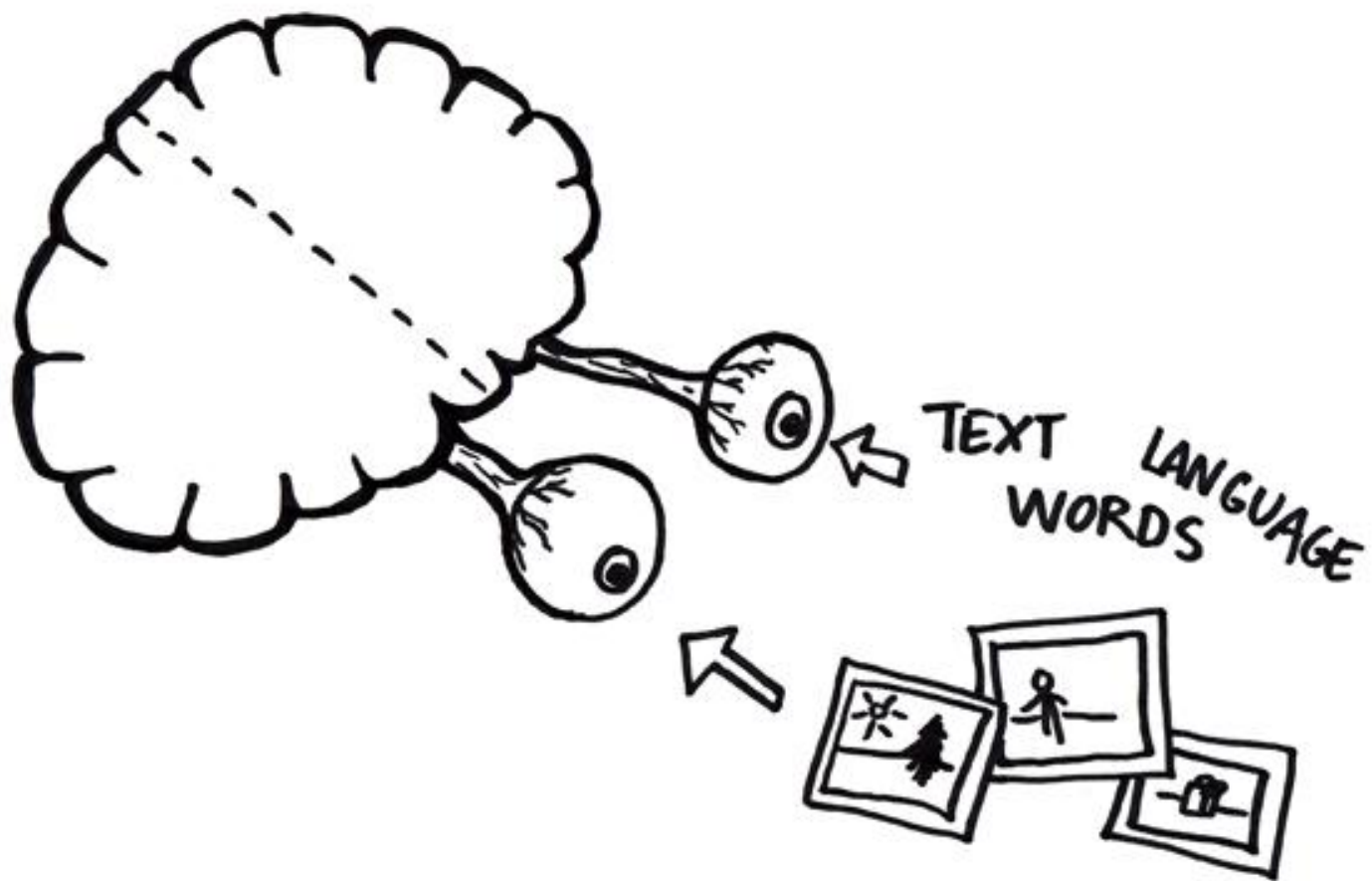


Dual Coding Theory

By: Awab Khan, Molly Safigan, Steven
Valentine

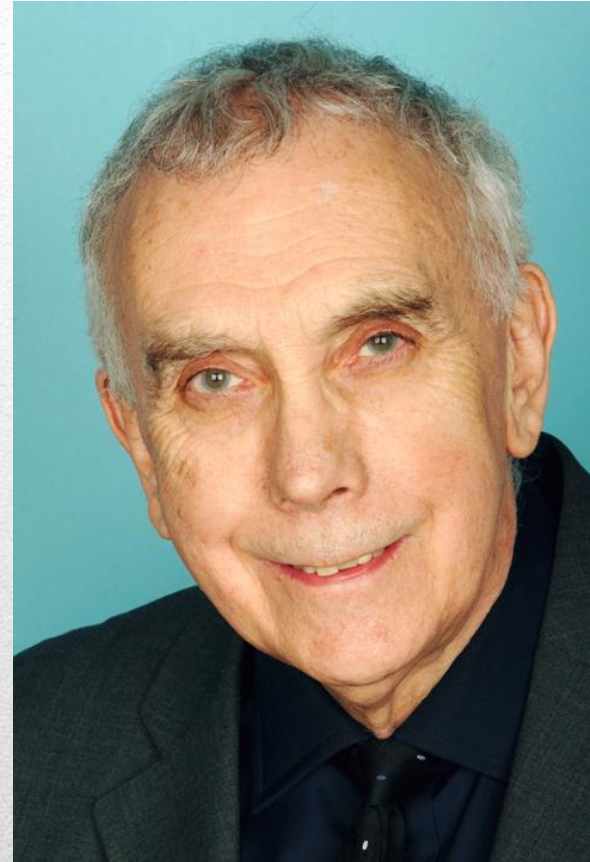
- History
- Theorists
- Development
- Theory
- Applications to ID
- Example
- Applied to Instructions
- Summary
- Questions?

Overview



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

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Overview

- Allan Paivio
(original)
- Anderson & Bower
