

Citation:

Medina, J. (2008, 2014). *Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School*. Pear Press, Seattle, WA.

Table of Contents (below)

The rules have changed order since the 2008 edition. The updated and expanded version is the one you want to buy anyway....it provides even more resources and food for thought.

Abstract: (from the introduction)

“My goal is to introduce you to 12 things we know about how the brain works. I call these brain rules. For each rule, I present the science, introduce you to the researchers behind it, and then offer ideas for how the rules might apply to our daily lives, especially at work and school. The brain is complex, and I am taking only slivers of information from each subject—not comprehensive but, I hope, accessible.”

“Here’s a sampling of the ideas you’ll encounter:

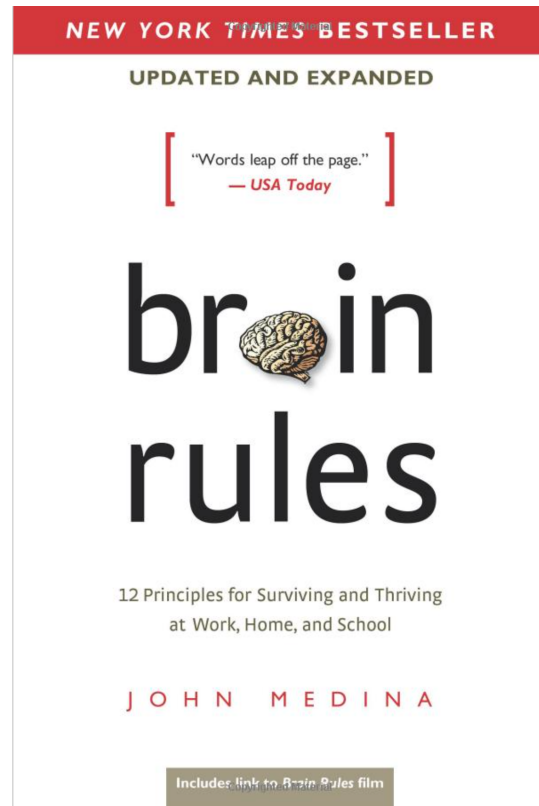
- We are not used to sitting at a desk for eight hours a day. From an evolutionary perspective, our brains developed while we walked or ran as many as 12 miles a day. The brain still craves this experience. That’s why exercise boost brain power (Brain Rule #2) in sedentary populations like our own. Exercisers outperform couch potatoes in long-term memory, reasoning, attention, and problem-solving tasks.
- As you no doubt have noticed if you’ve ever sat through a typical powerpoint presentation, people don’t pay attention to boring things (Brain Rule #6). You’ve got seconds to grab someone’s attention and only 10 minutes to keep it....

... and so on.

My take:

I read the 2008 version of this book and it had a significant impact on how I thought about my own teaching and presenting of information to others. I now want to buy the updated version because it has some additional insight I want to gain. I’d recommend this book to help frame how you think about the brain’s needs as you teach.

Enjoy! I list the 12 rules on the next page, along with the Table of Contents and a poster that’s featured in the updated edition.



- Brain Rule #1:** The human brain evolved too
- Brain Rule #2:** Exercise boosts brain power
- Brain Rule #3:** Sleep well, think well
- Brain Rule #4:** Stressed brains don't learn the same way
- Brain Rule #5:** Every brain is wired differently
- Brain Rule #6:** We don't pay attention to boring things
- Brain Rule #7:** Repeat to remember
- Brain Rule #8:** Stimulate more of the senses
- Brain Rule #9:** Vision trumps all other senses
- Brain Rule #10:** Study or listen to boost cognition
- Brain Rule #11:** Male and female brains are different
- Brain Rule #12:** We are powerful and natural explorers

Next Page: poster of 12 Rules
 Source: (2014 edition)

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Brain Rules



survival

The human brain evolved, too.



memory

Repeat to remember.



exercise

Exercise boosts brain power.



sensory integration

Stimulate more of the senses.



sleep

Sleep well, think well.



vision

Vision trumps all other senses.



stress

Stressed brains don't learn
the same way.



music

Study or listen
to boost cognition.



wiring

Every brain is wired
differently.



gender

Male and female brains
are different.



attention

We don't pay attention
to boring things.



exploration

We are powerful
and natural explorers.