

SÉMINAIRE DE RÉFLEXION SUR LA PÉDAGOGIE UNIVERSITAIRE

VENDREDI 29 JANVIER 2016

14h00 - 16h30

Salle C.020

DES SUPPORTS POUR APPRENDRE

- 
- DES DIAPORAMAS POUR APPRENDRE
JEAN-MARC LAVAU
 - LE FORUM, UN OUTIL DE COMMUNICATION ASYNCHRONE
POUR ENSEIGNER ET APPRENDRE À L'UNIVERSITÉ
CHANTAL CHARNET
 - TABLE RONDE
LA FORMATION DES NOUVEAUX ENSEIGNANTS
ANIMÉE PAR LA COMUE-LR

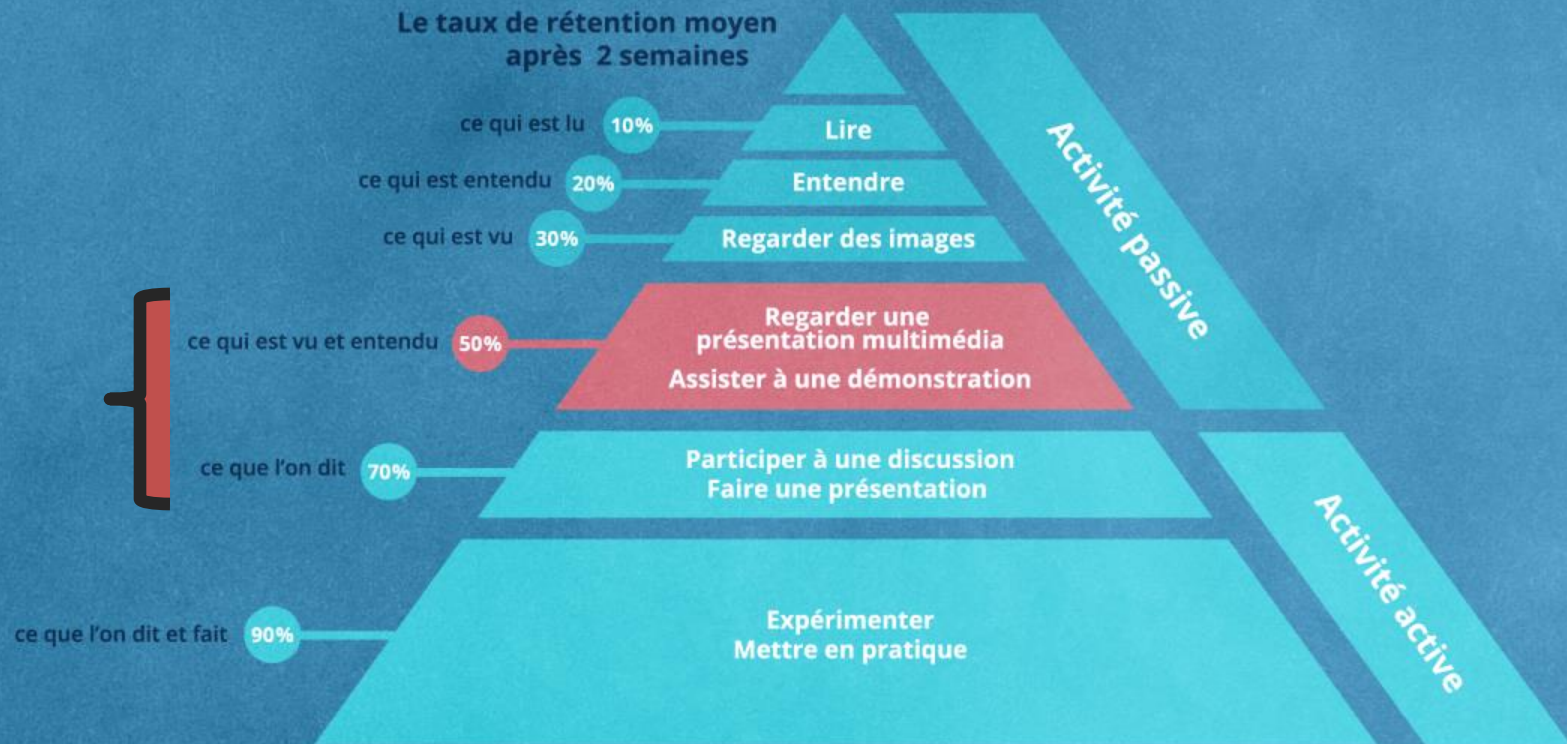
Organisé par le Groupe de Recherche Interdisciplinaire IDEFI-UM3D

Site Web :
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idefi-um3d@univ-montp3.fr



