Swipe right for English!

Making learning irrisistable in the attension economy

Lucie Cotterill

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World Organisation

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R_ _ _ b_ _ _ is online content intentionally designed to provoke anger or outrage to increase engagement and traffic. It exploits a negativity bias, driving clicks and comments, which can be monetized through advertising and other metrics. This can range from seemingly harmless content like a misspelled word to more charged and inflammatory topics like politics or controversial social issues.

AI Overview

Rage bait is online content intentionally designed to provoke anger or outrage to increase engagement and traffic. It exploits a negativity bias, driving clicks and comments, which can be monetized through advertising and other metrics. This can range from seemingly harmless content like a misspelled word to more charged and inflammatory topics like politics or controversial social issues.

AI Overview

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TIP 1: Evoke emotion and curiosity

What have the audio clips got in common?

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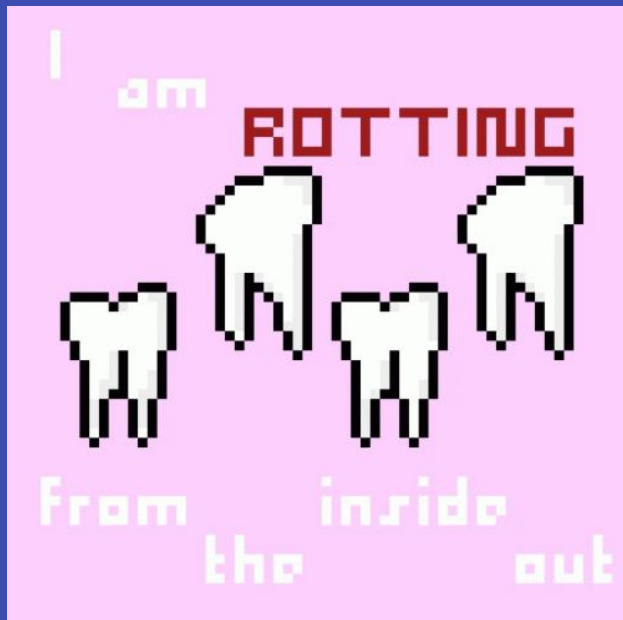
What have the audio clips got in common?

The term **brain rot** was Oxford Word of the Year in 2024, and refers to the deteriorating effect on one's mental state when overconsuming "trivial or unchallenging content" online. It can also refer to the content itself.

WE'LL GET MORE INTO THAT LATER

brain rot

I am ROTTING from the inside out

"A wealth of information creates a poverty of attention"

Herbert Alexander Simon (June 15, 1916 – February 9, 2001) was an American scholar whose work influenced the fields of computer science, economics, and cognitive psychology. (*source: Wikipedia*)

C_ _ _ _ _ _ _ _ _ L _ _ _ is the effort being used in working memory.

There are three types:

- **Intrinsic** - the natural difficulty of the task (e.g. learning irregular verbs is harder than colours).
- **Germane** - useful effort spent understanding the language and learning
- **Extraneous -** unnecessary effort due to bad materials or confusing instructions.

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COGNITIVE LOAD is the effort being used in working memory.

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- **Intrinsic** - the natural difficulty of the task (e.g. learning irregular verbs is harder than colours).
- **Germane** - useful effort spent understanding the language and learning
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Discuss: How can we reduce extraneous cognitive load for our students?

SUMMARY

TRANSCRIPT

Our attention spans are getting shorter—much shorter—and Gloria Mark has the data to back it up. When she began researching the topic in 2004, people spent an average of two and a half minutes on any given screen before switching to another. In today's era of multitasking, scrolling, and rabbit holes, we're down to a mere 47 seconds.

Mark, a professor of informatics at the University of California, Irvine, and a visiting researcher at Microsoft since 2012, is the author of the new book *Attention Span: A Groundbreaking Way to Restore Balance, Happiness and Productivity.* An expert on distraction and multitasking, Mark joined Microsoft's *WorkLab* podcast to share research-backed tips on how to regain control of your attention and help your

Share

Regain Control of Your Focus and Attention with Researcher Gloria Mark

The author and professor offers science-based tips for work wellbeing—and a glimpse at how AI might help

When she began researching the topic in 2004, people spent an average of two and a half minutes on any given screen before switching to another. In today's era of multitasking, scrolling, and rabbit holes, we're down to a mere 47 seconds.

