# C.I.T.E. LEARNING STYLES INVENTORY

# The Medium

Our unique multimedia presentation provides a modern, nondiscriminatory medium for assessing learning styles. All populations, including At-Risk, Special Needs, College Prep and Tech

Prep will benefit from this friendly, multi-sensory format. Each statement on the inventory is accompanied by voice narration and real life visuals. In addition, students get to explore their own learning styles to find out how to improve their study and classroom skills. A special section for teachers provides insightful applications and techniques for different learning style domains.

The Styles

Based on the C.I.T.E. Learning Styles Inventory by Babich, Burdine, Allbright and Randol, the instrument addresses Information Gathering and Receiveing; Social Working Conditions; and Expressiveness preference. Nine subtopics are included:

- Auditory Language
- Visual Language
- Auditory Numerical
- Visual Numerical
- A-V-K Combination
- Individual Learner
- Group Learner
- Oral Expressive
- Written Expressive

**AVAILABLE IN SPANISH!** 

## The Results

Computer printouts for individual and group profiles are provided, graphically indicating major and minor learning styles. Specific teaching and learning strategies are also outlined based on each individual's scores. All results are saved to disk and may be edited or printed at any time.











# The Scoring

Computer Scored - The assessment may be administered and scored directly on the computer.

Batch Scored - Group test results are keyed directly into the computer.

Machine Scoring - Results may be tabulated on your card scanner (Scantron 8000 series, Chatsworth, NCS) at \$.50 per card. (IBM only)

Publisher Scored - We will score your inventory for you at \$1.50 per person.

# The Versions

## C.I.T.E. Learning Styles Media Kit



Order Number: **LSI** 

\$395.00

1 guide, 1 video, computer software (DOS/Windows/CD-ROM/MAC), 100 response forms (reproducible), 1 briefcase, 1 site license

### Multimedia CD

Order Number: LSCIM

1 guide, 1 Windows CD-ROM, 1 site license (make as many copies for your classroom as needed)

\$295.00

Network Version: \$737.50

### C.I.T.E. Learning Styles Software

Order Number: **LSIS** 

\$195.<sup>00</sup>

5 disk lab pack (DOS/Windows/MAC), 1 guide, 1 set of response forms (reproducible)

Network Version: \$486.50

### C.I.T.E. Learning Styles Video

Order Number: **LSIV** 

Order Number: LSINT

\$249.<sup>95</sup>

1 guide, 1 reproducible, 1 video, 1 scoring disk (DOS/Windows/CD-ROM/MAC)

C.I.T.E. Learning Styles Internet
Version

\$40,95

### **DESCRIPTION**

The LEARNING STYLES MEDIA KIT is based on the C.I.T.E. LEARNING STYLES INSTRUMENT developed by Babich, Burdine, Allbright and Randol at the Center for Innovative Teaching Experiences, Wichita Public Schools. The instrument is divided into three main areas: information gathering / receiving; social working conditions; and expressiveness preference. Nine subtopics are considered in the inventory: auditory language; visual language; auditory numerical; visual numerical; auditory-visual-kinesthetic; group learner; social learner; oral expressive; written expressive.

For many years educators have recognized the need for alternative instructional methods and techniques to meet the needs of the variety of students in our heterogeneously grouped class-



rooms. We have become familiar with a variety of methods and techniques, but in many cases their misapplication has proven unproductive. Recognizing and defining the style in which a person learns is as important to the learning process as the diagnostic tests required by a medical doctor are to the healing process. Many teachers share the frustration of knowing that we are failing to meet the needs of some of the students in our classrooms. One reason could be the lack of understanding and accommodating the unique learning styles of our students - particularly those we are not reaching.

The **C.I.T.E Learning Styles Instrument** was formulated by teachers for the use of teachers in determining the styles preferred by their students. **The Learning Styles** 

**Instrument** is divided into three main areas: information gathering / receiving; social working conditions; and expressiveness preference. The Instrument is simple to administer, score, interpret and utilize in accommodating individual differences.

