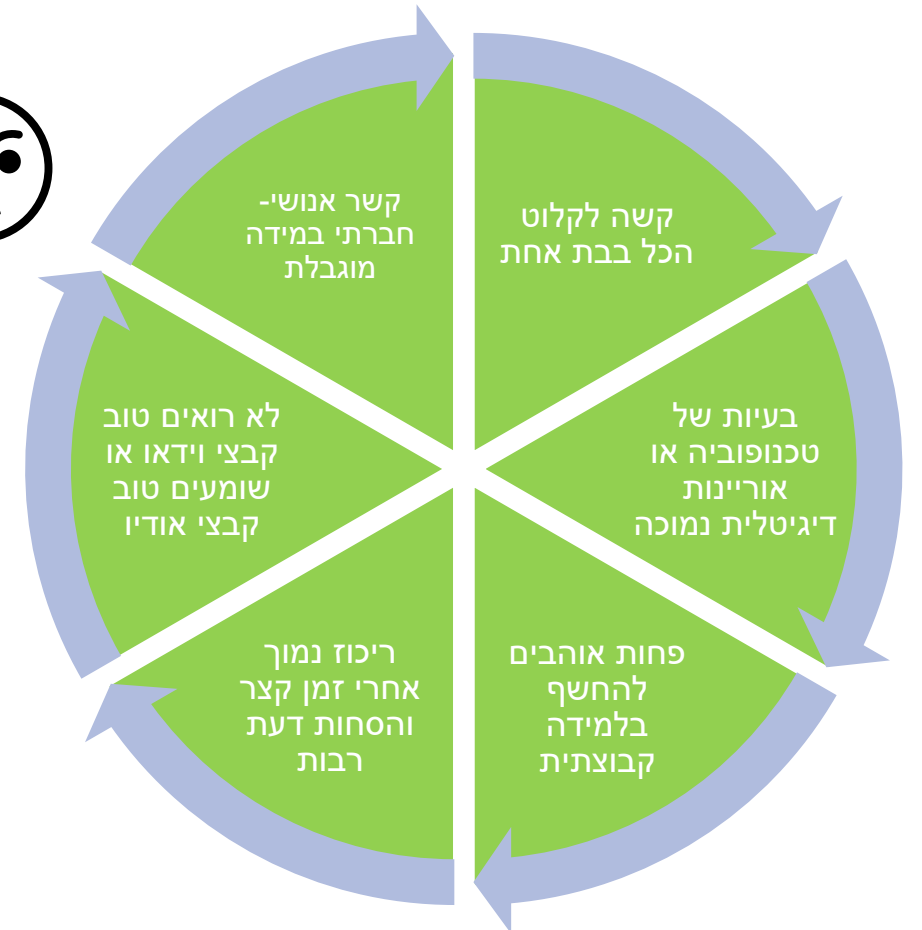
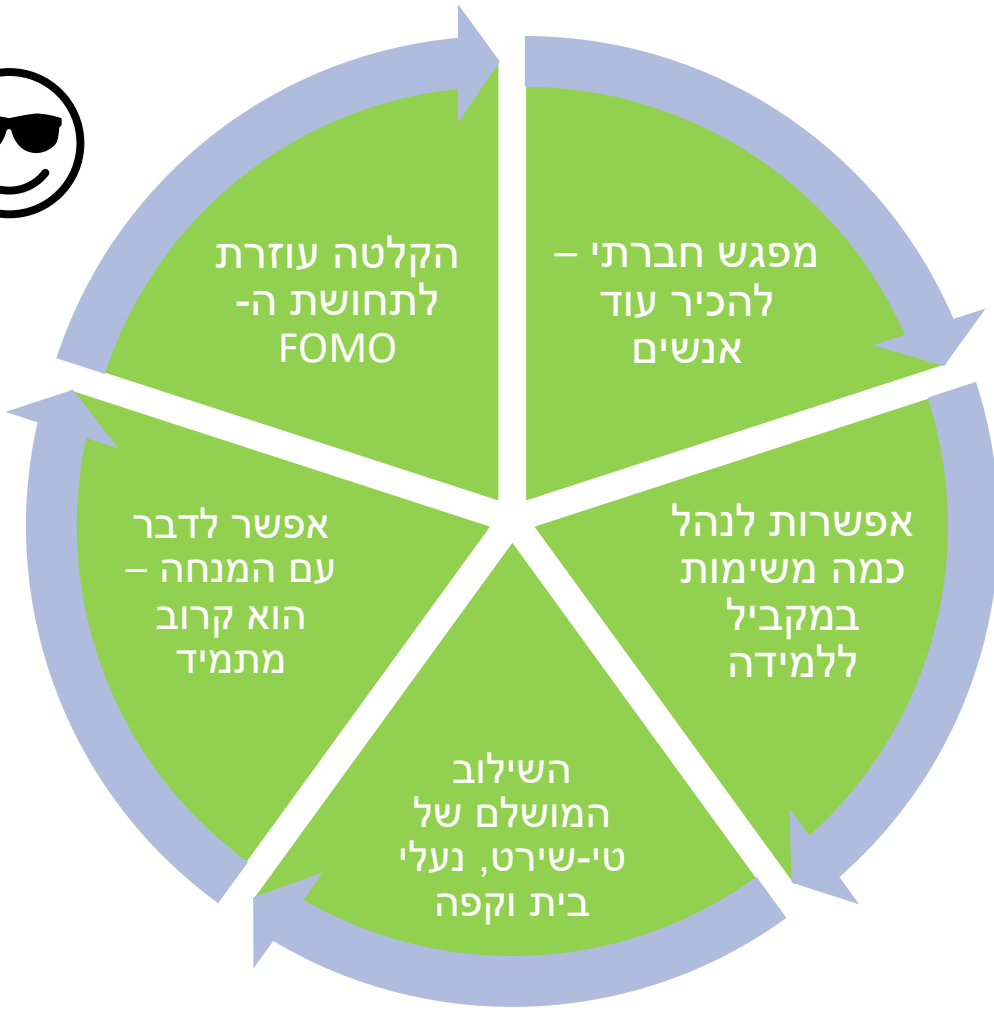














