

Cone of Learning (Edgar Dale)

| After 2 weeks we tend to remember | | Nature of Involvement | |
|---------------------------------------|---|------------------------------|---------|
| 10% of what we READ | READING | Verbal Receiving | |
| 20% of what we HEAR | HEARING WORDS | | |
| 30% of what we SEE | LOOKING AT PICTURES | | PA |
| 50% of what we HEAR and SEE | WATCHING A MOVIE LOOKING AT AN EXHIBIT WATCHING A DEMONSTRATION SEEING IT DONE ON LOCATION | Visual Receiving | PASSIVE |
| 70% of what we SAY | PARTICIPATING IN A DISCUSSION GIVING A TALK | Receiving / Participating | A |
| 90% of what we both SAY and D0 | DOING A DRAMATIC PRESENTATION SIMULATING THE REAL EXPERIENCE DOING THE REAL THING | Doing | AGTIVE |

Edgar Dale, Audio-Visual Methods in Technology, Holt, Rinehart and Winston.