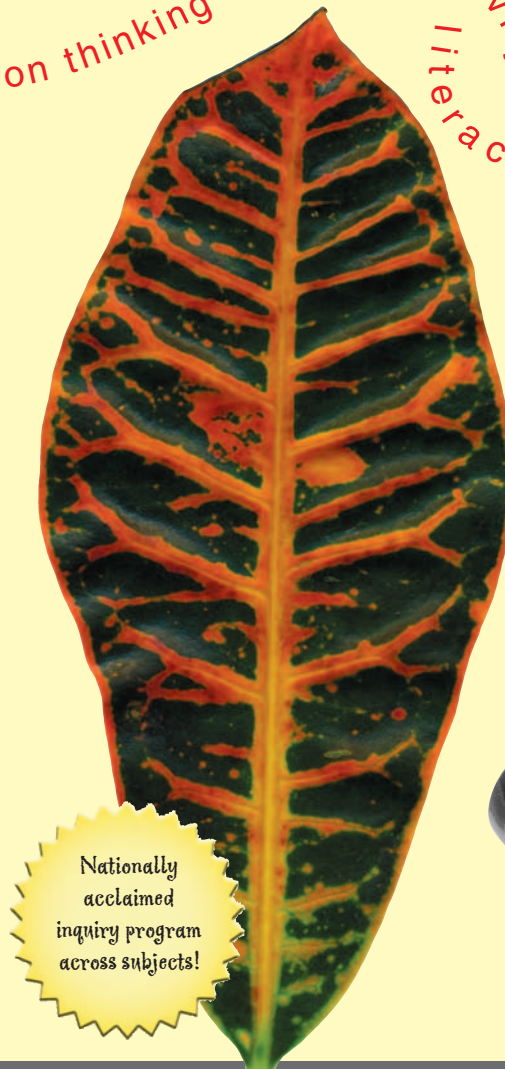


# THE PRIVATE EYE®

(5X) LOOKING / THINKING BY ANALOGY®

hands-on thinking skills, creativity,  
literacy & scientific literacy



Nationally  
acclaimed  
inquiry program  
across subjects!



[www.theprivateeye.com](http://www.theprivateeye.com)

# Welcome to The Private Eye®

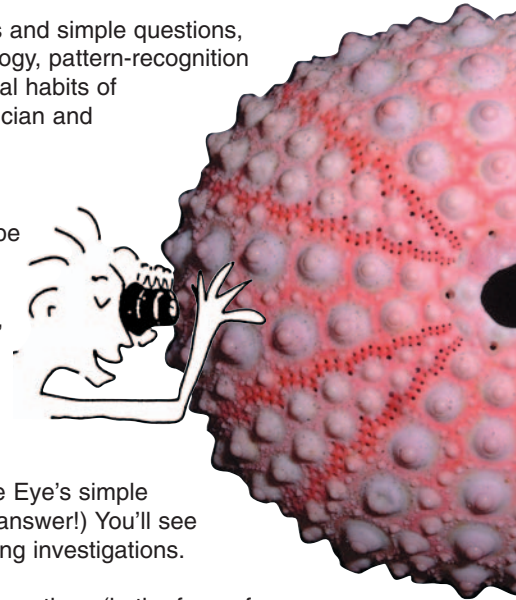


—a nationally acclaimed inquiry process and curriculum  
for developing:

- critical thinking skills
- creativity
- literacy
- scientific literacy—across subjects.

With a jeweler's loupe, every day objects and simple questions, you'll zoom into wonder, thinking by analogy, pattern-recognition and systems thinking to build the essential habits of mind of scientist, writer, artist, mathematician and social scientist. For learners of all ages!

**H**ow to start?  
Peer through The Private Eye loupe into the face of a flower, its leaf or hairy stem. It's like landing on another planet! Loupe-study rocks, strawberries, popcorn, even your own hand. Concentration soars. Why? The loupe cuts out the rest of the world so it rivets the eye and the mind.



