Multimedia Learning

Richard E. Mayer

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For hundreds of years verbal messages have been the primary means of explaining ideas to learners. Although verbal learning offers a powerful tool for humans, this book explores ways of going beyond the purely verbal. An alternative to purely verbal presentations is to use multimedia presentations in which people learn from both words and pictures--a situation the author calls multimedia learning. Multimedia encyclopedias have become the latest addition to students' reference tools, and the world wide web is full of messages that combine words and pictures. This book summarizes ten years of research aimed at realizing the promise of multimedia learning.

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