



AN INSTRUCTOR  
GENERALLY SAYS  
100-200 WORDS  
A MINUTE  
AND A STUDENT  
ONLY HEARS  
50-100—HALF.



40%

WORSE YET, IN A TYPICAL LECTURE  
CLASS, STUDENTS ARE ATTENTIVE  
JUST 40 PERCENT OF THE TIME.

STUDENTS RETAIN ABOUT **70%**  
OF WHAT THEY HEAR IN THE  
FIRST 10 MINUTES OF CLASS

—AND JUST **20%** DURING  
THE LAST 10 MINUTES.



ADDING VISUAL AIDS INCREASED  
RETENTION FROM **14% TO 38%.**



**ENGAGING  
THE ACTIVE  
LEARNER**

A PICTURE MAY NOT BE WORTH A  
THOUSAND WORDS, BUT IT HELPS.

BROUGHT TO YOU BY

**Bb** **JESS3**

Source: Columbia University