



AUDIO-VISUAL LEARNING AIDS' EFFICACY IN SOCIAL STUDIES: BASIS FOR INFORMATIVE MULTIMEDIA LEARNING MATERIALS

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ABSTRACT

Audio- visual learning aids has emerged as an effective and promising approach in dissemination of knowledge, particularly in coping with the modern landscape of teaching-learning process. In social studies education, students are having such unaligned behavior like having inattentiveness and drowsiness in performing on this course or subject. In addition, as students, pre- service teachers, to the licensed teachers are supposed to use this approach as form of their preferred learning aids, the lack of access and unavailability of the resources in the internet became challenge for them. Because of the integration of sounds and videos as the strategically multimedia tools, it suitably replaces to the needs of diverse learners. The researcher explores the efficacy of audiovisual learning aids and its factors such as video duration, colors or color scheme, eye- catching design and creative content, and language and expression for the crafted informative multimedia- learning materials. This study employed a descriptive research designed involving thirty- one (31) social studies students. The following are results of the study: Vast majority of responders are between the ages of 25 and beyond, and mostly female. The respondents strongly agreed on the influence of video duration, colors or color scheme, eye- catching design and creative content, and language and expression as contributing factors on the efficacy of audio- visual learning aids in social

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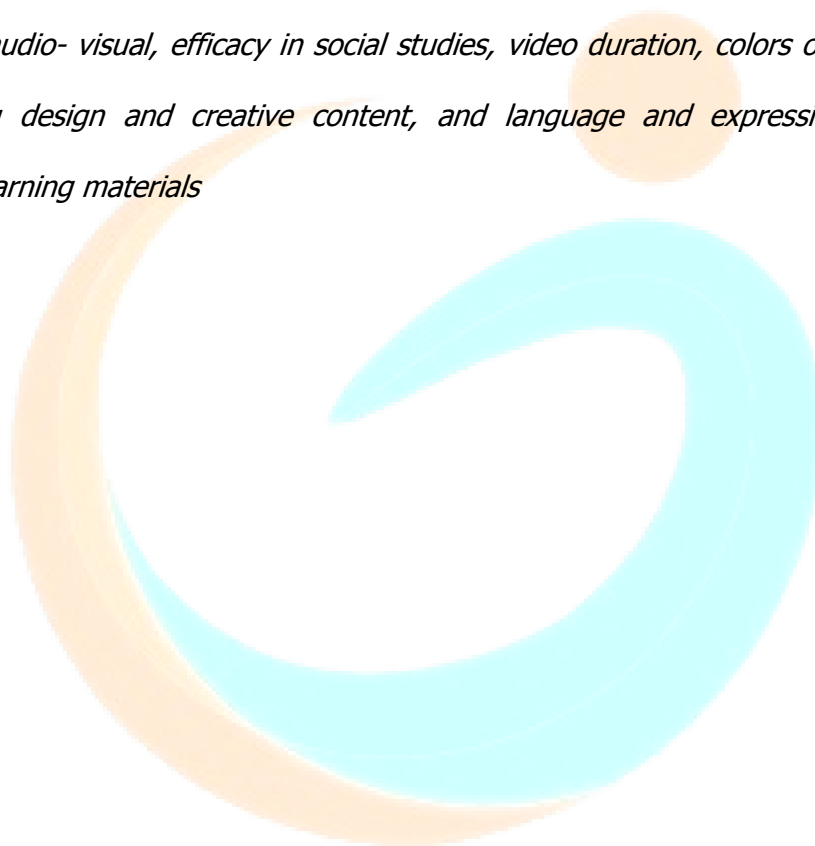
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studies. There is no significant difference on the efficacy of audio- visual learning aids in social studies when they are group according to their profile. The informative multimedia learning materials are design by the researcher to enhance the efficacy of audio- visual learning aids in social studies.

Keywords: *audio- visual, efficacy in social studies, video duration, colors or color scheme, eye- catching design and creative content, and language and expression, informative multimedia learning materials*



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