La pyramide de l'apprentissage d'Edgar Dale



Des diaporamas pour apprendre



Séminaire de recherche en pédagogie universitaire

Lavaur Jean-Marc

Vendredi 29 janvier 2016



**Il était une fois...
les diaporamas**



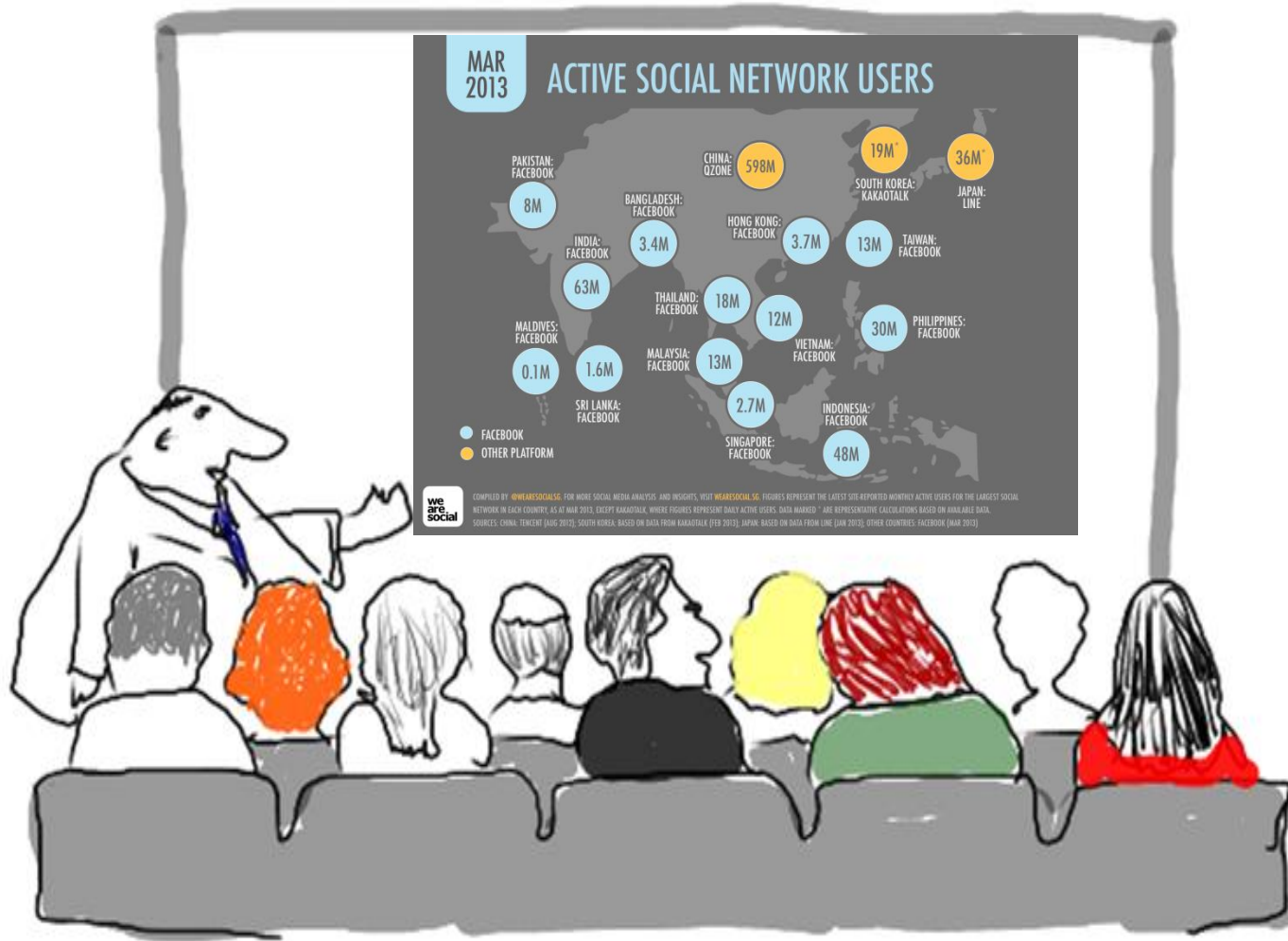
Capter
l'attention
d'un auditoire



Des images
projetées pour
comprendre



187-125P





COURS D'AMPHI
8H47...



CAM'ROD -10-

Quel rôle pour
les images
projetées
sur l'écran ?

What is persuasion?

The goal of persuasion
is to change someone's attitudes
or behaviour.

Make them comply with a request
using an understanding of human psychology

Support visuel



Elément interactif



Extension du discours oral

What is persuasion?

