BASIC MULTIMEDIA LEARNING *principles*

REDUCE EXTRANEOUS PROCESSING

The Split-Attention Principle

People learn better when different sources of information are integrated.

The Redundancy Principle

People learn better when we don't include redundant material.

The Coherence Principle

People learn better when we don't include extraneous material.

The Signalling Principle

People learn better when we add cues to highlight relevant areas or organisation.

The Spacial Contiguity Principle

People learn better when we place related words and pictures near each other.

The Temporal Contiguity Principle

People learn better when we provide related animation and narration at the same time.

The Segmenting Principle

People learn better when we divide the material into segments.

MANAGE ESSENTIAL PROCESSING

The Multimedia Principle

People learn better from words and pictures than from just words.

The Modality Principle

People learn better when we present information in both visual and auditory modes.

The Pre-Training Principle

People learn better when they know the main concepts' names and characteristics.

ENCOURAGE GENERATIVE PROCESSING

The Personalisation Principle

People learn better when we present words in conversational style rather than formal style

The Voice Principle

People learn better when we narrate text in a human voice rather than in a machine voice.

The Image Principle

People don't necessarily learn better when we include the speaker's image.

The Embodiment Principle

People learn better when on-screen speakers use human gestures and expressions.

Source: Mayer, R. E. (Ed.). (2014). The Cambridge Handbook of Multimedia Learning (2nd ed.). New York: Cambridge University Press.