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

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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.
There are a lot of people who influenced me, nurtured me, helped me along the way. But I can just recall looking back, the first time I got my baseball glove. Put it on the wrong hand, all those kind of things.

~Dave Winfield

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

Limited Capacity

Active Processing

Verbal

Visual

Small Bits

Engage

4 Mayer’s Multimedia Principles
To Consider

Coherence Principle
Segmenting Principle
Redundancy Principle
Spatial Contiguity

Before and After
What happened in the off-season?
Coherence Principle

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

Redundancy Principle

Explain graphic with words OR text, not both

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Segmenting Principle

*Break complex lessons into bite-size segments*

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**STRIKE OUT**

- [Image]

---

**HOME RUN**

- [Image]

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**Screencast video of downloading PowerPoint Slides from manuscript**

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Signaling Principle
highlight important elements with cues
Redundancy Principle

Explain graphic with words OR text, not both.

Signaling Principle

highlight important elements with cues
How to screen capture (record) what happens on an iPad or iPhone

1. Connect iPad to Mac with USB cord
2. OPEN Notes (app) on iPad
3. On Computer, OPEN QuickTime Player. Select New Movie Recording

In baseball you hit your home run over the right-field fence, the left-field fence, the center-field fence. Nobody cares. In golf everything has got to be right over second base.

~Ken Harrelson

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.

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
- UNMC COPH Ed Tech Tips Thursday
- UNO API Faculty Portal
- Rubric (checklist)
- UNL Office of Online & Distance Education
- UNK Faculty Resources

Best Practices

Cardinal Rule: Keep It Simple

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