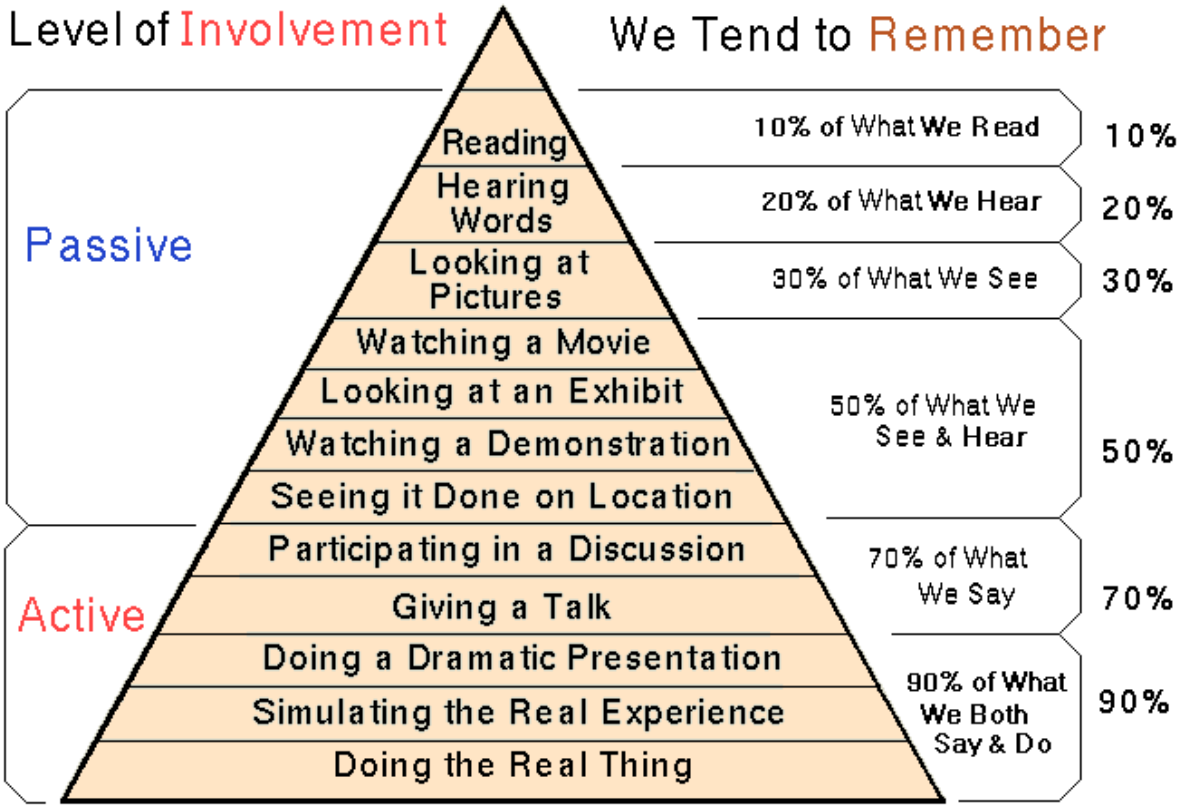
Level of Involvement
We Tend to Remember
Passive
Active
Reading
Hearing Words
Looking at Pictures
Watching a Movie
Looking at an Exhibit
Watching a Demonstration
Seeing it Done on Location
Participating in a Discussion
Giving a Talk
Doing a Dramatic Presentation
Simulating the Real Experience
Doing the Real Thing
10% of What We Read
10%
20% of What We Hear
20%
30% of What We See
30%
50% of What We See & Hear
50%
70% of What We Say
70%
90% of What We Both Say & Do
90%