- Stone & Glock
- Levie & Lentz
- Mayer & Sims



Theorists

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Overview

The previously stated theorists built upon Paivio's theory.

How people study has been developing over time.

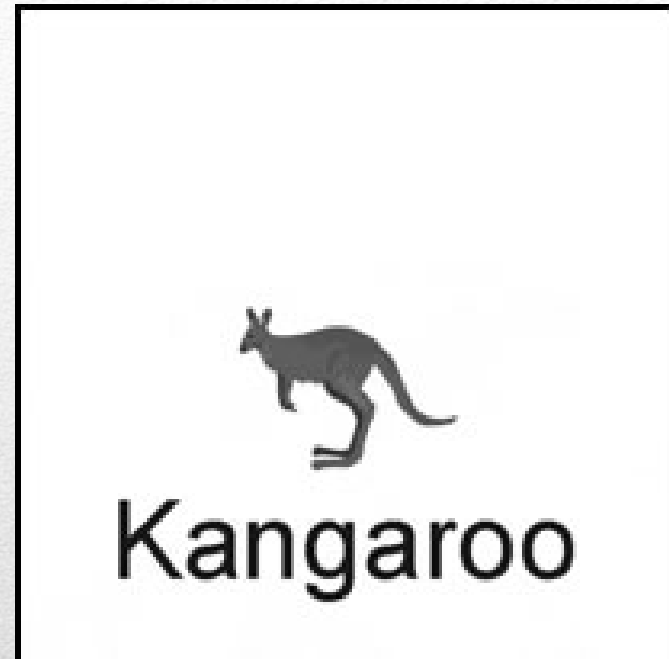


Development

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Overview

- Paivio's dual coding theory states that verbal and non-verbal information is processed separately.



