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Richard E. Mayer (born 1947) is an American educational psychologist who has made significant contributions to

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multimedia. Mayer's best known
contribution to the field of educational
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**Cognitive Theory of Multimedia
Learning (Chapter 3) - The ...**

Richard E. Mayer is Professor of

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Psychology at the University of California, Santa Barbara, where he has served since 1975. He is the author of *Multimedia Learning* (Cambridge University Press, 2001) and editor of *The Cambridge Handbook of Multimedia Learning* (Cambridge University Press, 2005).

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?Richard E Mayer? - ?Google Scholar?

Biography. Richard E. Mayer is
Distinguished Professor of Psychology at

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of 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,

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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

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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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Cambridge University Press. Fifteen

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Common but Questionable Principles of
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Weinstein, Claire E.; Mayer, Richard E.
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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

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Medical Center Media Learning

Richard E. Mayer is professor of psychology at the University of California, Santa Barbara. He is an internationally-recognized expert in the application of learning psychology to design of instruction in multimedia learning environments, as well as the author of

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