

# Using Multimedia for Effective Training

*Going Beyond Traditional  
PowerPoint Presentations*

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# My Training Topics



# My Training Audiences



# The “How We Learn” Theory

## We remember...

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we see and hear
- 70% of what we say
- 90% of what we say and do



**These statistics are unsubstantiated.<sup>1,2</sup>**

<sup>1</sup>“Cisco Systems (2008) *Multimodal Learning Through Media: What the Research Says*”

<sup>2</sup>Thalheimer, W. Website: <http://www.work-learning.com/chigraph.htm>, accessed 9/8/07.



# What We Know About Learning

- **Your audience needs to be engaged and to connect with your message.**
  - Learning is optimized when students can see where new concepts build on prior knowledge:
    - To correct misconceptions
    - To build on prior knowledge
    - To create schemas of understanding around a topic knowledge.<sup>3</sup>
- **Expertise is developed through deep understanding.**
  - Students learn more when the concepts are personally meaningful to them.
    - In order to deeply understand a topic, you must go beyond facts, theories, and applications and connect the information that is relevant and meaningful to them.<sup>3</sup>



<sup>3</sup>Bransford, J., Brown, A., & Cocking, R. (2000). *How people learn*. National Academy Press: National Academy of Sciences. Washington, DC.

# What We Know About Learning

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**"A live orchestra, costumes, scenery, fireworks, jugglers, elephants, the Rockettes? Can't you just use Power Point like everyone else?"**

# Factors to Consider when Training

- **The Instructor**
  - Assumptions, Education/Experience, Style/Personality
- **The Audience**
  - Preconceptions, Experiences, Motivators, Attitudes, Cultures, Education
- **The Topic**
  - Timeframe, Goals/Objectives, Environment, Politically Sensitive



# Multimedia: Visual and Verbal Learning

- Research shows multimodal learning (using text with visuals, text with audio, watching and listening to animations or lectures that effectively use visuals, etc.) scores 21% higher on skill assessment tests compared to traditional, single-mode learning.
  - Retention and learning is improved through words and pictures rather than through words alone.<sup>4</sup>



<sup>4</sup> “Cisco Systems (2008) *Multimodal Learning Through Media: What the Research Says*”

# Public Health - Seattle & King County

You're in: Public Health home » Environmental health services » Food protection program » Streaming food safety videos

## Food safety streaming videos

"Food Safety: It's Up To You" (video length is approximately 30 minutes)



Teaches food workers the basics of keeping yourself and your customers safe from foodborne illnesses. This video is based on changes to the Washington State Food Code made effective on May 2, 2005.

[Watch the video now through your Internet browser\\*](#) (in English only)

"Food Safety is in Your Hands" (video length is approximately 7 minutes)



Illustrates the importance of when to wash your hands and use barriers such as gloves, tongs, paper wraps, etc. when handling ready-to-eat foods to prevent from spreading foodborne diseases. Watch the video through your Internet browser by clicking on a preferred language below.

① You will need *RealPlayer*® - Basic installed on your computer in order to view the streaming videos below through your Internet browser. [Install the free version of the Real Player](#) then click on a language link below to watch the video.

"Don't Gamble on Food Safety" (English only, video length is approximately 33 minutes)



Aired on Council TV (Ch. 22), this video uses a game show format to teach food safety basics to viewers and contestants alike in a fun and fast-paced setting. Produced by Public Health – Seattle & King County, the episode features real food workers and restaurant inspectors competing in a game of food safety knowledge.

[Watch the video now through your Internet browser\\*](#) (in English only) Not available for purchase.

# Going Beyond Instructional Videos

- Public Service Announcements (PSAs)
  - Serious vs. Humorous
- Use of Humor and Sarcasm to Influence
  - Jon Stewart's *Daily Show*

***Watch These Clips.....***



# The Value of Humor to Influence

- The national media spends up to \$45 billion annually on advertising that is humorous.
- Approximately 25% of television airtime to humor advertising.<sup>5</sup>



<sup>5</sup>*Laughter, Comedy and Environmental Activism* by Chris Palmer, Director, Center for Environmental Filmmaking, School of Communication, American University, (2009). *Assessing the Use and Impact of Humor on Advertising Effectiveness* by Harlan Spotts, Marc Weinberger and Amy Parsons, Journal of Advertising, Fall 1997. *The Impact of Humor in Advertising: A Review* by Marc Weinberger and Charles Gulas, Journal of Advertising, December 1992

# Denver Environmental Health Training Videos

- Environmental Commercial
- Food Safety Training Video

*Watch These Clips.....*



# Using Humor

- Challenges
  - Not universal
  - Cultural barriers
  - Message can get lost
- Benefits
  - Engage audience
  - Increase message retention
  - Stimulates senses
- Thin line between humor and sarcasm





# WHOLESOMENESS

Because food tastes better when its not moldy.



# SALMONELLA: \$2.61/POUND

Warming weenies should be saved for the campfire.



# THE OTHER WHITE MEAT

Appreciating food safety standards.

**QUESTIONS?**