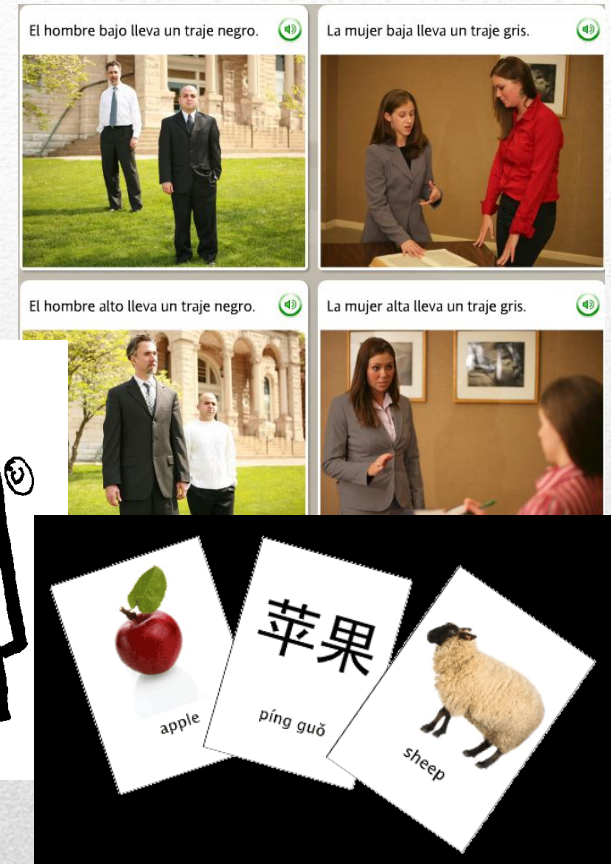
Theory

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Overview

Applying dual coding makes it easier and more efficient to learn new information.

- Rosetta Stone
- Science books
- Flash cards



Applications to ID

- History
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Overview



Example

- History
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Overview

- The combination of lecture along with visual aid would enhance student learning.
- Using two outlets to teach students the same information.

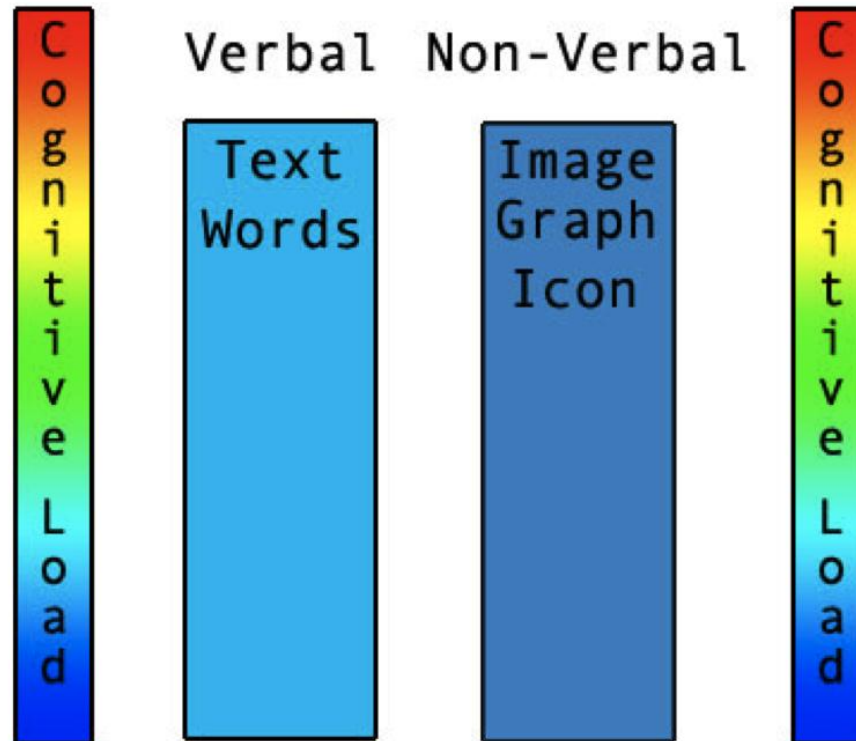


Applied to Instructions

- History
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Overview

Short-Term Memory



Summary

- History
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Overview

- Questions



Thanks for listening!
Questions?
