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Step Up to the Plate! Using Multimedia Content and Game Winning Strategies for Implementation

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University of Nebraska Medical Center

Step Up to the Plate!

Using Multimedia Content & Game Winning Strategies for Implementation

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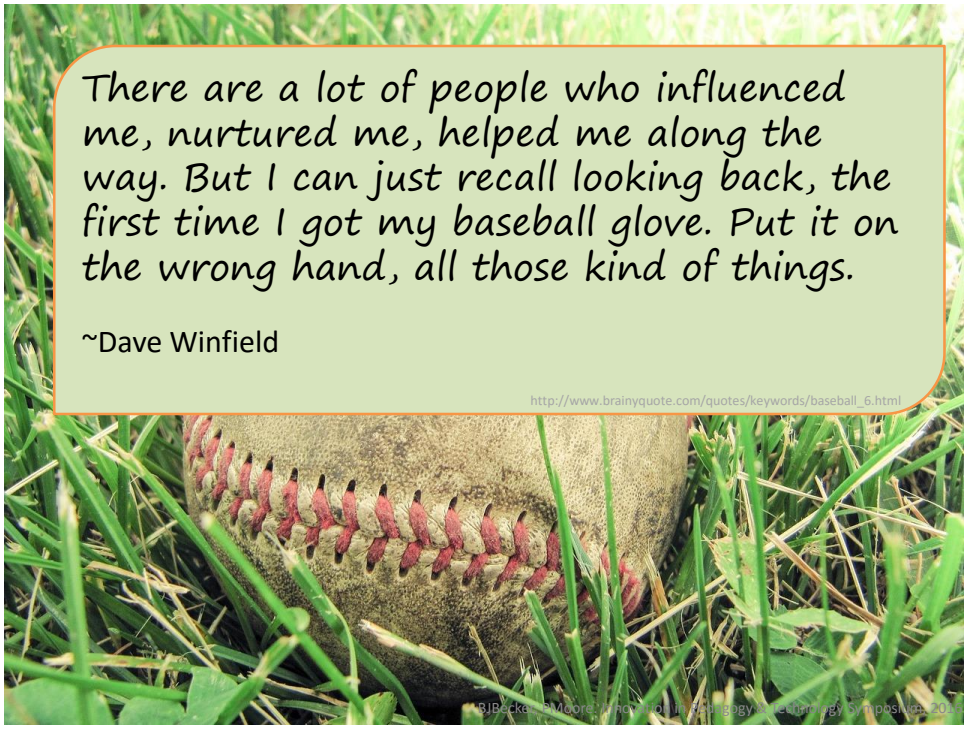
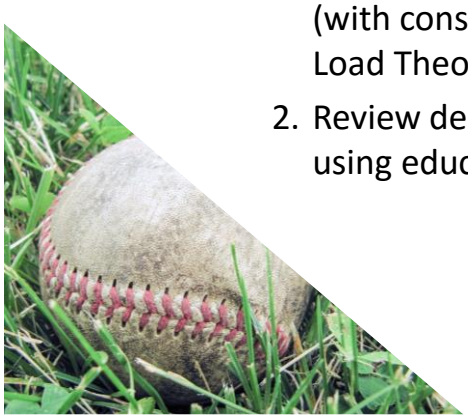
The presenters have no financial disclosures that would be a potential conflict of interest with this presentation.



Objectives

1. Apply Mayer's Multimedia Principles (with consideration of the Cognitive Load Theory) to presentation content.
2. Review decision making strategies for using educational technology.



Why?

- Teaching
- Research presentations
- Grant proposal presentations
- Expectations and requirements
  - Professionalism and evaluation

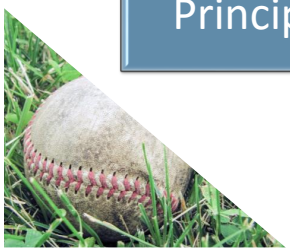
How Does Multimedia Learning Work?

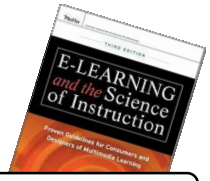
- 2 Channels
  - Verbal
  - Visual
- Limited Capacity
  - Small Bits
- Active Processing
  - Engage

Mayer, R. E. (Ed.). (2014). *The Cambridge handbook of multimedia learning (2nd ed)*. New York: Cambridge University Press.

