

THE POWER OF VISUALS IN ONLINE LEARNING

The human brain processes visuals **60,000** times faster than text.

In fact, it takes only **13 MILLISECONDS** for the brain to process an image.

Visuals are more likely to be stored in our long term memory, leading to **BETTER RETENTION**.

According to a study, after 3 days, people retain:



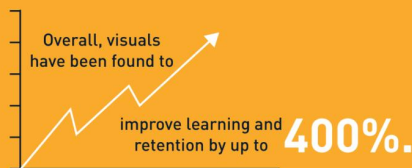
65% of people are visual learners.



Another study suggests that **40%** of learners respond better to visuals compared to text alone.

Visual aids such as graphic organizers improve learner's performance in the following areas:

- Reading comprehension
- Student achievement
- Organizing and communicating ideas
- Finding patterns and relationships



VISUAL CONTENT TYPES FOR EFFECTIVE ONLINE LEARNING

- Videos
- Images
- Charts and Graphs
- Illustrations and Diagrams
- Infographics
- Animated GIFs

Sources:

<http://visualteachingalliance.com/>
http://changingscience.org/explanations/learning-factors_learning.htm
<http://www.webmarketinggroup.co.uk/why-every-sao-strategy-needs-infographics/>
https://en.wikipedia.org/wiki/Visual_learning
<https://www.forbes.com/sites/cherylnappconner/2017/10/19/why-data-in-infographics-are-growing-and- thriving-in-2017-and-beyond>