

THE POWER OF VISUALS IN ONLINE LEARNING



The human brain
processes visuals

60,000

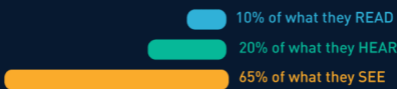
times faster than text.



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://changingminds.org/explanations/learning/active_learning.htm
<http://www.webmarketinggroup.co.uk/why-every-seo-strategy-needs-infographics/>
https://en.wikipedia.org/wiki/Visual_learning
<https://www.forbes.com/sites/cherylsnappconner/2017/10/19/the-data-is-in-infographics-are-growing-and-thriving-in-2017-and-beyond>