

# USING VISUALS IN THE CLASSROOM BY ARLENE C

## Using Visuals in the Classroom

Enhancing the learning experience

**THERE ARE THREE MAIN WAYS INFORMATION CAN BE ENCODED:**

**Acoustic**



Through sound

**Semantic**



The meaning of things and how we connect to the material

**Visual**



Viewing pictures, videos, icons, etc. to create mental images that are processed and stored

Evidence shows that acoustic coding is the primary system that stores information into short-term memory.

But according to Psychology Today's Dr. Haig Kouyoumdjian, Ph.D.

"A large body of research indicates that visual cues help us to better retrieve and remember information. The research outcomes on visual learning make complete sense when you consider that our brain is mainly an image processor (much of our sensory cortex is devoted to vision), not a word processor..."





There are countless studies that have confirmed the power of visual imagery in learning. For instance, one study asked students to remember many groups of three words each, such as dog, bike, and street.



Students who tried to remember the words by repeating them over and over again did poorly on recall.





In comparison, students who made the effort to make visual associations with the three words—such as imagining a dog riding a bike down the street—had significantly better recall.

**Listening to a Lecture**



Additionally, Edgar Dale wrote that by listening to a lecture 80% of students could recall only 25% of what was said and only 10-20% after 3 days had passed.




**Reading Information**

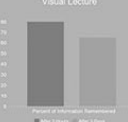


If information is read, 72% of information can be recalled after 3 hours, but this percentage drops to only 10% after 3 days.




## Visual Lecture







However, if visual and verbal systems are stimulated, say in an illustrated lecture, 80% of information can be recalled after 3 hours and 65% can be recalled after 3 days.




Nevertheless, according to a 2009 study by the University of Illinois, despite the fact that only 10% of secondary learners are designated as auditory learners, over 80% of information is still delivered orally.




This is made further frustrating by the fact that over 65% of the population is thought to be visual learners.



There is further evidence that proves that the brain processes visuals over 60,000 times faster than mere text.



Furthermore, neurologists have found that the brain "can identify images seen for as little as 13 milliseconds."



So it raises the question: why aren't more teachers using visuals in their teaching practice?

©2012, All in One Learning Through Visuals, Psychology Today, Retrieved February 16, 2017, from <http://www.psychologytoday.com/blog/all-in-one-learning-through-visuals>

©2012, Edgar Dale, cited in Psychology, Retrieved March 25, 2017, from <http://www.psychology.com>

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