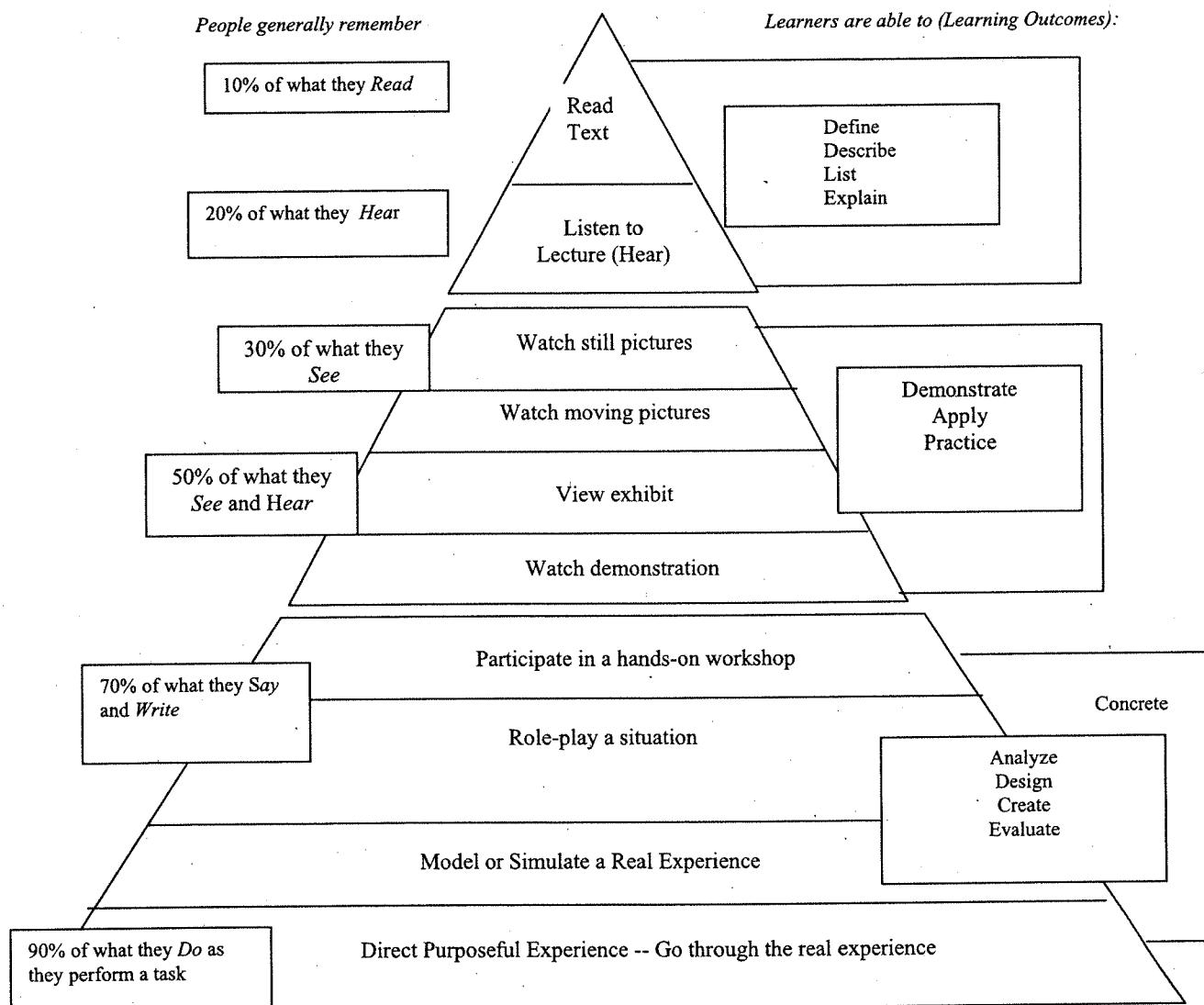


## Dale's Cone of Experience

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**Description.** Dale's Cone of Experience is a model that incorporates several theories related to instructional design and learning processes. During the 1960s, Edgar Dale 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. Today, this "learning by doing" has become known as "experiential learning" or "action learning". The cone is diagrammed and explained in the next sections.

### Cone of Experience



*Source:* Adapted from E. Dale, Audiovisual Methods in Teaching, 1969, NY: Dryden Press.