V.A.R.K.  
Visual, Aural/Auditory, Read/Write, Kinesthetic

VARK was designed by Neil Fleming as a questionnaire that provides users with a profile of their learning preferences. These preferences are about the ways that people tend to take in and give out information, divided into four categories.

**Visual**—This preference includes the depiction of information in maps, spider diagrams, charts, graphs, flow charts, labeled diagrams, and all the symbolic arrows, circles, hierarchies and other devices that instructors use to represent what could have been presented in words. It **DOES NOT** include movies, videos or PowerPoint presentations.

**Aural/Auditory**—This perceptual mode describes a preference for information that is "heard or spoken." Students with this modality report that they learn best from lectures, tutorials, tapes, group discussion, email, using mobile phones, speaking, web chat and talking things through. It includes talking out loud as well as talking to yourself.

**Read/Write**—This preference is for information displayed as words. It emphasizes text-based input and output, reading and writing in all its forms including lists, the internet, PowerPoint, dictionaries, quotations, etc.

**Kinesthetic**—This modality refers to the “perceptual preference related to the use of experience and practice (simulated or real).” Although such an experience may invoke other modalities, the key is that people who prefer this mode are connected to reality, either through concrete personal experiences, examples, practice or simulation. Movies and videos are often more appropriate for this category as they often depict real life.

**Multimodal**—Life is multimodal. There are seldom instances where one mode is used or is sufficient. Those who prefer many modes almost equally are of two types. There are those who are context specific who choose a single mode to suit the occasion or situation. There are others who are not satisfied until they have had input in all of the preferred modes. They take longer to gather information but often have a deeper and broader understanding.