

## Sample Motivation Letter For Masters Degree In Engineering

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

The study of European integration produced much scholarly debate in the 1950s and '60s. The following two decades saw few works on European integration that included more elaborate discussions of theory and methodology; most studies in that period were fairly descriptive. In recent years there has been renewed theoretical interest in European integration. This book, however, is one of the first to discuss and apply various political-economy approaches explicitly to integration, including classical integration theory and modern public choice theories. Areas covered include common policies and decision making, as well as the external relations of the EU. The influence of the European Parliament, the concept of subsidiarity, trade policy, Economic and Monetary Union, reform of the Common Agricultural Policy, relations with EFTA and Eastern European countries, as well as enlargement, are all discussed. "Audience: " Of interest to both scholars and policy makers concerned with these issues.

Advanced degrees are necessary for careers that once required only a college education. Yet little has been written about who gets into grad school and why. Julie Posselt pulls back the curtain on this secret process, revealing how faculty evaluate applicants in top-ranked doctoral programs in the humanities, social sciences, and natural sciences.

Many scientists and engineers consider themselves poor writers or find the writing process difficult. The good news is that you do not have to be a talented writer to produce a good scientific paper, but you do have to be a careful writer. In particular, writing for a peer-reviewed scientific or engineering journal requires learning and executing a specific formula for presenting scientific work. This book is all about teaching the style and conventions of writing for a peer-reviewed scientific journal. From structure to style, titles to tables, abstracts to author lists, this book gives practical advice about the process of writing a paper and getting it published.

EBONY is the flagship magazine of Johnson Publishing. Founded in 1945 by John H. Johnson, it still maintains the highest global circulation of any African American-focused magazine.

"Contains 50 essays with analysis from successful Ivy League applicants, tips on how to select the best topic, what Ivy League admission officers want to see in your essay, 25 mistakes that guarantee failure and tips from Ivy League students on how to write a successful essay"--

This book explores the politics of artistic creativity, examining how black artists in Africa and the diaspora create art as a procedure of self-making. Essays cross continents to uncover the efflorescence of black culture in national and global contexts and in literature, film, performance, music, and visual art. Contributors place the concerns of black artists and their works within national and transnational conversations on anti-black racism, xenophobia, ethnocentrism, migration, resettlement, resistance, and transnational feminisms. Does art by the subaltern fulfill the liberatory potential that critics have ascribed to it? What other possibilities does political art offer? Together, these essays sort through the aesthetics of daily life to build a thesis that reflects the desire of black artists and cultures to remake themselves and their world.

Get the only official guide to the GRE® General Test that comes straight from the test makers! If you're looking for the best, most authoritative guide to the GRE General Test, you've found it! The Official Guide to the GRE General Test is the only GRE guide specially created by ETS--the people who actually make the test. It's packed with everything you need to do your best on the test--and move toward your graduate or business school degree. Only ETS can show you exactly what to expect on the test, tell you precisely how the test is scored, and give you hundreds of authentic test questions for practice! That makes this guide your most reliable and accurate source for everything you need to know about the GRE revised General Test. No other guide to the GRE General Test gives you all this: • Four complete, real tests--two in the book and two on CD-ROM • Hundreds of authentic test questions--so you can study with the real thing • In-depth descriptions of the Verbal Reasoning and Quantitative Reasoning measures plus valuable tips for answering each question type • Quantitative Reasoning problem-solving steps and strategies to help you get your best score • Detailed overview of the two types of Analytical Writing essay tasks including scored sample responses and actual raters' comments Everything you need to know about the test, straight from the test makers!

Seasoned classroom veterans, pre-tenured faculty, and neophyte teaching assistants alike will find this book invaluable. HHMI Professor Jo Handelsman and her colleagues at the Wisconsin Program for Scientific Teaching (WPST) have distilled key findings from education, learning, and cognitive psychology and translated them into six chapters of digestible research points and practical classroom examples. The recommendations have been tried and tested in the National Academies Summer Institute on Undergraduate Education in Biology and through the WPST. Scientific Teaching is not a prescription for better teaching. Rather, it encourages the reader to approach teaching in a way that captures the spirit and rigor of scientific research and to

contribute to transforming how students learn science.

