

Job Talk:

Politicians wanted to increase voter turnout and turned to psychological research for help. It worked! Researchers framed voting as either a personal identity label (e.g. "be a voter") or as a simple behavior (e.g. "voting"). This change in phrasing to a personal identity label significantly increased interest in action and a substantially larger percentage of individuals voted! Research has shown that people want to feel like they are a part of something and take ownership of something rather than being told what to do.

Children are no different! Motivation to complete a task is increased by invoking one's sense of self. Subtly manipulating the *verb form* of a behavior ("Brush your teeth please") to feature a *noun label* (Annie is a toothbrusher!) creates an essential part of one's identity. In other words it creates confidence and a positive sense of self that this is "What I can do!" This subtle change in language can change an occasional behavior of helping around the house ("Please set the table.") into a child who has confidence in their permanent trait or skill (I am a tablesetter!).

When packing for a ski trip, being asked to be a 'packer' is a positive thing and requires the child to imagine in their mind "what does a packer do? What tools will a packer need?". On the other hand just asking a child to "Please pack the car with your warm clothing, boots and poles." Just asks the child to do something, does not invoke their reasoning of what is required and



likely does not fire them into action except perhaps to make excuses for why they can't! Using the declarative noun form (*clothes gatherer*) creates psychological essentialism and develops in children a positive attitude, a strong and stable sense of self and generalizes to how they perceive themselves and their essential role over time.



Sarah Ward, M.S., CCC/SLP and Kristen Jacobsen M.S., CCC/SLP have translated this research into a simple trick to help our children to take ownership of and participate in various tasks. They advise to turn the child's task into a "job" and add "er" to the action that you are asking the child to do which gives them the "job title" such as "Washer", "Wiper", "Tooth brusher", "Listener", etc. Give it a try, it's amazing!

Declarative Job Talk (Noun Form)	Imperative Verb Form
Please be a handwasher!	Wash your hands.
Be a counter wiper!	Wipe the counter off.
Time to be a toothbrusher!	It is now time to go upstairs and brush your teeth.
You are getting ready to be a mathematician!	Please take out your homework and start your math.

Resources:

Bryan, C. J., G. M. Walton, T. Rogers, and C. S. Dweck. "Motivating Voter Turnout by Invoking the Self." *Proceedings of the National Academy of Sciences* 108.31 (2011): 12653-2656.

Gelman, S. A., & Heyman, G. D. (1999). Carrot-eaters and creature-believers: The effects of lexicalization on children's inferences about social categories. *Psychological Science*, 10, 489-493

Heyman, G. "Talking about Success: Implications for Achievement Motivation." *Journal of Applied Developmental Psychology* 29.5 (2008): 361-70.