

Why Use Educational Media?

- Educational media is designed to meet learning objectives
- Builds essential listening, observation and verbalization skills
- Develops critical thinking skills
- Engages and motivates students' interest with fast-paced and colorful visuals, helpful in maintaining attention
- Provides different approaches for presenting materials
- Stimulates virtual travel outside the classroom
- Brings new resources and expertise to the classroom
- Reinforces material taught in other lessons
- Allows for repeated observation of an event
- Stimulates children's imagination and creativity
- Presents information in a format familiar and comfortable for students
- Provides up-to-date materials/current developments
- Meets standards and objectives identified by educators
- Provides enrichment activities
- Offers opportunities to meet the needs of students at different levels of achievement

We tend to remember:

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we hear and see
- 70% - 90% of what we see, hear and do

(Lall, Geeta Rani, *Ways Children Learn*, Springfield, IL: Charles C. Thomas, 1983, p. 5)

Not only telling students about what you want them to learn, but showing them an example of it as well, will lead to a greater understanding of the subject as well as higher retention of information presented. When students do activities along with the visuals, they retain the maximum amount of knowledge from materials studied.

Research shows that students who are exposed to regular integration of media into instruction:

- Out perform non-exposed peers on tests
- Score higher on writing assignments
- Are more active in classroom discussions
- Apply more varied and creative approaches to problem solving
- Use more figurative language

(Research project by Teachers College at Columbia University, 1992)