



# PERSONALIZATION PRINCIPLE

While watching this video, answer the following questions. Pause the video, as needed, to write in your answers.

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1. George Burns' indicated that the key success . . . what?
  
2. Dann suggests imagine the camera is . . . what?
  
3. Richard E. Mayer encourages faculty to be attentive to the "personalization principle." He suggests four techniques. What are they?
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4. Melanie Hibbert of Columbia University said "\_\_\_\_\_ " is one of the most significant factors of how students rate online course quality.
  
- 5.