If we are to allow for individual differences, we must consider ways of learning, working, and reporting as three important areas. In the area of learning, the Learning Styles Instrument investigates five specific sub-topics. They are:

- (1) AUDITORY LANGUAGE: The way a student hears words; processing spoken words.
- (2) VISUAL LANGUAGE: The way a student sees words; processing written language.
- (3) AUDITORY NUMERICAL: The way a student hears numbers; processing spoken numerical values.
- (4) VISUAL NUMERICAL: The way a student sees numbers; processing written numerical values.
- (5) AUDITORY-VISUAL-KINESTHETIC: The way a student learns by doing or involvement.

Emphasizing the experiencing or manipulative learning style which is almost always accompanied by either auditory stimuli, visual stimuli, or a combination of both.

The area of working considers whether a student likes to work or learn in a group or alone. They are appropriately titled as follows:

- (1) *GROUP LEARNER:* A student who likes to work with at least one other person when there is important work to be done.
- (2) *INDIVIDUAL LEARNER:* A student who works and thinks best alone. This student is usually a self-starter and frequently finds working with other students distracting.

The area of individual expressiveness considers how a student prefers to express himself. Basically, they fall into one of these two broad categories:

- (1) **ORAL EXPRESSIVE:** A student who prefers to say what he knows. Usually answers or explanations are better given orally; however, some students may indicate this preference simply because they are too lazy to write things down.
- (2) WRITTEN EXPRESSIVE: A student who prefers to write down answers or explanations. Students who exhibit a reflective cognitive learning style may prefer this method.

Style usage may be defined as follows:

- (1) MAJOR: The student prefers this mode of learning, feels comfortable with it, and uses it for important (to the student) learning. A student does not necessarily have only one learning style.
- (2) MINOR: The student uses this mode, but usually as a second choice or in conjunction with other learning styles.
- (3) **NEGLIGIBLE:** The student prefers not to use this if other choices are available. The student does not feel comfortable with this learning style.



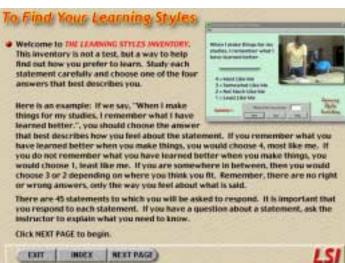
The following are descriptions of learning styles which can be found in every learner to a major, minor or negligible extent. These descriptions will help you evaluate a student's learning style on the basis of observation. The Learning Styles Instrument is a tool which facilitates the evaluation of these learning styles. Each of the nine (9) style areas are described here as if the student were a major in that particular style.

- (1) AUDITORY LANGUAGE: This is the student who learns from hearing words spoken. You may hear him vocalizing or see his lips or throat moving as he reads, particularly when he is striving to understand new material. He will be more capable of understanding and remembering words or facts that he could only have learned by hearing.
- (2) VISUAL LANGUAGE: This is the student who learns well from reading words in books, on the chalkboard, charts or workbooks. He may even write words down that are given to him orally in order to learn by seeing them on paper. He remembers and uses information better if he has read it.
- (3) AUDITORY NUMERICAL: The student learns from hearing numbers and oral explanations. He may remember phone and locker numbers with ease, and be successful with oral numbers, games and puzzles. He may do just about as well without his math book, for written materials are not as important. He can probably work problems in his head. You may hear him saying numbers to himself, or see his lips moving as he reads a problem.
- (4) VISUAL NUMERICAL: This student has to see numbers, on the board, in a book, or on a paper in order to work with them. He is more likely to remember and understand math facts if he has seen them. He doesn't seem to need as much oral explanation.
- (5) AUDITORY-VISUAL-KINESTHETIC COMBINATION: The A-V-K student learns best by experiencing doing, self involvement. He definitely needs a combination of stimuli. The manipulation of material along with the accompanying sight and sounds (words and numbers seen and spoken) will make a big difference to him. He may not seem to be able to understand, or be able to keep his mind on work unless he is totally involved. He seeks to handle, touch and work with what he is learning. Sometimes just writing or a symbolic wiggling of the finger is a sympton of the A-V-K learner.
- (6) INDIVIDUAL LEARNER: This student gets more work done alone. He thinks best, and remembers more, when he has learned by himself. He cares more for his own opinions than for the ideas of others. You will not have much trouble keeping this student from over-socializing during class.
- (7) *GROUP LEARNER:* This student strives to study with at least one other student, and he will not get as much done alone. He values other's opinions and preferences. Group interaction increases his learning and later recognition of facts. Class observation will quickly reveal how important socializing is to him.
- (8) ORAL EXPRESSIVE: This student can easily tell you what he knows. He talks fluently, comfortably and seems to be able to say what he means. You may find he knows more than his tests show after talking to him about his work. He is probably not shy about giving reports or talking to the teacher or classmates. The muscular coordination involved in writing may be difficult for him. Organizing and putting thoughts on paper may be a slow and tedious task for this student.
- (9) WRITTEN EXPRESSIVE: This student can write fluent essays and good answers on tests to show what he knows. He feels less comfortable, perhaps even stupid, when he has to give oral answers. His thoughts are better organized on paper than when they are given orally.

