

**AFTER TWO WEEKS WE  
TEND  
TO REMEMBER ...**

10% of what we read

READING

20% of what we hear

HEARING WORDS

30% of what we see

LOOKING AT PICTURES

**PASSIVE**

WATCHING A MOVIE/VIDEOTAPE

LOOKING AT AN EXHIBIT

50% of what we see and  
hear

WATCHING A DEMONSTRATION

SEEING IT DONE ON LOCATION

70% of what we  
say

PARTICIPATING IN A DISCUSSION

GIVING A TALK

**ACTIVE**

90% of  
what we  
say and  
do

DOING A DRAMATIC PRESENTATION

SIMULATING THE REAL EXPERIENCE

DOING THE REAL THING

Adapted from: Edgar Dale *Audio-Visual Methods in Teaching*, Holt, Rinehart and Winston.

# CONE OF LEARNING (EDGAR DALE)

After 2 Weeks  
we tend to remember

Nature of Involment