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Support visuel

Afflux d'informations au niveau sensoriel

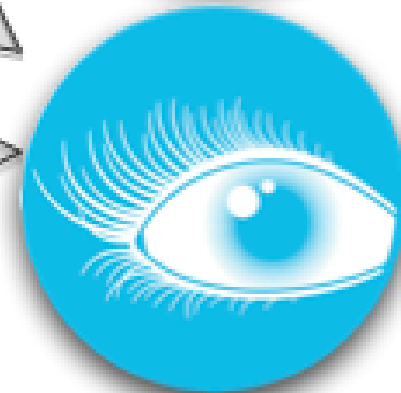
Verbal

Spoken Words

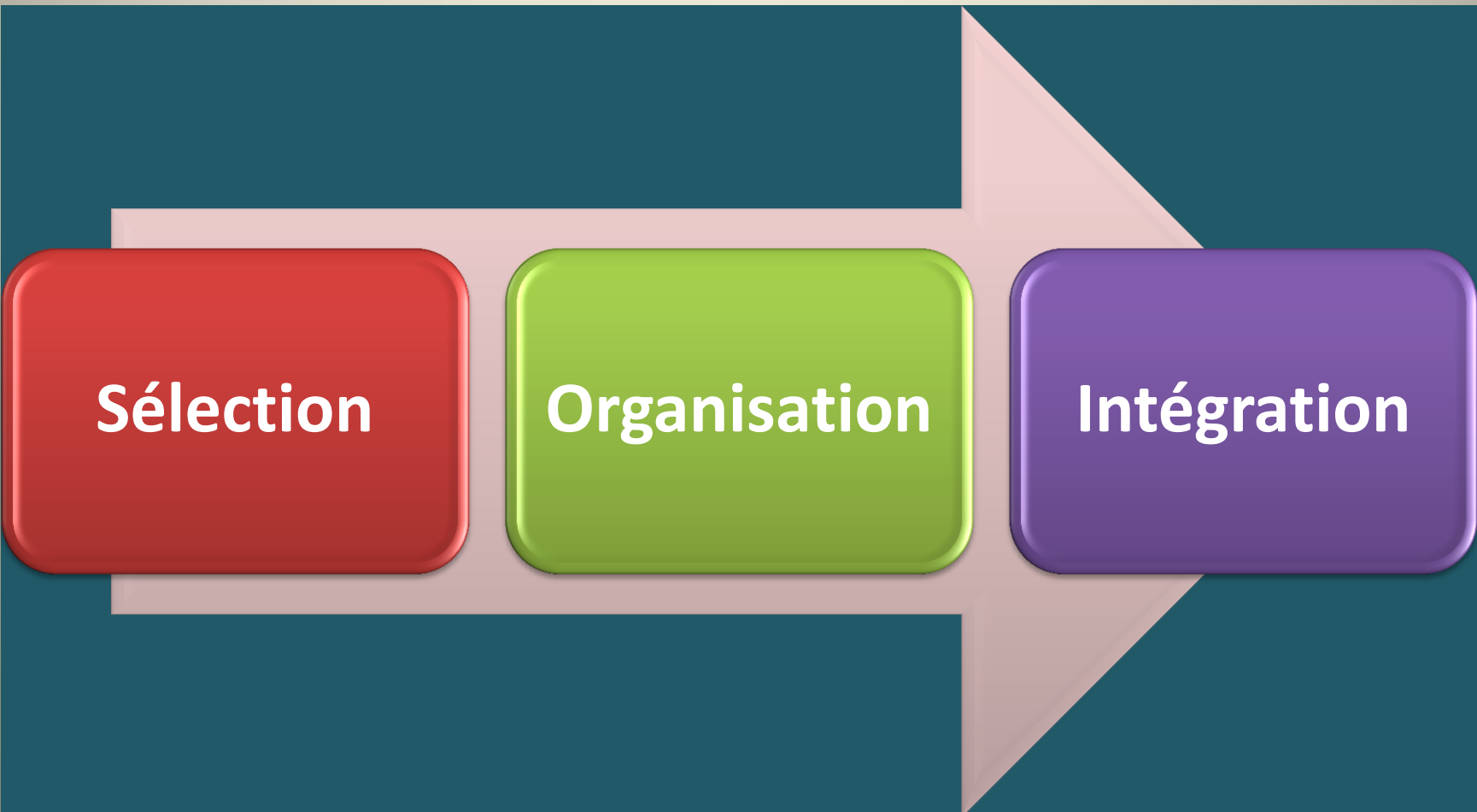
Printed Words

Imagé

Pictures



Description des trois étapes de l'intégration multimédia



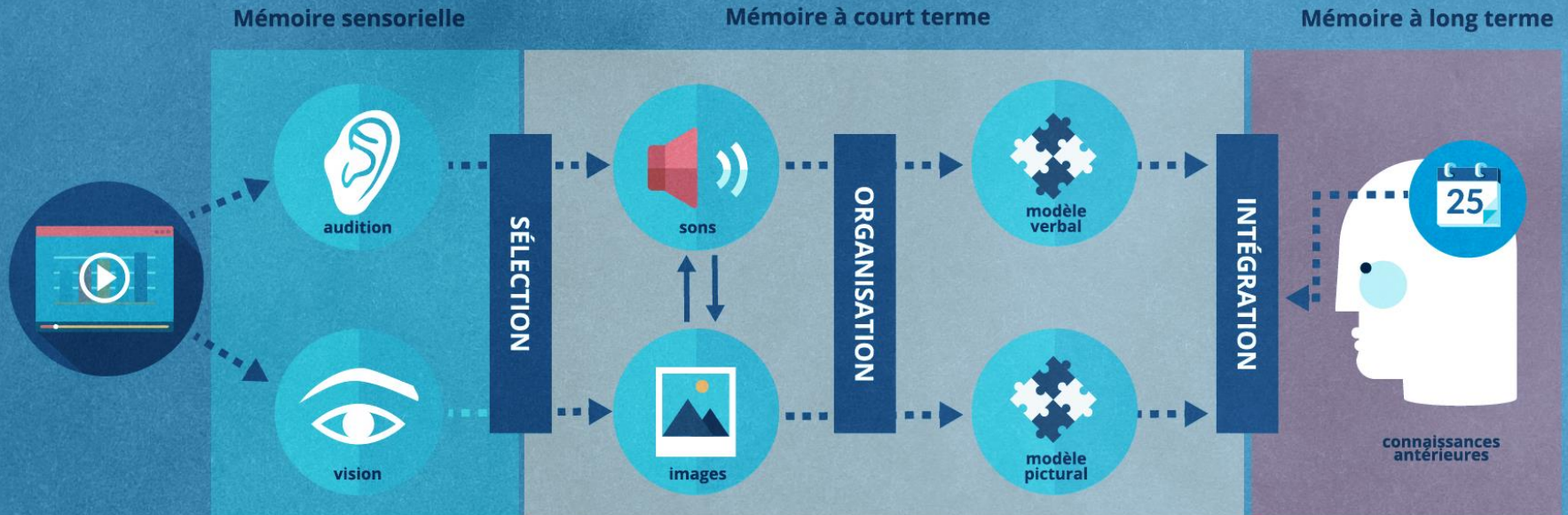
The diagram illustrates the three steps of multimedia integration. It features a large, light pink arrow pointing to the right, set against a dark teal background. Three rounded rectangular boxes are positioned along the arrow's path. The first box is red and labeled 'Sélection'. The second box is green and labeled 'Organisation'. The third box is purple and labeled 'Intégration'. The boxes are slightly offset from each other, creating a sense of progression.

Sélection

Organisation

Intégration

L'apprentissage multimédia



Surcharge et redondance

Redundancy Effect

Putting everything you are saying word-for word on the slide will decrease understanding and retention of the point you are trying to make. This is called the redundancy effect.

