

VISUAL LEARNING STYLE AND ITS ADVANTAGES AND DISADVANTAGES

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Abstract: *Identifying students' learning style is considered to be important. There are three main learning styles: auditory, kinesthetic and visual. Visual learning is one of the most common styles of learning. The aim of this paper to give information about the definition of visual learning style and its advantages and disadvantages.*

Keywords: *visual learning style, visual learners, advantage, disadvantage, style*
Introduction

Learning styles plays a significant role during learning process because each person has their effective way of acquiring information. One of them is visual learning. Basically, visual learners have a tendency to understand and remember things by seeing or reading. Using visuals in teaching is not new. Naturally, a classroom can be a suitable place for visual learners. Teachers may use the board, pictures, graphs, presentations and many other visual items when they teach their students. The reason is that visual learners can learn effectively by using images, pictures, colors, and maps to gain information and communicate with their peers or classmates. According to Zopf.R, 65% of people are visual learners.

Neil D. Fleming's VARK theory suggests that some people are visual learners, meaning they learn best by seeing and using their imagination to understand information. They pay attention to details and body language to grasp concepts effectively. There are several benefits of visual learning. Firstly, visual learners possess strong observational skills, allowing them to notice numerous details in their surroundings that may go unnoticed by individuals with different learning styles.

Secondly, visual learners remember information better when it's presented visually. According to Williams.R research, around 75% of the brain's processing comes from visual stimuli. Furthermore, visual information is mapped better in students' minds.

In fact, visual information is easier to comprehend compared to written information. More simply, information in a video or a picture is easy to process. Visual learners are also skilled organizers. When it comes to spelling, they rely on visualizing words in their minds to ensure correct spelling. For instance, in the "Spelling Bee" competition which was created by Frank Longo, participants memorize words and visualize them during spelling to improve accuracy.

The main disadvantage of visual learning style is that visual learners find it challenging when they listen to directions without written support. Lecture-oriented classes can be difficult for them, often requiring instructors to repeat information to ensure understanding. Another disadvantage is that visual learning requires equipment.

Basically, when picturing a classroom, we typically imagine a well-equipped room with video projectors, screens, and teachers utilizing laptops and laser pointers. Unfortunately, this perception does not reflect the reality in most parts of the world. The majority of classrooms worldwide lack the essential hardware required to fully utilize the benefits of visual learning materials. Also, distraction is the biggest downside. When studying on a computer, visual learners may encounter interruptions from notifications. Even in a classroom environment, visual learners can be easily distracted by external factors such as activities outside the window or colorful visuals in presentations.

CONCLUSION

Visual learning is one of the effective learning styles. The visual learners learn best from what they see, picture and visualize. Visual learning is a highly effective learning style. This approach enables students to grasp and retain information for longer periods, making it a valuable learning method. Although there are several benefits of visual learning, we cannot deny its certain downsides.

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