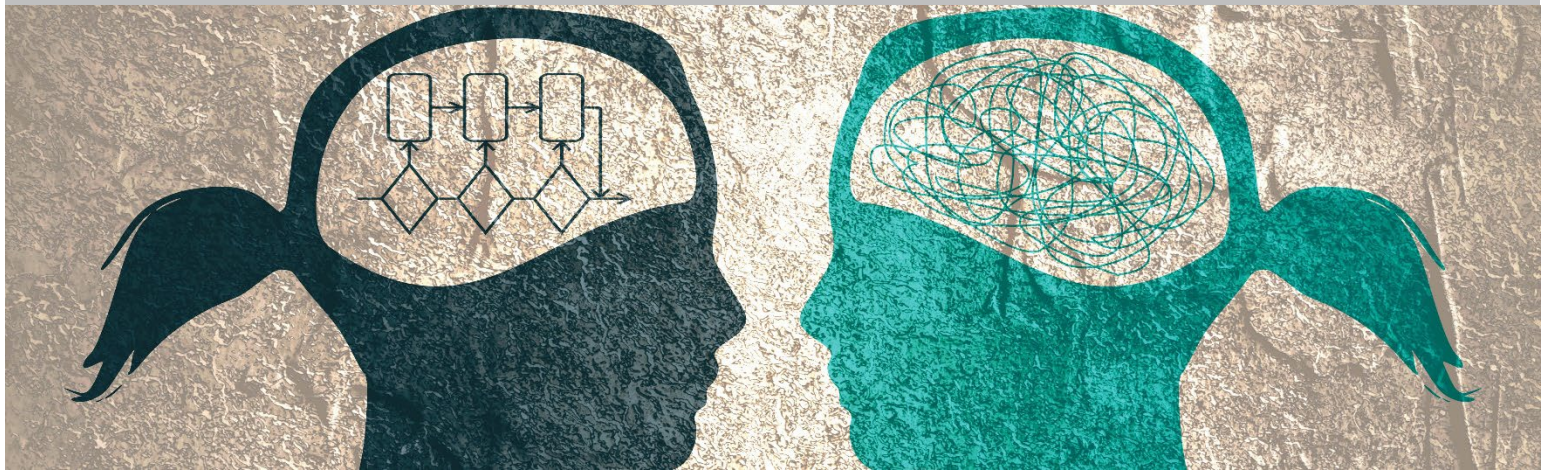


# Dual Coding



## What is it and why do I care?

Dual coding is combining words and visuals to leverage the processing power of our brain. About 30% of our cortex is dedicated to processing visuals, compared to 8% for touch and a mere 3% for hearing. Furthermore, we process images 60,000 times faster than we process text. Add that all up and it becomes apparent, adding pictures to text radically improves our learning.

Therefore, dual coding is an excellent active learning strategy both in the classroom and while studying. Active learning can help you retain information longer, develop critical thinking skills, and strengthen your comprehension of the material. Dual coding helps your active learning by harnessing your brain's processing power to summarize the information, review the material in different ways, and help your brain organize.

## How do I use it?

We all learn in different ways. Which ever your preferred method is, combine dual coding using the examples below:

**Auditory Learners:** Prefer to learn by listening and speaking.

**Examples with Dual Coding:** Recording self, explaining material to others, creating mnemonics, rhymes, songs, podcasts, audiobooks, or repeating aloud.

**Visual Learners:** Prefer to learn by visual displays.

**Examples with Dual Coding:** Create diagrams, charts, maps, timelines, utilize colors, symbols, icons, images, flashcards, slides, or posters.

**Kinesthetic Learners:** Prefer to learn by doing and moving.

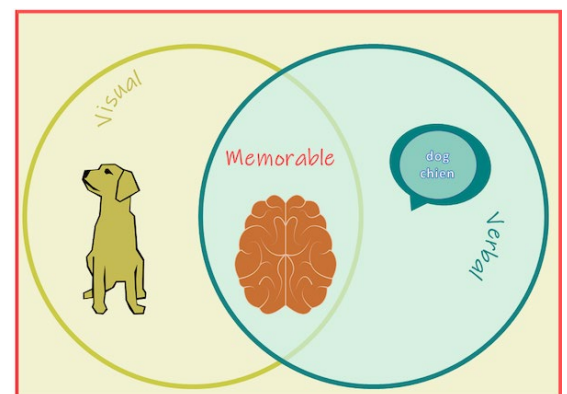
**Examples with Dual Coding:** Acting out procedures, demonstrating for others, performing the material, making models, playing games or doing quizzes.

**Reading/Writing Learners:** Prefer to learn by reading and writing.

**Examples with Dual Coding:** Notetaking, summarizing or outlining keywords on paper, writing reports or essays, reading supplemental articles or books.

**Multimodal Learners:** Prefer to learn by using more than one learning method.

**Examples with Dual Coding:** Use the examples above to compare, contrast, and experiment with different methods that will help support the topic(s) you are learning.



See the worksheet on [Doodling](#) for more ways to leverage the power of dual coding.

## Video Resources

<https://youtu.be/6xCZ4XnkpCc>

<https://youtu.be/wixEGpznyG8>

<https://youtu.be/WV5DAY0JmLA>