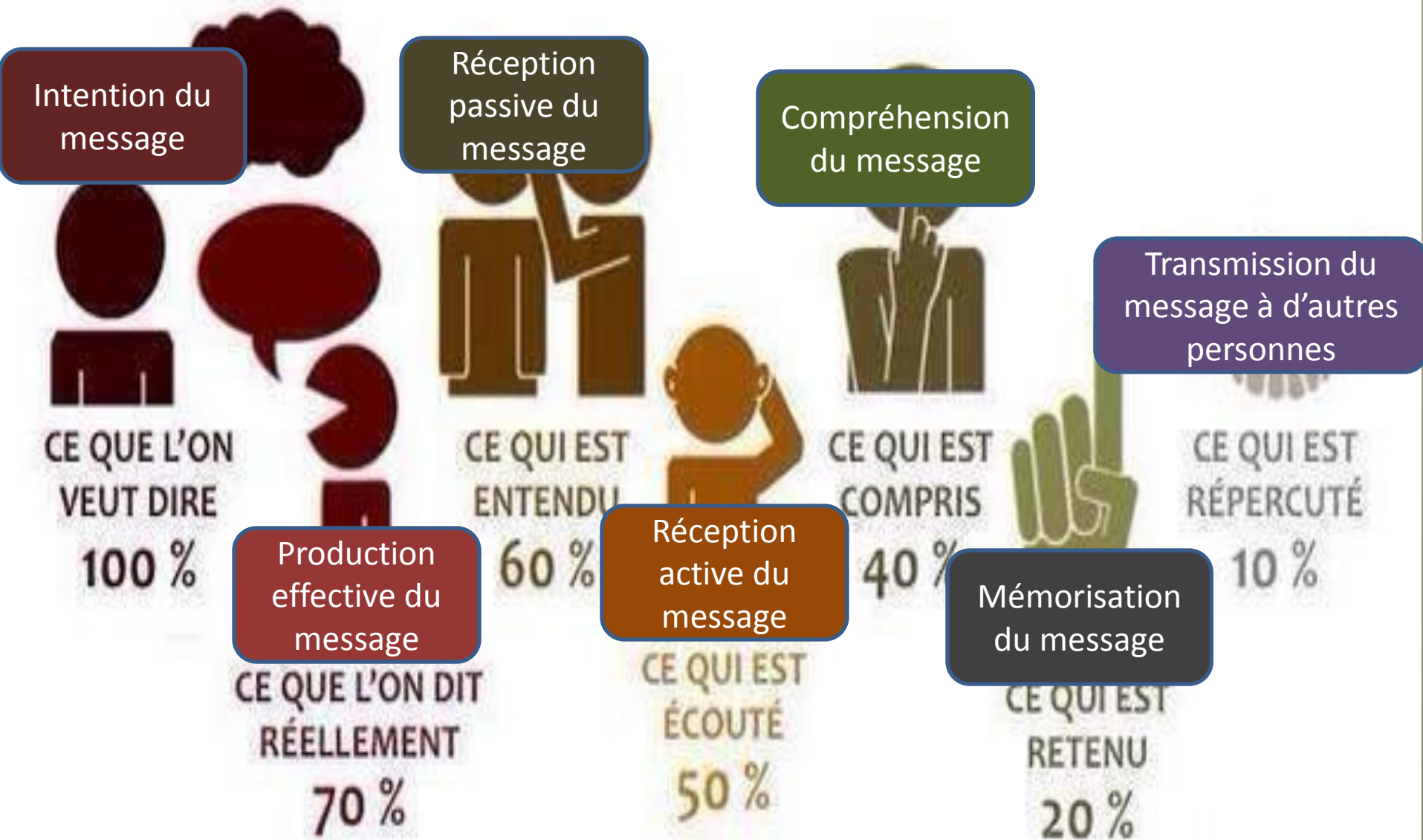
This is a result of people's limited working memory.



Putting everything you are saying word-for-word on the slide will decrease understanding and retention of the point you are trying to make. This is called the redundancy effect. This is a result of people's limited working memory.

