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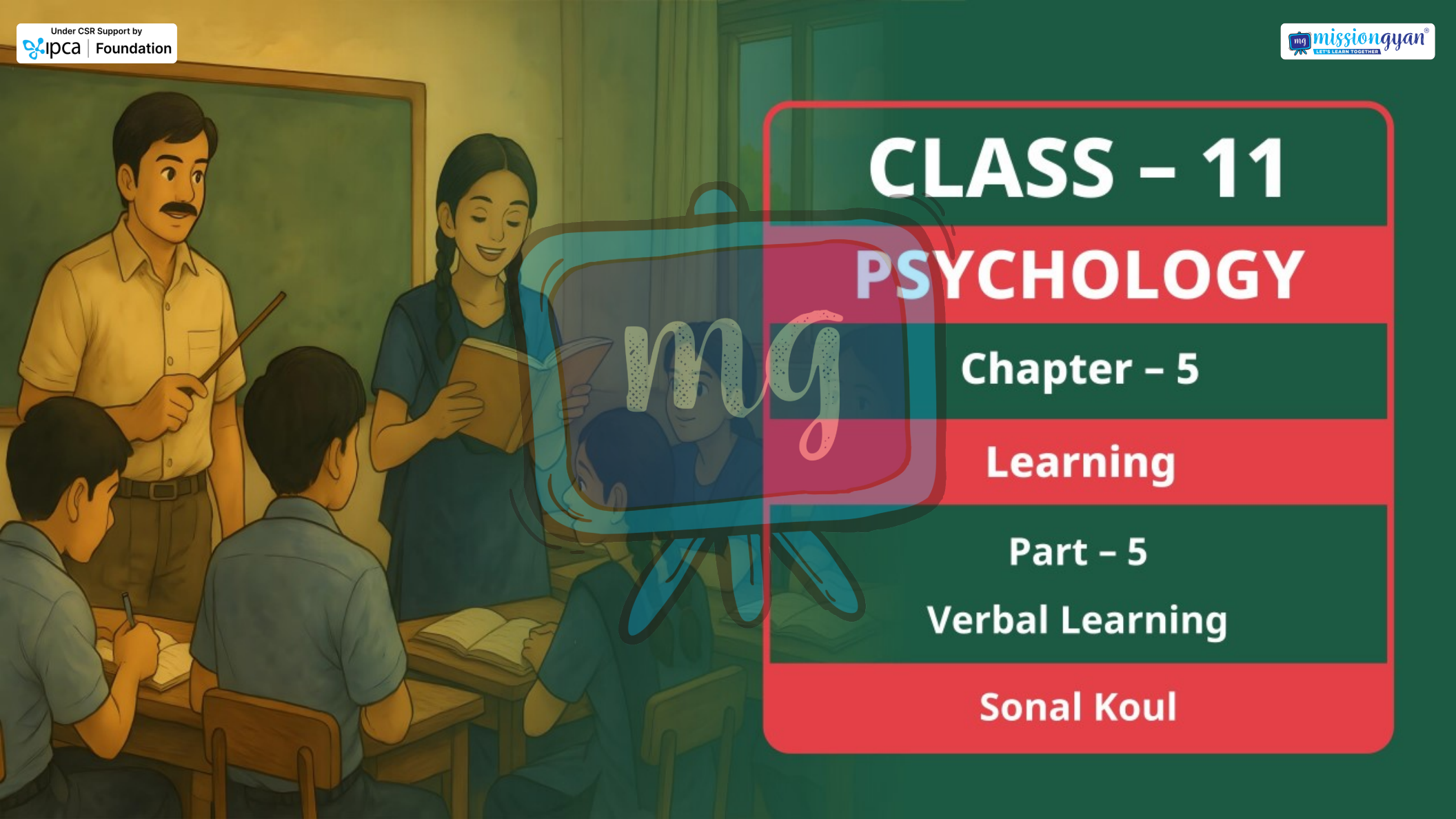

# CLASS – 11

## PSYCHOLOGY

### Chapter – 5

### Learning

### Part – 5

### Verbal Learning

Sonal Koul

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# OVERVIEW

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1. Meaning of Learning
2. Classical Conditioning
3. Operant Conditioning
4. Key learning Processes
5. Observational Learning
6. Cognitive Learning
7. Verbal Learning
8. Skill Learning
9. Factors that Facilitate Learning
10. Learning Disabilities

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# VERBAL LEARNING

- Verbal learning refers to the process of acquiring knowledge through words, both spoken and written.
- This type of learning is crucial for language development, education, and communication.

