Institute of Social Informatics and Technological Innovations
Centre of Excellence for Rural Informatics
(ISITI-CoERI)

Technology Touching Lives

UNIVERSITI MALAYSIA SARAWAK

Cone of Experience – Dale

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What is Dale's Cone Experience

- The cone of experience is a pictorial device use to explain the interrelationships of the various types of audio-visual media, as well as their individual " positions " in the learning process.

- The cone's utility in selecting instructional resources and activities is as practical today as when Dale created it.
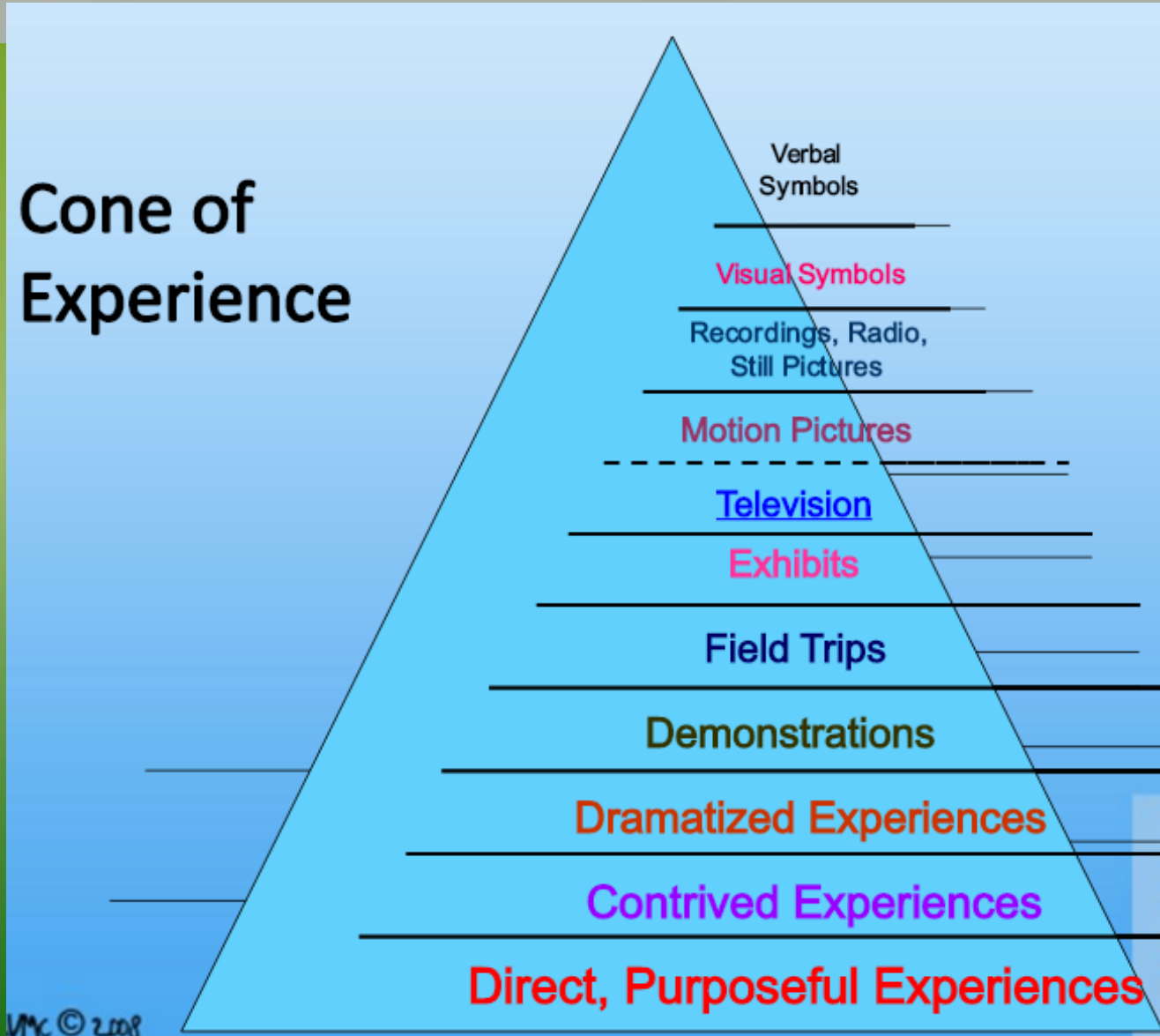
Edgar Dale