An extensive study of self-sacrificial images in Indian art, this book examines concepts such as head-offering, human sacrifice, blood, suicide, valour, self-immolation, and self-giving in the context of religion and politics to explore why these images were produced and how they became paradigms of heroism.

The admissions process for law, business, medical, or graduate school is more competitive today than ever before. Peterson's How to Write the Perfect Personal Statement provides essential tips on how to create and write personal statements that respond to the questions that appear on the applications of many popular graduate schools. The guide also offers great insight on whom to approach for letters of recommendation and how to make the best impression at the interview. How to Write the Perfect Personal Statement features 30 actual samples of successful application essays as well as recommendations from admissions officers on winning strategies that have guaranteed students admission into business, law, medical, and graduate school. How to Write the Perfect Personal Statement offers step-by-step instructions on style, format, concept, and theme; preparation strategies for the personal interview; tactics on whom to ask to write letters of recommendation; top 10 DOs and DON'Ts for writing the essay; tips from admission officials from Columbia, Michigan, and other high-profile schools; and much more!

This book offers 100 sample letters of recommendation for Master and PhD candidates. The sample letters are provided by university and college professors for their students, with various academic backgrounds. These letters helped the candidates to be admitted into their desire programs in esteemed universities around the world. Whether you are offering a recommendation letter or requesting it, this book can help you to be more familiar with the content, tone, and style of an influential and powerful recommendation letter. Perhaps, the provided samples are not the best possible recommendation letters. But, they are the winners! What is more important than that?

New York Times Bestseller Over 2.5 million copies sold For David Goggins, childhood was a nightmare - poverty, prejudice, and physical abuse colored his days and haunted his nights. But through self-discipline, mental toughness, and hard work, Goggins transformed himself from a depressed, overweight young man with no future into a U.S. Armed Forces icon and one of the world's top endurance athletes. The only man in history to complete elite training as a Navy SEAL, Army Ranger, and Air Force Tactical Air Controller, he went on to set records in numerous endurance events, inspiring Outside magazine to name him The Fittest (Real) Man in America. In this curse-word-free edition of Can't Hurt Me, he shares his astonishing life story and reveals that most of us tap into only 40% of our capabilities. Goggins calls this The 40% Rule, and his story illuminates a path that anyone can follow to push past pain, demolish fear, and reach their full potential.

This essay collection examines aspects of mental impairment from a variety of angles to unearth medieval perspectives on mental affliction. This volume on madness in the Middle Ages elucidates how medieval society conceptualized mental afflictions, especially in law and culture.

This first-of-its-kind book for underrepresented racial and ethnic minorities (URM), women, and sexual and gender minorities in medicine offers the core knowledge and skills needed to achieve a well-planned, fulfilling career in academic medicine. The knowledge and skills provided by the esteemed co-authors, successful diverse pre-faculty, and junior and senior academicians, are complemented by their inspirational and motivational stories. Increasing diversity in the academic medicine workforce has been identified and embraced as a core value of institutional excellence at nearly all academic institutions and professional associations. Despite this established core value, certain groups such as Black/African-American, Latino/Hispanic, American Indian/Alaska Native-identified individuals, women, and sexual and gender minorities, are still present in lower proportions compared with the general population and lack inclusion. In 12 chapters and with a unique focus on a practical approach to increasing diversity and inclusion in academic medicine, this book demystifies the often-insular world of academic medicine. It comprehensively outlines career opportunities and associated responsibilities, how to transform academic-related work to scholarship, and offers a clear and transparent look into the academic appointment and promotion process. By focusing on the practical steps described in this handy book, students and residents can develop a strong foundation for an academic medicine career and succeed in becoming the next generation of diverse faculty and administrators.

