Undergraduates in the study scored 29 to 63 percentage points higher on tests when they used study techniques like...building associations.

Increased interaction with the content = more data points = more possibilities for building associations.
There are computers available in the back of the auditorium. Sign up for Twitter so that you can participate in the backchannel surrounding today’s Critical Thinking Institute. Remember to include #CTI0910 in your tweet.

Include what in my what?!