The Learning Pyramid

**Lecture**
Listening, auditory

- **5%**
  - Least retained

**Reading**
Visual, written words

- **10%**

**Audio-visual**
See and hear information at the same time; information enters multiple senses

- **20%**

**Demonstration**
Real-life examples given for clarification; provides a stimulus with which to associate information

- **30%**

**Discussion group**
Verbalization of ideas

- **50%**

**Practice by doing**
Repetition, repetition, repetition; practice problems, hands-on learning

- **75%**

**Teach others/apply learning**
Use information to show others “how to”; you **must** understand in order to explain to someone else

- **90%**
  - Most retained

*Adapted from: The Freshman Seminar Tips for Success. National Training Laboratories, Bethel, Maine*