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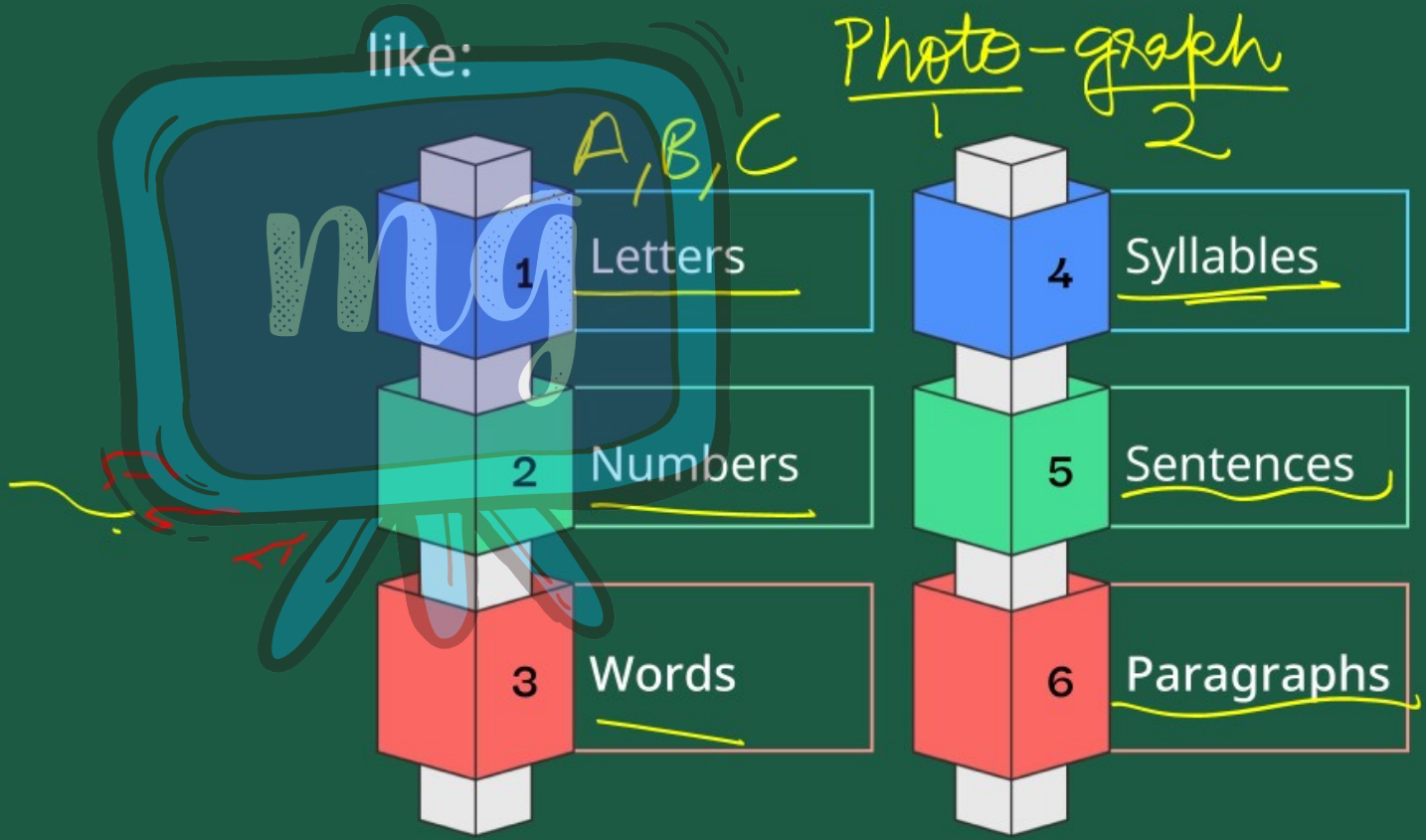
☛ It involves learning verbal materials like:



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# TYPES OF VERBAL LEARNING TASKS

## 1. Paired-Associate Learning :

- Learner is presented with pairs of items (like word-word, word-number, etc.)
- Later, one word is shown as a cue, and the learner must recall its pair.

Example : Learn the pair sun – heat.

When shown “sun,” recall “heat.”

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## 2. Serial Learning :

Serial Anticipation Method

- Learning a list of items in a specific order.
- Used in memorizing poems, speeches, phone numbers.
- Recall must follow the original sequence.

Example : Learning the alphabet (A, B, C...).

