

## **SUMMARY**

Edgar Dale (April 27, 1900 - March 8, 1985) was a U.S. educationist and professor of education at University who made a successful effort when he theorized that learners retain more information by what they “do” as opposed to what is “heard”, “read” or “observed”. His research led to the development of the Cone of Experience which he designed as a pyramid model in his 1946 book titled ‘Audio-Visual Methods in Teaching’. Dale’s Cone of Experience is a ‘pictorial device’ in pyramid form used as a visual model that is composed of eleven (11) stages namely direct-purposeful experiences, contrived experiences, dramatized experiences, demonstrations, study trips, exhibits, educational television, motion pictures, recordings/radio/still pictures, visual symbols, verbal symbols. These are further classified into 3(three) level namely enactive level, iconic level and symbolic level. The Cone charts the average retention rate for various methods of teaching. The further you progress down the Cone, the greater the learning and the more information is likely to be retained. According to Dale, the arrangement in the Cone is not based on its difficulty but rather based on abstraction and on the number of senses involved. The experiences in each stages can be mixed and are interrelated that fosters more meaningful learning. The effectiveness of the Cone lies in the fact that when choosing an instructional method it is important to remember that involving students in the process strengthens knowledge retention and the more sensory channels possible in interacting with a resource, the better chance that many students can learn from it. It also serves as an important tool to help instructors make decisions about resources and activities.