

## The DEM 4-Step Engagement Sequence

### The Traditional approach:

Concept → Data → Test → Tips

### The DEM approach:

Prediction → Data → Concept → Application

#### 1. Start with a Prediction (Test Your Students)

*“What do you think students prefer in this situation?”*

This:

- Activates prior knowledge
- Increases attention and participation
- Creates a commitment to an answer

#### 2. Reveal the Data

Present actual data immediately after the prediction. This:

- Resolves curiosity
- Introduces surprise (often results contradict expectations)
- Establishes credibility through evidence

#### 3. Introduce the Concept

(I labeled the result using the engagement model):

*“This reflects the TIME (or Environment, Interests, Demographics) variable.”*

This:

- Connects real behavior to theory
- Moves from concrete evidence → abstract understanding
- Prevents theory from feeling disconnected

#### 4. Apply It (Actionable Teaching Strategies)

Provide 2–3 clear, practical adjustments:

*“Here’s how you can adapt this to your ...”*

This:

- Translates insight into action
- Reinforces relevance across disciplines
- Keeps the focus on improvement, not just explanation

This works because it:

1. Builds curiosity first
2. Uses evidence to create surprise
3. Anchors theory in real behavior
4. Ends with practical value

## How to Use in Your Teaching

For each key concept or lesson:

1. Ask students to predict
2. Show real data or examples
3. Introduce the underlying concept
4. If possible, provide a way to apply it

## Key Takeaways

**It seems logical, perhaps obvious, but the question is whether instructors address the fact that engagement increases when learners are first asked to think, then shown evidence, and only afterward given the explanation. This aligns with how people process information:**

1. They engage when curious
2. They remember when surprised
3. They apply when concepts feel relevant

## Your Reflection

- Where do you currently start with explanation instead of curiosity?
- How might a simple prediction question change student attention in your class?
- What is one concept you can redesign using this sequence?