



## IMPROVE THE PERCEPTION AND RETENTION ABILITIES THROUGH MULTIMEDIA

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A lack of interest, perception, and retention among students towards the traditional approach utilized in the academic process is currently a problem in many educational institutions in both underdeveloped and developed countries. This essay describes a study that examines how multimedia is used to assist perception and recall. Using multimedia information to support teaching and learning will make it easier for teachers and students to communicate and exchange knowledge. We offer audio and video multimedia solutions with animation. In order to verify the impact of our tool on perception and retention, a research of evaluation with students was done. It opens the door for pupils to achieve more.

It will be beneficial to raise the students' educational standards. All students, both above average and below average, will benefit from it. The findings in this area indicate that incorporating multimedia information has a negative impact on students' perceptions of and retention of those traditional approaches. which view multimedia technology as a beneficial instrument for raising student engagement and retention as well as supporting the teaching and learning process in the classroom. The results demonstrate that students who use multimedia content retain more information than those who follow a traditional curriculum, validating multimedia as a viable technique to enhance student perception and retention and to help the teaching and learning process in educational situations.

**Keywords:** *Multimedia, Perception, Retention, Media Integration, Teaching Learning Process.*



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### 1. INTRODUCTION

Multimedia refers to the representation of computer information using formats other than traditional media, such as audio, video, and animation (Driscoll, Tom 2012). It gives students an

alternate way to learn in order to improve teaching and learning across a variety of platforms. It is a broad idea that was applied by numerous people throughout the world. Students are affected in the world of multimedia for a variety of reasons (Jazeel and Dr. Saravanakumar, 2016). Last but not least,

multimedia is any method of digital information delivery that uses a variety of media. Without technology, the use of multimedia in education has an impact on the learning process (Kalimuthu.S&Saranakumar .AR.2018).By observing the students; it improves the classroom environment so that more information may be shared(Saravanakumar.AR.2013). The use of multimedia in the classroom encourages interaction because it offers fresh perspectives and innovative approaches that foster creativity. The traditional manner of instruction does not help students focus, thus multimedia is the only option to attract their full attention. With the use of multimedia, teachers should encourage pupils to learn and help them retain their knowledge.

## 2. APPLICATIONS OF MULTIMEDIA

Teaching has traditionally been associated with classroom instructions on a blackboard with the instructor dependent almost entirely on oratory and presentation skills for holding the attention of the class. From a student's perspective had to keep pace with the instructor's pace, which meant that the slower student was at a natural disadvantage. Similarly some students were more interested in a more in-depth study than the others. Since, access to information was neither easy nor inexpensive, and these variables had always posed a major barrier to learning. Ever since the advent of information technology, the scenario has changed dramatically. Today, the instructor has a repertoire of information technologies. To make the lecture not only more interesting but also more informative, there are advanced electronic teaching tools available(FloralJeya&Saravanakumar, 2022). These vary from simple slide presentations to full-blown multimedia presentations which have video clippings, sound effects, animation and graphics to explain even the most abstruse subjects in a simple and easy to understand manner.

## 3. REASONS TO USE MULTIMEDIA

In comparison to "traditional" lectures or study materials that do not use multimedia, research demonstrate that computer-based multimedia can boost learning and retention of information delivered during a class session or during private study time. increased retention of the information throughout future assessment sessions and better understanding of the material during the class session. According to general consensus, multimedia presentations work best when the various forms of media complement one another rather than when they present superfluous sounds or images for entertainment value, which could

lead to disorientation and cognitive overload and hinder rather than facilitate learning. According to certain research, students are more satisfied and motivated in courses that employ multimedia resources .The following three points provide the possible instructional usefulness and justification for employing classroom media: • To increase interest—students value (and frequently demand) a range of media. Rich media materials improve student comprehension of difficult concepts, particularly dynamic processes that develop over time. They also promote memo ability because they facilitate better encoding and retrieval (FloralJeya&Saravanakumar, 2022).

