



Learning and Teaching with Media

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Imagination is more
important than knowledge.
Albert Einstein

Tell me and I'll forget.
Show me and I'll remember.
Involve me and I'll understand.

Learning Effects of TV

- Behavior
- Attitudes, Beliefs, and Values
- Knowledge
- Cognitive Skills

What the Research Shows

- The more involved the learner is in viewing, the more they will retain.

Keys to Viewing for Learning

- Previewing activities
- Check for prior knowledge
- Predict
- Establish learning goals
- Lay foundation for learning
- Engage the learner

Keys to Viewing for Learning

- Viewing activities
- Break viewing up
- Predict
- Establish/Check learning goals
- Engage the learner

Keys to Viewing for Learning

- Post-Viewing activities
- Check knowledge
- Check predictions
- Practice using new knowledge/skills
- Expand the learning experience
- Engage the learner
