Mayer's SOI Model

Theory of Constructivist Learning
The learner actively constructs knowledge through incoming information, and previously learned information. (Making connections and generating new ideas.)

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.


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