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## 3. Free Recall :

- Learning a list of words, then recalling them in any order.
- Measures how well information is stored and retrieved.
- Often, the first and last items are remembered better due to the primacy and recency effect.

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# PROCESSES INVOLVED IN VERBAL LEARNING

**Encoding :** Converting verbal information into a mental code.

**Storage :** Retaining the verbal material in memory.

**Retrieval :** Recalling the learned material when needed.

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# BOUSFIELD'S CATEGORY CLUSTERING

## What is it?

When we try to remember a list of words, we group similar words together — even if they were given in a random order. This is called category clustering.

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## What did Bousfield do?

- He gave people a list of 60 random words.
- The words belonged to different categories (like fruits, animals, jobs, etc.).
- People didn't learn them by category, but still remembered them in groups - like all fruits together, then all animals, etc.

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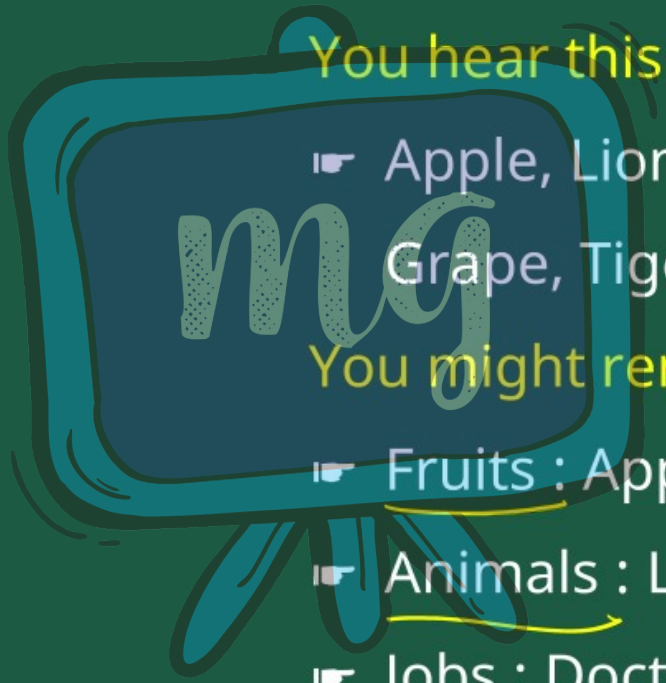
## Example :



You hear this list:

- Apple, Lion, Banana, Doctor, Grape, Tiger, Nurse

You might remember it like:

- Fruits : Apple, Banana, Grape
- Animals : Lion, Tiger
- Jobs : Doctor, Nurse

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# FACTORS INFLUENCING VERBAL LEARNING

1. **Meaningfulness :-** GrAN Apple
   - ✧ Meaningful words are easier to learn and remember than nonsense syllables.
2. **Familiarity :-**
   - ✧ Known or frequently used words are learned faster.

