



McKeachie's Teaching Tips: Strategies, Research, and Theory for College and University Teachers

By Marilla Svinicki, Wilbert J. McKeachie

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This indispensable handbook provides helpful strategies for dealing with both the everyday challenges of university teaching and those that arise in efforts to maximize learning for every student. The suggested strategies are supported by research and adaptable to specific classroom situations. Rather than suggest a "set of recipes" to be followed mechanically, the book gives instructors the tools they need to deal with the ever-changing dynamics of teaching and learning.

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About This Edition

From the Publisher

New Features

- A new chapter on feedback and assessment provides recommendations on how to improve the quality of teacher feedback comments, and discusses ways of ensuring that these comments have maximum impact on learning.
- Testing chapters have been condensed into one streamlined chapter, as have the technology chapters, allowing the book to maintain its handy pocket-sized length while incorporating new information.
- All of the chapters have been updated to include new developments in technologies and instructional strategies that have become more prominent since the last edition.

Additional Features

- Guest-authored chapters offer advice and instruction from renowned educators, including Peter Elbow and Mary Deane Sorcinelli on writing, Jane Halonen on teaching thinking, and Brian P. Coppola on laboratory instruction.
- Technology coverage includes topics such as the use of Microsoft® PowerPoint® slides, plagiarism, and effective Web research.
- Additional important coverage includes experiential learning, recent policy shifts, diversity and gender issues, and standards and accountability.

Further reference for this edition:

Download a Transition Guide for the 13th Edition of *McKeachie's Teaching Tips*.

About the Author

Wilbert J. McKeachie is Professor Emeritus and former chair of the Department of Psychology at the University of Michigan. He is also a research scientist and past director of the University of Michigan Center for Research on Learning and Teaching. He has served as president of the American Psychological Association and of the American Association for Higher Education. He has also served as chair of the Committee on College and University Teaching, Research, and Publication of the American Association of

University Professors. He speaks at workshops and conferences around the world and has published numerous articles in the United States and internationally.

Marilla Svinicki is Associate Professor in the Department of Educational Psychology and the retired director of the Center for Teaching Effectiveness at the University of Texas at Austin. She earned both her B.A. and M.A. at Western Michigan University and her Ph.D. at the University of Colorado. Her research interests include application of principles of learning to instruction in higher education and development of faculty and graduate students as teachers. She regularly teaches the college teaching methodology course at UT Austin along with the psychology of human learning and instructional psychology.

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