

The Modality Principle

The modality principle¹⁾ 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.²⁾

A recent meta-research has examined results of 43 studies and confirmed that³⁾:

- 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⁾

Tindall-Ford, S., Chandler, P. and Sweller, J. When two sensory modes are better than one. Journal of Experimental Psychology: Applied, 3(4), 257-287. 1997.

²⁾ , ³⁾

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

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