Contagious

WHY THINGS CATCH ON



JONAH BERGER

"Jonah Berger knows more about what makes information 'go viral' than anyone in the world." - DANIEL GILBERT, Professor of Psychology, Harvard University and author of *Stumbling on Happiness*



Contagious

WHY THINGS CATCH ON



Social Currency

Does it make you look good?

Stories

Are the facts wrapped in a memorable narrative?

Triggers

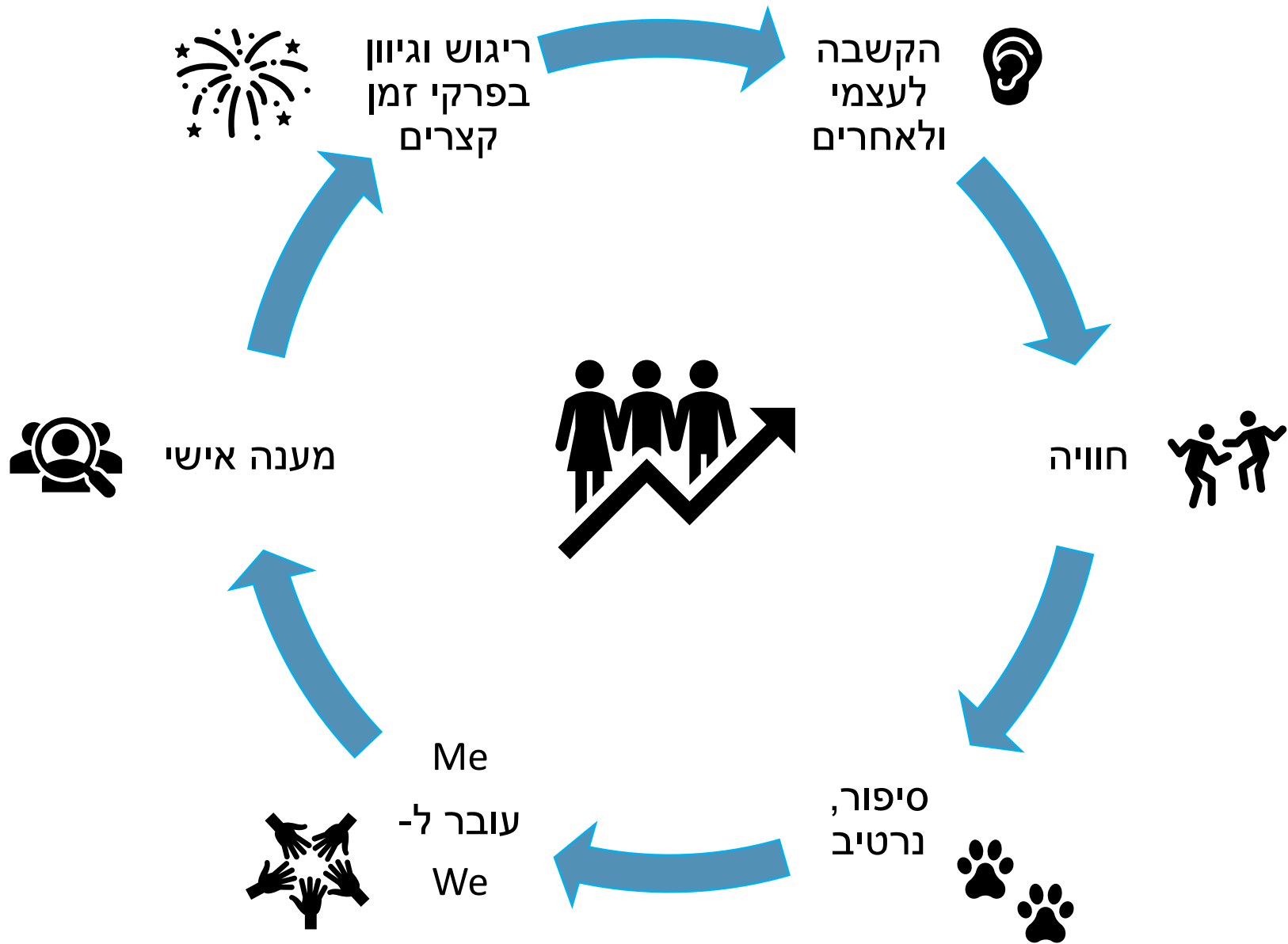
Are you constantly reminded of the message or product?

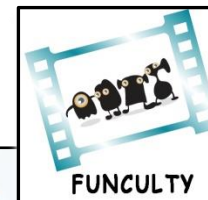
Practical Values

Does it contain any practical information?

Emotions

How does it make you feel?





יוליה ריינשמידט

מומחית בפסיכולוגיית לומדים בדיגיטל ובמישחק דיגיטלי

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