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 "con/e of experience
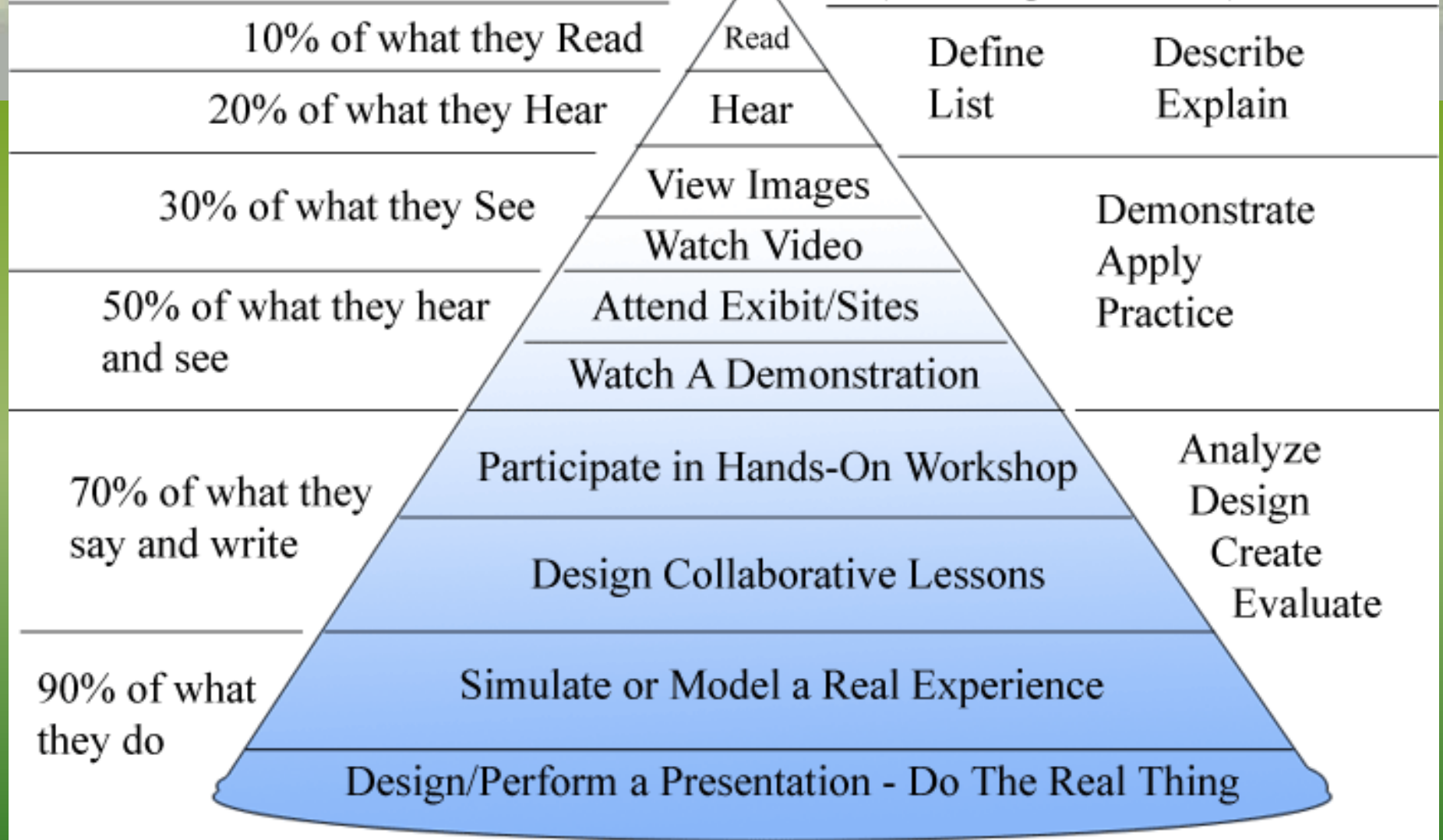
Cone of Experience

- The cone is based on the relationships of various educational experiences to reality

- The opportunity for a learner to use a variety or several senses

- Direct experience allows us to use all senses.
- The more sensory channels possible in interacting with a resource, the better the chance that many students can learn from it.
- 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.

- Motion pictures (also television) is where it is on the cone because it is an observational experience

- Contrived experiences are ones that are highly participatory and simulate real life situations or activities.

- Dramatized experiences are defined as experiences in which the learner acts out a role or activity.

Dale's Cone of Experience

People Generally Remember:		People Are Able To: (Learning Outcomes)
10% of what they Read	Read	Define List / Describe Explain
20% of what they Hear	Hear	
30% of what they See	View Images	Demonstrate Apply Practice
	Watch Video	
50% of what they hear and see	Attend Exibit/Sites	
	Watch A Demonstration	
70% of what they say and write	Participate in Hands-On Workshop	Analyze Design Create Evaluate
	Design Collaborative Lessons	
90% of what they do	Simulate or Model a Real Experience	
	Design/Perform a Presentation - Do The Real Thing	

Verbal Symbols

- principal medium of communication
- bear no physical resemblance to the objects or ideas for which they stand
- may be a word for concretion, idea, scientific principle, formula or philosophic aphorism
- Disadvantage:??

Visual Symbols

- chalkboard/whiteboard, flat maps, diagrams, charts
- fits the tempo of presentation of idea, topic or situation very easy to procure and prepare
- Limitations:??

Recordings, Radio, Still Pictures

- attention – getting, particularly projected views

- concretize verbal abstraction

- Limitations: ??

Television and Motion Pictures

- A solution to time and space constraints
- provides "windows to the world"
- effective for presenting movement, continuity of ideas or events
- substitute for dangerous direct learning experiences
- Limitations: ??

Exhibits

- present objects or processes otherwise impossible inside the classroom

- exposure to new ideas, discoveries, inventions

- Problems : ??

Demonstrations

- visualized explanation of an important fact or idea or process may require nothing more than observation or students

- may be asked to do what has just been shown how to do

- Disadvantages: ??

Field Trips

- undertaken primarily for the purpose of experiencing something that cannot be encountered within the classroom

- a rich experience in learning about objects, systems, and situations

- Disadvantages: ??

Dramatized Experiences

- help get closer to certain realities that are no longer available at first hand

- stirring and attention getting

- participant learns to understand intimately the character he portrays teaches cooperative work

- Disadvantages: ??

Contrived Experiences

- an "editing" of reality
- substitutes for confusing or unmanageable first – hand experiences
- easier to handle, manipulate or operate
- Disadvantages: ??

Direct, Purposeful Experiences

- unabridged version of life itself
- direct participation with responsibility for the outcome
- the basis for the most effective and lasting learning
- Disadvantage: ??

Summary

- **Use variety of materials and medium in order to maximize the learning experience**

- **Concrete experiences must be provided first in order to support abstract learning**

- **Staying on the concrete experiences is not even ideal**

- **Limited to the modern gadgets that we have right now**

The end

Thank you