DALE'S CONE OF EXPERIENCE

People generally remember

Levels of abstraction

10% of what they *read*

Read

Verbal
Receiving

20% of what they *hear*

Hear words

30% of what they *see*

Watch still picture

Watch moving picture

Visual receiving

Watch exhibit

50% of what they *hear* and *see*

Watch demonstration

70% of what they *say* and *write*

Do a field visit

Do a dramatic presentation

Hearing
Saying
Seeing
and
Doing

Do a role play or simulation

90% of what they *say as they do something*

Do the real thing

Problem Solving