

How to insert hyperlinks into PowerPoint presentation

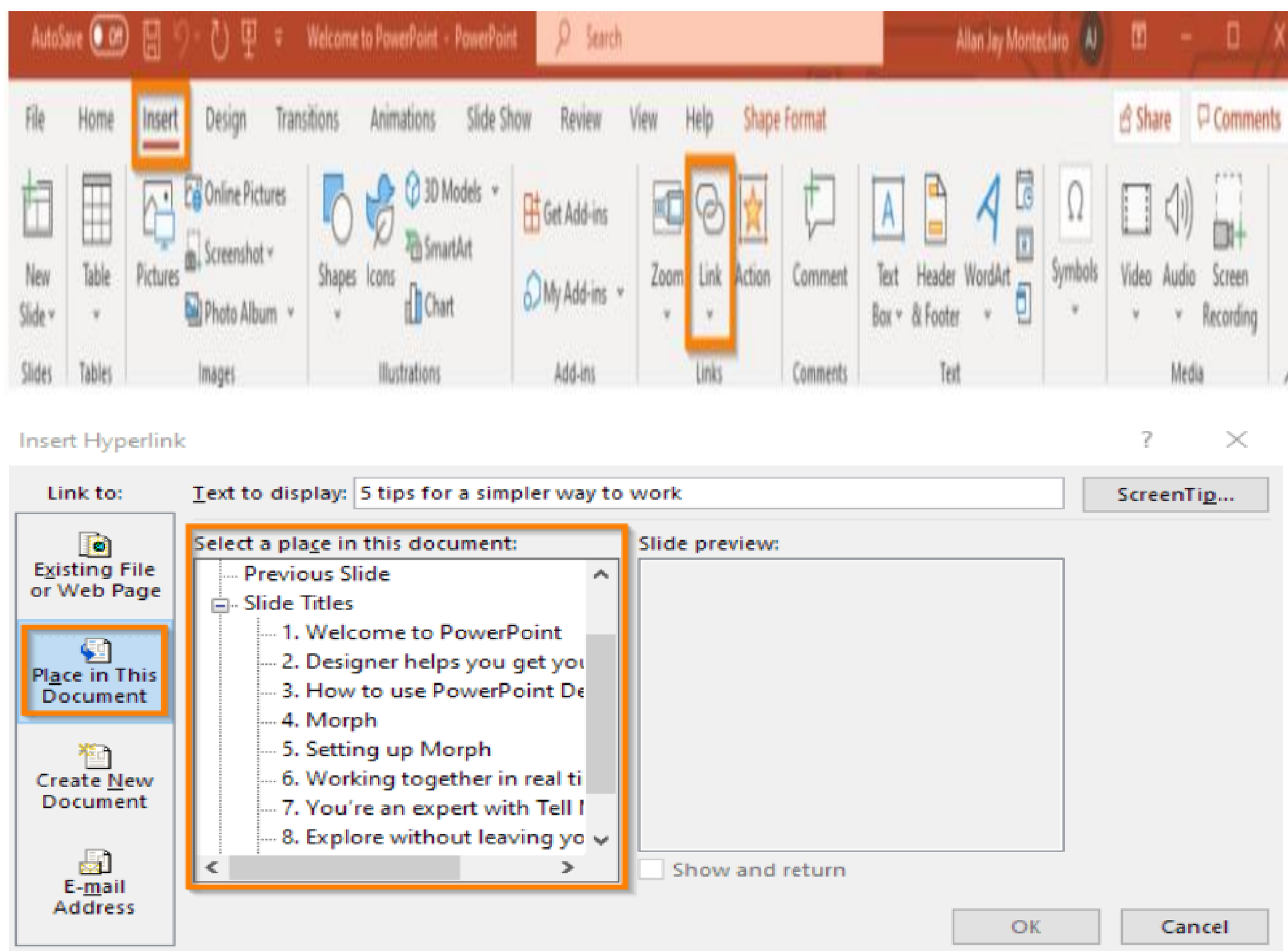
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Introduction

- PowerPoint software (Microsoft, Redmond, WA) has become a popular tool for creating and displaying electronic presentations.
- The “hyperlink” function in PowerPoint allows users to advance from one slide to another slide in the presentation when they click on a predetermined word, shape, or image, thereby allowing for a more dynamic and interactive experience than can be obtained with serial presentation of slides alone.

