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 Biography. Richard E. Mayer is Distinguished Professor of Psychology at the University of California, Santa Barbara. His research interests are in applying the science of learning to education, with current projects on multimedia learning, computer-supported learning, and computer games for learning. His research is at the intersection of cognition, instruction, and technology, with a focus on how to help people learn in ways so they can transfer what they have learned to new situations.
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 Summary: A cognitive theory of multimedia learning based on three main assumptions: there are two separate channels (auditory and visual) for processing information; there is limited channel capacity; and that learning is an active process of filtering, selecting, organizing, and integrating information.
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 struction in ways that reduce the chances of cognitive over-load in each of five overload scenarios.
 Nine Ways to Reduce Cognitive Load in Multimedia Learning R.E. Mayer Principles based on social cues in multimedia learning: Personalization, voice, image, and embodiment principles R.E. Mayer (Ed.), Cambridge handbook of multimedia learning (2 nd ed.), Cambridge University Press, New York (2014), pp. 345-368
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Summary: A cognitive theory of multimedia learning based on three main assumptions: there are two separate channels (auditory and visual) for processing information; there is limited channel capacity; and that learning is an active process of filtering, selecting, organizing, and integrating information.

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Richard E. Mayer (born 1947) is an American educational psychologist who has made significant contributions to theories of cognition and learning, especially as they relate to problem solving and the design of educational multimedia. Mayer's best known contribution to the field of educational psychology is multimedia learning theory, which posits that optimal learning occurs when visual and verbal materials are presented together simultaneously.

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Co-authored by the most productive instructional research scientist in the world, Dr. Richard E. Mayer, this book distills copious e-learning research into a practical manual for improving learning through optimal design and delivery. Get up to date on the latest e-learning research; Adopt best practices for communicating information effectively

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Dr. Ira E. Mayer is the Director of the Division of Gastroenterology at Maimonides Medical Center. He graduated from New York Medical College in 1975, completed his internship and residency in Internal Medicine at New York Medical College-Metropolitan Hospital Center in New York City in 1978, and completed a Fellowship in the Division of Digestive Diseases at Emory University School of ...

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