



July 18, 2011

I have been fortunate enough to have Joanne Cantor talk to my large undergraduate class for two semesters now, and both times it was a wonderful experience. You have to be brave to tell students not to multi-task, and you have to be a great speaker to be able to convince them about the potential downside. Joanne *was* great!

It was clear, both from the students' level of engagement during the talk and from their comments afterwards, that Joanne's pleasant, non-threatening style really wooed them out of their initial skepticism about the potential downside of multi-tasking. She began by comparing their array of communicative technologies with those she had as a young adult, acknowledging both the great benefits as well as the potential temptation to try to use all those technologies simultaneously and do everything at once. She then did a lovely job of convincing them of how hard it is to divide one's attention – not only by sharing some of the latest research in a very engaging, nontechnical fashion, but also by giving them tasks that demonstrated how difficult it is. They laughed at their mistakes, but they also got the point... As one junior in my class wrote afterwards, *"The strategies of "multitasking" vs. task switching was a great aspect of the presentation. I thought I was a good multitasker but now I see, I'm probably not. Also I've become so forgetful recently and "information overload" definitely explains what's going on. Brilliant presentation, engaging and informative. I didn't even surf the web!"* Even one of my seniors wrote, *"Used to pride myself on being a successful multitasker. I can see how wrong I was + feel foolish. Very engaging, informative and interesting lecture. Important for students and business professionals to hear/learn."*

Importantly, the talk didn't simply end with the message that it's inefficient to multi-task. Rather, Joanne offered students a series of concrete, practical suggestions about how to study better and live healthier, more balanced lives. It was clear that these really resonated. Student after student wrote how relevant and useful they found the material. As one sophomore wrote, *"I thought this presentation was amazing! It was very interesting and it was perfect timing for finals. Great information to know before hitting the books for finals."* Numerous students wrote that they would try the strategies, and informal questions several weeks later suggested that many of them were really trying hard to change their work styles, based on Joanne's suggestions. As one student wrote, in a heartfelt note afterwards, *"Soooo helpful!! Thank you for coming!"*

Those were my sentiments exactly!

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