4 Mayer's Multimedia Principles To Consider

- Coherence Principle
- Segmenting Principle
- Redundancy Principle
- Spatial Contiguity





Find all of Mayer's principles in this book

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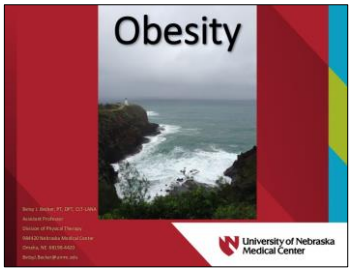
Coherence Principle

Omit extraneous words, visuals or elements add purely for interest. Less is more.

STRIKE OUT



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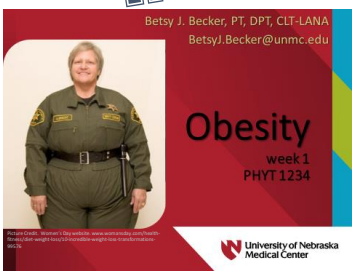

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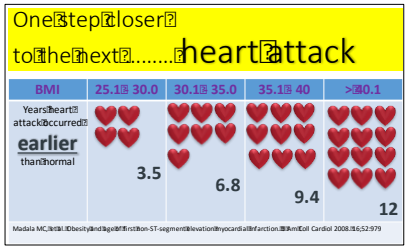
Redundancy Principle

Explain graphic with words OR text, not both

STRIKE OUT

HOME RUN



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Segmenting Principle

Break complex lessons into bite-size segments

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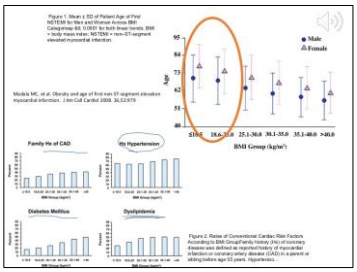

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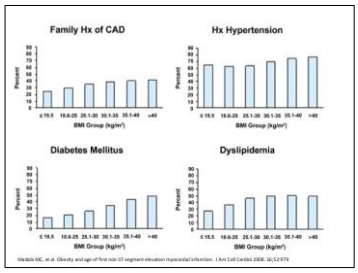

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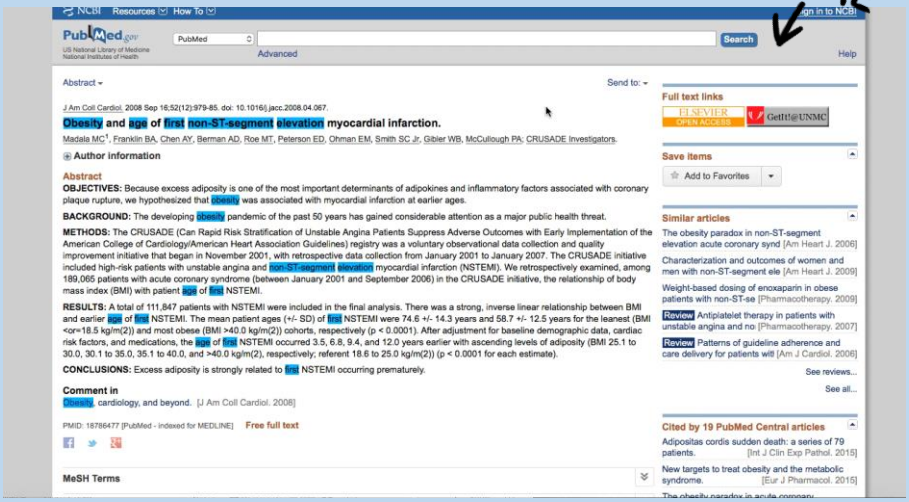
Screencast video of downloading PowerPoint Slides from manuscript

