

# The Keller Plan

## General

The Keller Plan (also called *The Personalized System of Instruction*) is an instructional method introduced by [Fred Keller](#), J. Gilmour Sherman, and other researchers in the 1960s.<sup>1)</sup> This individualized learning method was oriented on improvement of high school learning.

## What is the Keller plan?

Keller's idea was to make higher education teaching more adjusted to individual needs. His method was first introduced in 1962 in order to help establishing a Department of Psychology at the University of Brasilia and design a course for the students. After additional modifications, the key aspects of his method can be described as follows:<sup>2)</sup>

- **Go-at-your-own-pace.** A student can move through the course content at his own pace.
- **Unit-perfection requirement.** In order to advance to the next unit, a student needs to demonstrate mastery of the preceding unit.
- Emphasis on **written materials.** The emphasis is on learning from written materials. Lectures and demonstrations *will be provided only when you have demonstrated your readiness to appreciate them; no examination will be based upon them: and you need not attend them if you do not wish.*
- *The use of proctors, which permits repeated testing, immediate scoring, almost unavoidable tutoring, and a marked enhancement of the personal-social aspect of the educational process.*

1)

[Fox, Edward A. Keller Plan.](#)

2)

[Keller, Fred S. 'Good-bye, teacher...' Journal of Applied Behavior Analysis 1, no. 1: 79-89. 1968.](#)

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