# 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.
- Strict definitions of learning objectives.
- **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.<sup>3)</sup>
- The use of **proctors**. Proctors enhance the social aspect of educational process, enable repeated testing with immediate scoring and tutoring.

Still, as this a behaviorist learning model and Keller is a reinforcement theorist himself, he also notes that the teacher himself decides on the content that is being taught and reinforcement means he employs. Modularization separating the content into a number of slammer units can also be considered to be a form of shaping, or forming desired behavior bit by bit.

## What is the practical meaning of the Keller plan?

The practical meaning of Keller's model consists of implementing above measures in practice. An example of this is a hand-out describing Keller's teaching methods applied to the first-semester course in General Psychology in 1967.

### **Criticisms**

Criticisms of Keller's method include<sup>4)5)</sup>:

- limited instructional methods,
- · extra efforts by teacher and tutors,

- high dropout rates, and
- decreased human interaction.

# **Keywords and most important names**

# **Bibliography**

#### **Read more**

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