As you explore, ask The Private Eye's simple questions. (There's no wrong answer!) You'll see beyond clichés to wildly inviting investigations.

Your loupe-observations (in the form of metaphors and similes) become "bones-for-poems," nature journals, essays and stories—and serve as clues for hypothesizing, theorizing, invention, design—an approach simple but sophisticated. Your loupe-drawings are investigations that move equally toward science and art, and inspire language development, math and more.

Indoors or out, leaf by leaf—fall in love with the world.

Founded by Kerry Ruef in 1989, piloted in the Seattle Public Schools, The Private Eye has been used by thousands of teachers, professionals in other lines of work, and nearly three million students in the United States and beyond. It's for every kind of learner: the so-called "regular student," the Gifted, the At-Risk, English Language Learners and those in special education.

Start on Monday, use all year!

“ I'm very impressed. A really exciting set of tools  
... to bring out the gifted in everyone.

—Joseph Renzulli, Director, The National  
Research Center on the Gifted and Talented ”



# See the world! Magnify your mind!™

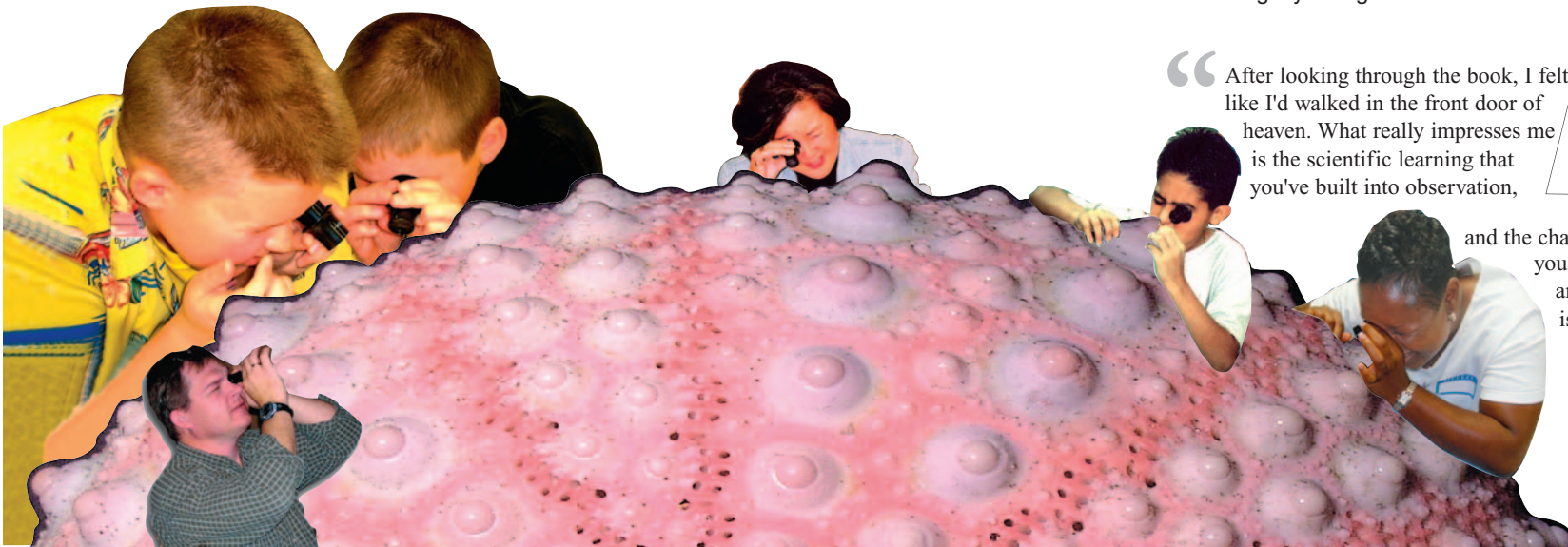


## The Private Eye:

- turns us into wonderers!
- motivates interest in all subjects
- Develops creativity and critical thinking skills
- builds communication and problem solving
- creates the habits of mind for success:
  - looking closely
  - thinking by analogy
  - understanding change of scale
  - theorizing / inventing / designing
- reconnects us to the natural world

