Coherence Principle And E-learning

According to Clark, R.C., & Mayer, R.E. (2003) in the book "E-Learning and the Science of Instruction", the Coherence Principle states that all unnecessary information in multimedia messages should be eliminated, such as sound, images and words as they harm the learning.

These are the three principles the instruction designers should follow:

Avoid extraneous sounds in e-lessons:

According to the Cognitive Theory of Multimedia, the capacity of human memory is very limited. It predicts that adults will learn more deeply from multimedia presentations which do not contain any extraneous sound.

Avoid extraneous pictures in e-lessons:

This principle states that adult learners want to build the structure or image of the course as they read the content on-screen. The image placed in the course should complement the thinking process and not distract learners.

Avoid extraneous words in e-lessons:

This principle states that simple, basic and concise on-screen text helps learning. Therefore, we should avoid using long phrases and sentences and instead help the learner by using sounds sparingly, adding complementary images and simple and concise on-screen content.

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