



p. 268 - Table 14.3

Principles for Fostering Generative Processing...

p. 57

"...generative processing, which is deep cognitive processing including organizing and integrating material."

p. 81

"...is cognitive processing during learning that is aimed at making sense of the essential material and that can be attributed to the learner's level of motivation."

p. 221

"Generative processing is cognitive processing aimed at making sense of the material and includes organizing the the incoming material into coherent structures and integrating these structures with each other in prior knowledge."

I. = 3. assist in linking current organization and recognition with past learning

II. Multimedia Principle

A. "People learn better from words and pictures than from words alone."

III. Personalization Principle

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

IV. Voice Principle

A. "People learn better when the narration in multimedia lessons is spoken in a friendly human voice rather than a machine voice."

V. Image Principle

A. "People do not necessarily learn better from a multimedia lesson when the speaker's image is added to the screen."