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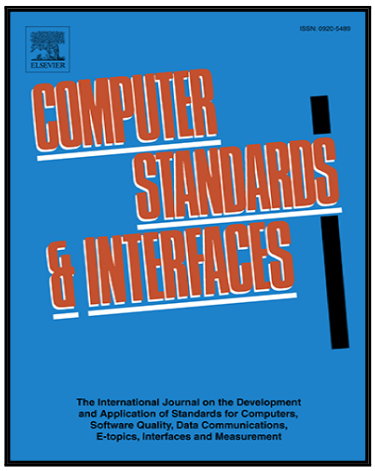

Evaluating Multimedia Learning Materials in Primary Education using Eye Tracking

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Highlights-R1

- The design of multimedia materials can influence in the learning efficiency.
- Our interest focuses on multimedia educational materials aimed at Primary School.
- A family of empirical experiments has been conducted.
- Some Mayer's multimedia design guidelines are empirically validated.
- Eye tracking is used as objective data gathering technique.

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