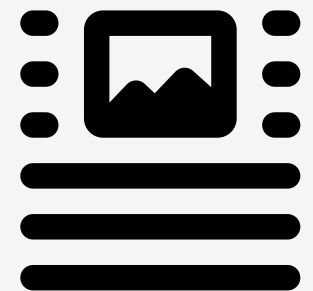


Richard Mayer's Fifth Multimedia Principle:

# TEMPORAL CONTIGUITY PRINCIPLE

People learn better when corresponding words and pictures are presented simultaneously rather than successively.

**Example:** Providing visuals and audio to the learner **at the same time** rather than having an animation play, then an audio explaining the animation.



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