



ALLAN PAIVIO'S DUAL CODING THEORY

Sometimes, theories match, at a level useful for teachers. Here Dual Coding Theory's two components (two systems and their two structures) seem to parallel the contrast between Ebbinghaus' focus on retrieval of single units of simple information and Bartlett's work on meaning making and the formation of coherent schemas.

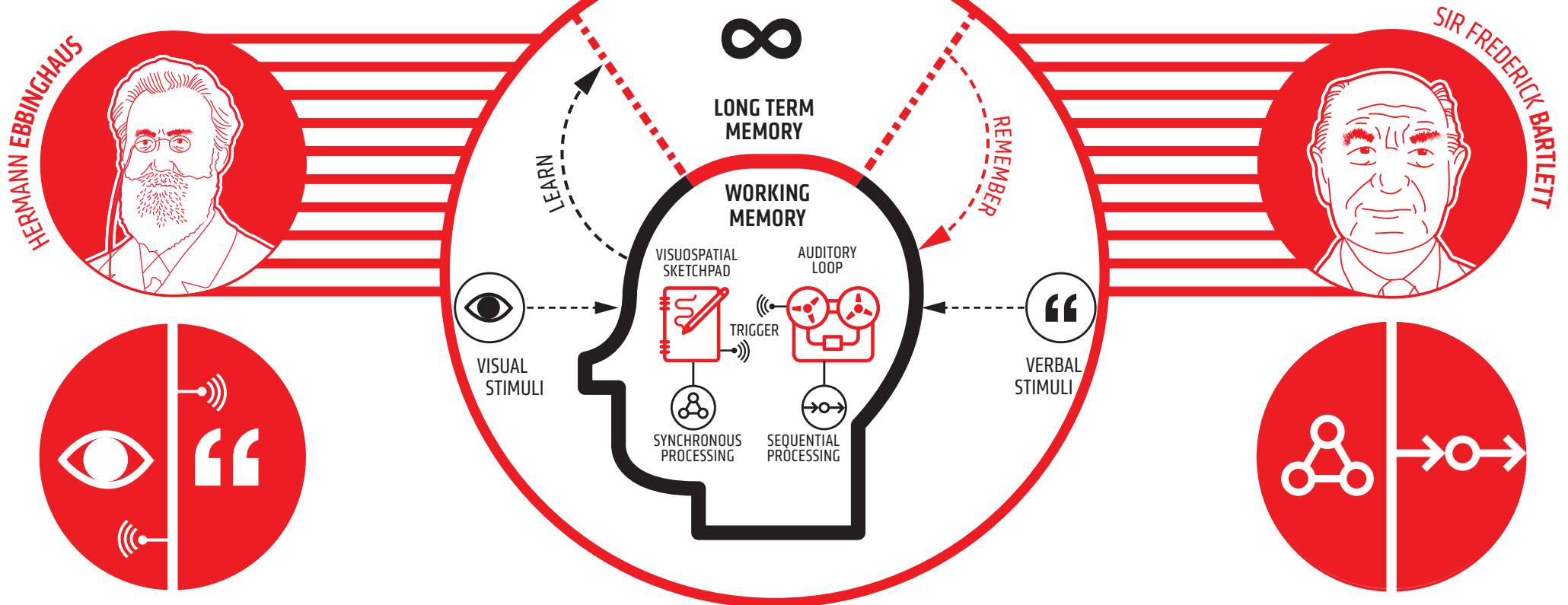
OLICAV
Oliver Caviglioli
@olicav
olicav.com

RETRIEVAL AND HABITS

Ebbinghaus worked with cognitively unchallenging content to identify the patterns of forgetting, enabling positive habits for effective retrieval.

MEANING AND SCHEMA

Bartlett was interested in meaning making and the formation of schemas. This is more complex than the retrieval of units of information.



DUAL CODING'S TWO SYSTEMS

Paivio's experiments on retrieval were also based on cognitively unchallenging material. Their focus was on the two systems (visual and verbal) and how they can trigger associative links between them to create double memory traces.

DUAL CODING'S TWO STRUCTURES

While Paivio identified and analysed the different structures of visual and verbal information – synchronous and sequential – it was only later developed by other psychologists as a means to understand understanding. The Visual Argument concept arrived.