“ This book takes the reader on a journey of discovery that incorporates science, art, literature, and creative thinking. The author leads the reader through the creative process, quoting writers and scientists and presenting solid scientific research. Open, study, and explore this book and discover the treasures waiting within. ”

—Dolores Choat, *Science and Children* (NSTA)



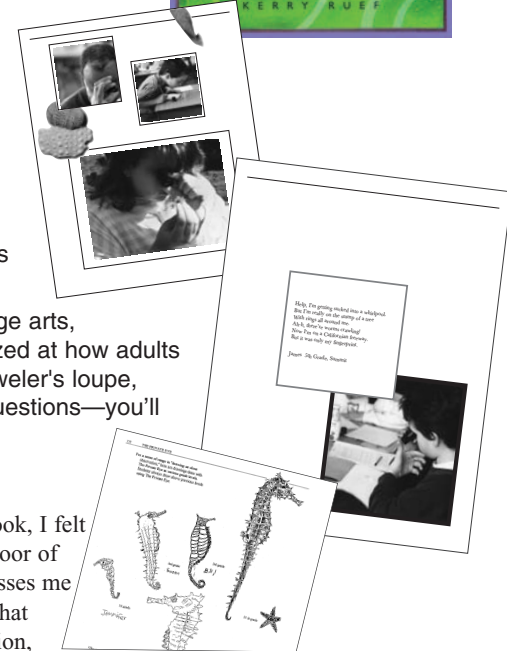
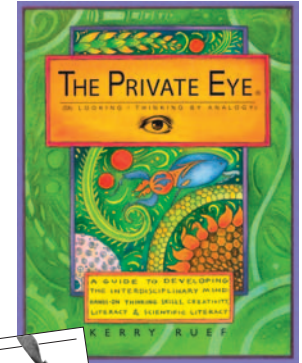
# Explore the book!

*The Private Eye*® — (5X) Looking / Thinking by Analogy:  
*A Guide to Developing the Interdisciplinary Mind* by Kerry Ruef.  
(The Private Eye Project, 2003, 1998, 1992) 240 pages.  
K-16 through life. Profusely illustrated in black and white. \$24.95

This best-selling introduction to The Private Eye program will propel anyone into worlds of wonder and intellectual growth.

You'll discover the drama and wonder of looking closely at the world, thinking by analogy, changing scale and theorizing—and how The Private Eye's simple "tools" produce "gifted" results.

- Learn how The Private Eye loupe (a magnification tool with an amazing difference) improves concentration and attention to detail
- Discover loupe-analogy-power and use it to vastly improve student (and adult) writing, drawing and problem solving
- See examples of student work
- Investigate 200 lesson plans, ideas and ticklers to enrich the five core disciplines



Whether you're teaching science, language arts, art, math or social studies, you'll be amazed at how adults and students love the process: with a jeweler's loupe, everyday objects and The Private Eye Questions—you'll accelerate and magnify thought.

“ After looking through the book, I felt like I'd walked in the front door of heaven. What really impresses me is the scientific learning that you've built into observation,

and the chance to draw. I think how you've tied thinking by analogy and theorizing with the loupe is spectacular.

—Ann H. Zwinger,  
naturalist, author of  
*The Mysterious Lands,*  
*Downcanyon*



# Materials

hands-on thinking skills, creativity, literacy & scientific literacy



**The Private Eye Loupes and Kits** bring the drama and wonder of the world into the classroom every day. A small scale, with the loupe's help and the power of analogies, is vivid and large. A few representative objects... and you feel you're in a park, a garden, a vacant lot, at a beach, a pond—to explore.

