

How people prefer to get new information

Intake Style	Description	Preferred methods	How to identify people with this style	Percent of population
Visual	Intake by seeing	Prefer books or videos	<ul style="list-style-type: none"> • Tend to speak quickly • Look up when thinking • Use language like “I see what you mean” 	60% to 72%
Auditory	Intake by hearing	Prefer speeches, discussions, or tapes	<ul style="list-style-type: none"> • Speak slowly and quietly • Look straight ahead when thinking • Use language like “I hear what you’re saying” 	12% to 18%
Kinesthetic	Intake by doing	Prefer to try something	<ul style="list-style-type: none"> • Speak quickly and with great changes in intonation and body language • Look down when thinking • Use language like “I get it” 	18% to 30%

* Adapted from Lou Russell. (2005). *Training Triage: Performance-Based Solutions amid Chaos, Confusion, and Change*. Alexandria, VA: ASTD Press.

Implications for the RE Teacher – Consider all three styles in everything you do. For example, if summarizing a discussion, speak the summary and write it on the white board as well.