Dual Coding Theory

By: Awab Khan, Molly Safigan, Steven Valentine
Overview

• History
• Theorists
• Development
• Theory
• Applications to ID
• Example
• Applied to Instructions
• Summary
• Questions?
According to Paivio there are 2 ways people can expand on learned material.

He came up with the theory in 1971 at the University of Western Ontario.

Allan Paivio (1925- )

History
Overview

- History
- Theorists
- Development
- Theory
- Applications to ID
- Example
- Applied to Instructions
- Summary
- Questions?
• Allan Paivio (original)
• Anderson & Bower
• Stone & Glock
• Levie & Lentz
• Mayer & Sims
Overview

- History
- Theorists
- Development
- Theory
- Applications to ID
- Example
- Applied to Instructions
- Summary
- Questions?
The previously stated theorists built upon Paivio’s theory.

How people study has been developing over time.
Overview

• History
• Theorists
• Development
• Theory
• Applications to ID
• Example
• Applied to Instructions
• Summary
• Questions?
• Paivio’s dual coding theory states that verbal and non-verbal information is processed separately.
Overview

- History
- Theorists
- Development
- Theory
- Applications to ID
- Example
- Applied to Instructions
- Summary
- Questions?
Applying dual coding makes it easier and more efficient to learn new information.

- Rosetta Stone
- Science books
- Flash cards

Applications to ID
• History
• Theorists
• Development
• Theory
• Applications to ID
• Example
• Applied to Instructions
• Summary
• Questions?

Overview
Example
Overview

- History
- Theorists
- Development
- Theory
- Applications to ID
- Example
- Applied to Instructions
- Summary
- Questions?
• The combination of lecture along with visual aid would enhance student learning.

• Using two outlets to teach students the same information.

Applied to Instructions
Overview

- History
- Theorists
- Development
- Theory
- Applications to ID
- Example
- Applied to Instructions
- Summary
- Questions?
Summary
Overview

- History
- Theorists
- Development
- Theory
- Applications to ID
- Example
- Applied to Instructions
- Summary
- Questions?
Thanks for listening!
Questions?