- **bounce**
- **stretch**
- **bend**
- **clap**
- **stomp**
- **bring our energy up**
- **breathe** (in / out)

We're going to bounce bounce bounce
we're going to bounce bounce bounce
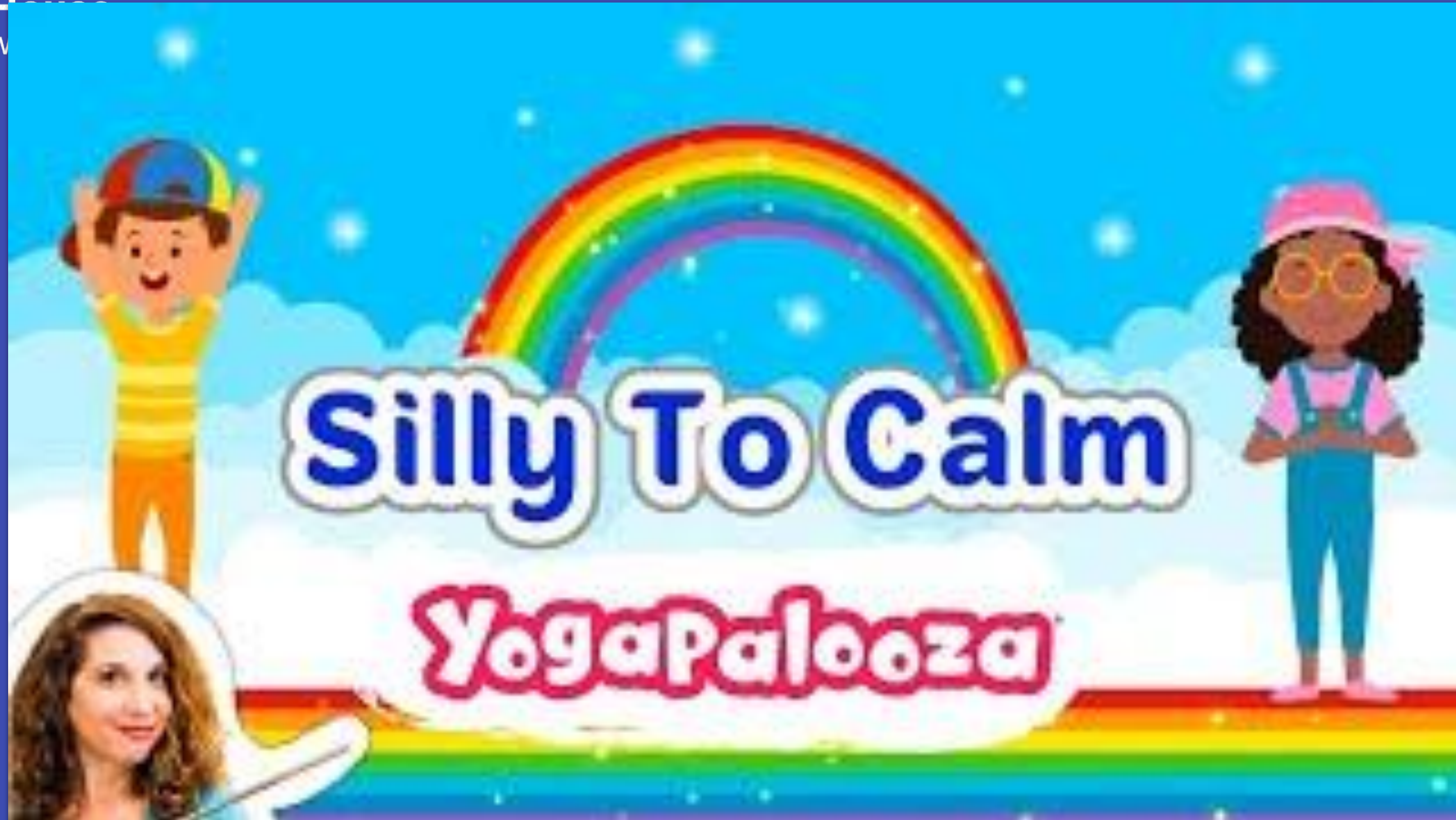going to bounce bounce bounce
bounce our worries away

We're going to stretch stretch stretch
we're going to stretch stretch stretch
we're going to stretch stretch stretch
stretch our worries away

We're going to bend, bend, bend
we're going to bend bend bend
We're going to bend bend bend
bend our worries away

We're going to clap
we're going to stomp
we're going to bring our energy up
we're going to clap
we're going to stomp
we're going to bring our energy up
we're going silly silly silly

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TIP 2: Take regular brain breaks