“What a fantastically successful and effective program! I'm tremendously impressed. It's the best, most innovative program I've seen in a long time.”

— Ola Edwards, Biology Professor, University of Washington

“The Private Eye is a powerful program for fostering ecoliteracy. Loupe-  
looking, coupled with the analogy questioning strategy, allow us easily to  
connect to the natural world. The Private Eye makes us closer observers,  
reawakening our sense of wonder.”

— Zenobia Barlow, Director and Founder, The Center for Ecoliteracy

# Professional Development

The Private Eye: Hands-on Inquiry  
across-the-Curriculum, K-16 through life

## Introductory Workshop

One of the most invigorating workshops you'll ever attend. Learn how to use The Private Eye's simple "tools" to produce "gifted" results in your students—across subjects. You'll write, draw and theorize as you explore applications for using the process year round. Meet the standards naturally as you blend literacy and inquiry with content.



“The best workshop I've been to, ever. It really changed my thinking; it really changed my approach to what I'm doing with the kids.”

—Gail Greenleaf, teacher, Tucson Unified School District

## Follow-up Workshops:

- Writing & Literacy Close-up • Botanical Garden Safari
- Connect-a-Kit Workshop (link to Gems, Insights, Foss)
- Art and Design • Energy and Conservation

  
workshop slide shows at  
[www.theprivateeye.com](http://www.theprivateeye.com)

# Training the Trainers



## In-district Trainers for Your District!

Want to spread the power of The Private Eye more quickly through your district? Here's the answer: a Private Eye Training-the-Trainers Institute. We develop a cadre of your own In-District Trainers to deliver the official, licensed Private Eye One & Two Day Workshops to your district's teachers. For example, Houston ISD has 13 official Private Eye Trainers giving Private Eye Workshops just like those that we present!

“...Eye-opening (literally), gratifying and validating.”

— Lynn Gerbode, Houston ISD Private Eye Trainer

“I presented The Private Eye to 43 teachers at my school last week. It was awesome!”

— Kim Ottosen, Houston ISD Private Eye Trainer

“A great two days. ... I've had nothing but rave reviews.”

—Kathe Poteet, K-12 Curriculum Specialist & TPE Trainer, Modesto SD, CA

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"The pattern-recognition skills embedded in The Private Eye are central to learning **systems thinking**. When children (and adults) apply the lessons of The Private Eye to their own contexts, they can improve their higher-order thinking and become more ecologically aware — a valuable approach to enhancing ecoliteracy in the classroom and beyond."

— Fritjof Capra, Ph.D., physicist and systems theorist; founding director of the Center for Ecoliteracy in Berkeley, CA; author of *The Tao of Physics*, *The Turning Point*, *The Web of Life*, and *The Hidden Connections*



"The **most influential program** you can put in a school. The loupe is the best little tool you'll ever find. The Private Eye guide is the best book around."

—Jeff Self, teacher  
Presidential Award Recipient  
Eureka City Schools, CA.

"... an exciting approach to engaging students in the art of scientific and mathematical thinking. It **should be a part of every school program**."

—George "Pinky" Nelson,  
former Director, Project 2061

"**A visionary work**. The Private Eye is a gift to all those who care about language."

—Richard Lederer, author of  
*The Miracle of Language; Crazy English; Pun and Games*

"The Private Eye is a **wonderful contribution** to literacy, poetry and ecological awareness."

—Robert Hass, former U.S. Poet Laureate and National Book Award recipient

"Every person I've exposed this to has fallen in love with it. It's just **phenomenal**."

—Amy Ouchley, Biology Professor,  
NE Louisiana University

"...**exceptionally ingenious and effective** program for science teaching. ... The Private Eye Project is the most promising such innovation I have ever seen."

—Charles L. Remington, Professor of Biology and Environmental Studies,  
Yale University; Curator, Yale Natural History Museum

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