The 21st century presents some remarkable challenges for young people looking to make their way in the world. All the good jobs require at least a college degree and many of them require post-graduate work. At the same time, the costs of education are skyrocketing leading students to pile up enormous levels of debt. It's no way to begin a life. I didn't want that for my son, and I don't believe I'm alone. That's why I wrote The Scholarship Shark-to help parents help their children pay for college. I went through this process with my son recently, and we were-with God's help-able to come up with \$700,000 in scholarships that pay for his undergraduate work and graduate school and I've found that the way to win a scholarship isn't to apply for everything in sight, but to target those that fit who your son or daughter is, and what they want to do and to go after them hard. The Scholarship Shark offers a roadmap that will allow parents, guidance counselors, and others who mentor students to use a use a combination of faith and works to zero in on the right scholarship opportunities regardless of GPA, class rank, or test scores. The book is a combination of hardcore advice and our family's personal testimony of how we made this happen, and how God helped us. Getting a child through college-not to mention graduate school-without a mountain of debt is a modern day miracle. It happened for us, and it can happen for you.

"Originally published in hardcover in the United States by Crown Business, New York, in 2017"--Title page verso.

Explains the purpose of a personal statement on graduate school applications, gives advice on creating a fresh and unique statement, and gathers successful examples

"All aspects pertaining to algorithm design and algorithm analysis have been discussed over the chapters in this book-- Design and Analysis of Algorithms"--Resource description page.

The Professor Is InThe Essential Guide To Turning Your Ph.D. Into a JobCrown

If you're like many psychology graduate students, post-doctoral fellows, and early career psychologists, you may be amply trained to conduct research but find yourself stumbling through the process of applying and interviewing for a job. This book will help you transition from graduate education to a career in an academic or professional setting. Each

chapter covers a step in the process of applying for and landing a position, with evidence-based guidance where available, practical advice, sample materials, and stories from recent applicants and employers. Preparing to enter the job market requires a multi-pronged approach of networking and developing an application portfolio and interview strategy (both the screening interview and the on-site interview) that showcases your unique qualifications for the position. This book breaks down that process with questions to ask yourself, checklists, and samples of others' work. It also addresses how to: Tailor application materials to the job description and the institution or organisation Learn all you can about your potential workplace before you interview Seek out advantageous experience-building opportunities This comprehensive package of up-to-date research and practical ""do's"" and ""don'ts"" will help you put your psychology doctorate to work.

Writing an amazing college admission essay is easier than you think! So you're a high school senior given the task of writing a 650-word personal statement for your college application. Do you tell the story of your life, or a story from your life? Do you choose a single moment? If so, which one? The options seem endless. Lucky for you, they're not. College counselor Ethan Sawyer (aka The College Essay Guy) will show you that there are only four (really, four!) types of college admission essays. And all you have to do to figure out which type is best for you is answer two simple questions: 1. Have you experienced significant challenges in your life? 2. Do you know what you want to be or do in the future? With these questions providing the building blocks for your essay, Sawyer guides you through the rest of the process, from choosing a structure to revising your essay, and answers the big questions that have probably been keeping you up at night: How do I brag in a way that doesn't sound like bragging? and How do I make my essay, like, deep? Packed with tips, tricks, exercises, and sample essays from real students who got into their dream schools, College Essay Essentials is the only college essay guide to make this complicated process logical, simple, and (dare we say it?) a little bit fun.

The definitive career guide for grad students, adjuncts, post-docs and anyone else eager to get tenure or turn their Ph.D. into their ideal job Each year tens of thousands of students will, after years of hard work and enormous amounts of money, earn their Ph.D. And each year only a small percentage of them will land a job that justifies and rewards their investment. For every comfortably tenured professor or well-paid former academic, there are countless underpaid and overworked adjuncts, and many more who simply give up in frustration. Those who do make it share an important asset that separates them from the pack: they have a plan. They understand exactly what they need to do to set themselves up for success. They know what really moves the needle in academic job searches, how to avoid the all-too-common mistakes that sink so many of their peers, and how to decide when to point their Ph.D. toward other, non-academic options. Karen Kelsky has made it her mission to help readers join the select few who get the most out of their Ph.D. As a former tenured professor and department head who oversaw numerous academic job searches, she knows from experience exactly what gets an academic applicant a job. And as the creator of the popular and widely respected advice site The Professor is In, she has helped countless Ph.D.'s turn themselves into stronger applicants and land their dream careers. Now, for the first time ever, Karen has poured all her best advice into a single handy guide that addresses the most important issues facing any Ph.D., including: -When, where, and what to publish -Writing a foolproof grant application -Cultivating references and crafting the perfect CV -Acing the job talk and campus interview -Avoiding the adjunct trap -Making the leap to nonacademic work, when the time is right The Professor Is In addresses all of these issues, and many more.

