



Ch. 7: Spatial Contiguity Principle

I. p. 135

"Students learn better when corresponding words and pictures are presented near rather than far from each other on the page or screen." ...

p. 135

"When corresponding words and pictures are near each other on the page or screen, learners do not have to use cognitive resources to visually search the page or screen, and learners are more likely to be able to hold them both in working memory at the same time."

p. 147

"...there is strong and consistent support for the spatial contiguity principle; People learn more deeply from a multimedia message when corresponding text and pictures are presented near rather than far from each other on the page or screen."

p. 150

"...results...consistent with the cognitive theory of multimedia learning. According to this view, learners engage in active cognitive processing in an attempt to make sense out of the presented material."

II. p. 151

Implications for Multimedia Instruction

"Present words and pictures near rather than far from each other."

p. 151

"...results are consistent with the three major assumptions underlying the cognitive theory of multimedia learning - dual channels, limited capacity, and active processing."