

What is Hypermedia?



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

Rich Media

Multimedia

Media

Edutainment



Hypermedia

MMS

CBT

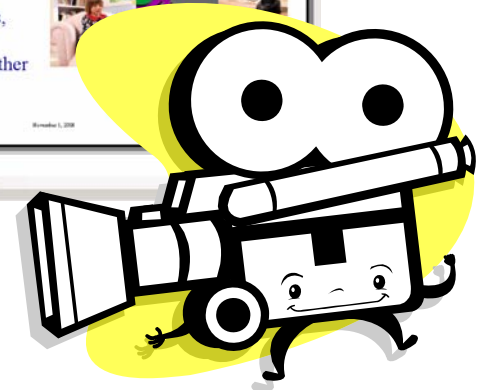
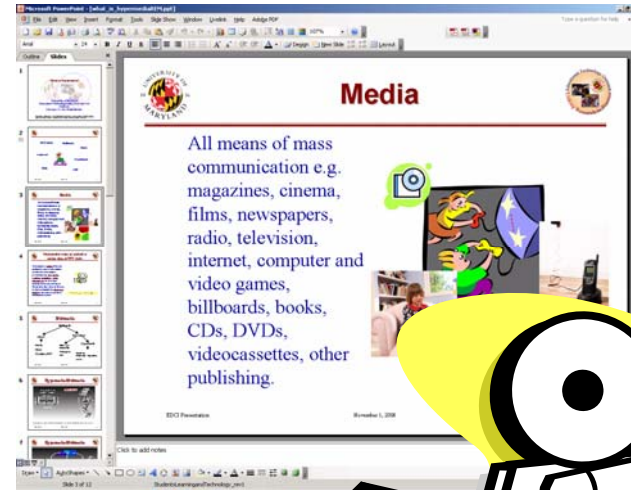
Media

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.



