

# Dale's Cone of Experience

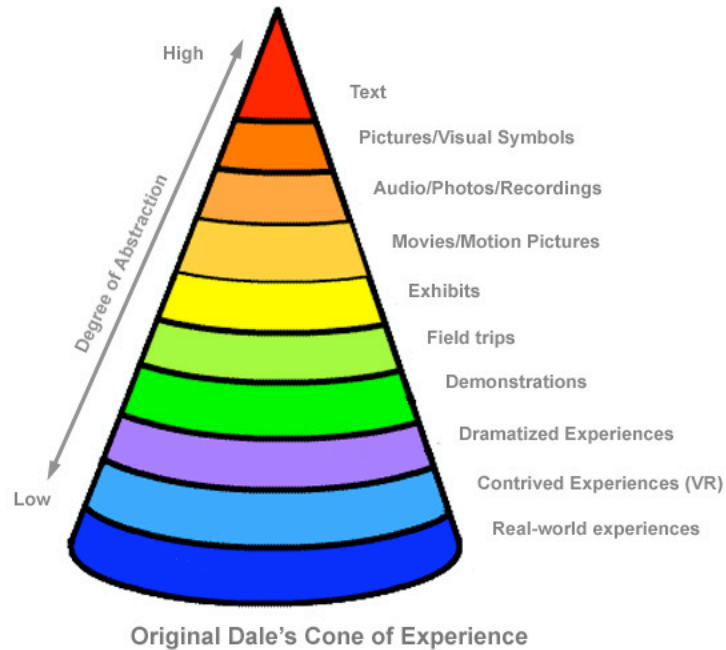
San José State University

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## Background

Years ago an educator named Edgar Dale (Educational Media, 1960), often cited as the father of modern media in education, developed from his experience in teaching and his observations of learners the "cone of experience". The cone's utility in selecting instructional resources and activities is as practical today as when Dale created it.

Modified from work  
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## 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 - video
- 70% of what they say or write
- 90% of what they say as they do something

## Interpreting the Cone

- The cone is based on the relationships of various educational experiences to reality (real life).
- The bottom level of the cone, "direct purposeful experiences," represents reality or the closest things to real, everyday life.

## More Interpretation

- The opportunity for a learner to use a variety or several senses (sight, smell, hearing, touching, movement) is considered in the cone.
- Direct experience allows us to use all senses.
- As you move up the cone, fewer senses are involved at each level.
- **The more sensory channels possible in interacting with a resource, the better the chance that many students can learn from it.**

and

- Each level of the cone above its base moves a learner a step further away from real- life experiences, so experiences focusing only on the use of verbal symbols are the furthest removed from real life.
- Think about a student reading material without any pictures or other visuals or a student listening to a lecture that is nothing but words.

## Dale's Cone & Teaching

