Mayer's SOI Model

**Select**

- Help learners focus on the relevant information.
  - Use different text design techniques, such as headings and lists.
  - Use instructional objectives or adjunct questions.
  - Provide a summary.
  - Eliminate irrelevant information: be concise.

**Organize**

- Help organize the incoming information into a coherent representation.
  - Structure of the text: comparison, classification, enumeration, generalization, and cause-effect.
  - Outlines, headings, TOC, graphic representations
  - Importance vs. frequency vs. alphabetical vs. audience vs. content.

**Integrate**

- Help learners activate and use prior knowledge; activate and coordinate multiple representations of the materials.
  - Illustrations with captions; visual representations of information.
  - Animation with narration.
  - Relevant examples.
  - Elaborative questions; checklists.

---


Liz Johns | Librarian for Education at Johns Hopkins University | emjohns@jh.edu