

LEARNING PREFERENCES & YOUR PATRONS

Visual

Use pictures; color code points; use graphs, charts, diagrams;
underline; different spatial arrangements; Don't use Powerpoint or videos

Says: "I see; that looks right"

Aural

Lecture; lots of discussion; describe what you see; use tape recorder

Says: "I hear you; that sounds right"

Read/Write

Write on board; webpages; handouts; lists

Says: "I remember reading that"

Kinesthetic

Hands on; "muscle memory"; allow trial & error; use real world examples

Says: "that feels right;
I know from experience"

VARK stands for Visual, Aural, Read/Write, and Kinesthetic, and is a classification scheme for learning preferences (not learning styles) devised by Neil Fleming. Each person has their preferred way of intaking information and by utilizing the user's learning preference - be they student or executive - they can learn better and faster. When you are dealing with a group assume that you have all learning preferences represented and mix up your way of teaching to reflect all four learning preferences. Among the important things to remember about VARK are: 1) most people are not pure V 's or A's or R's or K's but a mixture; and 2) one can learn no matter which way an instructor teaches (although the learner may have to work harder). The URL for Fleming's VARK webpage is: <http://www.vark-learn.com/english/index.asp>

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