

PRINCIPLES OF E-LEARNING: LESSONS FROM COGNITIVE PSYCHOLOGY



Geoff Norman Assistant Dean for Educational Research at McMaster University. He received his Ph.D. in nuclear physics 1971 and an M.A. in educational psychology in 1977. His primary research focus is the psychology of clinical reasoning. A secondary interest is measurement theory, with specific application to student assessment. He is the author of 10 books and over 150 research articles. He won many awards, including the Hubbard Award in 1989, the AERA Distinguished Scholar Award, in 2000, and the Award for Outstanding Achievement of the Medical Council of Canada in 2001. He presently holds a Canada Research Chair.

Cognitive psychology has traditionally been concerned with aspects of thinking of direct relevance to educators; areas such as memory and learning, transfer (using learned concepts to solve new problems), deliberate practice, and skill development are clearly of major concern to educators. Regrettably, many of the findings of cognitive psychology remain unknown to curriculum developers. In particular, as more and more effort is put into developing e-learning, many decisions about presentation are made, often on the basis of what could be done, rather than what *should* be done.

In this talk I review an extensive empirical literature in psychology and medical education to address instructional design questions in three broad domains: learning and retention of knowledge, the role of deliberate practice in learning for transfer, and the appropriate role of simulation in skill development. My conclusions are often of the form “less is more” and are counter to many contemporary developments in instructional design.

Geoff Norman, Ph.D.
MDCL 3519
McMaster University
1200 Main St. W.
Hamilton ON L8N3Z5, Canada
norman@mcmaster.ca
(905) 525-9140, ext.22119