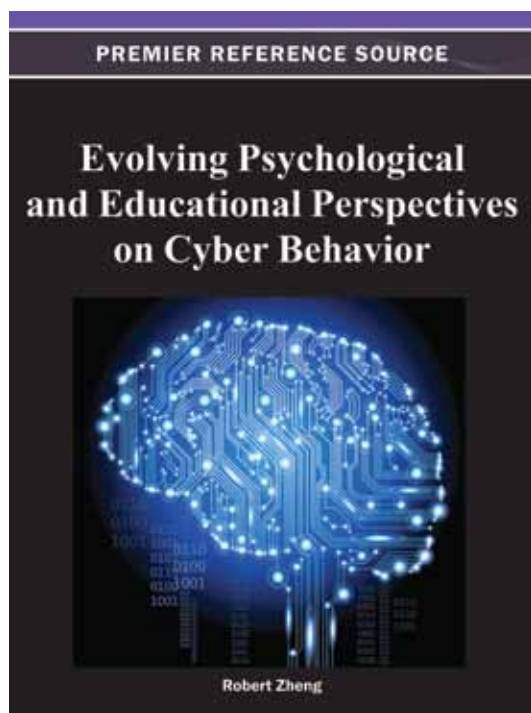


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**Robert Zheng** is an associate professor of Instructional Design and Educational Technology in the Department of Educational Psychology at the University of Utah. He also is the director of Center for the Advancement of Technology in Education (CATE) at the University of Utah. His research interests include online instructional design, cognition and multimedia learning, and human-computer interaction. He edited and co-edited several books including *Cognitive Effects on Multimedia Learning*, *Online Instructional Modeling: Theories and Practices*, and *Adolescent Online Social Communication and Behavior: Relationship Formation on the Internet*. He has published numerous book chapters and research papers in the areas of multimedia, online learning, and cognition.