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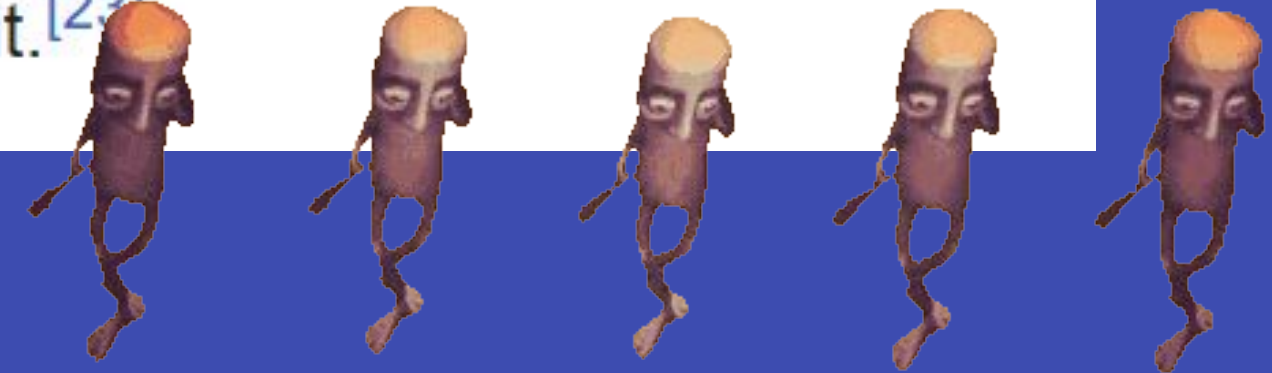World Organisation

TIP 3: Exploit their interests for activities

Tung Tung Tung Sahur

An anthropomorphic wood plank who holds a baseball bat.[18][19] Although considered part of Italian brainrot, it has Indonesian origin.[15] The "Tung Tung Tung" in its name is onomatopoeia of how Indonesians traditionally beat *kentungan* slit drums to commence *suhur*, the pre-dawn meal that Muslims eat before fasting during Ramadan.[19] The word *tung* also means "rumbling" in Sundanese, spoken in Indonesia.[20] @noxaasht originally made the character in February 2025, and it has become its own meme outside the context of Italian brainrot.[21][22] In May 2025, Indonesian production house Dee Company [id] expressed interest in making a film based on it.[23]

Source: Wikipedia, 2025

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Cappuccina Ballerina is a dolphin who is wearing blue adidas trainers. It was the second Italian brain rot.

- **It isn't Cappuccina Ballerina. It's Tralalero Tralala.**

Tralalero Tralala **is a dolphin who is wearing blue adidas trainers. It was the second Italian brain rot.**

- **Tralalero Tralala isn't a dolphin, it's a shark.**
- **It isn't wearing blue Adidas trainers, it is wearing blue Nike trainers.**
- **It wasn't the second Italian brain rot, it was the first**

- **It isn't a pineapple, it's an apple.**
- **His tie wasn't brown, it was red.**

A surrealist oil painting in the style of René Magritte featuring a man in a bowler hat whose face is obscured by a floating pineapple.

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- **She's smiling / showing her teeth**
- **She's got short, pink hair**
- **There's a cat sitting on her lap.**
- **She's wearing a gold chain.**
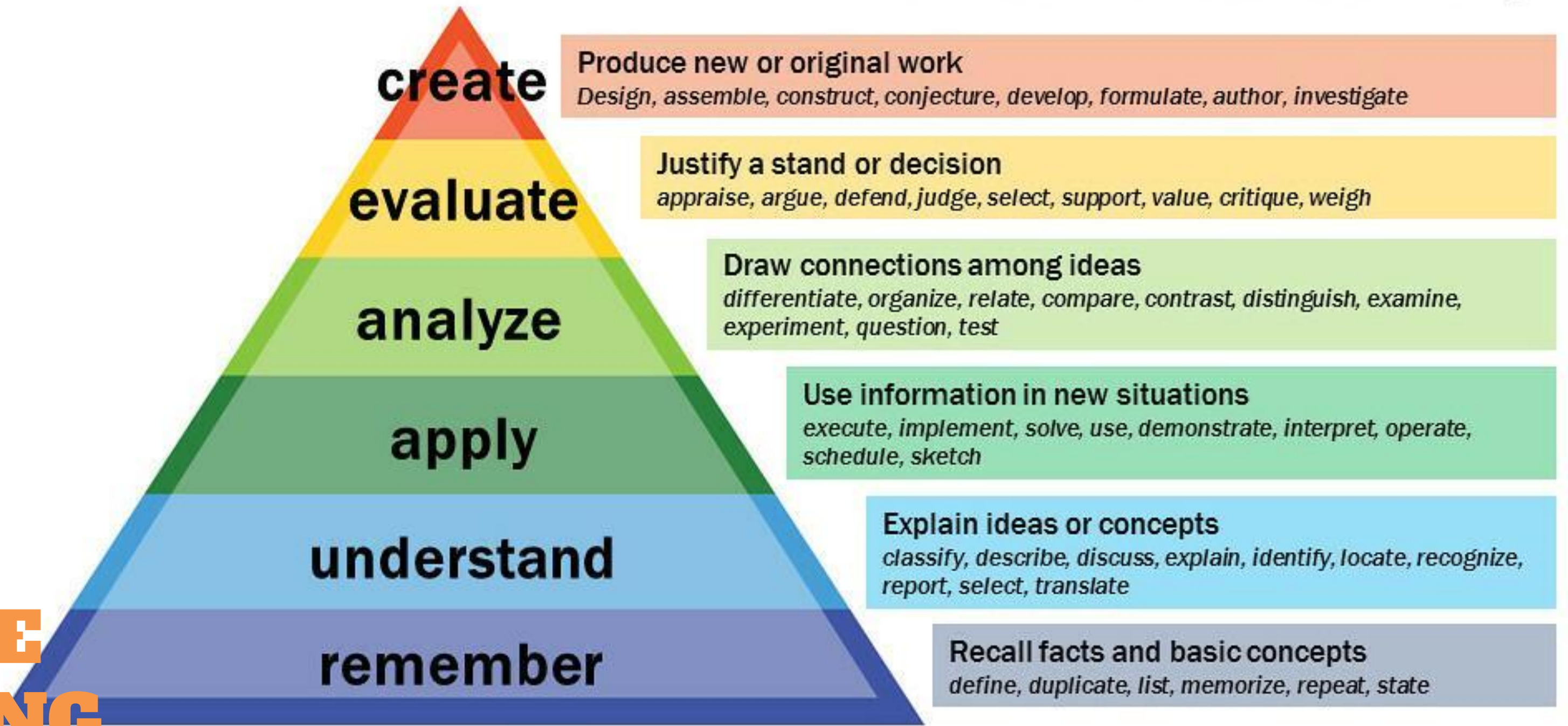- **She's waving.**

