

# The Modality Principle

**The modality principle** claims that learning will be enhanced if presenting textual information in an auditory format, rather than in visual format, when it is accompanied with other visual information like a graph, diagram or animation.<sup>1)</sup>

A recent meta-research<sup>2)</sup> has examined results of 43 studies and confirmed the following hypotheses:

- *"Presenting instructional materials using a combination of an auditory mode for textual information, such as spoken text, and a visual mode for graphical information, such as illustrations, charts, animations, etc., will be more effective than presenting all information in a visual format, such as printed text with illustrations, charts or animations."*
- *"The strength of this effect is moderated by the level of element interactivity of the learning materials."*
- *"The strength of this effect is moderated by the pacing of presentation, with a strong effect for system-paced materials but a lesser effect for self-paced materials."*

<sup>1)</sup> , <sup>2)</sup>

Ginns, Paul. Meta-analysis of the modality effect. *Learning and Instruction* 15, no. 4: 313-331. August 2005.

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