**Learning Styles**

**VAK**

Fleming’s (2001) Visual Auditory Kinaesthetic (VAK) model uses preferred sensory channels as a means to processing and retaining information.

**Visual**

Visual learners are those who prefer to process information and to work with it by seeing it presented to them visually. They are often good at creating a mental picture of things they’ve seen which is why the use of things like different colours, charts and graphs, photographs and diagrams and video, slide shows and the use of other visual aids like projectors etc help them to disseminate the information more easily. They’ll often use highlighter pens of different colours when marking passages of text and each colour will often represent parts of the text that relates to another part and they might even use their own system of symbols which they’ve devised themselves and which adds meaning to their learning.

**Auditory**

As the technique would suggest, auditory learners are those who work best when information is presented to them which they can hear. A good example of this would be people who tend to retain much more information contained within a radio programme than if it had been a TV programme where the visual element may cause them to lose their focus. They find it far better to learn through listening to something and then discussing it later. Instead of using sketches and symbols like visual learners, they’re more likely to carry digital voice recorders around upon which they can store audio material e.g. lecture notes and they’ll often plan their assignments around listening to an audio recording and recalling the information. Particular sounds of words and word association is also helpful to them and discussing the ideas with others is, for them, the best way of cementing their learning experience in their minds. Auditory learners tend to be active participants in debates and seminars and if they don’t understand a particular concept, they find it easier if it’s explained to them verbally as opposed to using drawings or diagrams.

**Kinaesthetic**

Kinaesthetic learners are ‘do-ers’. In other words, they learn more effectively when concepts or ideas can be assimilated and then they can put these into practice for themselves. They need to be able to do this so that the information presented to them appears ‘real’ and is of relevance to them. Good examples include those who enjoy role play exercises or like to go out on field trips where they can learn from demonstrations or, similarly, in a laboratory setting. Effectively, they need to really ‘feel’ that the learning experience is ‘real’. They’ll want to roll up their sleeves and do something practical to reinforce their learning experience so they’ll adopt a tactile approach using all of their senses - touch, smell, hearing and seeing. Often, kinaesthetic learners will need to be doing something else whilst learning. A further example of this might be where they’ll feel the urge to pace up and down a room whilst thinking out loud or they might only be able to concentrate on reading if they are doing something simultaneously - perhaps whilst riding an exercise bike, for example.

View the VAK Learning Styles [Questionnaire](http://www.businessballs.com/freepdfmaterials/vak_learning_styles_questionnaire.pdf)