

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

WATCHING A MOVIE

50% of what we
HEAR and SEE

LOOKING AT AN EXHIBIT

WATCHING A DEMONSTRATION

SEEING IT DONE ON LOCATION

Visual Receiving

70% of what we **SAY**

PARTICIPATING IN A DISCUSSION

GIVING A TALK

**Receiving /
Participating**

90% of what we
**both SAY
and DO**

DOING A DRAMATIC PRESENTATION

SIMULATING THE REAL EXPERIENCE

DOING THE REAL THING

Doing

PASSIVE

ACTIVE