



OKLAHOMA COOPERATIVE
EXTENSION SERVICE
4-H Youth Development 

Learning Styles

Three Learning Styles

People learn through hearing, seeing and doing. We use all three methods, but, each of us has a learning preference. We learn best using this method.

Basic knowledge is learned through one of the 5 senses.

Seeing	83 percent
Hearing	11 percent
Touching	3 ½ percent
Smelling	1 ½ percent
Tasting	1 percent



Auditory Learning – “I hear.”

Auditory learners learn best through hearing, using their ears and their voices as the primary way to learn. These learners:

- Remember what they hear and their own verbal expressions;
- Remember by talking aloud and through verbal repetition;
- Desire to talk through a concept not understood;
- Verbally express excitement about learning;
- Can remember verbal instructions without recording them;
- Enjoy class discussions and talking with others;
- Are easily distracted by sound but also find silence distracting;
- Enjoy interesting lectures;
- Find it difficult to work quietly for extended periods of time;
- Enjoy music activities.

Learn best through: hearing, vibrations, rhythms, mentally configured sounds, patterns, tone, oral directions, chanting and listening.

Visual Learning – “I See.”

Visual learners learn best through seeing, using their eyes as the primary way to learn. These learners:

- Desire to see words written down;
- Enjoy a picture of something being described;
- Prefer a timeline to remember historical events;
- Prefer written instructions for assignments;
- Observe all the physical elements in a classroom;
- Carefully organize their learning materials;
- Enjoy decorating learning areas;



Desire photography and illustrations with printed content;
 Remember and understand through the use of diagrams, charts and maps;
 Appreciate presentations using PowerPoint, overhead transparencies or handouts;
 Study materials by reading over notes and organizing in outline form;
 Enjoy visual art activities.

Learn best through: color, images, shapes, drawings, paintings, patterns, forms and sculpture.

Kinesthetic Learning – “I Do.”

Kinesthetic learners learn best through touch, using their hands as the primary way to learn. These learners:

- Become physically involved in the subject being studied;
- Enjoy acting out a situation through dramatic methods;
- Enjoy making a product or completing a project;
- Prefer building and physically handling learning materials;
- Remember and understand through doing something;
- Take study notes to keep busy, but often do not read them;
- Enjoy using computers;
- Physically express enthusiasm by getting active and excited;
- Find it difficult to sit still for extended periods of time;
- Enjoy hands-on art activities.

Learn best through: body movements, dance, gesturing, positioning, touching – all physical action.

The first question most volunteers have when they think of working with youth is: “How can I plan a fun, exciting and educational experience for the kids?” To answer this question it helps to understand how people learn. This in turn will help you to plan activities, which will stimulate youth or adult audiences. In 1974 (Klein) a study by the U.S. Department of Health, Education and Welfare has shown that youth learn best by doing. Active involvement of the learner is the key.

People learn best when they hear, see and do.

People generally remember:

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of what they hear and see
- 70 % of what they say as they talk
- 80-90% of what they hear, see and do

Below is a table that illustrates the correlation between method of instruction and ability to recall:

Recall 3 hours later	Recall 3 days later	Telling (when used alone)	70 percent
10 percent	Showing (when used alone)	72 percent	20 percent
Blending of telling and showing	85 percent	65 percent	

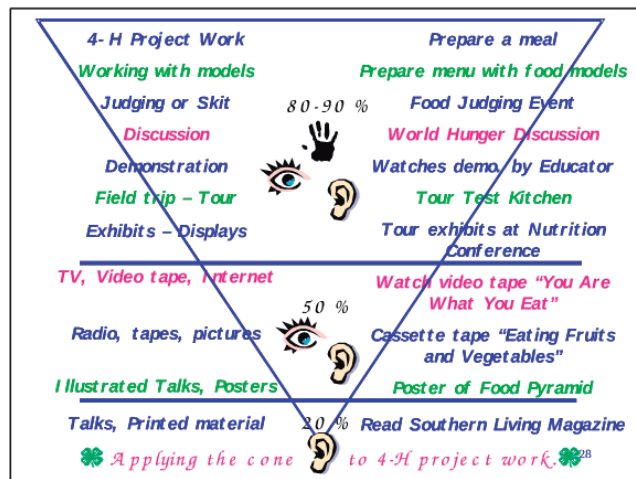
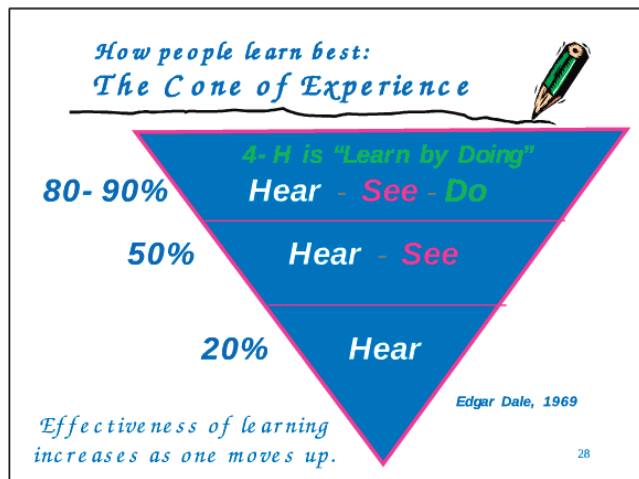


Learn by Doing

The Cone of Experience is a method that easily describes how the effectiveness of learning increases as one moves up the cone.

The Cone of Experience

A second diagram applies the cone to 4-H project work. The left hand column includes teaching methods we use in 4-H. The right hand column includes a project for that teaching method.



Youth learn by doing. Adults working with youth must plan activities that actively involve youth. Youth should be involved in every stage of a meeting: from planning, to decision-making, to project development and even in the evaluation process.

Keep Youth Involved in the Learning Process

The level of involvement is important in how much is learned. Activities that are more like real life experiences and that involve members in listening, seeing and doing usually bring about the greatest learning. Avoid telling or asking members to read as the primary method of teaching. When possible, use simulations, games, demonstrations or models. This gives them ownership and a feeling of belonging or that it is "our club," not "your club."

Certification of Completion of Volunteer Development Series Teaching Techniques

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