



Explanatory Metaphor

# Activation

A metaphor for the motivating characteristics of effective informal learning experiences



## The story you're telling:

Out-of-school learning experiences activate STEM learning and spark interest in these subjects by letting children and youth experiment with STEM ideas in hands-on, real-world situations.



Strategically redirects thinking away from patterns such as:

- Cultural Differences
- Drive
- Learning Hierarchy
- Rechargeable Attention
- Zero-Sum Game



To weave this metaphor into your communications, use words like these:

Activate

Fuel

Ignite

Incite

Kindle

Spark

Turn on



### User Notes:

- FrameWorks recommends using this as a “metaphor kernel,” which is more like a theme than a fully developed analogy. Don’t make an explicit analogy to chemical reactions or catalysts. Instead, simply weave language related to activation into communications.
- Avoid any word choices that could call up thinking about individual learners’ motivations or internal characteristics. Inspire interest is quite different from ignite interest. The former is mentalist/psychological, whereas the latter is material/mechanical. Go techy, not fuzzy, when using this frame!