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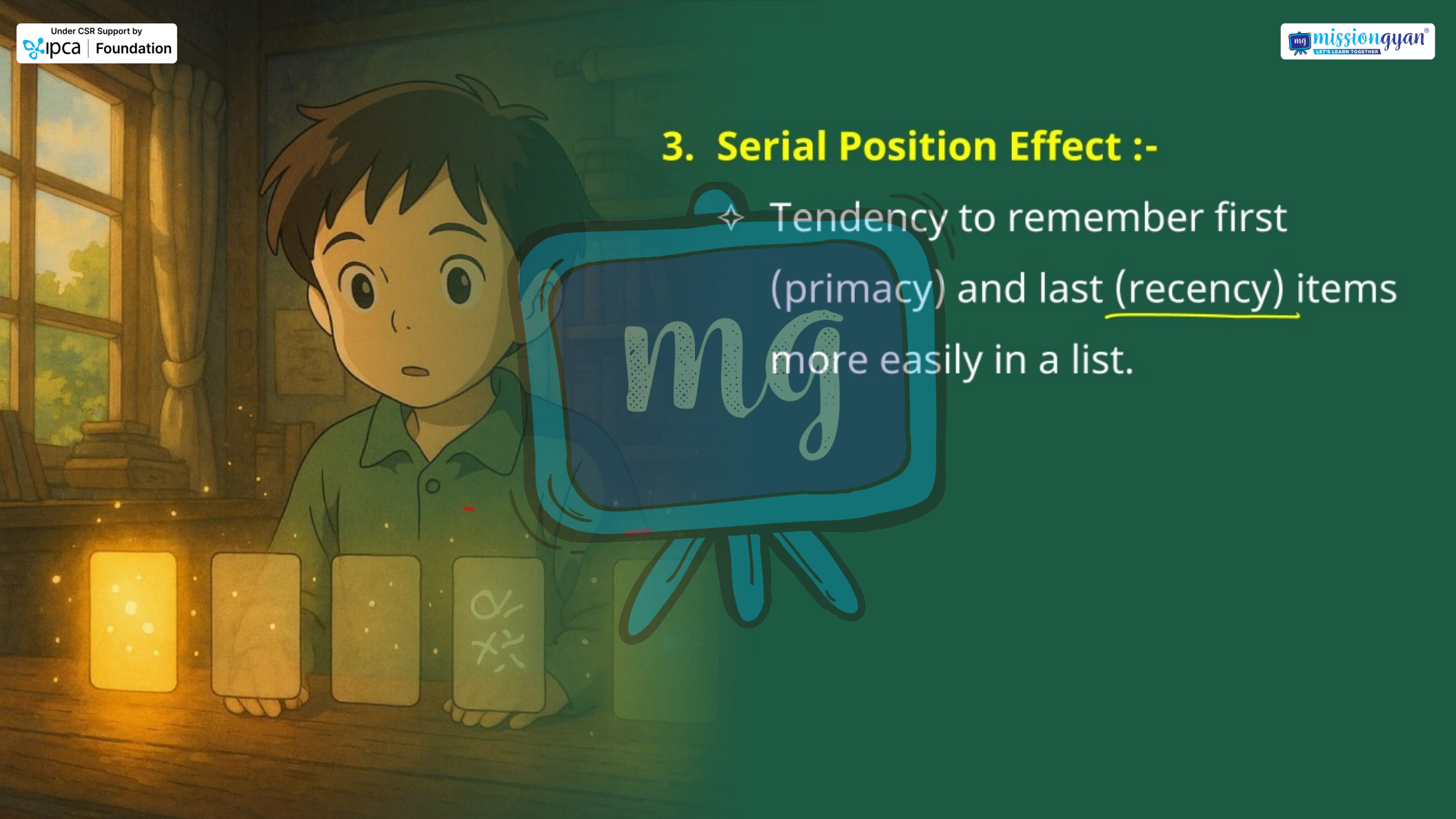

## 3. Serial Position Effect :-

- Tendency to remember first (primacy) and last (recency) items more easily in a list.

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## 4. Practice :-

- ✧ More repetition leads to better retention.
- ✧ Distributed practice (spreading out sessions) is more effective than massed practice (cramming).

## 5. Motivation and Attention :-

- ✧ Focused attention and interest improve verbal learning.

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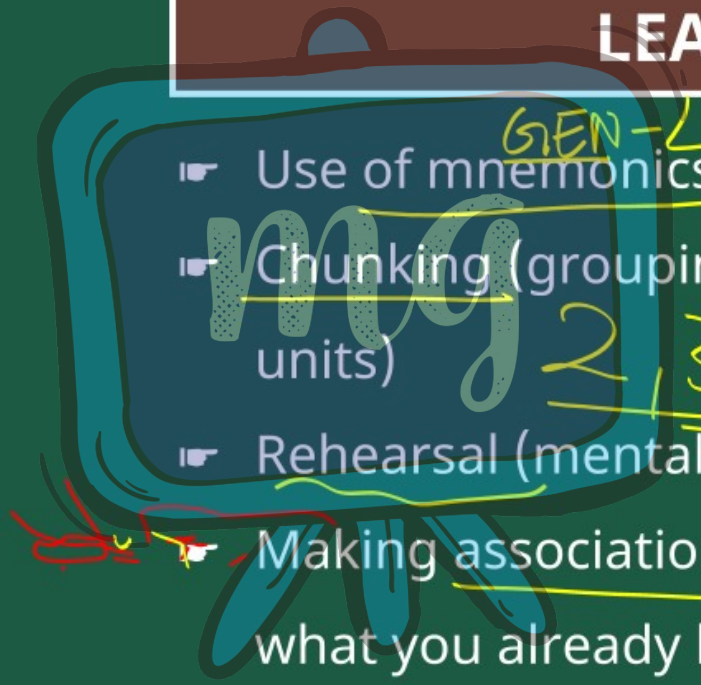
# METHODS TO IMPROVE VERBAL LEARNING



- Use of mnemonics (memory aids)
- Chunking (grouping items into meaningful units)
- Rehearsal (mental repetition)
- Making associations (linking new info with what you already know)
- Using imagery to remember abstract words