## 4. IMPACT OF MULTIMEDIA

Multimedia should be used in the classroom, especially at the primary level, to help kids achieve better academic results and build good attitudes. Schools should have access to multimedia for usage in all subject areas. Teachers should encourage students when utilizing multimedia since it gets us closer to the constructivist method of learning, in which the learner actively participates in the teaching and learning process ;A more positive attitude towards students is provided via multimedia Schools should be given the necessary infrastructure to implement multimedia (Padmini Devi& Saravanakumar.AR, 2018).

## 5. MULTIMEDIA PACKAGES

Media are used to the learner achieve the learning objectives more effectively and efficiently. The common instructional media are chalk-board, charts, module, video, T.V, film, radio etc. Some of these media are used to create readiness in the learners for learners' experiences. Some media helps to learn individually or in small groups. So integration of different media helps the teacher make teaching learning process easy. The teacher can combine also one or more media. Multimedia packages are the instructional kits including all resources needed to provide learning in a specific area. The instructional materials are provided after careful planning. So that provides learning experiences for bringing out the desired learning outcomes and realise the pre-specified objectives. These resources materials are validated and evaluated for their effectiveness in their specific use in the classrooms. The teacher has to use different resources in intergraded manner.

## 6. PERCEPTION

The process of employing our senses to become aware of objects and relationships in the world is

referred to as perception. As a result of this encounter, we learn more about the world around us. Understanding perception is crucial to understanding human conduct since every person sees the world and addresses difficulties in life in a unique way.

## 7. RETENTION

The process by which the brain codes its input for "Remembering what was previously learned" determines retention. Despite being a noun and a verb, respectively, memory and remembering are used synonymously in this sense, according to Wood and Marquis. Retention is the capacity to hold information in memory, specifically the retention of the residual effects of experience and learning that enable recall or recognition (FloralJeya & Saravanakumar 2022). The state of having something retained is called retention. Although a learner may be capable of memorising knowledge in the short term.

## 8. MEDIA INTEGRATION

Integration generally means combining parts so that they work together or form a whole. In information technology, integrated media is a new form of media content creation that cohesively integrates content and context across multiple platforms. Such as web, film, print, audio, live event et c...Media Integration includes traditional content, storytelling and advertising. The teachers and learners must exercise control over media. Suppose a learner is learning -receiving messages transmitted through a textbook or an audio tape or through slides can adjust the speed of reading or stop the presentation repeat it again (FloralJeya & Saravanakumar 2022). Similarly, a teacher can avail of media like audio tape, video tape or computer programmes teaching and control the media according to the requirements during teaching. Learners do have more control over permanent media like books, cassettes and a computer than over ephemeral media like lectures or broadcasts.

## 9. CONCLUSION

Learners have the chance to effectively improve their learning through multimedia training. Teachers can only employ advanced multimedia and achieve their goals by doing so in the context of successful instruction. It also promotes academic performance. The learner will be able to assess his or her own particular strengths and weaknesses and learn from them while utilizing the multimedia learning. Multimedia programmes will still be beneficial to their academic progress. Multimedia gives a clear idea, interest on learning easily understanding and gives a new way of idea. Teachers benefit from students' retention while imparting useful knowledge. Each of

these factors can be influenced by multimedia, but care must be taken to choose the right tool for the purpose while taking basic pedagogy and cognitive overload into consideration. Multimedia that is effective for learning and teaching entails deliberately combining different media in ways that draw on the advantages of each individual medium and widen the breadth of the learning and teaching experiences, rather than just using different media all at once. Teachers should first choose the goals they want to achieve. Both educators and pupils It is important to properly organize and carry out participation activities, and it is also important to display the results in a better environment. An interactive multimedia curriculum that eliminates barriers to understanding, motivation, and memory retention as well as to self-evaluation Multimedia.

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