

Abstract Submitted  
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**Promoting Plasma Physics as a Career: A Generational Approach** JAMES MORGAN, Princeton University Plasma Physics Laboratory — A paradigm shift is occurring in education physics programs. Educators are shifting from the traditional teaching focus to concentrate on student learning. Students are unaware of physics as a career, plasma physics or the job opportunities afforded to them with a physics degree. The physics profession needs to promote itself to the younger generations, or specifically the millennial generation (Born in the 1980's-2000's). Learning styles preferred by “Millennials” include a technological environment that promotes learning through active task performance rather than passive attendance at lectures. Millennials respond well to anything experiential and will be motivated by opportunities for creativity and challenging learning environments. The open-ended access to information, the ability to tailor learning paths, and continuous and instantaneous performance assessment offer flexibility in the design of curricula as well as in the method of delivery. Educators need to understand the millennial generation, appeal to their motivations and offer a learning environment designed for their learning style. This poster suggests promoting a physics career by focusing on generational learning styles and preferences.

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