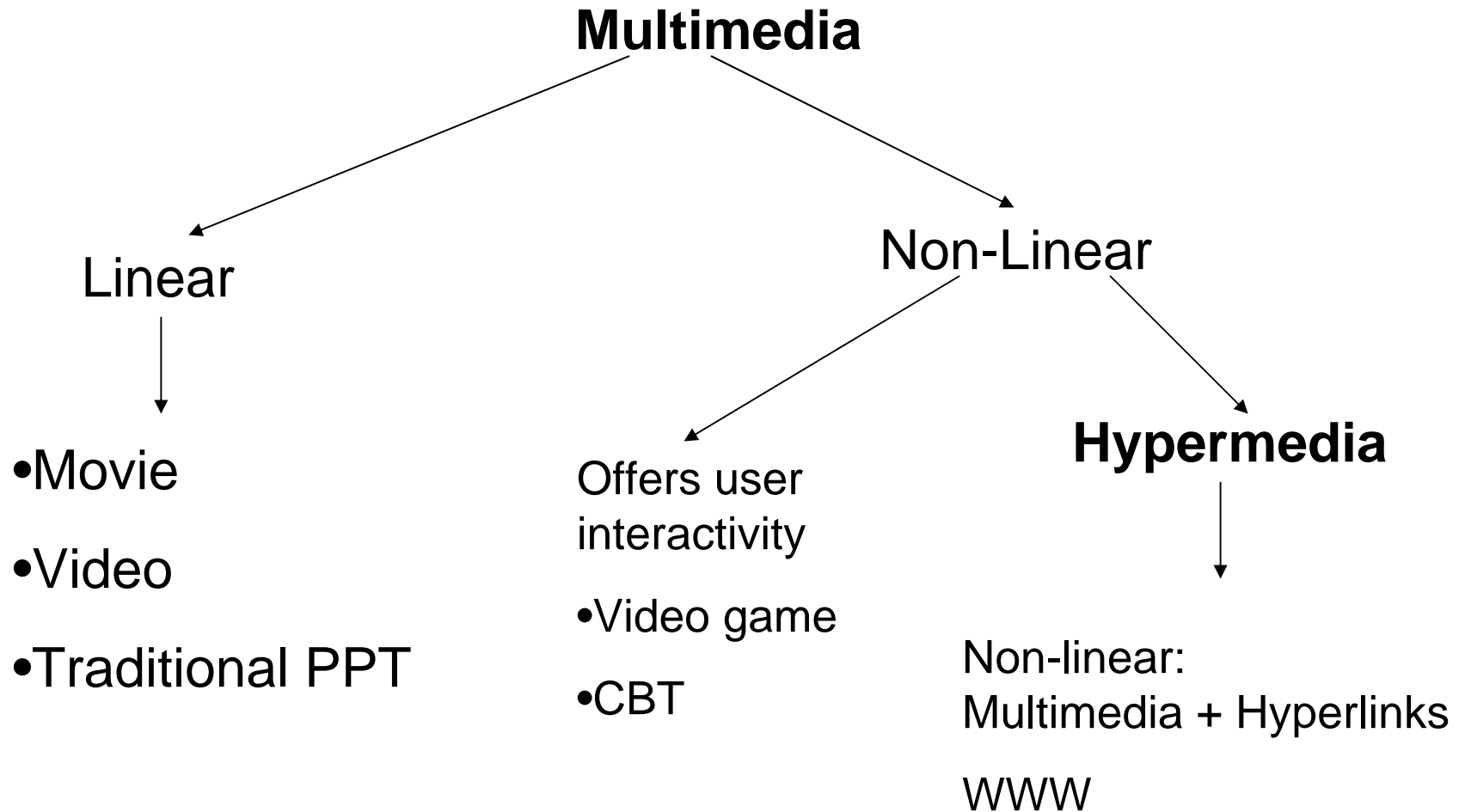
Multimedia

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.