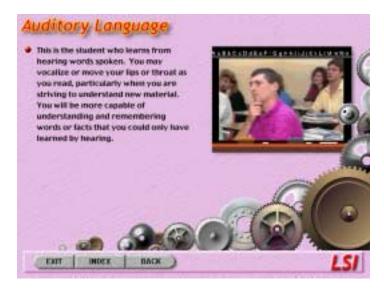
### THE MULTIMEDIA CD

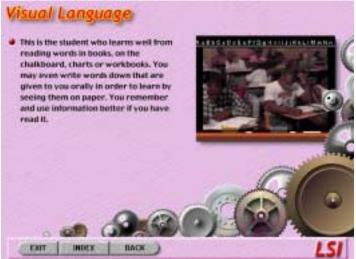






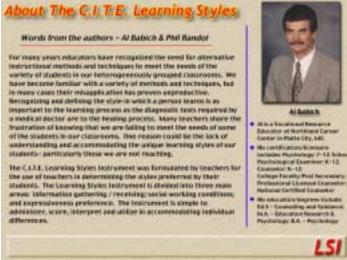


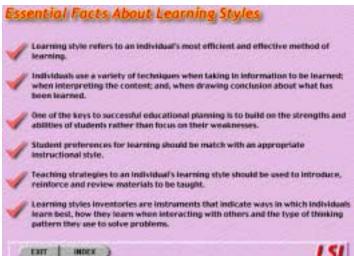


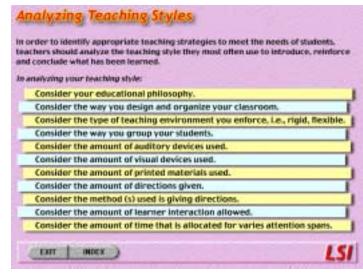


### THE MULTIMEDIA CD

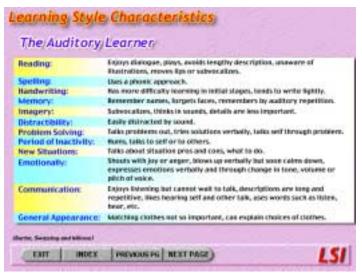








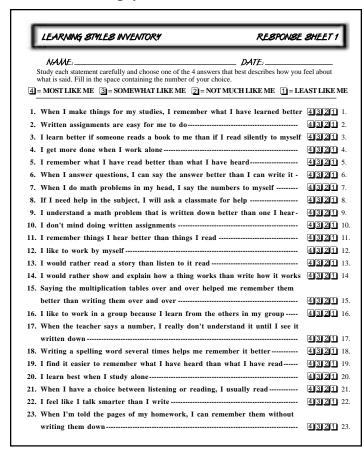


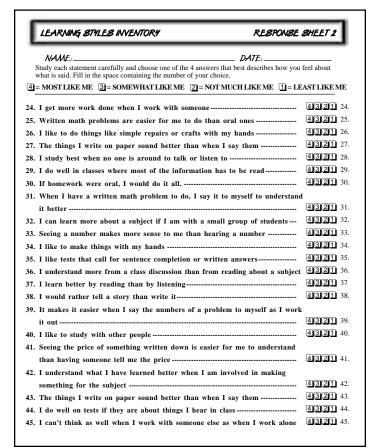


### THE VIDEO

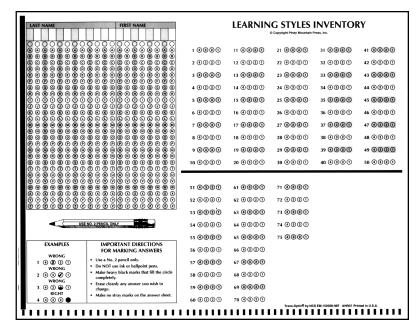
The participants are provided with response forms. These response forms present statements to which the participant responds by marking boxes which describes how they feel about what is said.

A video is used to explain what the participant should do and then present visual and auditory descriptions of the statements on the response forms. The participants do not need to read each statement, simply follow the video and mark the box which is most like them.





All responses may be hand scored, computer scored, or optical-scan scored. If responses are computer scored or optical-scan scored, the results are saved to disk and may be printed at your convenience. Both individual and group profiles are available in the print options. (See *The Software* on page 7 for a description of our group processing software program.)



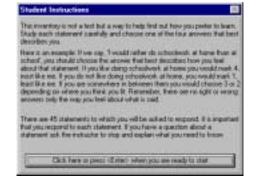
