A Study of Incorporating Multimedia Technology in PowerPoint on Demand

Abstract

PowerPoint is a widespread multimedia presentation tool, but using it effectively for e-learning purposes requires a focused approach. This study incorporated the multimedia technology into PowerPoint on demand and explored the relationship between the use of PowerPoint presentation and the maintenance of student interest and motivation in university lectures. The evidence of tests and a questionnaire suggests that PowerPoint is pedagogically effective only by means of diverse presentation and stimulating interest with the use of appropriate multimedia technology in the learning environment. The results provide useful guidance for developing e-learning courseware.

Key words: PowerPoint, multimedia presentation tool, PowerPoint on demand, multimedia technology.

Introduction

A large quantity of research and knowledge has shown how to use different media for instruction effectively. Due to the limitation of cost and computer literacy, PowerPoint enables an instructional designer to rapidly develop e-learning content. PowerPoint, a user-friendly package, can be used for the creation of visually clear, dynamic and attention capturing presentations (Holzl, 1997). A highly flexible, audience engaging, great visual tool and simple to use are the benefits of using PowerPoint. Images, audio clips, texts and sound effects are used to enrich reports and studies in the presentations and slide shows. Its adoption guides