The Wha, Wha Theory

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You are sitting in a lecture or listening to a speech and the speaker is talking but all you hear is “wha, wha, wha.” This is a natural occurrence that is described as the ‘Wha, Wha’. The Wha, Wha theory breaks down and organizes the different reasons that cause people to fall into the Wha, Wha’s. The root of the theory is the fact that listening takes energy and if the input (message from the speaker) does not pertain to the listener, the listener is unable to intellectually understand, the listener is unable to process input, or the input is already understood/redundant, the listener will not exert the energy required to listen and comprehend what is being present and thus will fall into the Wha, Wha’s.

The Anti-Wha Wha’s

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You are now the presenter and trying to present a message to the recipients and you notice that everyone is a Wha, Wha model. What can you do to prevent people from falling into a Wha, Wha model? The anti-Wha Wha’s are the solutions to the dreaded wha, wha! The key to preventing the Wha Wha’s is to be sure that your input pertains to the listener, is at or below intellectual understanding of recipient, easy to process input, and is new and never heard before. If all these requirements are achieved the recipient will exert energy required to listen and understand the message you are presenting to them. By following the flow chart even the most lethargic audience will be able to understand and stay focused.