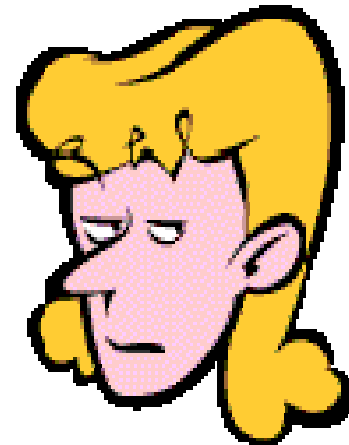
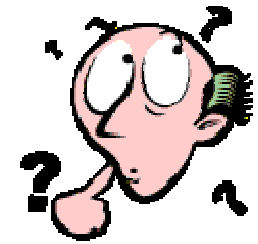


Prior knowledge

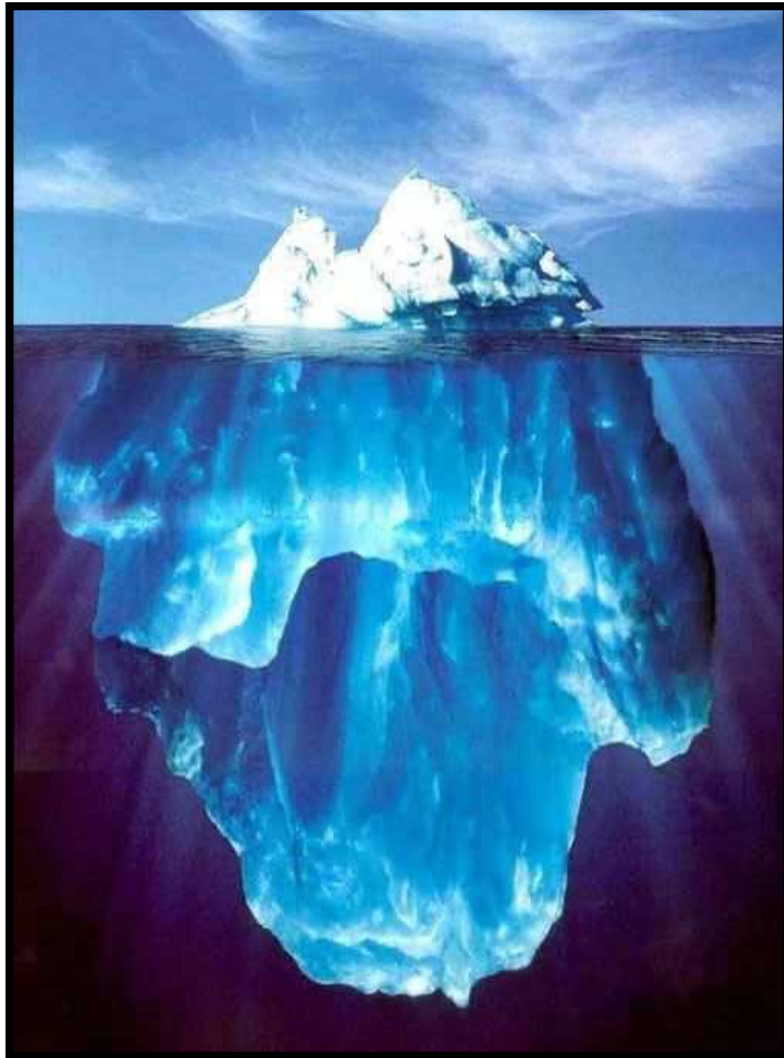


THE ICEBERG

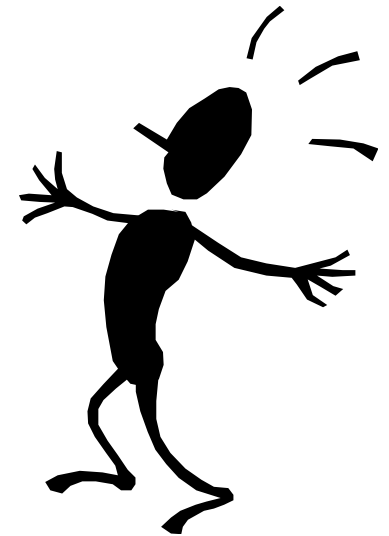
HOW MUCH DO YOU SEE OF AN ICEBERG?



THE ICEBERG



**ONLY 10% OF
ANY ICEBERG
IS VISIBLE.
THE
REMAINING
90% IS BELOW
SEA LEVEL.**



THE ICEBERG



**VISIBLE
ABOVE SEA LEVEL**

10 %

SEA LEVEL

**INVISIBLE
BELOW SEA LEVEL**

90 %



- 
- **The iceberg phenomenon is also applicable to human beings ...**

THE ICEBERG



**KNOWN
TO OTHERS**

**KNOWLEDGE
&
SKILLS**

SEA LEVEL

**UNKNOWN
TO OTHERS**

Attitude

**Paradigms (prior
knowledge)**



THE ICEBERG



**KNOWN
TO OTHERS**

BEHAVIOR

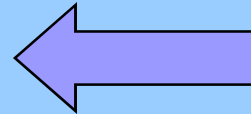
SEA LEVEL

**UNKNOWN
TO OTHERS**

IMPACT

ATTITUDES - MOTIVES

**PARADIGM – A SET
OF VALUES, STANDARDS
AND BELIEFS.**



The background is a dark teal color with several decorative elements: a large teal circle in the top right, a smaller teal circle in the bottom right, a red vertical rectangle in the top right, and a large teal circle on the left side. The text is white and positioned in the center-left area.

➤ PARADIGM-DEPENDENT

➤ shapes what we look at, how we look at things, what we label as problems, what problems we decide to address, and what methods we use.

➤ It is a way of filtering and making sense of all the information that bombards us daily.

[black is not colored.wmv](#)