



## Distinguishing Types of Content

*Adapted from Merrill, 2002*

By accurately identifying the nature of the content, designers can optimize learning experiences, enhance engagement, and facilitate deeper learning.

Each type of content requires unique instructional approaches. For instance, factual content may benefit from straightforward presentation methods, while conceptual content may require more abstract thinking activities. Principles might necessitate real-world applications, while procedures and processes often demand hands-on practice.



**Facts** refer to specific pieces of information that are verifiable and objective. They represent basic, isolated pieces of knowledge without explicit connections to broader concepts or principles. For example, the boiling point of water at sea level is 212 °F / 100 °C.

**Concepts** are abstract ideas or categories that represent groups of objects, events, or phenomena sharing common characteristics. They involve understanding relationships and classifications. For example, democracy, gravity, or photosynthesis.

**Principles** are fundamental truths or laws that explain phenomena or guide behavior. They represent generalizations or rules derived from observations or theoretical frameworks. For example, Newton's laws of motion, and the law of supply and demand.

**Procedures** are step-by-step sequences of actions or operations used to accomplish a task or achieve a specific outcome. They involve practical skills and typically follow a predetermined order. For example, how to perform CPR.

**Processes** are dynamic sequences of events or actions that occur over time and involve multiple steps or stages. They often describe complex systems or dynamic phenomena. For example, the water cycle.