### THE SOFTWARE

The software version contains two programs, one for the person taking the inventory, and one for the counselor or teacher. When an individual takes the survey directly on the computer, all results are analyzed, saved and printed. The counselor/teacher program allows access to all records and can only be opened with a password. This feature also enables the teacher/counselor to: batch process group administered assessments; print individual and group profiles; and edit any information. The software version is available for stand-alone computers and for network labs.



Select "Student" to take the inventory on the computer, or select "Instructor" to enter/edit participant data and print reports.

If you select "**Student**" the instruction screen above will appear explaining how to answer the questions.



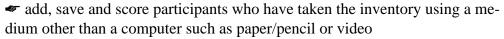
ing Styles Inventory Login

Enter the Teacher Password



The participant selects "4, 3, 2, or 1" according to the rating on the screen, and continues until all 45 statements are answered.

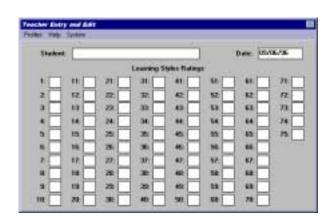
If you select "**Instructor**" you are asked to enter your password. This module allows the teacher/counselor to:



- to print one or more students at a time
- to print group profiles
- to delete a participant/participants
- to update or change information on participants existing in the database.

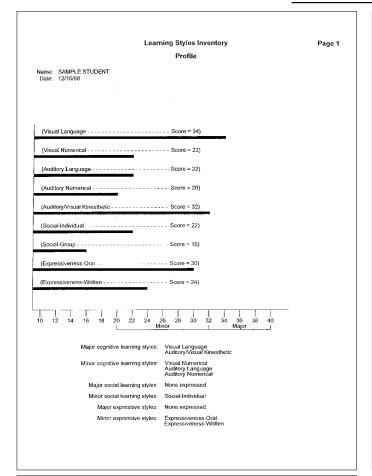
This is the screen where data is entered/edited/saved for participants by the teacher/counselor.





From this screen the teacher/counselor may print profiles for an individual participant or for a group. Simply select the participants you wish to include for printing from the list on the left.

