

Richard Mayer's Ninth Multimedia Principle:

WHAT IS THE MULTIMEDIA PRINCIPLE?

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X What Not To Do

Include heavy text as instructional material without support images

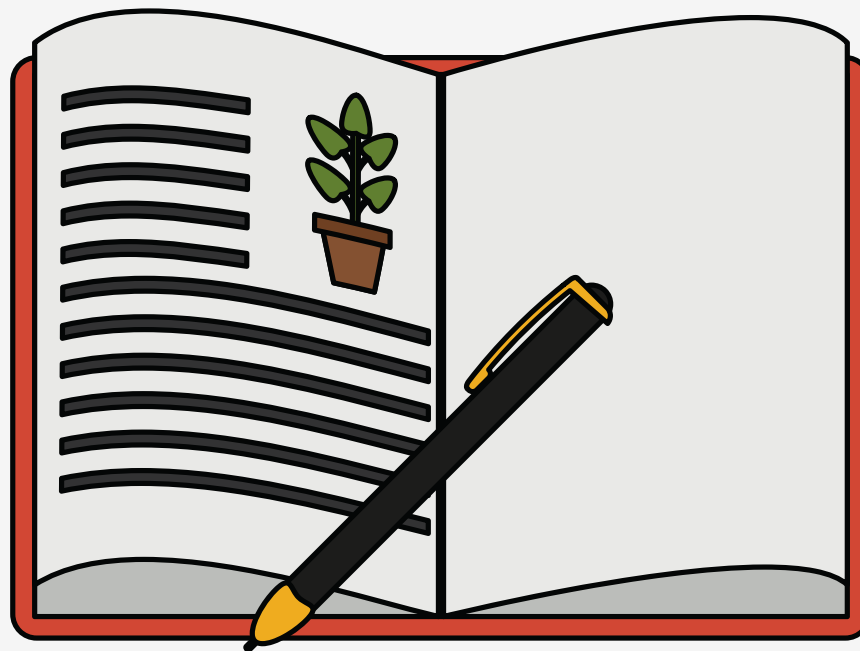


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✓ What To Do

Incorporate images as part of the instructional material to support the text



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

Example: Providing a learner with content that includes **text** and **images** presented in a simple way. Images should be used to support the text.



Rose petals have distinctive
bloom forms.

Reference: Mayer, R. (2020). *Multimedia learning*. (3rd ed.). Cambridge University Press.