give me an image like the Mona Lisa but change the image so that the woman is smiling and showing her teeth. Add a thick gold chain necklace. Change her hair to a short, pink bob. She should be waving with one hand. Put a white cat on her lap.

Bloom's Taxonomy

create
Produce new or original work
Design, assemble, construct, conjecture, develop, formulate, author, investigate

evaluate
Justify a stand or decision
appraise, argue, defend, judge, select, support, value, critique, weigh

analyze
Draw connections among ideas
differentiate, organize, relate, compare, contrast, distinguish, examine, experiment, question, test

apply
Use information in new situations
execute, implement, solve, use, demonstrate, interpret, operate, schedule, sketch

understand
Explain ideas or concepts
classify, describe, discuss, explain, identify, locate, recognize, report, select, translate

remember
Recall facts and basic concepts
define, duplicate, list, memorize, repeat, state

COGNITIVE OFFLOADING

Source: Wikipedia, 2025

- **students invent their own brainrot (*create*)**
- **compare brainrots (*analyse*)**
- **describe their favourite / least favourite brainrot (*evaluate*)**
- **review brainrots (*evaluate*)**
- **????**

Gemini

📖 The Scottish Monster ⌄

Using a Cambridge Young Learners Exams art style, create a storybook for 8-year old learners of English (A1 level) about an adventure in Scotland. Include the following words in the story: plane, ferry, tent, cloudy, foggy, pasta with tomatoes, monster, teeth, feet, duck-billed platypus

Storybook Experiment

Ask Gemini

Thinking ⌄

Gemini can make mistakes, including about people, so double-check it.

📖 The Scottish Monster ↶ ↷ ‹ Cover ›

The Scottish Monster
By Lucie Cotterill

How it works:

1. Log in or sign up to Gemini, then open the **Storybook** gem from the left menu.
2. Enter a prompt describing the storybook you want to create, then press enter.
3. Wait for Gemini to generate your storybook.
4. Once it's ready, you can:
   - Download it as a PDF
   - Listen to the audio narration
   - Share it as a link
   - Or make changes to the story by giving Gemini new prompts.

💡 **Good to know:** You can even upload photos of your family, pets, or a favorite place, and Gemini will turn them into a story with matching illustrations. It also works in other languages, just write your prompt in the one you want.

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- **prompt Gemini to include target lexis**
- **ask Gemini to write about your students** *(no private data)*
- **get students to write comprehension questions**
- **students review the book**
- **students comment on book...**

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https://gemini.google.com/gem/storybook

https://youtu.be/29DQJWGwEnY?si=X1dL8OpScuA79Rct

https://www.youtube.com/@QuizBlitz_

https://www.youtube.com/@quiz_tunnel

https://www.youtube.com/@GuessthePicture

Thank you!

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Sum up the lesson in the style of..