CLICK HERE



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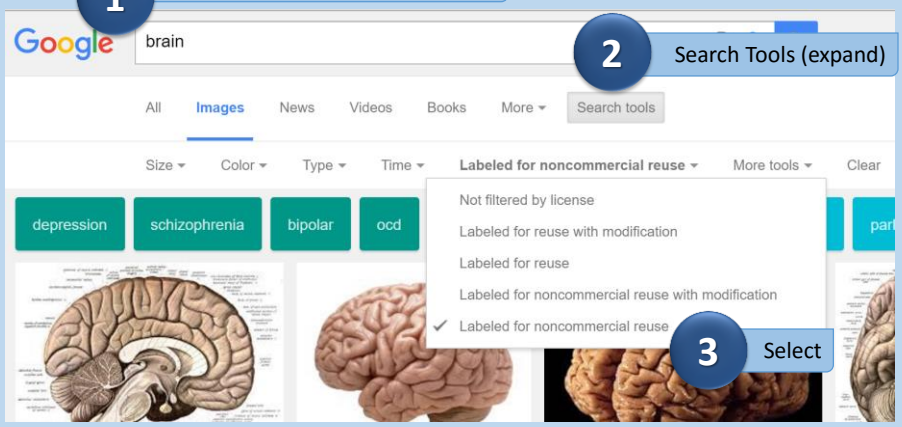

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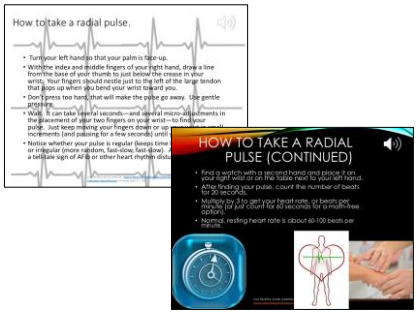
Signaling Principle

highlight important elements with cues

STRIKE OUT



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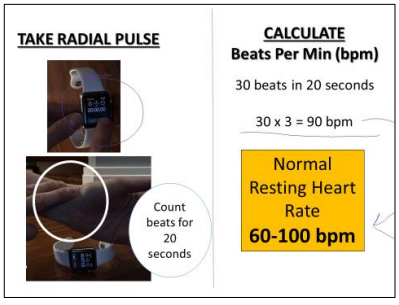

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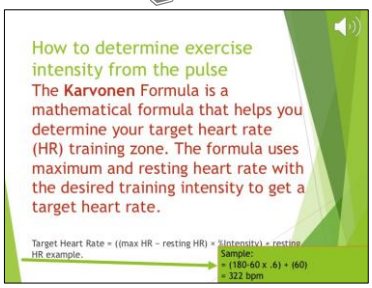

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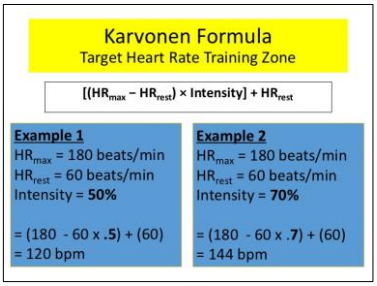

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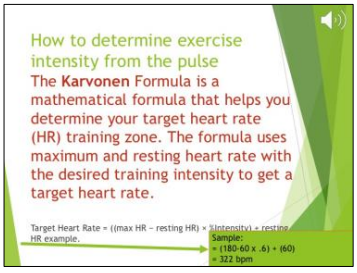

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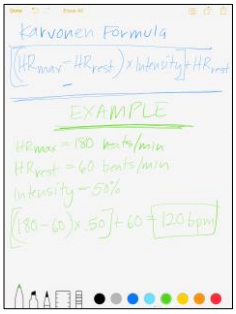

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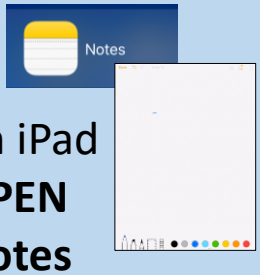
How to screen capture (record) what happens on an iPad or iPhone

1

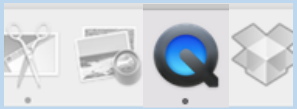
Connect
iPad to Mac with USB cord

2



on iPad
OPEN Notes
(app)

