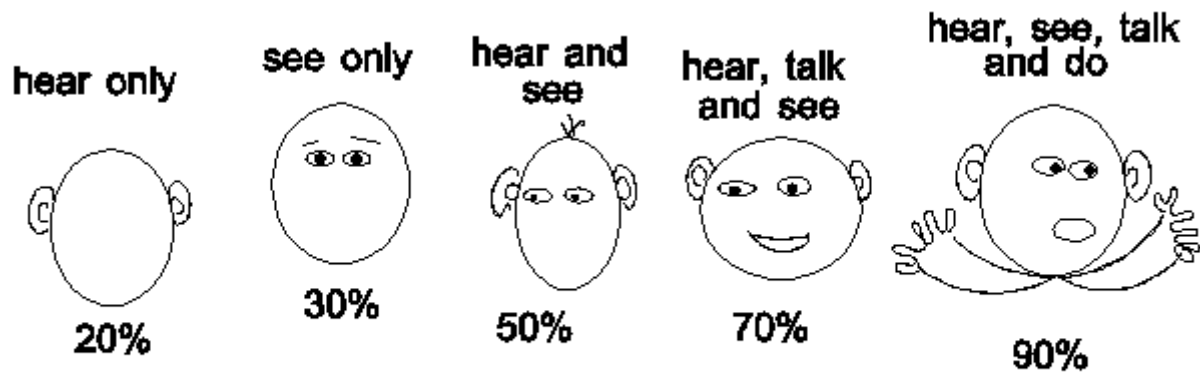






worksheet
the Learning Heads
how do people take up information



% we retain

Source: Arnold, Rick, Bev Burke, e.a., *Educating for a Change, Between The Lines, Toronto (1991)*

From psychological and pedagogical research it appears, that people learn more, when more of their senses are involved. The "Learning Heads" give a rough estimation from this research.

-  Notice, that the most used way, in which people try to pass information and experience (skills) is done in the least effective way: by speeches (hear only).
-  It will not always be possible to confront people with "see, hear, talk and do": think of lack of time, lack of means and instruments.
-  There is not only a tendency of "learning more, when more senses are used", there is also a tendency of "when more senses are used, people become more independent". The use of less senses in presentation of material is sometimes used as an instrument of power.
-  There is in the modern world only a very limited tradition of using more senses in exchange of information and experience. When using more senses, this can cause opposition because of the fact that people feel uncomfortable.

The ZHABA facilitators collective has published a range of worksheets that can help you with campaigning. These sheets can be obtained from the Internet on <http://www.zhaba.cz>

The ZHABA facilitators collective is a group of NGO facilitators. It helps non-profit organisations to improve their work. More information on <http://www.zhaba.cz>

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