Wake Forest University School of Medicine

NORTHWEST AHEC
PART OF NC AHEC

Learning Styles

Participants preferentially take in and process information in different ways: by seeing and hearing, reflecting, and acting, reasoning logically and intuitively, analyzing and visualizing, steadily and in fits and starts. Teaching methods also vary. Some faculty lecture, others demonstrate or lead participants to self-discovery; some focus on principles and others on applications; some emphasize memory and others understanding. Faculty should strive for a balance of instructional methods.

Visual: Prefer using pictures, images, and spatial understanding.	**Logical:** Prefer using logic, reasoning and systems.
Aural: Prefer using sound and music.	**Social:** Prefer to learn in groups or with other people.
Verbal: Prefer using words, both in speech and writing.	**Solitary:** Prefer to work alone and use self-study.
Physical: Prefer using body, hands and sense of touch.	

Knowledge-based: Self-assessment question: multiple choice, true/false, etc
Application-based: Interactive patient cases
Practice-based: Both didactic lecture and practice or instructional-based curriculum

A Resource Guide to Understanding the Generations

5 Generations		Learning Styles	Marketing
Traditionalists	Born before 1945	Value Guidance of Experts, Structured, Classroom Lectures, Sequencing **Audio and Logical Learners – Lectures and workshops**	
Baby Boomers	Born 1946-1964	Heavy Importance on Qualifications and Reputation of Trainers, Transform Knowledge into Skills, Appreciates Experience-based Learning, Solicits Opinion on the Pace and Effectiveness of the Training **Audio Learners – Lectures and workshops**	Brand Loyalty, Up-Sell, Traditional Marketing & Sales Tactics—least likely to make a purchase on smartphone BUT have you re-evaluated your mobile checkout. Is it easy to navigate?
Gen X	Born 1965-1980	Trainers is Subject Matter Expert Regardless of Status, Value Autonomy and Feedback, Prefer Independent Learning but ok with Teams, Frequent Q&A Sessions, Multi-media Delivery **Kinesthetic Learners – Experiential and Self-Learning**	Loves Coupons, Email Marketing, Lifestyle Programs, Pays attention to Direct Mail
Millennials/Gen Y	Born 1981-1995	Trainers are Knowledgeable Mentors with Real Work Experience, Prefer Training to be Instantly Applicable	Focus on Innovation, Use Reviews, Connect through Social Media Incentives, Use Rewards or Loyalty

		and Practical, Appreciates Flexibility in Learning, Values Teamwork and Diversity **Visual and Social Learners – E-learning and Collaboration Via Technology**	Programs
Gen Z/iGen	Born after 1996	Refuse to be a Passive Learner, Fully Engaged and Part of the Learning Process, Discussions and Interactive Training Environment, Skype and Online Forums, Learning Can Take Place at Anytime/Anywhere **Visual and Social Learners – YouTube**	Techy, Desire for Immediacy and Convenience, Face-to-Face Engagement
Gen Alpha	Born after 2010	Independence in Learning, Diverse Perspectives through Global Connectivity, Connected 24/7 Across Social, Geographic and Demographic Boundaries **Self-Paced Learner – Learn Skills in Robotics, Coding, Social Media Marketing, App Development and Data Analytics**	Techy, Target through Social Media and Video Marketing, Build and Engage with Online Communities

Dates vary depending on source and individuals can fall b/w generations. In thinking about the generations, a key thing to understand is that these groups are typically categorized by events rather than arbitrary dates.

- Any analysis of generations relies on generalities that can't possibly describe every person or situation. It's important to remember that generations exist on a continuum—and that there is a large degree of individual variation within them.
- Trainers and instructional designers should examine their own generational-based values that contribute to a preferred communication and delivery style.

References and Resources

- College of Engineering. (n.d.). Retrieved June 6, 2019, from https://www.engr.ncsu.edu/ils/
- Generational Marketing: How to Target Millennials, Gen X, & Boomers. (n.d.). Retrieved June 6, 2019, from https://www.wordstream.com/blog/ws/2016/09/28/generational-marketing-tactics
- Home. (n.d.). Retrieved June 6, 2019, from http://vark-learn.com/
- Hughes, Joanna (2022, August 31). Getting to Know Generation Alpha: 10 Takeaways for Higher Ed. Retrieved January 22, 2024 from https://www.keg.com/news/getting-to-know-generation-alpha-10-takeaways-for-higher-ed
- Knight, Michaelle H., Generational Learning Style Preferences Based on Computer-Based Healthcare Training (2016). Dissertations. 41. https://digitalcommons.brandman.edu/edd_dissertations/41
- Kozinsky, S. (2017, July 24). How Generation Z Is Shaping The Change In Education. Retrieved June 6, 2019, from https://www.forbes.com/sites/sievakozinsky/2017/07/24/how-generation-z-is-shaping-the-change-in-education/

- Miller, J. (2018, November 26). A 16-Year-Old Explains 10 Things You Need to Know About Generation Z. Retrieved June 06, 2019, from https://www.shrm.org/hr-today/news/hr-magazine/1118/pages/a-16-year-old-explains-10-things-you-need-to-know-about-generation-z.aspx

- Utilities, H. (2018, July 17). Friday Morning Talk - Guest Speaker -Kristin Scroggin 07.13.18. Retrieved June 6, 2019, from https://www.youtube.com/watch?v=EP_PApRP6F0