MULTIMEDIA LEARNING

IS YOUR TUTORIAL PRETTY OR PRETTY USELESS? CREATING EFFECTIVE TUTORIALS WITH THE PRINCIPLES OF MULTIMEDIA LEARNING

DISTANCE LIBRARY SERVICES CONFERENCE
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Boolean Searching

This tutorial will cover:

The Basics of Copyright
Why Copyright is Important
The Fair Use Exception
WHAT IS LEARNING?

- Sensory Store: Information lost unless attended to
- Working Memory: Information lost if not rehearsed
- Long-term memory: Retrieval
- Maintenance Rehearsal

Attention

Encoding
DUAL-CHANNEL THEORY

- Words
- Pictures

- Ears
- Eyes

Sensory

- Selecting Words
- Selecting Images

Working Memory

- Sounds
- Images

Verbal
Pictoral

- Organizing
MULTIMEDIA PRINCIPLES TO REDUCE COGNITIVE LOAD

• Signaling
• Contiguity / Split Attention
• Segmenting
• Sequencing
• Coherence
An Open Mind Wants More: Opinion Strength and the Desire for **Genetically Modified Food** Labeling Policy.

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Subject Terms: *CONSUMERS
*CONSUMER behavior
*CUSTOMER satisfaction
*LABELS
*LABELING theory
*GENETICALLY modified foods
*FOOD -- biotechnology
*FOOD -- Packaging
*CONSUMER research
CONTIGUITY PRINCIPLE (SPATIAL AND TEMPORAL)
SPLIT ATTENTION

SEGMENTING PRINCIPLE
How to Think Critically
COHERENCE PRINCIPLE
ANIMATION AND COGNITIVE LOAD

Is it better to have animation or static images?
TOO MUCH EXTRANEOUS CONTENT!
AUDIO AND TALKING HEADS

• Modality Principle
• Redundancy Principle
• Personalization Principle
• Voice and Image Principles
MODALITY PRINCIPLE

What about ADA issues?
What about ADA issues?
PERSONALIZATION PRINCIPLE

A student has a research project
You have a research project
SPEAKING CHARACTERS FOR EDUCATION

- ENGAGE students
- INTRODUCE technology
- ENHANCE language
- GREAT for homework

TRY IT - IT'S FREE
WHAT CONTENT IMPROVES LEARNING?

- Pre-Training
- Worked Examples
- Self-Explanation and Reflection
- Authentic Scenarios

A guide to conducting research at the DePaul University Library.

**Step 3. Create a Search Strategy**

After you’ve selected your topic, come up with a research question, and done some background reading, you’ll need to create a search strategy to find books and articles in databases. Database searching is different from searching Google - databases cannot interpret questions and phrases. It’s necessary to build a search strategy to get the best results quickly.

1. **Identify main concepts**

   Take your research question and pull out the main concepts. For the research question, *Should college athletes be paid?*, the main concepts are *college athletes* and *paid*.

2. **List search terms**

   Next, list the terms you’ll use for searching. For each main concept, come up with synonyms and related terms, both narrower and broader. (hint: your mind map might come in handy here.) Here are some search terms for the key concepts above:

   - college
   - athletes
   - pay
Example: The day that classes start, a professor asks that newspaper photographs of the Kent State shooting in 1969 be scanned from a microfilm copy of the newspaper and put up on the web for her U.S. History class. Only students in the class have access to the web site and the professor has not taught the class before.

1 Purpose of the use
The use in this case is spontaneous (it’s the first day of classes and she has not taught this class in previous semesters). It is also for a purpose related to the course — a photo of an event in U.S. history being used in a history class. The purpose of the use favors a finding of fair use.

2 Nature of the work
The photograph is of a news event and was previously published. Because this is a factual photograph, although there is some creativity involved, this is not a work of fiction or fantasy, so there is more room to claim fair use. The nature of the work slightly favors a finding of fair use.

Yale University Library Electronic Library Initiatives & Information Technology Services, October 2003. Guidelines only, see http://www.library.yale.edu/elli/copyright
1. Why do you think it is important to uphold academic integrity? What personally motivates you to comply with the policy?
AUTHENTIC SCENARIOS
WHAT ABOUT AUDIENCE?

• Expertise Reversal Principle
• Elderly
THE LIMITS OF MULTIMEDIA LEARNING
DOES MULTIMEDIA CREATE DEEPER LEARNING?

Image by Wildjinejr (2012) (CC BY-SA 3.0)
DOES MULTIMEDIA CREATE MORE MOTIVATED STUDENTS?
DOES MULTIMEDIA LEARNING WORK BETTER FOR VARIOUS LEARNING STYLES?
DOES MULTIMEDIA LEARNING ALLOW FOR DISCOVERY LEARNING?
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REFERENCES


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