The atomic force microscope (AFM) is a highly interdisciplinary instrument that enables measurements of samples in liquid, vacuum or air with unprecedented resolution. The intelligent use of this instrument requires knowledge from many distinct fields of study. These lecture notes aim to provide advanced undergraduates and beginning graduates in all fields of science and engineering with the required knowledge to sensibly use an AFM. Relevant background material is often reviewed in depth and summarized in a pedagogical, self-paced style to provide a fundamental understanding of the scientific principles underlying the use and operation of an AFM. Useful as a study guide to "Fundamentals of AFM", an online video course available at [https://nanohub.org/courses/AFM1/Suitable for Graduate/Undergraduate Independent Reading and Research](https://nanohub.org/courses/AFM1/Suitable%20for%20Graduate/Undergraduate%20Independent%20Reading%20and%20Research) Course in AFM (with the combination of book and online videos)

Building a business is hard work, but success can be just around the corner. This book will give you the necessary tips to help you start your own business the right way. Today only, get this bestseller for a special price. The time is right to start my own business.. you must have thought. I have some money so I can begin now. True, you may have saved some money to start and take on this dream venture of yours, and I commend your willingness to start. However, hold on a bit. There are a lot of things to consider before you proceed to invest in that business. Learn how to analyse your startup opportunity! Here Is A Preview Of What You'll Learn... Starting Out Right Have You Done Your Research? What Is Your Financial Plan And Projection Like? What Does It Take To Successful Build A Business? Available Business Types Some Business Ideas And basically everything you need to know to start your own business today. Download your copy today! Take action today and download this book now at a special price!

A well-designed cover letter can prove to be a more powerful selling tool than a CV, showcasing your thinking abilities, writing skills and personality traits in ways that an employer cannot detect from the more rigid CV

This volume provides the most important essays and papers on urban and regional policy, making it a convenient summary of the key theories, approaches and research results. The study of sub-national politics is no longer mainly concerned with the urban political decision-making process and now focuses on the political, economic and social preconditions for urban policy. As the articles and papers reprinted in this volume demonstrate, local and regional politics are increasingly important features of most Western democracies. Economic and political life are more and more determined by changes occurring at the local, regional and global levels rather than at the national level. This volume seeks to cover the most important elements of research on local government with a particular emphasis on different approaches and theories of urban political economy. The volume covers, in turn, the study of urban politics and government, theories of local government, central-local relationships and local autonomy, local politics, the political economy of local government and regional policy.

This volume presents the results of the largest ever language attitude/motivation survey in second language studies. The research team gathered data from over 13,000 Hungarian language learners on three successive occasions: in 1993, 1999 and 2004. The examined period covers a particularly prominent time in Hungary's history, the transition from a closed, Communist society to a western-style democracy that became a member of the European Union in 2004. Thus, the book provides an 'attitudinal/motivational flow-chart' describing how significant sociopolitical changes affect the language disposition of a nation. The investigation focused on the appraisal of five target languages – English, German, French, Italian and Russian – and this multi-language design made it also possible to observe the changing status of the different languages in relation to each other over the examined 12-year period. Thus, the authors were in an ideal position to investigate the ongoing impact of language globalisation in a context where for various political/historical reasons certain transformation processes took place with unusual intensity and speed. The result is a unique blueprint of how and why language globalisation takes place in an actual language learning environment.

Describes ways artists can use traditional animation techniques with computer technology.

