

# 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 has examined results of 43 studies and confirmed that<sup>2)</sup>:

- Modality effect can be used to enhance learning
- Strength of the modality effect is moderated by the level of element interactivity of the materials.
- Strength of the modality effect is moderated by the presentation pacing: effect is stronger for system-paced materials, and weaker for self-paced materials.

1) , 2)

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

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