3



On Computer
OPEN QuickTime Player
Select New Movie Recording

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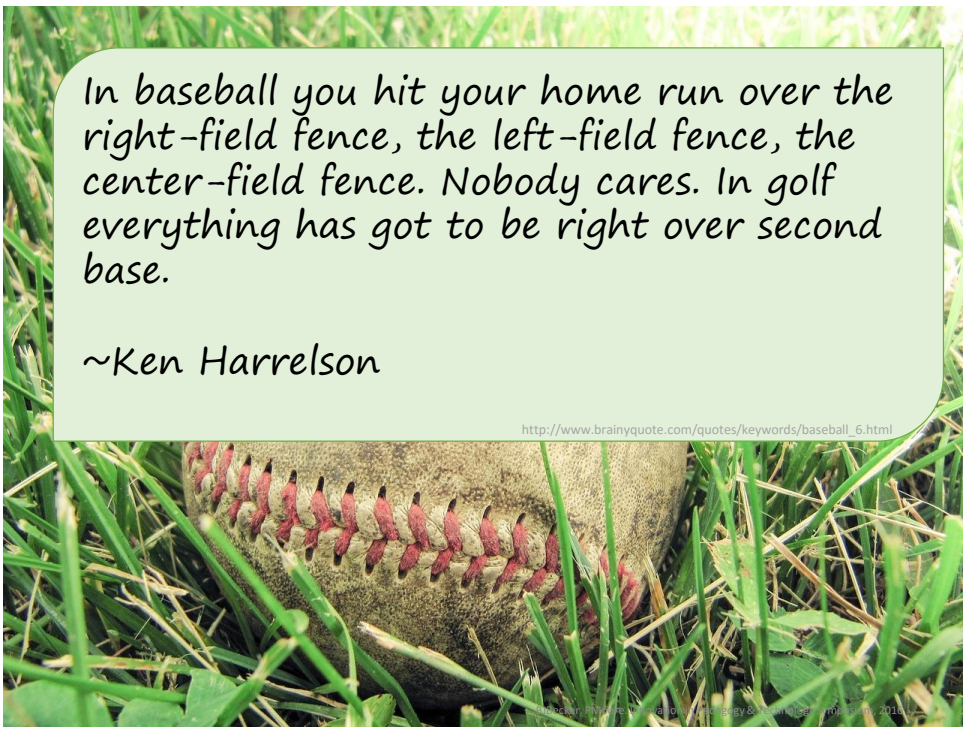
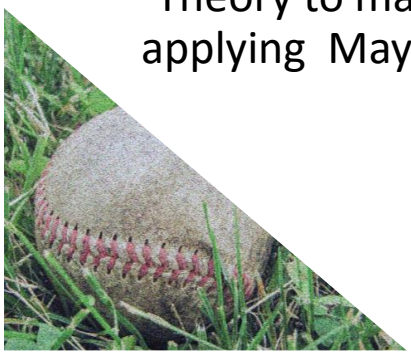


Summary

Demonstrated examples of content design (including decision making strategies) utilizing the Cognitive Load Theory to maximize deeper learning by applying Mayer's Multimedia Principles.



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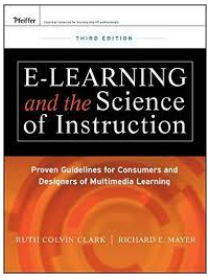
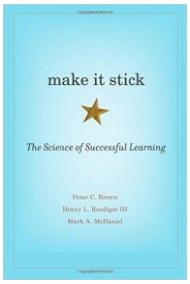
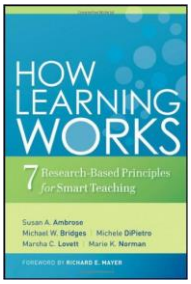
Educational Resources

Click on a cover for a link to online bookseller.





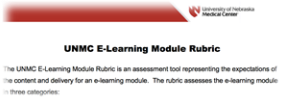


University Resources

(we know there are many more – here is a start!)

UNMC E-Learning

Connect Ed



Rubric (checklist)

UNMC COPH Ed Tech Tips Thursday

UNL Office of Online & Distance Education

UNO API Faculty Portal

UNK Faculty Resources

Best Practices

Cardinal Rule: Keep It Simple

http://storage.ted.com/tedx/manuals/tedx_speaker_guide.pdf

http://www.amstat.org/meetings/jsm/2014/effectivepresentations.cfm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