- Difficultés attentionnelles
 - Perte d'informations

Perte graduelle dans la communication

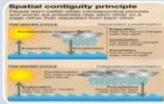




**Elément
interactif**

Oui, si le diaporama
offre une séquence
suivie

Exemple d'intégration multimédia



"TO DO IS TO BE"
-Nietzsche
"TO BE IS TO DO"
-Kant
"DO BE DO BE DO"
-Sinatra



Principe de
contiguïté
spatiale

Principe de
redondance

Principe de
signalisation

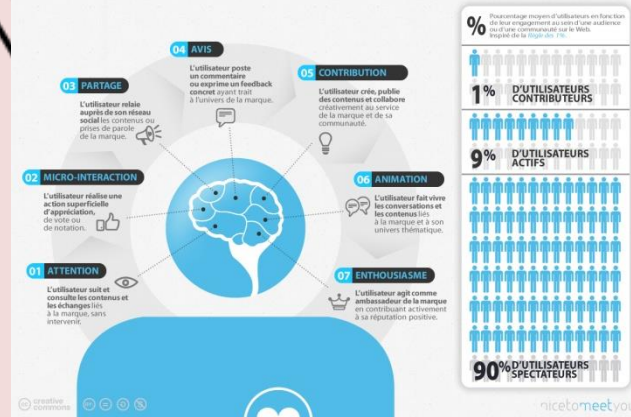
Rising Action

Falling Action



Exposition

LES 7 ETAPES DE L'ENGAGEMENT



Denouement

**Connaissez-Vous
Edgar Dale ?**

EDGAR DALE

SIGNIFICANT ACCOMPLISHMENTS

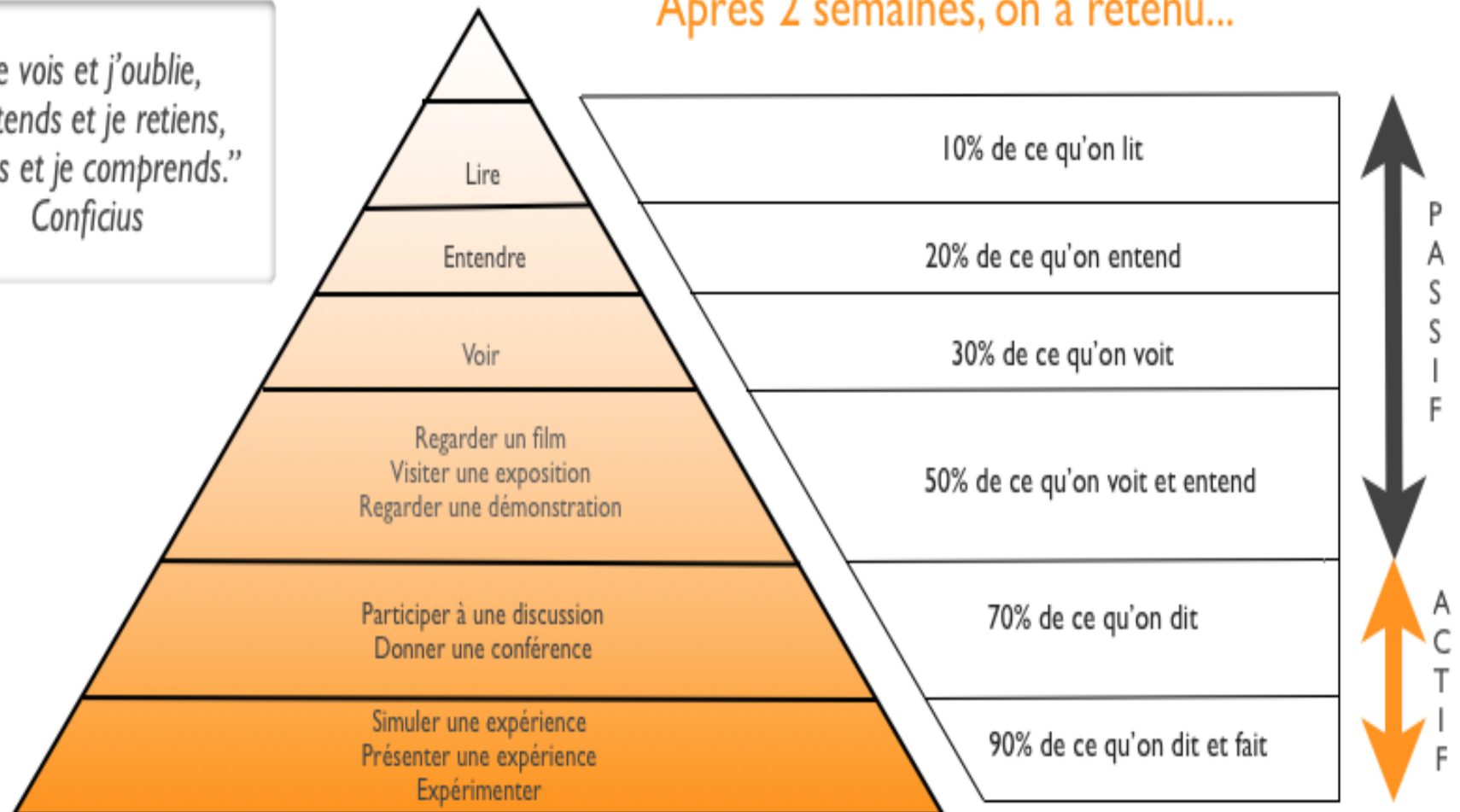
Audiovisual Methods of Teaching

Edgar Dale wrote three books dedicated to understanding and using audio-visual methods in teaching. Dale's contribution to the improvement of teaching and learning was adamantly apparent in all three books. He not only bluntly advocated for the use of AV materials but showed others how to use the materials to successfully educate children. In each book, Dale promoted and talked about his "Cone of Experience." The cone of experience is a visual summary of Dale's classification system for the types of mediated learning experiences.

Le cône d'apprentissage d'Edgar Dale

*"Je vois et j'oublie,
J'entends et je retiens,
Je fais et je comprends."
Confucius*

Après 2 semaines, on a retenu...



Professors know not more
than you, but
their ignorance is
better organized

~ Edgar Dale ~



**Avez-vous vu le film
« Dangerous method » ?**



Qui sont-ils ?

Early Influence



Anna Freud



Erik Erikson



Sigmund Freud

- Founder of Psychoanalysis
- Sought to help patients (therapy)
- Idea of the unconscious mind



Carl Jung



Alfred Adler

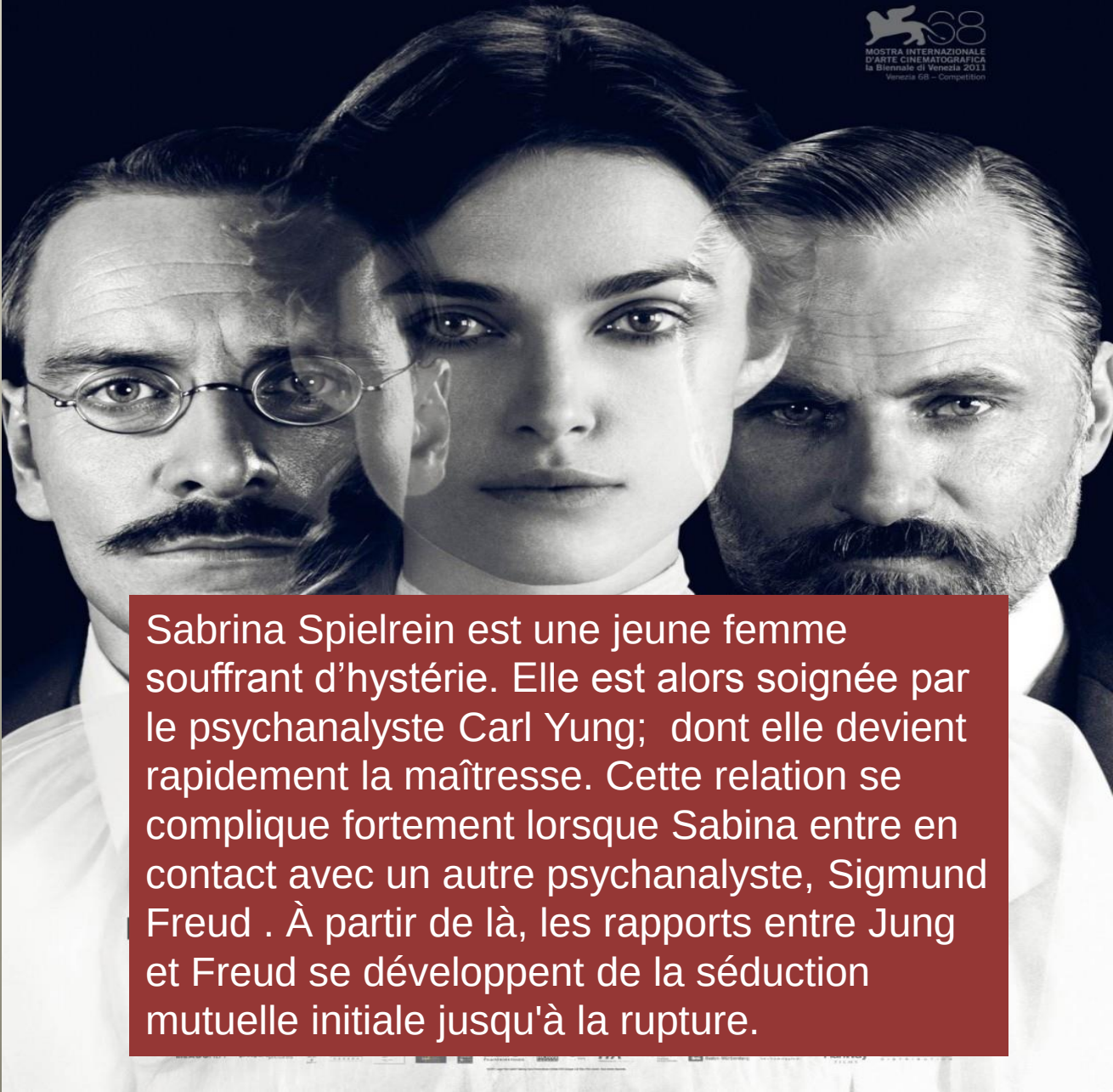
Assumption	Jung	Freud
Nature and purpose of the libido.	A generalize source of psychic energy motivating a range of behaviors.	A source of psychic energy specific to sexual gratification.
Nature of the unconscious.	A storehouse of repressed memories specific to the individual and our ancestral past.	A storehouse for unacceptable repressed desires specific to the individual.
Cause of behavior.	Past experiences in addition to future aspiration.	Past experiences, particularly in childhood.