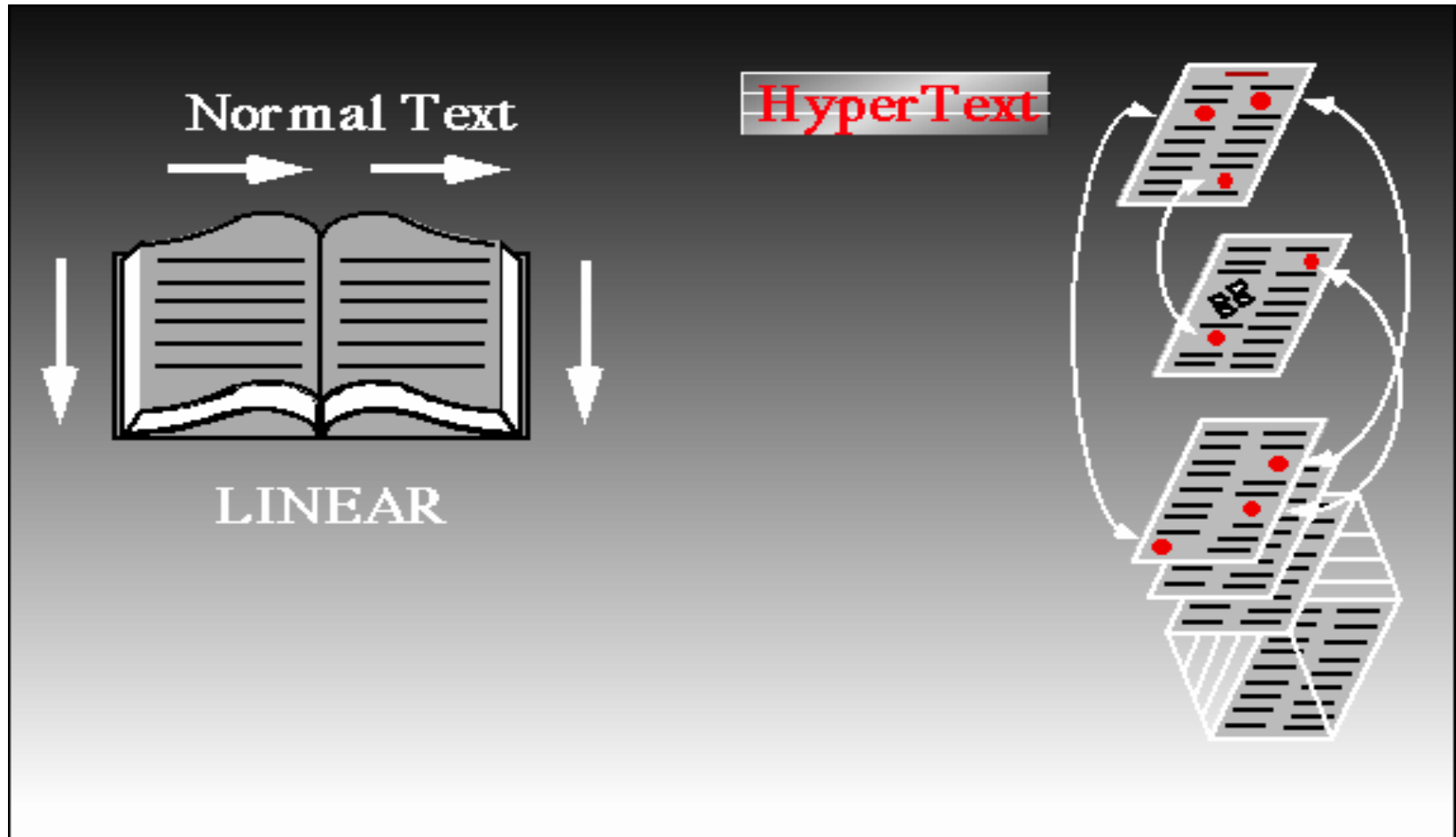


Wikipedia (2006). Multimedia. Retrieved <http://en.wikipedia.org/wiki/Multimedia>

