

# The “Einstellung” Effect

*Einstellung* (German: attitude) *Effect*: When your brain stubbornly stick to a familiar way for solving a problem

*Einstellung Effect* often Costs us: This blocks us from looking for more Efficient) ways to solve tasks

Reason this Happens: We tend to ignore other alternatives because we are “more comfortable” using what is familiar:

- Prevents students from performing better in a variety of learning tasks (learning new concepts, critical thinking, problem-solving, essay questions, etc.)

Student often prefer to use “familiar” study strategies in their reading, note-taking and exam-preparation - even if these fail to achieve high marks:

- Will often not seek out more effective Study Strategies

To become a Successful learner:

- Look for more Effective ways of Learning & Memory, Note-taking strategies, reading of textbooks and articles, preparing for exams, learning new concepts, etc.
- Learn from errors in tests, quizzes, assignments in a constructive and objective way
- As noted by Bilalic and McLeod: “***We must try and learn to accept our errors if we sincerely want to improve our ideas.***” (2017, p.33, Why good thoughts block better ones. *Scientific American Mind: Mysteries of the Mind (Special Collector’s Edition)*, Volume 26, Number 3, Summer)