

How We Learn

We Learn:	We Remember:
★ 1% through taste	★ 10% of what we read
★ 1.5% through touch	★ 20% of what we hear
★ 3.5% through smell	★ 30% of what we see
★ 11% through hearing	★ 50% of what we see and hear
★ 83% through sight	★ 80% of what we say
	★ 90% of what we say as we act



It may be only recently that we have received scientific and statistical confirmation of these facts, but intuitively we have known them for a long time. There are ancient Chinese proverbs that read:

*I hear and I forget
I see and I remember
I do and I understand*

and

One picture is worth a thousand words.

Methods of Instruction

Telling, when used alone, results in 70% recall three hours later and 10% recall three days later.

Showing, when used alone, results in 72% recall three hours later and 20% recall three days later.

Blend of telling and showing results in 85% recall three hours later and 65% recall three days later.

How much recall does **doing** result in?...

Data: National Safety Council, Itasca, Illinois.