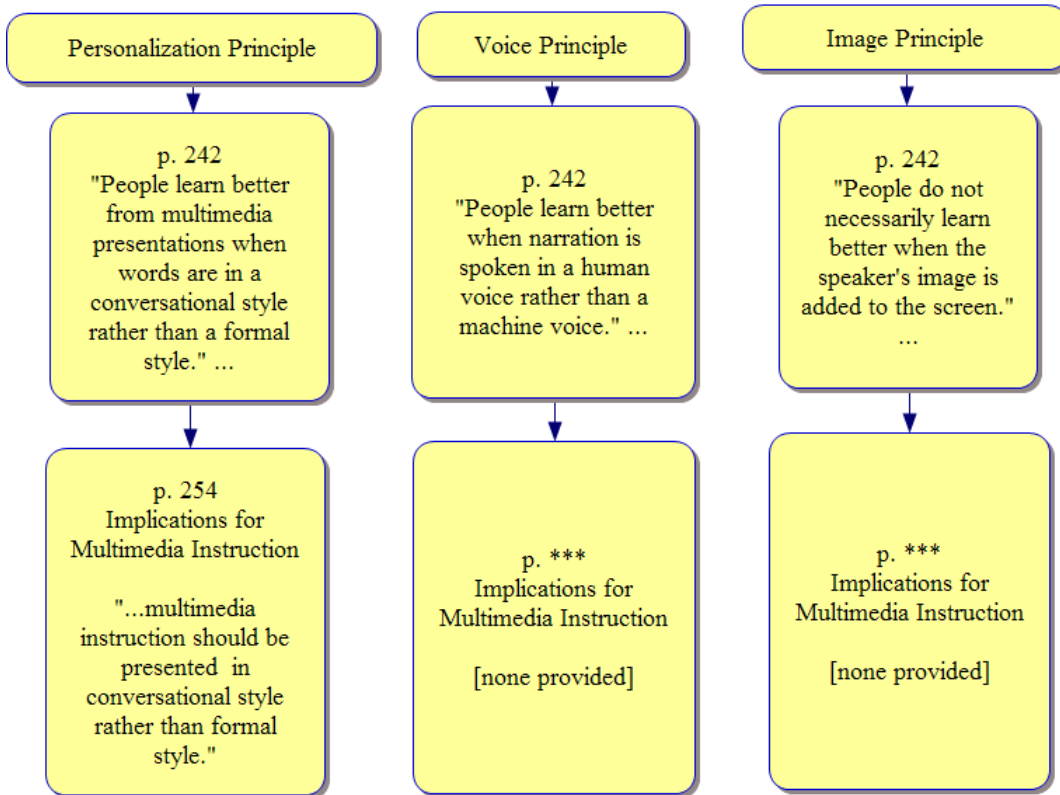


Ch. 13: Personalization, Voice & Image Principles



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Personalization Principle

I. p. 242

"People learn better from multimedia presentations when words are in a conversational style rather than a formal style." ...

p. 244

"Two major techniques for creating conversational style are (a) to use 'you' and 'I' rather than relying solely on third-person constructions, and (b) to add sentences in which the instructor makes direct comments to the learner."

p. 247

"...personalization may encourage learners to engage in each of the

cognitive processes."

p. 241

"...there is strong and consistent evidence for the personalization principle: People learn more deeply when words are presented in a conversational style rather than formal style."

p. 252

"The personalization effect may be strongest when the personalization strategy is not overdone and when the learner is not familiar with the tutor."

A. p. 254

Implications for Multimedia Instruction

"...multimedia instruction should be presented in conversational style rather than formal style."

Voice Principle

I. p. 242

"People learn better when narration is spoken in a human voice rather than a machine voice."

...

p. 256

"Although the machine-synthesized voice was clearly discernable, it resulted in much worse performance on a subsequent problem-solving transfer test as compared to the standard-accented human voice."

A. p. ***

Implications for Multimedia Instruction

[none provided]

Image Principle

I. p. 242

"People do not necessarily learn better when the speaker's image is added to the screen." ...

p. 259

"Overall, the studies conducted in our lab did not produce strong and consistent support for adding the speaker's image to the screen."

A. p. ***

Implications for Multimedia Instruction

[none provided]