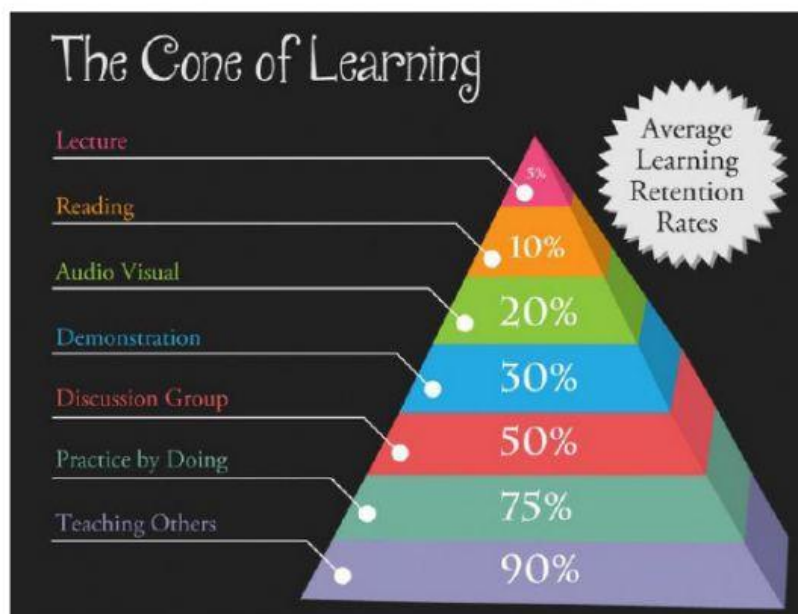


AP- How does your memory work ?

<https://www.youtube.com/watch?v=b5mexO2DW6s> (in French)

<https://www.youtube.com/watch?v=CPxSzyIRCI> (in English)



RETENTION RATE

WHEN I.....

I REMEMBER.....

READ	10%
HEAR	20%
SEE	30%
SEE & HEAR	50%
SAY	70%
SAY & DO	90%

learn = apprendre- **read**= lire – **write**= écrire- **listen**= écouter- **hear**= entendre-
look (at) = regarder- **see**= voir -**teach**= enseigner (**teacher**= professeur)-
forget= oublier ≠ **remember**=se rappeler- **speak, talk** = parler- **say**= dire- **do** =
faire- **when I** = quand je ...- **discuss, chat with** = discuter avec- **others**= autres-
someone else = quelqu'un d'autre- **average** = moyen, en moyenne- **lecture** =
cours, conférence



How We Learn

10% of what we **READ**

20% of what we **HEAR**

30% of what we **SEE**

50% of what we **SEE** and **HEAR**

70% of what is **DISCUSSED** with **OTHERS**

80% of what is **EXPERIENCED PERSONALLY**

95% of what we **TEACH TO SOMEONE ELSE**

**I hear
and I forget.
I see and
I remember.
I do and
I understand.**