







# WHY SKETCHNOTE?

## Dual Coding Theory by Allan Paivio

This theory  states that when we learn  new information we can code that information either as an image  or as a word **APPLE**. Both, or either of these codes can be used to retrieve or remember   the information. Presenting new information as both image  and word **APPLE** doubles  $\times 2$  the chance of accurately remembering the new learning.

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