Offers tips on writing an essay for admission to graduate school, provides an explanation of the admissions process, gives advice on securing letters of recommendation, and features resources for locating scholarships.

Alix was a happy bride five years ago. However, everything she believed about their love turned out to be a lie. Pierce, her husband, married her only to get revenge on Alix's family and announced their divorce after taking her grandfather's company the next morning! When Alix starts to heal from the pain in her heart, Pierce cruelly comes back. Surprisingly, he shows up to offer financial aid when Alix's father's company is on the verge of bankruptcy, but with one condition: "Only if you become my wife again." How heartless! Did he come back to torment her?

Professional resume and cover letter writers reveal their inside secrets for creating phenomenal cover letters that get attention and land interviews. Features more than 150 sample cover letters written for all types of job seekers, including the Before-and-After transformations that can make boring letters fabulous.

A spiritual guidebook to treating ailments and preventing illness using plants, essential oils, aromatherapy, and other natural elements. Bestselling author Cerridwen Greenleaf shares the healing power of plants, roots, herbs, essential oils, aromatherapy, and all things natural remedies. If you are tired of automatically turning to chemical treatments, or just want to have more plant-based care options, The Herbal Healing Handbook is the book for you. While health care debates rage all around us, one way to take good care of yourself and your loved ones is with the "kitchen cabinet cures" in this book. When our great grandmothers needed to attend to the cuts, bruises, colds, flu's fevers, and other illnesses their family suffered, they didn't have a corner drugstore. Instead, these wise women relied on simple wisdom, common sense, and pantries well stocked with herbal remedies. These preparations were made from plants that grew in the kitchen garden or wild weeds gathered outside. The Herbal Healing Handbook combines the wisdom of our elders with a modern kitchen herbalist's sensibility. In The Herbal Healing Handbook you will: Learn about natural remedies you can make yourself Treat inflammation and pain Build energy Improve your attitude and mindset Gain key knowledge about plants, roots, essential oils, and aromatherapy Perfect for readers of The Healing Power of Essential Oils, Encyclopedia of Herbal Medicine, or The Green Witch.

The subject of management research methodology is enthralling and complex. A student or a practitioner of management research is beguiled by uncertainties in the search and identification of the research problem, intrigued by the ramifications of research design, and confounded by obstacles in obtaining accurate data and complexities of data analysis. Management Research Methodology: Integration of Principles, Methods and Techniques seeks a balanced treatment of all these aspects and blends problem-solving techniques, creativity aspects, mathematical modelling and qualitative approaches in order to present the subject of Management Research Methodology in a lucid and easily understandable way.

All the talk of closing the achievement gap in schools obscures a more fundamental issue: do the grades we assign to students truly reflect the extent of their learning? In this lively and eye-opening book, educator Myron Dueck reveals how many of the assessment policies that teachers adopt can actually prove detrimental to student motivation and achievement and shows how we can tailor policies to address what really matters: student understanding of content. In sharing lessons, anecdotes, and cautionary tales from his own experiences revamping assessment procedures in the classroom, Dueck offers a variety of practical strategies for ensuring that grades measure what students know without punishing them for factors outside their control; critically examining the fairness and effectiveness of grading homework assignments; designing and distributing unit plans that make assessment criteria crystal-clear to students; creating a flexible and modular retesting system so that students can improve their scores on individual sections of important tests. Grading Smarter, Not Harder is brimming with reproducible forms, templates, and real-life examples of grading solutions developed to allow students every opportunity to demonstrate their learning. Written with abundant humor and heart, this book is a must-read for all teachers who want their grades to contribute to, rather than hinder, their students' success.

