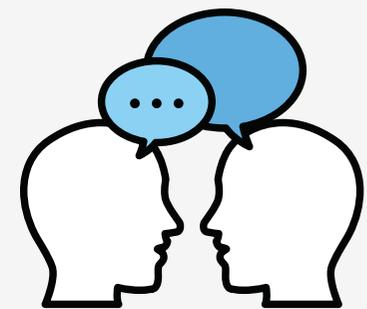Richard Mayer's Tenth Multimedia Principle:

PERSONALIZATION PRINCIPLE

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

Example: Referring to your audience as "you" (second person) instead of "the learners" (third person) during an e-learning narration.

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

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WHAT IS MAYER'S PERSONALIZATION PRINCIPLE?

Richard Mayer's Tenth Multimedia Principle:

PERSONALIZATION PRINCIPLE

✗ What Not To Do

In digital training, maintain a formal tone, like one used in writing, during instruction.

Richard Mayer's Tenth Multimedia Principle:

PERSONALIZATION PRINCIPLE

✔ **What To Do**

In digital training, refer to learners as "you", as if directly speaking to them.