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What's all the fuss about Adoption and Diffusion? Study and Improvement of Change Strategies in Physics Education[1] NOAH FINKELSTEIN, University of Colorado at Boulder, CHARLES HENDERSON, ANDREA BEACH, Western Michigan University — Over the last several decades, educational researchers in physics have focused significant attention on the improvement of teaching physics, which has resulted in a variety of successful educational innovations. Yet, despite decades of data and significant effort (and money) directed at spreading these innovations, most college faculty continue to teach traditionally. In part, we lack a model or theory of change in undergraduate science technology engineering and mathematics (STEM) education. This talk will focus on limitations of the change strategies commonly used by STEM reformers. Information from several of the authors' research projects will be combined to describe these limitations and identify possible ways to improve the situation.

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