



# **THE 24-HOUR RULE *OR* HOW TO SAVE HUNDREDS OF STUDY HOURS**

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Say you spend an hour learning something – reading, listening to a lecture, or participating in an activity. At the end of the learning experience you know 100% of what you know, however well you know it.

In the next 24 hours, if you have done nothing with the information you learned, didn't think about it again, read it again, etc., you will have lost 50 percent to 80 percent of what you learned. By Day 7, you will remember even less, and by Day 30, you retain only about 2 percent to 3 percent of the original information!

Within 24 hours of getting the information – spend 10 minutes reviewing and you will raise your retention to 100 percent again. A week later (Day 7), use just 5 minutes to “reactivate” the same material, and again you will raise the curve. By Day 30, your brain will only need 2 to 4 minutes to give you the feedback, “Yup, I know that. Got it!”