When asked to name our highest hope for schooling, most would suggest that we want to teach students to think critically; we don't want them merely to learn factual content, we want them to evaluate and integrate what they read and learn. That desire has taken on a new urgency in the Internet era, with tidal waves of information. In this talk I will analyze from a cognitive perspective why critical thinking is so difficult to teach, focusing particularly on the difficulty of getting students to evaluate information. I will suggest curricular and instructional strategies to address these difficulties.