The definitive story of the Dennis Nilsen case featured in Netflix's Memories of a Murder: The Nilsen Tapes, and the book behind ITV's Des, starring David Tennant \*\*\*WINNER OF THE GOLD DAGGER AWARD FOR CRIME NON-FICTION and THE NUMBER ONE SUNDAY TIMES BESTSELLER\*\*\* \_\_\_\_\_ Dennis Nilsen, who died in May 2018, admitted to killing at least 15 people before his arrest in 1983. This ground-breaking criminal study of his killings was written with Nilsen's full cooperation, resulting in a fascinating - and horrifying - portrait of the man who worshipped death. In February 1983, residents of Muswell Hill had been plagued by blocked drains. When a plumber was called to investigate, he discovered a large blockage of biological material. To his horror, it appeared to be formed of human flesh and bones. The next day, local resident Dennis Nilsen was arrested. 'Are we talking about one body or two?' a detective asked. Nilsen replied 'Fifteen or sixteen, since 1978. I'll tell you everything.' Within days he had confessed to fifteen gruesome murders over a period of four years. His victims, mostly young gay men at a time when society cared little for them, had been overlooked. Killing

for Company is a unique study of a murderer's mind, essential reading for true crime aficionados. \_\_\_\_\_ 'You really have to read this extraordinary book to get a full flavour of the weirdness of Nilsen and his crimes' SUNDAY TIMES 'A seminal look into the criminal mind' DAILY MAIL 'Brian Masters has given us a full, well-ordered, dispassionate account of Nilsen's life and crimes' THE TIMES 'Without any doubt one of the most remarkable, complete and most humanely informative accounts of a murderer's mind ever achieved... the book is far superior to any previous English book of its kind and deserves to serve as a model for all future attempts in this genre' NEW SOCIETY 'The book is a perceptive and at times coldly brutal assessment of Nilsen's psychology' MIRROR 'A comprehensive and compelling account' FINANCIAL TIMES 'Probably the best thing of its kind since In Cold Blood . . . a classic study in criminal mentality' YORKSHIRE POST 'Killing For Company must stand as one of the most remarkable and accurate accounts ever written of the singular relationship between a mass murderer and a society . . . a bloody masterpiece.' BERYL BAINBRIDGE 'A truly awesome tale, brilliantly told' LITERARY REVIEW 'A meticulous study of the dark intricacies of the human mind' THE BOOKBAG 'Brian Masters can rest assured that the job he undertook with such obvious doubts was one worth doing' SPECTATOR 'Masters has written an extraordinary book, and his achievement has been the ability to recount horrific details without descending to the lurid sensationalism of the instant books and Fleet Street reports' POLICE 'A compelling and remarkable book ... through Masters' fine writing the reader suspends his nausea for the crimes, and concentrates with Nilsen on his motives and himself' THE LISTENER

Praise for How Learning Works "How Learning Works is the perfect title for this excellent book. Drawing upon new research in psychology, education, and cognitive science, the authors have demystified a complex topic into clear explanations of seven powerful learning principles. Full of great ideas and practical suggestions, all based on solid research evidence, this book is essential reading for instructors at all levels who wish to improve their students' learning." —Barbara Gross Davis, assistant vice chancellor for educational development, University of California, Berkeley, and author, Tools for Teaching "This book is a must-read for every instructor, new or experienced. Although I have been teaching for almost thirty years, as I read this book I found myself resonating with many of its ideas, and I discovered new ways of thinking about teaching." —Eugenia T. Paulus, professor of chemistry, North Hennepin Community College, and 2008 U.S. Community Colleges Professor of the Year from The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education "Thank you Carnegie Mellon for making accessible what has previously been inaccessible to those of us who are not learning scientists. Your focus on the essence of learning combined with concrete examples of the daily challenges of teaching and clear tactical strategies for faculty to consider is a welcome work. I will recommend this book to all my colleagues." —Catherine M. Casserly, senior partner, The Carnegie Foundation for the Advancement of Teaching "As you read about each of the seven basic learning principles in this book, you will find advice that is grounded in learning theory, based on research evidence, relevant to college teaching, and easy to understand. The authors have extensive knowledge and experience in applying the science of learning to college teaching, and they graciously share it with you in this organized and readable book." —From the Foreword by Richard E. Mayer, professor of psychology, University of California, Santa Barbara; coauthor, e-Learning and the Science of Instruction; and author, Multimedia Learning

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