

Richard Mayer's Fourteenth Multimedia Principle:

IMMERSION PRINCIPLE

People do not necessarily learn better in 3D immersive virtual reality than with a corresponding 2D desktop presentation.

Example: While an engaging activity, use of virtual reality in a forest may **distract** the user more than help them learn about trees.



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