“Learning by doing” is one of the main reasons 4-H has been so widely recognized and respected in the field of informal education. Experiential learning is more than just doing activities. It involves discussing the activity, drawing conclusions from the activity, and applying them to the real world.
Experiential Learning

4-H creates an educational climate through planned: learning by exploring; learning by doing; learning by receiving feedback.

Through 4-H Youth Development, members:

- learn individually when they try out new knowledge in a real-life setting;
- learn cooperation in a group-setting, having fun while learning; and
- learn competitively when work is compared and evaluated by widely accepted standards.

Experiential learning involves engaging in an activity, looking back critically at that activity, taking useful information.

People generally remember:
- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of what they hear and see
- 80-90% of what they do

Teaching Methods

Three processes involved in teaching and learning: hearing, seeing and doing. The more you use all three, the more 4-Her’s will remember what they’ve learned.

Note that the effectiveness of learning and the learning retention rate increases as you move up the Cone of Experience. That’s why the 4-H model of “learning by doing” is so successful.

CONE OF EXPERIENCE

Actual Experiences (4-H Projects)

Working with Models
Judging - Dramatic Participants
Discussions
Demonstrations
Field Trips - Tours
Exhibits - Displays
Television, Movies & Filmstrips
Radio, Recordings, Photographs
Illustrated Talks, Charts, Graphs, Posters, Maps
Talks, Printed Matter

Effectiveness of learning increases as one moves up