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# LEARNING OUTCOME

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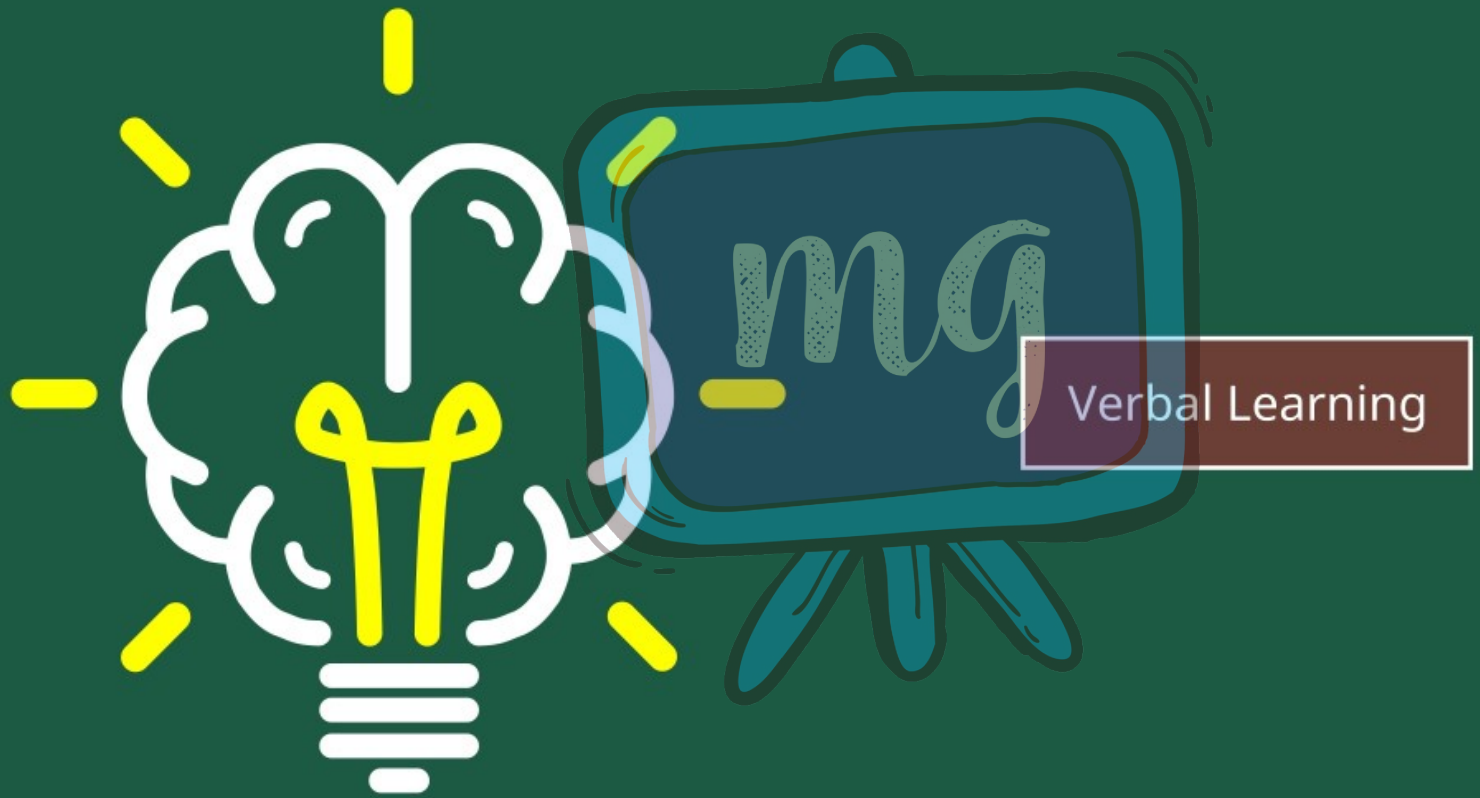

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# ASSESSMENT

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1 Verbal learning refers to learning involving:

A Symbols and images

B Words and language

C Motor skills

D Visual cues

B

2 In the serial recall method, the learner has to recall the material in:

A Random order

B Any order

C Reverse order

D The same order in which it was presented

3 Which of the following is not a method of verbal learning?

A Serial recall

B Free recall

C Insight learning

D Paired-associate learning

4 A learner is shown the word pair ‘tree – green’ and later asked to recall ‘green’ when shown ‘tree’. This is an example of:

A Serial learning

B Free recall

C Paired-associate learning

D Insight learning