

Kommunikáció - tréning hatásá- nak vizsgálata a tanulási stílusok függvényében

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Abstract: Economic and technological advances are forcing modern organizations to take a closer look at their human capital in general, and training in particular. The present paper explores the contribution of a person's learning style to the measure of learning from a communication training, which is based on concrete experience and active experimentation. More exactly, our hypothesis was that learning styles (Kolb's (1984) four learning styles: accomodator, diverger, converger, assimilator) have an important effect on how much a person is able to learn from a communication training. Result show that accomodators learn significantly more from the training than do assimilators and divergers. There was no difference between the accomodators and convergers concerning the measure of learning from the communication training. So we can say that the efficiency of a training program depends much on the people's learning style. Knowing these facts, organizations can save lots of money not sending employees to training programs that doesn't fit their learning style.

Keywords: training, verbal communication, nonverbal communication, learning styles