Multimedia

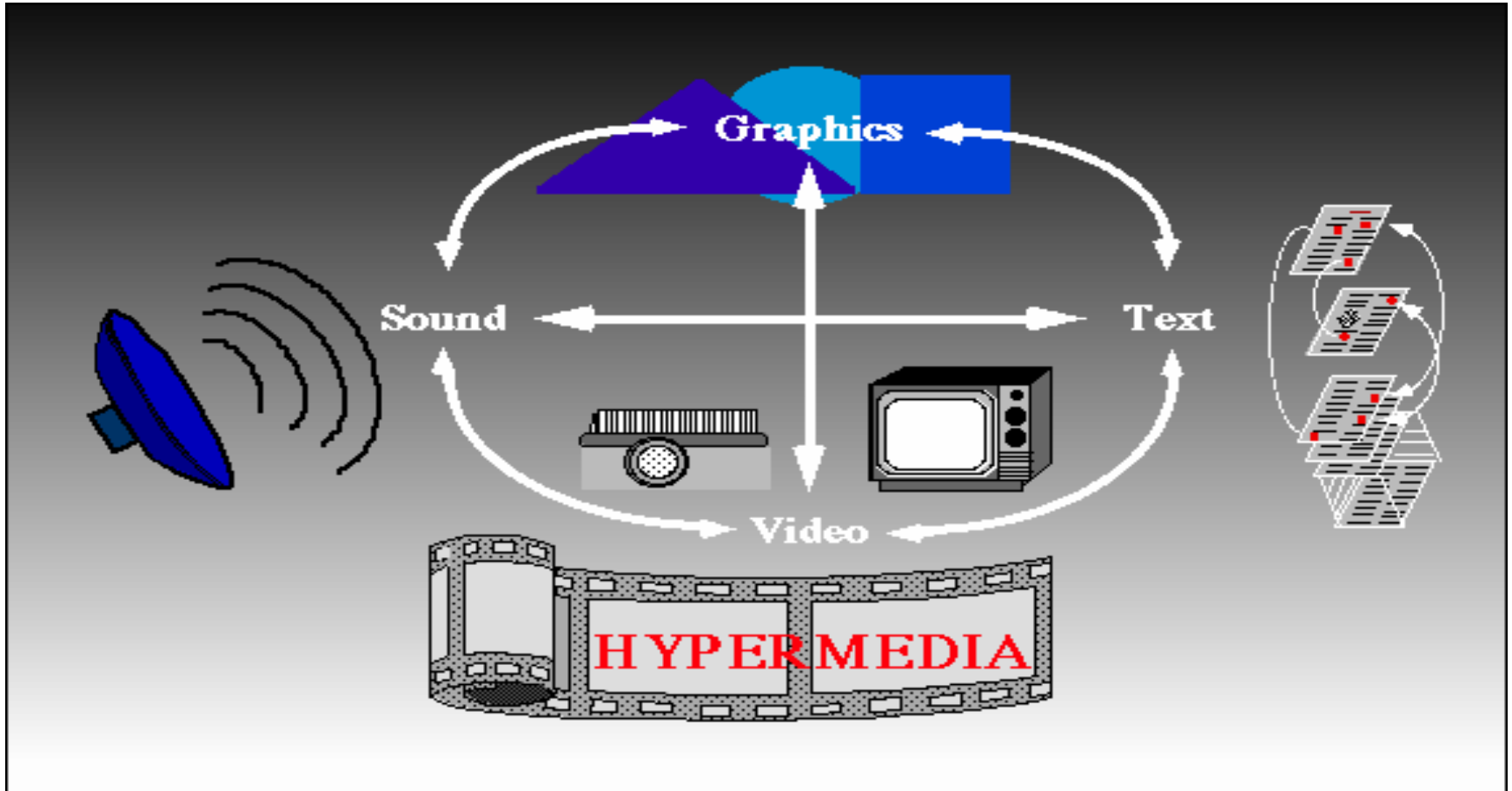


Hypermedia/Multimedia



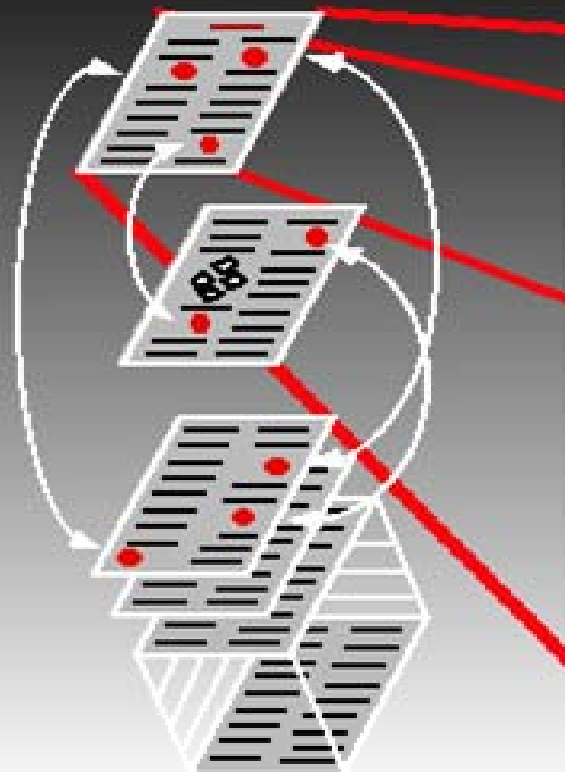
Balasubramanian,V. (2001). Introduction to the Internet. Grad. School of Management, Rutgers Univ., Newark, NJ.

Hypermedia/Multimedia



Hughes, K. (2001). What is HyperText and hypermedia? Enterprise Integration Technologies.

Hypermedia/Multimedia



HyperText

HyperText is non-linear documents. By clicking on *hot spots* ■ in the text. The reader is immediately transported to related material in the document.

Content table-like views ■ such as the one at the left are provided. Navigation in the document is by hot spots or "overview" ■ mechanisms.

Balasubramanian,V. (2001). Introduction to the Internet. Grad. School of Management, Rutgers Univ., Newark, NJ.



"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