



## **Demonstrative Evidence and the Chinese Proverb**

"Tell me and I will forget, show me and I may remember, involve me and I will understand."

Successful educators recognize there are three basic types of learners: auditory, visual and kinesthetic. By structuring one's presentation to combine attributes which not only accommodate, but effectively stimulate these different learning styles, the material content is better understood and remembered. Demonstrative aids composed of oral, visual and physical elements become a meaningful sensory impression that is memorable and lasting. It has been shown that up to 90% of our knowledge is obtained from visual-sensory input and the retention of the associated information lasts 6 to 8 times longer than that obtained strictly from auditory sources.

Demonstrative aids empower people to independently look at visual displays and relate the images to oral explanations thereby satisfying conflicting information and enhancing understanding. People inherently filter information through their attitudes and life experiences. Social psychological research has demonstrated conclusively that people are more likely to believe and remember points that are consistent with the way they view the world, and to reject points that are inconsistent. Research also shows that in order to make sense of conflicting or overwhelming amounts of information, people construct a mental story, which provides a cognitive structure that helps memory and recollection. It is well documented that jurors construct such stories early in the trial process. Evidence that is consistent with the story created tends to be incorporated into memory, whereas inconsistent evidence is rejected or forgotten.



Demonstrative evidence forms an important part of the presentation of a case for several reasons. When integrated strategically with the trial story, demonstrative evidence helps reinforce key points, helps keep jurors' attention, and provides cues that improve jurors' retention of information and understanding of relationships.

When deciding complex issues one must often wrestle with a great deal of unfamiliar information too quickly. It is therefore critical that the information provided by the demonstrative aid is 1) organized in a familiar and progressive manner, and 2) it stimulates interest. In this way, the demonstrative evidence assists in organizing a mental story, which naturally progresses and unfolds yielding a logical conclusion.

FFEI realizes that to maximize the value and usefulness of our work it must be clearly explained and understandable by all parties involved. We provide demonstrative aids and multimedia presentations with many of our reports as well as with initial investigative summaries and case documentation. As educators, FFEI engineers explain findings and opinions to complex issues in a technically accurate yet understandable fashion. Through the use of oral explanation coupled with exhibits and demonstrative aids of many forms, we convey our testimony in a meaningful way, which clearly and convincingly resolves issues.

When considering the use of demonstrative evidence, remember the old Chinese proverb,

**"Tell me and I will forget, show me and I may remember, involve me and I will understand."**

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