The Learning Process

How do people learn?

• 1 % through TASTE
• 1.5 % through TOUCH
• 3.5% through SMELL
• 11% through HEARING
• 83% through SIGHT

How much do they retain?

• 10% of what they READ
• 20% of what they HEAR
• 30% of what they SEE
• 50% of what they SEE and HEAR simultaneously
• 70% of what they SAY as they talk
• 90% of what they SAY as they DO a thing

How long do people remember what they’ve learned?

From a lecture:

• Recall three hours later: 70%
• Recall three days later: 10%

When showing is used alone:

• Recall three hours later: 72%
• Recall three days later: 20%

Where there is a blend of showing and telling

• Recall three hours later: 85%
• Recall three days later: 65%