## Career Connection

Watch this [TEDx video](https://openstax.org/l/learningstyles_tedx) on learning styles and the importance of critical thinking. After you have watched the video, consider some of the reflective points below.

The concept of personalized learning styles has been popular for almost half a century. Given the information presented in this video, why do you think people are attracted to the idea of personal learning styles even though evidence shows they do not actually exist?

If you were going to devise an experiment to prove or disprove the idea of personalized learning styles, what would you do?