### THE REPORTS



Learning Styles Inventory Learning Styles

Name: SAMPLE STUDENT Date: 12/15/98

Cognitive Learning Styles (Major)

This is the student who teams well from seeing words in books, on the chalkboard, charts or workbooks. He/she may even write words down that are given to him/her orally, in order to learn by seeing them on paper. He/she remembers and uses information better if he/she has read in the seeing them to the seeing the see

The AV/K student learns best by experience - doing, self-involvement, He/she definitely needs a combination of stimuli. The manipulation of material along with the accompanying sight and sounds (words and numbers seen and spoken) will make a big difference to harmher. He/she may not be able to understand or keep histher mind on histher work unless he/she is totally involved. He/she seeks to handle, buch and work with what he/she is learning. Sometimes jost winding or a symbolic wiggling of the fligher is a symptom of the AV/K learner.

Social Learning Styles (Minor)

This student gets more work done alone. He/she thinks best and remembers more when he/she has learned by him/herself. He/she cares more for his/her own opinions than for the ideas of others. You will not have much trouble keeping this student from over-socializing during class.

Expressive Styles (Minor)

This student can easily tell you what he/she knows. He/she talks fluently, comfortably and scems to be able to say what he/she means. After talking to him/her about his/her work, you may find he/she knows more than his/her tests show. He/she is probably not siy about giving reports or talking to the teacher or classmates. The muscular coordination involved in writing may be difficult for him/her. Organizing and putting thoughts on paper may be too stow and a teclious task for this student.

This student can write fluent essays and good answers on tests to show what he/she knows. He/she feels uncomfortable when he/she has to give oral answers. His/her thoughts are better organized on paper than when they are given orally.

Learning Styles Inventory

Teaching Techniques

Name: SAMPLE STUDENT Date: 12/15/98

Cognitive Learning Styles (Major)

### Visual Language

This student will benefit from a variety of books, pamphlets and written materials on several levels of difficulty. Given some time alone with a book, beishe may learn more than in class. Make sure important information has been given to him/her on paper, or that he/she takes notes if you want him/her to remember specific information.

This student must be given more than just a reading or math assignment. Involve him with at least one other student and give him/her an activity to relate to the assignment. Or accompany an audio tape with pictures, objects, and an activity such as drawing or writing or following directions with physical involvement.

Social Learning Styles (Minor)

This student needs to be allowed to do important learning alone. If you feel hother needs occultaring, save it for a non-tearning student. Let himmer go to the library or back in a corner of the room to be alone. Don't foce group work on himmer when if will make himmer initiable to be held back or distracted by others. Some great thinkers have been loned.

Expressive Styles (Minor)

Allow this student to make oral reports instead of written ones. Whether in conference, small groups or large, evaluate hirt/her more by what he/she says than by what he/she writes. Reports can be on tape, to save class time. Demand a minimum of written work, but of good quality, and you won't be ignoring the basics of composition and legibility. Grammar can be corrected orally but is best done at another time.

This student needs to be allowed to write reports, keep notebooks and journals for credit and take written tests for evaluation. Oral transactions should be under non-pressured conditions, perhaps mainly in a one-to-one conference.

Learning Styles Inventory Group Profile for 15 Students

Date: 03/31/93 (Auditory/Visual Kinesthetic ... Average Score = 24) \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* (Social-Individual .........Average Score = 33) (Expressiveness-Written .......Average Score = 30) 

Learning Styles Inventory Group Profile

Legend: VL - Visual Language
VN - Visual Numerical
AL - Auditory Language
AN - Auditory Numerical
AVK - Auditory/Visual Kinesthetic SI - Social/Individual SG - Social/Group EO - Expressiveness/Oral EW - Expressiveness/Written VL VN AL AN AVK SI SG EO EW NAME
JOSENY FUTURE
WANDA MAY
STEVE JONES
SANDY CALLENDAR
SALLY EDWARDS
JEAN SCOVILLE
JOE PARSONS
ROUNTE DANIELS
KEVIN FAIRCLOTH
JEFF POSTER
KEVIN FAIRCLOTH
WESTMORELAND
ANN WALTON
GRACE SMITH 

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