NOMMÉE AUX OSCAR®
**KEIRA
KNIGHTLEY**

JEREMY THOMAS PRESENTE
NOMMÉE AUX OSCAR®
**VIGGO
MORTENSEN**

**MICHAEL
FASSBENDER**

ET
**VINCENT
CASSEL**



Sabrina Spielrein est une jeune femme souffrant d'hystérie. Elle est alors soignée par le psychanalyste Carl Yung; dont elle devient rapidement la maîtresse. Cette relation se complique fortement lorsque Sabina entre en contact avec un autre psychanalyste, Sigmund Freud . À partir de là, les rapports entre Jung et Freud se développent de la séduction mutuelle initiale jusqu'à la rupture.



Extension du discours oral

**Oui, la diapositive offre
un prolongement :
elle pose de nouvelles
questions**

What is persuasion?

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is to change someone's attitudes
or behaviour.

Make them comply with a request
using an understanding of human psychology

FACTORS THAT
INFLUENCE
US TO SAY
YES



THE SCIENCE OF PERSUASION

BY ROBERT CIALDINI & STEVE MARTIN

OVER 60 YEARS OF

SCIENCE

FACTORS THAT INFLUENCE US TO SAY **YES**



2. SCARCITY

PEOPLE WANT MORE OF THOSE THINGS THERE ARE LESS OF

BE THE FIRST TO GIVE PERSONALIZED AND UNEXPECTED

23% INCREASE

2x PER DINER

1x PER DINER

TIP?

BILL TOTAL \$100

GIFT

SALES

PEOPLE WANTED IT MORE

THE BENEFITS + WHAT'S UNIQUE + WHAT THEY STAND TO LOSE

3. AUTHORITY

PEOPLE WILL FOLLOW CREDIBLE KNOWLEDGEABLE EXPERTS



ETHICAL + COSTLESS

15% RISE IN SUPPLIER CONTRACTS

20% RISE IN APPOINTMENTS

REDUCED MISSED APPOINTMENTS BY 18%

PATIENT DETAILS

INCREASE 400%



WILLING 4 TIMES AS MANY

UNWILLING

4. CONSISTANCY

LOOKING FOR, AND ASKING FOR COMMITMENTS THAT CAN BE MADE

6. CONSENSUS

PEOPLE WILL LOOK TO THE ACTIONS OF OTHERS TO DETERMINE THEIR OWN

5. LIKING

- 3 IMPORTANT FACTORS
 - 1. PEOPLE WHO ARE SIMILAR TO US
 - 2. PEOPLE WHO PAY US COMPLIMENTS
 - 3. PEOPLE WHO COOPERATE WITH US

VOLUNTARY ACTIVE + PUBLIC COMMITMENTS

1ST GROUP TIME = MONEY 55% CAME TO AN AGREEMENT

2ND GROUP



GENUINE COMPLIMENTS BEFORE BUSINESS

35% COMPLIANCE

BENEFITS THAT REUSE CAN HAVE ON ENVIRONMENTAL PROTECTION



SINGLE MOST EFFECTIVE MESSAGE 33% INCREASE!

I HAVE THIPPED MY TAIL TWICE!

75% of people please do so as well

↑ RISES 26%

75% OF PEOPLE CHECKING IN FOR 4 NIGHTS OR LONGER REUSE WILL

6 SCIENTIFICALLY VALIDATED PRINCIPLES OF PERSUASION

PRACTICAL

SMALL

\$ COSTLESS

THE SECRETS FROM THE SCIENCE OF PERSUASION

**Comment intégrer
l'information multimédia ?**

Exemple d'intégration multimédia

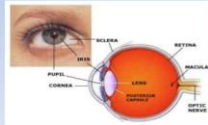
Segmenting Principle

The Segmenting Principle is breaking a complex lesson up into manageable pieces or segments.



Pretraining Principle

The Pretraining Principle provides explanations of key concepts in a lesson for beginners to help them process the information in the lesson easier.



Example: Before learning about the eye you would first need to know the definitions of its parts.
Pupil
Cornea
Iris
Sclera
Lens
Retina
Macula
Optic Nerve
Posterior Capsule

The **Multimedia** Principle

- Simply put, the **Multimedia Principle** affirms that...

"People learn more deeply from words and graphics than from words alone." (Clark & Mayer, 2008)

Star

vs.



Principe de
segmentation

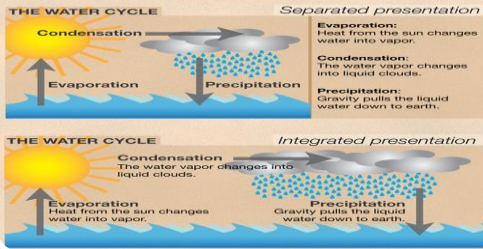
Principe
d'entraînement

Principe
multimédia

Exemple d'intégration multimédia

Spatial contiguity principle

People learn better when corresponding pictures and words are presented near each other on a page rather than separated from each other.



