

NOVEMBER 13, 2023

How Can Media Richness Theory and Social Presence Theory Improve My Instruction?



Despite the increased number of institutions providing online learning programs, and more students choosing distance education, student retention remains one of the largest challenges in higher education. Attrition rates are 10% to 20% higher in online courses than their face-to-face counterparts. While online course formats offer convenient methods of instruction, poor course development often leads to high attrition rates.

This 20-Minute Mentor explores how applying Media Richness Theory (MRT) and Social Presence Theory to online course design and instruction can aid

overall program retention and student satisfaction. Learn research-based tactics and strategies to engage students as well as how to choose teaching tactics and strategies based on what will be most successful with students.

Upon completion of this program, you'll be able to:

- Define MRT, SRT, and state the applicability and educational value of these theories in course design and instruction
- Name specific examples of how, when, and where to use these theories in online instruction



Available from
Monday, November 13—
Sunday, November 19, 2023



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