

# Effortful and Effortless Conceptual Blending

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## Conceptual Blending Group

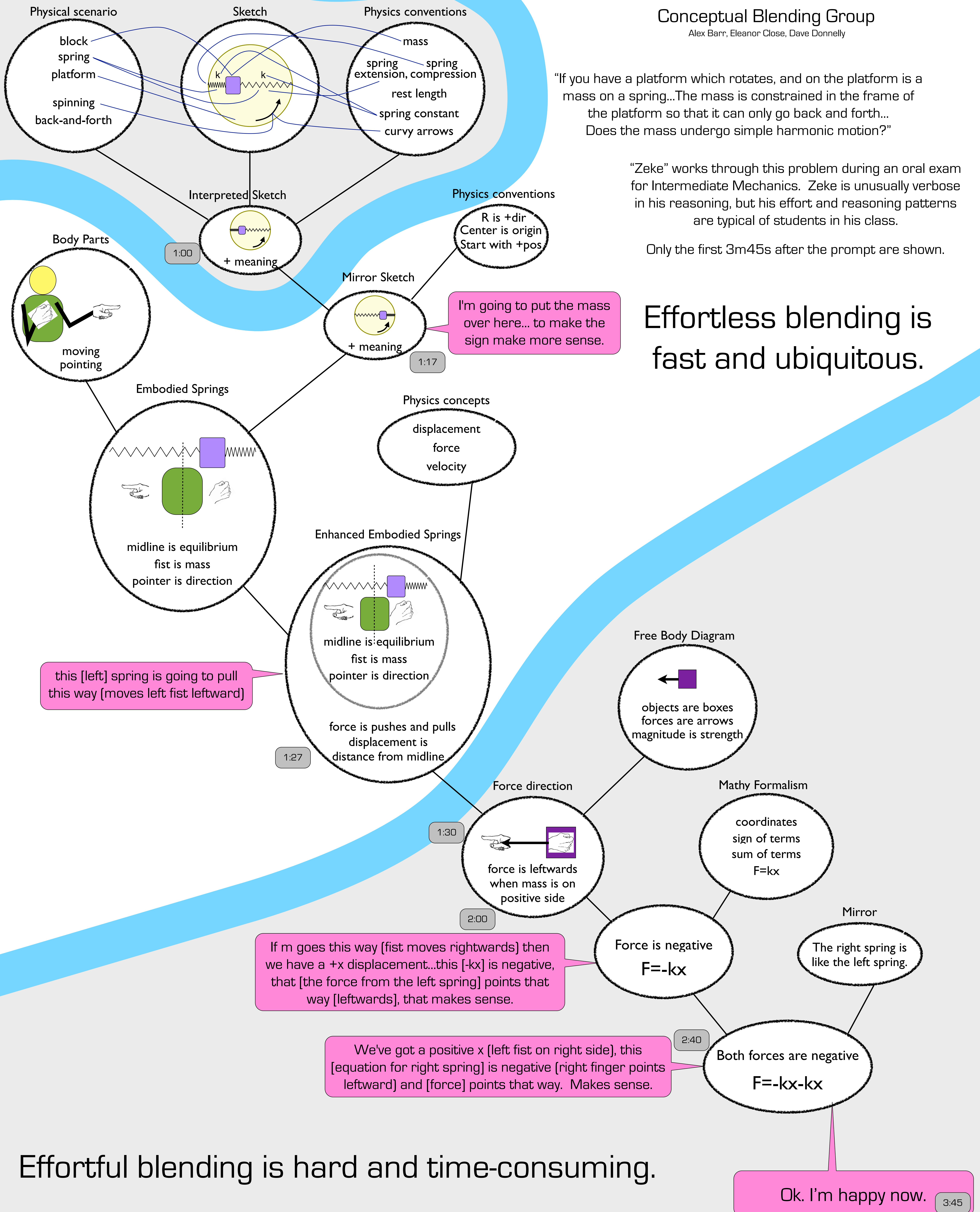
Alex Barr, Eleanor Close, Dave Donnelly

"If you have a platform which rotates, and on the platform is a mass on a spring...The mass is constrained in the frame of the platform so that it can only go back and forth... Does the mass undergo simple harmonic motion?"

"Zeke" works through this problem during an oral exam for Intermediate Mechanics. Zeke is unusually verbose in his reasoning, but his effort and reasoning patterns are typical of students in his class.

Only the first 3m45s after the prompt are shown.

Effortless blending is fast and ubiquitous.



Effortful blending is hard and time-consuming.