



FOCUS: Recognizing correct and incorrect answer choices for purpose, method, and opinion questions.

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DIRECTIONS: Read the passage. Then mark the statements about the passage True or False by clicking on your choice.

Continue

**Visual Aids and Listener
Memory**



DIRECTIONS: Read the passage. Then mark the statements about the passage True or False by clicking on your choice.

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Research on listening indicates that a few days after a presentation, most listeners will remember only about 10 to 25 percent of the presentation. Also, because of **frame of reference** differences, part of the 25 percent that listeners do retain may be inaccurate. Better organization, more interesting examples, and more dynamic delivery will not necessarily improve these statistics, but visual aids can definitely improve what the audience remembers. Richard Mayer, in his book *Multimedia Learning*, relates two principles to the importance of visual aids. One he calls the coherence principle, which means that people learn better when words and pictures are used together; the other he calls the contiguity principle, which says that people learn better when the pictures are placed next to the words they illustrate.

The research on the use of instructional media in presentations indicates that verbal and visual information together are more effective than either verbal or visual information alone. Research by the University of Minnesota and the 3M Corporation found that a persuasive presentation that used visual aids (especially color visuals) improved the audience's immediate recall 8.5 percent and improved delayed recall 10.1 percent. Another study found that audience recall of an informative presentation was 18 percent better when visuals were used. It is true that not all studies reach the same conclusion. Although research statistics in the field may differ, the message is the same: speakers should no longer consider visual aids as optional but as absolute necessities.

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- 1 The author cites statistics in the introduction to show the negative effects of using visual aids in presentations.

☐ True
☐ False

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- 2 In paragraph 1, the author gives background information from Richard Mayer's book *Multimedia Learning* in order to support the idea that listeners do not remember presentations very well.

☐ True
☐ False

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- 3 The author explains Mayer's principles by defining them.

☐ True
☐ False

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- 4 The author believes that statistics on the use of visual aids do not agree.

☐ True
☐ False

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- 5 In this passage, the author argues that visual aids improve recall and shows the need for them in all presentations.

☐ True
☐ False

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