



BREAKING NEWS

Business
China
Hong Kong
World
Sports

SECTIONS

Top News
Local
Business
China
ViewPoint
CityTalk
World
Sports
People
Central Station
Weekend Spree

FEATURES

Money
Technology
Health & Beauty
Education
Fashion
Motoring
Property
Macau
Wining & Dining
Arts & Culture
Home Décor
Travel



Education

PRINT SAVE EMAIL

Flash way to learn

Joyce Kam

Tuesday, August 18, 2009

While most toddlers are still drooling, Billy Wong Chun-pong's 17-month-old daughter is reading children's books about planets in the solar system. "I show her 10 flash cards three times a day for around six minutes. She now knows about 600 English words, 100 Chinese characters, and can read music scores," said Wong of Victoria.

The 33-year-old came across local company Neuroacademi's program and started using its services four months ago. Neuroacademi covers Chinese, English, mathematics, foreign languages, music and zoology. It aims to develop right brain learning in children between four months and six years old.



The method was created by US specialist Glenn Doman in the 1950s. He developed a flash-card method through his research on training brain-injured children to help normal toddlers fulfil their potential. A similar method was also developed by Japanese professor Makoto Shichida.

The two believe children predominantly use their right brain up to when are three years old, which is also when they are eager to learn new things at top speed.

Critics of the method, though, say that it has not been fully proven to be effective. They say Doman's studies lack both a control group and evidence of success.

But Neuroacademi founder Johnson Chang Kiu-yang believes the cards work because they are based on scientific research from more than 107 countries and seven years of fine-tuning. "At the age of six, 90 percent of the brain is developed. Constant stimulation at an early age can nurture children's potential as they have amazing memory capacities for information."

The cards start with a target word, then slowly apply it in phrases and sentences. "We emphasize words instead of pictures so their vocabulary won't be limited. The cards are also available in languages like Japanese, French and Spanish, allowing kids to experience foreign culture," Chang said.



Besides academic and general knowledge, the program also consist of music education as Chang believes babies are born with perfect pitch. "Music is related to mathematics while the aural ability matures before the other four senses."

TODAY'S
The Standard
Flip the pages



Raffles
International College
Hong Kong

The Largest Private
Education Group
Asia Pacific

m

Mutual Fund
Stocks, ETF
and more..

MORNINGSTAR

AASTOCKS.COM

AASTOCK
Your investment
partner
STOCK CODE

Quote

Neuroacademi's bundle of cards, CDs, online courses and parental support, is priced between HK\$10,000 and HK\$70,000. For details, visit <http://www.neuroacademi.com>.



POTSHOT



RESOURCES

Newsfeeds

[XML](#)

[RSS](#)

Contact Us

About Us

Print Advertising

Online Advertising

Subscriptions

Archive

Site Search

Street Points



[Mandarin for Children](#)

1-on-1 Online Live Lesson. Best Way To Learn. All Levels Free Trial Now

www.eChineseLearning.com

[Flash cards on DVD](#)

Complete early learning programme: mathematics, reading & encyclopedic.

www.babybit.com

V V

Ads by Google



Individual Order Form

The Standard

Trademark and Copyright Notice: Copyright 2005, The Standard Newspaper Publishing Ltd., and its related entities. All rights reserved. Use in whole or part of this site's content is prohibited. Use of this Web site assumes acceptance of the [Terms of Use](#) and [Copyright Policy](#). Please also read our [Ethics Statement](#).

