

Cornell Guided Notes

Biotechnology for Health (Biomedical Innovations) | 2027-04-09

Name

Period

Date

Lesson

Lesson focus

Risk communication debate

Key words and questions

Prepared details and student notes

Essential question
What is today's target?

Argue whether public health messaging should emphasize fear or reassurance to change behavior most effectively. Big idea: Message tone affects both behavior change and audience trust in public health communication.

My notes, examples, and questions

Key words
What vocabulary unlocks the lesson?

- audience
- privacy
- usability
- recommendation
- evidence

My notes, examples, and questions

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Cornell Notes - Continued

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Must-know ideas
What should I understand by the end?

- Fear appeals can backfire if they feel exaggerated or if no action is provided.
- Reassurance without urgency may fail to motivate behavior change.
- Ethical communication must be accurate, even when fear or reassurance is strategically used.

My notes, examples, and questions

Process notes
What happens during class?

- 0-5 min: Warm-up: recall a public health message that actually changed your behavior
- 5-20 min: Read both sample messages; choose one and list two reasons grounded in accuracy and trust
- 20-40 min: Small-group debate tracking effectiveness and ethics claims
- 40-55 min: Full-class debrief: which message style had stronger evidence behind it?
- 55-70 min: Reflection: how will this inform the tone of your own message tomorrow?
- 70-80 min: Exit ticket: one sentence on the risk of the approach you did NOT choose

My notes, examples, and questions

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Steps and evidence What do I do and turn in?

- Read two sample public health messages, one fear-based and one reassurance-based.
- Pick the approach you think changes behavior more responsibly.
- List two reasons, considering accuracy and audience trust.
- Debate in your group, tracking claims about effectiveness and ethics.
- Reflect on how tone affects whether people act on a message.

Evidence: Exit ticket - One sentence identifying the main risk of the messaging approach you did NOT argue for.

My notes, examples, and questions

Checks for understanding How do I know I got it?

- You defended a messaging approach using audience and ethics reasoning.
- You weighed effectiveness against potential harm.

My notes, examples, and questions

Lab or safety notes What must I handle carefully?

No special lab safety notes today. Follow normal classroom and digital-work expectations.

My notes, examples, and questions

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Summary

Today's lesson focused on Risk communication debate. The main target was: Argue whether public health messaging should emphasize fear or reassurance to change behavior most effectively. The evidence of learning is Exit ticket: One sentence identifying the main risk of the messaging approach you did NOT argue for.. In my own words, the most important idea from today is:

My summary

My final question or connection