"TO DO IS TO BE"
-Nietzsche

"TO BE IS TO DO"
-Kant

"DO BE DO BE DO"
-Sinatra



Principe de
contiguïté
spatiale

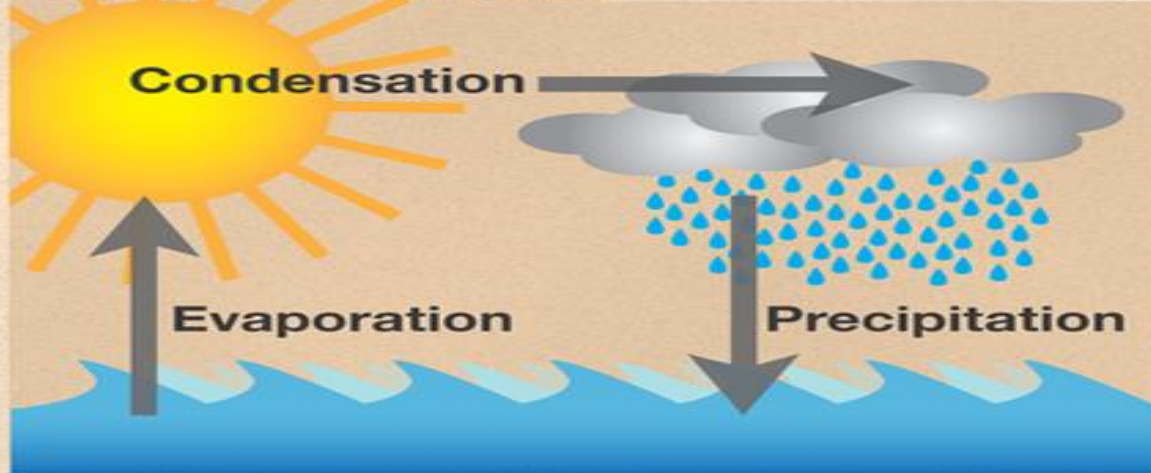
Principe de
redondance

Principe de
signalisation

Spatial contiguity principle

People learn better when corresponding pictures and words are presented near each other on a page rather than separated from each other.

THE WATER CYCLE



Separated presentation

Evaporation:

Heat from the sun changes water into vapor.

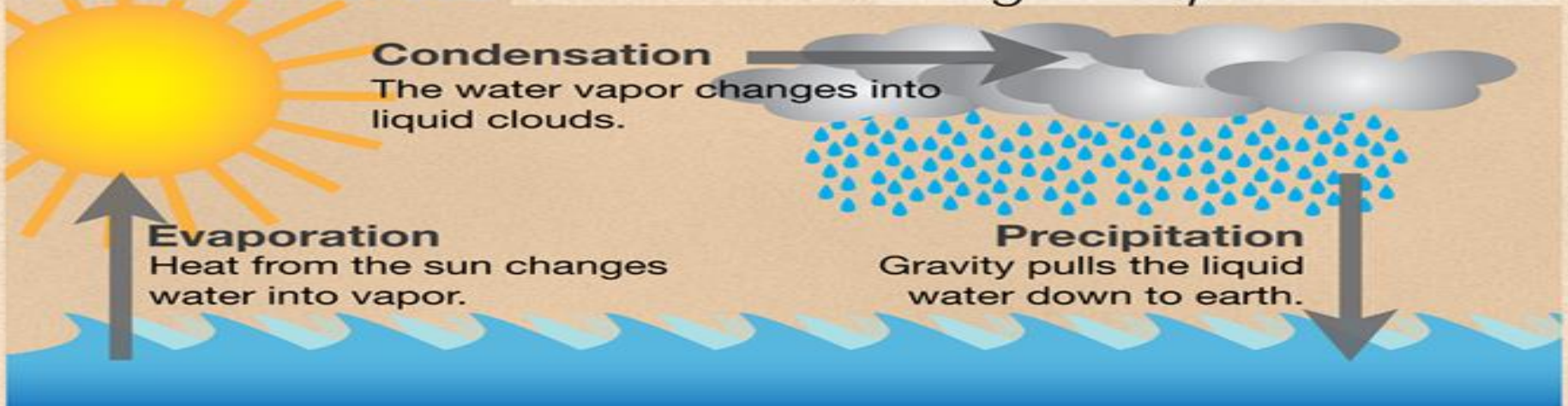
Condensation:

The water vapor changes into liquid clouds.

Precipitation:

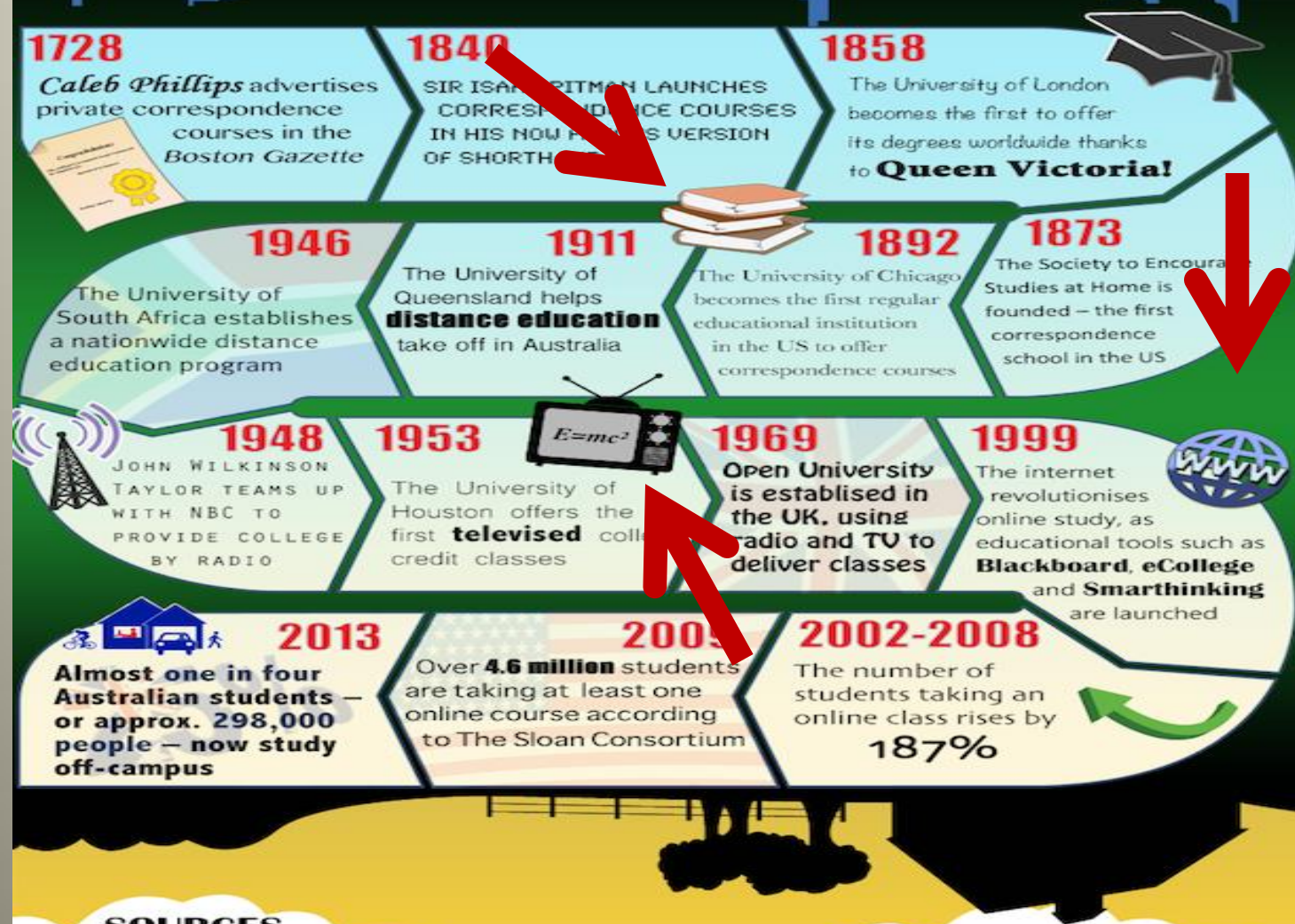
Gravity pulls the liquid water down to earth.

