What is Hypermedia?

University of Maryland
Educational Technology Policy, Research and Outreach
Director: Davina Pruitt-Mentle
Rich Media

Multimedia

Edutainment

Hypermedia

MMS

CBT
Media

All means of mass communication e.g. magazines, cinema, films, newspapers, radio, television, internet, computer and video games, billboards, books, CDs, DVDs, videocassettes, other publishing.
Multimedia is media that uses multiple forms of information content and information processing (e.g. text, audio, graphics, animation, video, interactivity) to inform or entertain the (user) audience. Multimedia also refers to the use of (but not limited to) electronic media to store and experience multimedia content.

Multimedia

Linear
- Movie
- Video
- Traditional PPT

Non-Linear
- Offers user interactivity
  - Video game
  - CBT
- Hypermedia
  - Non-linear: Multimedia + Hyperlinks
  - WWW
"What are the differences between hypermedia and multimedia?".

Two commonly recognized distinctions

• Multimedia
  – less user interaction
  – sequential in terms of the flow of the information (used to be only one path through the information was provided)

• Hypermedia
  – information spaces are connected by non-linear links which a user may follow in any order
Other Terms

- Fine Art → Mixed Media
- Digital/Electronic Media
- Interactive Media
- New Media → electronic communication
- Rich Media → Interactive Digital media
- CBT → Computer Based Training
Examples

• Games
  – BloodTyping
  – Illuminations (Algebra/People Patterns)
  – Illumination Codes

• Videos
  – Misunderstood Minds

• WebQuests
Questions?

Contact Information:
Davina Pruitt-Mentle
Director: Educational Technology Policy, Research and Outreach
University of Maryland
2127 TAWES
College Park, MD 20742
(301) 405-8202
dpruitt@umd.edu