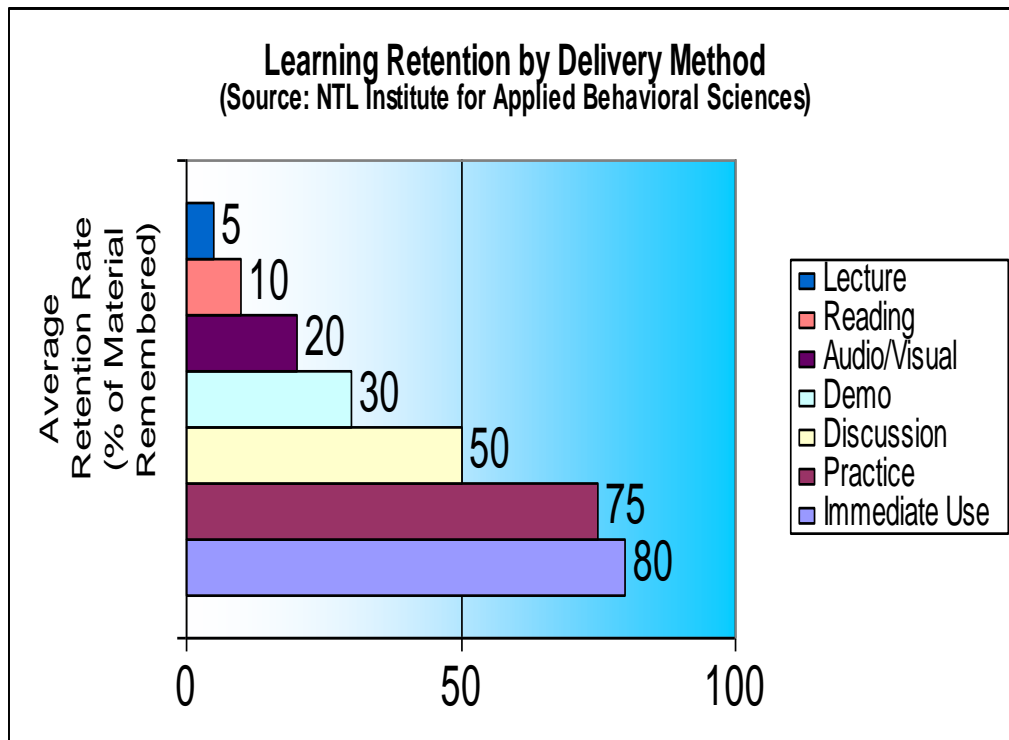


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## Appendix H – Learning Retention by Delivery Method



## Appendix I – Learning: Passive--Active/Passive--Active

### One-Directional

Minimal Involvement  
Passive Learning

Speaker → Listener

- Communication
- Presentation
- Meeting
- Demonstration
- Q&A

Hearing

+

Seeing

---

= Awareness

### Two-Directional Dialog

Limited Involvement  
Active and Passive

Speaker ↔ Listener

- Discussions
- Activities
- Practice/Feedback
- Coaching/Mentoring
- Q&A

Hearing

+

Seeing

+

Practice

---

= Knowledge,  
Skills, and  
Abilities

### Multi-Directional

Full Involvement  
Active Learning

Speaker  Listeners

- Peer Teaching
- Step-by-Step with Practice  
and Feedback
- Execution
- Collaboration
- Projects
- Practice
- Q&A

Hearing

+

Seeing

+

Practice

+

Using/Applying

---

= Performance

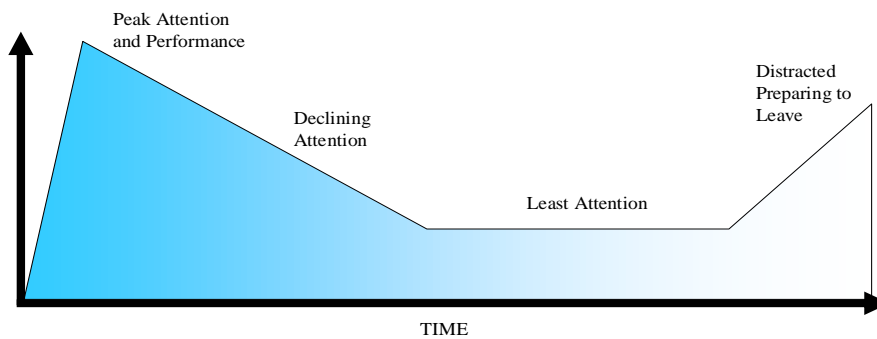
## Appendix J – Learner Attention Span

William James: “What we attend to and what interests us are synonymous terms.”

Individuals have an attention span of approx. 20 minutes.  
In a 50-minute class you can expect:

- 0-5 min. Class is at its physical and mental receptive peak.
- 5-10 min. Communication at its maximum.  
Sustained peak performance by lecturer and class.
- 10-20 min. A period of progressive tiring of the lecturer and class accompanied by mental confusion and boredom among students.
- 20-40 min. A period of low activity caused by partial exhaustion of lecturer and class boredom of students.
- 40-45 min. Revived activity among the class due to stimulus of approaching relief in terms of closure of lecture.
- 45-50 min. Revived activity and increased communication power from the lecturer, who is stimulated by the approach of the end of the class.

### Typical Attention Span For a 50-Minute Class



0-5 Minutes Into Class: Full Attention	5-10 Minutes Into Class: Maximum Student Attention; Peak Instructor Performance	10-20 Minutes Into Class: Declining Attention; Declining Instructor Performance	20-40 Minutes Into Class: Student Low Interest, Lesser Activity (Boredom); Declining Instructor Performance	40-45 Minutes Into Class: Revived interest due to near end of class	45-50 Minutes Into Class: Interest in class end
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