THE WATER CYCLE



Integrated presentation

The history of Distance Learning



SOURCES

1. https://en.wikipedia.org/wiki/Distance_education
2. <http://www.londoninternational.ac.uk/our-global-reputation/our-history/timeline>
3. <http://www.xtimeline.com/timeline/Distance-Education-written-and-computer-based>
4. http://www.cica.org.au/uploads/Research%20docs/Gratten%20report%20mapping_higher_education.pdf



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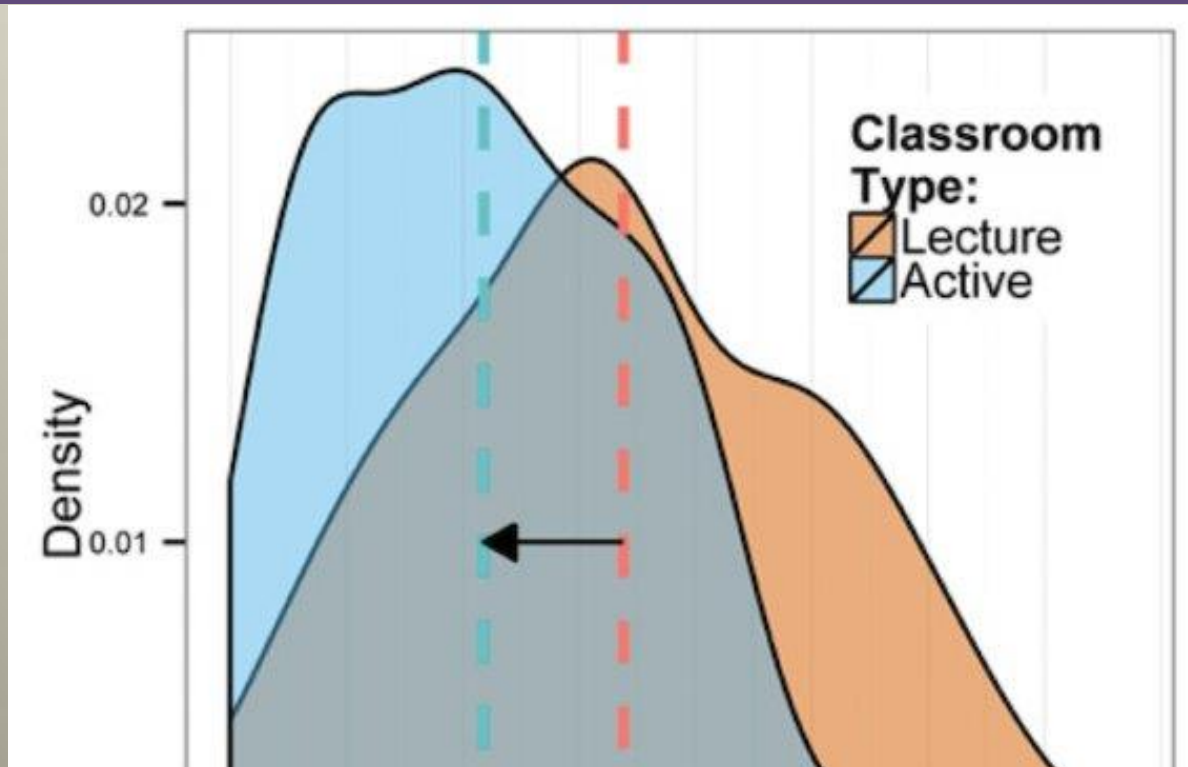
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CAREER FAQs

Courses & Career Resources

<http://www.careerfaqs.com.au>

Etude de Freeman et al. (2014)



Leurs analyses montrent que les étudiants qui suivent des cours magistraux sont 1,5 fois plus susceptibles de rater leurs examens que ceux qui suivent des cours plus stimulants, selon des méthodes en pédagogie active.

Modulation et optimisation

- **Moduler et optimiser** les présentations audiovisuelles
- **Réduire la charge cognitive**
- **augmenter l'attractivité** des supports multimédia.
- **Cohérence et complémentarité** entre le discours oral et les supports visuels et sonores

**Quelques exemples
pour conclure**

L'Histoire du Storytelling

600 av J.C. - 2015...



Certaines informations sont en relief et prennent le pas sur les autres informations présentées simultanément (notion de saillance, Schmidt, 2001)

Evènements à part entière vécus par procuration par le spectateur. (Zacks et Magliano, 2011)



Assimiler, classer, hiérarchiser et segmenter le flux audiovisuel (extraction des unités d'information pertinentes (Zacks, Speer, Swallow et Maley, 2010).

le **traitement simultané** de ces informations permet d'aboutir à la compréhension et à la mémorisation du film

Vous débute
en prenez
remarquable
yeux parco
précis et ra
votre rega
reconnaisse
marques, s'
elles à évoq

Reading in the Brain

THE SCIENCE AND EVOLUTION OF A HUMAN INVENTION



Stanislas Dehaene

AUTHOR OF THE NUMBER SENSE

Dehaene, 2007

Sans que vous
accomplit une
nt même, vos
mouvements
par seconde,
ot que vous
ces quelques
, parviennent-