

THE HALO EFFECT

Promoting Your Best Online Teacher Persona

Coined by psychologist Edward Thorndike in 1920, the "Halo Effect" theorises that peoples' perception of others is based on unrelated external elements. When applied to the online teaching world, teachers can apply the theory to gain trust and attract more students based on their online profiles.



TIP #1

The Look

Present a smart and professional look, one that matches the global and traditional expectations of a teacher.



TIP #2

Be Culturally Respectful

Consider what is acceptable for teachers in the countries where you want to teach. How are piercings, coloured hair, tattoos viewed?

TIP #3

Your Teaching Style

If you are a fun-loving teacher of younger students, include fun props in your profile; likewise, wear a suit if you teach Business English.

