

MAIN Model

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By Shyam Sundar (2008)

Sundar, S. S. (2008). *The MAIN model: A heuristic approach to understanding technology effects on credibility* (pp. 73-100). MacArthur Foundation Digital Media and Learning Initiative.

M = Modality

A = Agency

I = Interactivity

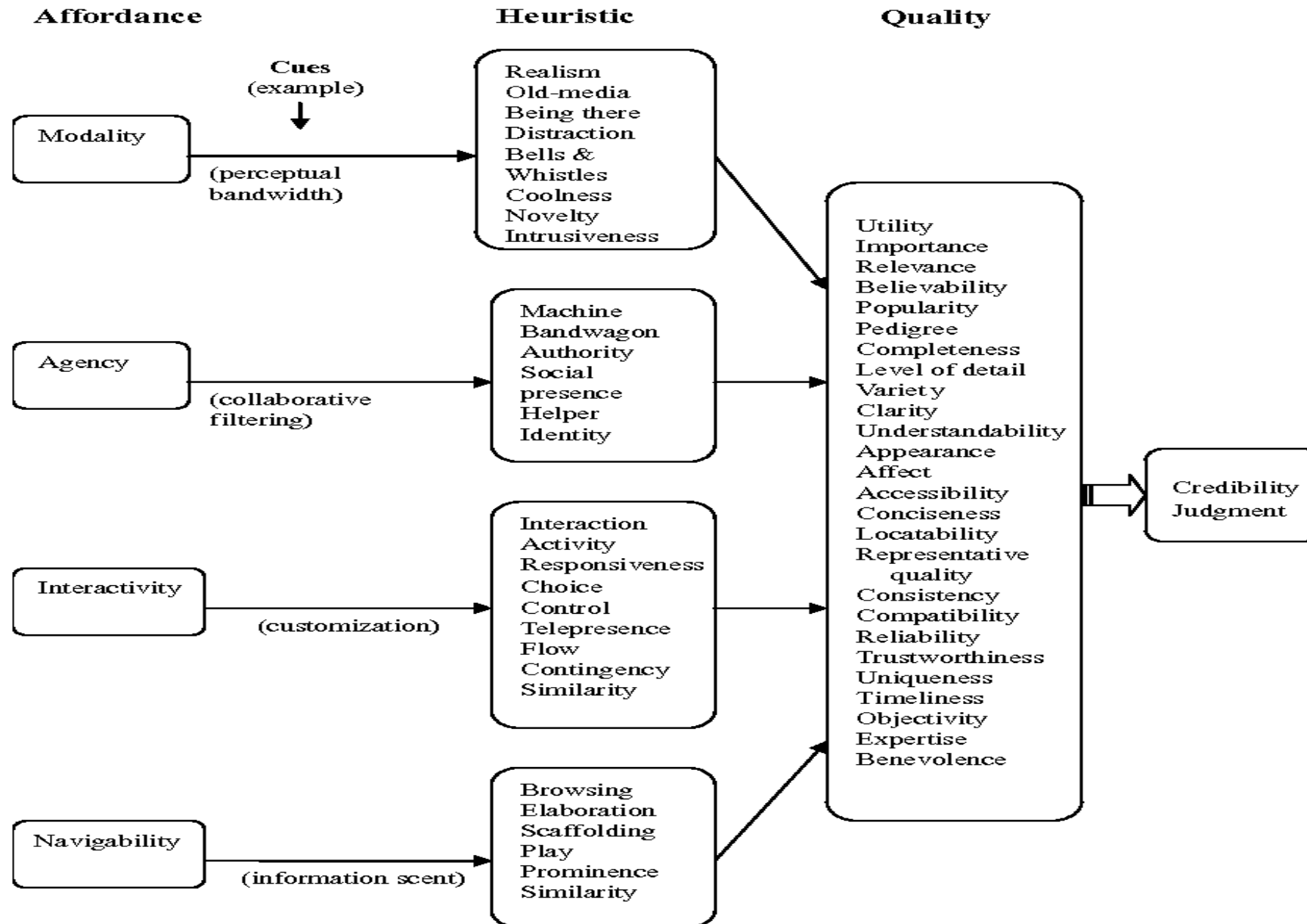
N = Navigability

MAIN Model

Affordance triggers Heuristics by Cues
lead to Quality and level of Credibility

- “it must be objective in its selection and free from bias”
(Sundar, 2008, p. 83)
- digital media are accompanied by a variety of features that shape how media are subsequently evaluated

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Pros and Cons

- Take heuristic approach to understand
- the cues and affordances in digital media technologies
- Better design by using MAIN model