



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

DEPARTMENT PSYCHOLOGIE
ABT. PÄDAGOGISCHE PSYCHOLOGIE
LS PROF. DR. REINHARD PEKRUN



INVITATION: GUEST LECTURE

The Research Unit of Personality & Educational Psychology welcomes

Professor Dave Putwain
(Liverpool John Moores University, UK)



**The scare tactic: Does it work? Motivating students
for tests and examinations**

Tuesday, 10th May 2016
18:00-20:00, Leopoldstr. 13, room 2201

Abstract

A relatively common motivational strategy used by teachers, and others, prior to high-stakes examinations (such as school leaving examinations) is to communicate to students the negative consequence of failure for one's subsequent life trajectory. This could include access to subsequent forms of education and training, entry to the labour market, and the impact on one's sense of self worth. When used to highlight the negative consequences of failure, and how these can be avoided, these communications are referred to as fear appeals. In this colloquium, I will attempt to unpick the use of fear appeals as a motivational strategy and address the fundamental question of whether they are effective or not. Drawing on some of the studies conducted with colleagues, I will focus on two key aspects: How fear appeals are understood by students, and how they relate to key educational outcomes (including motivation, engagement and achievement).

Short bio

Dave Putwain graduated in 1994 and worked as a teacher in various schools and colleges in the North West of England until 2003. On completing a PhD in 2006, he took up a position at Edge Hill University, initially in the Department of Social and Psychological Sciences and subsequently in the Faculty of Education. In May 2016 Dave moved to the School of Education at Liverpool John Moores University. His research interests are focused on the psychological factors that influence, and in turn are influenced by, learning and achievement.

**We are looking forward to welcoming students, LMU employees
and anyone else who is interested!**