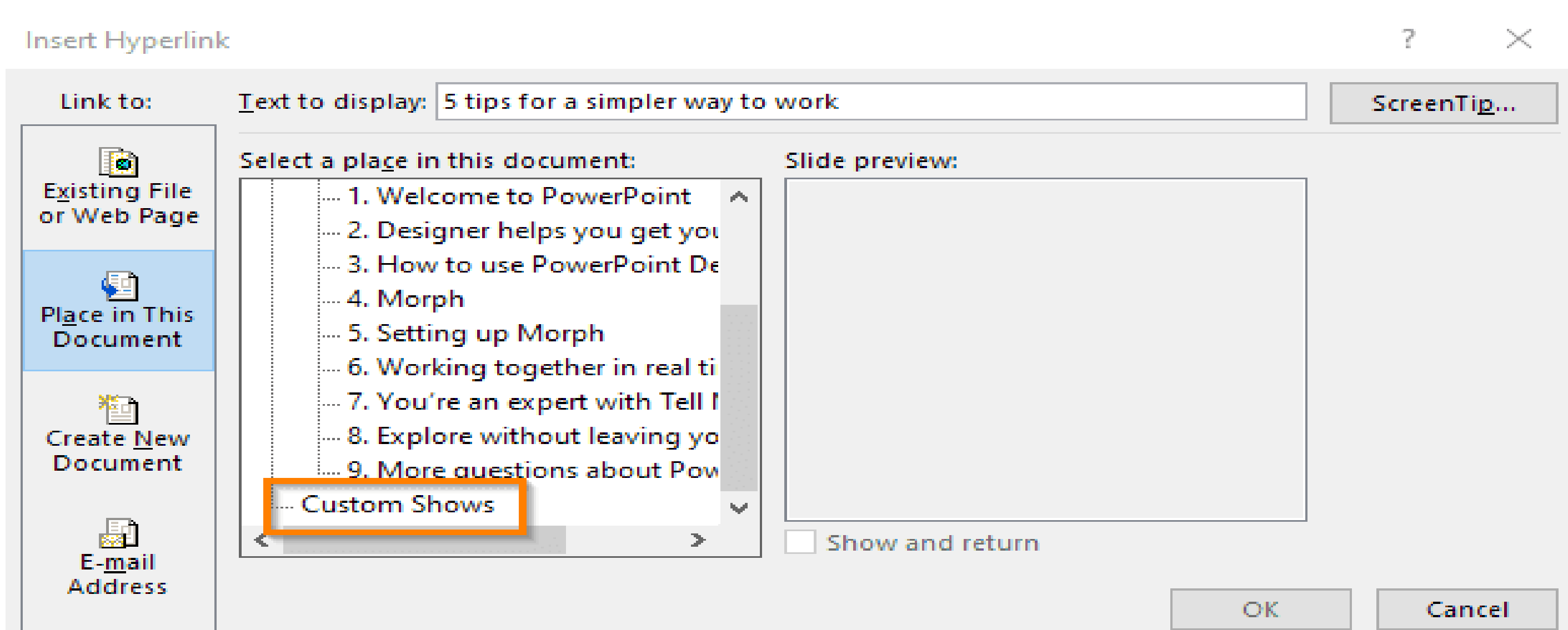
J.E. Barone *et al.* [Some tips on slide-making and electronic presentation](#) Curr Surg (2002)



Creating a Hyperlink

- PowerPoint software (Microsoft) has become a popular tool for creating and displaying electronic presentations.
- Such presentations typically consist of a series of “slides” that are presented in sequential order by a lecturer to the audience or are viewed in sequential order by an individual at a computer workstation.

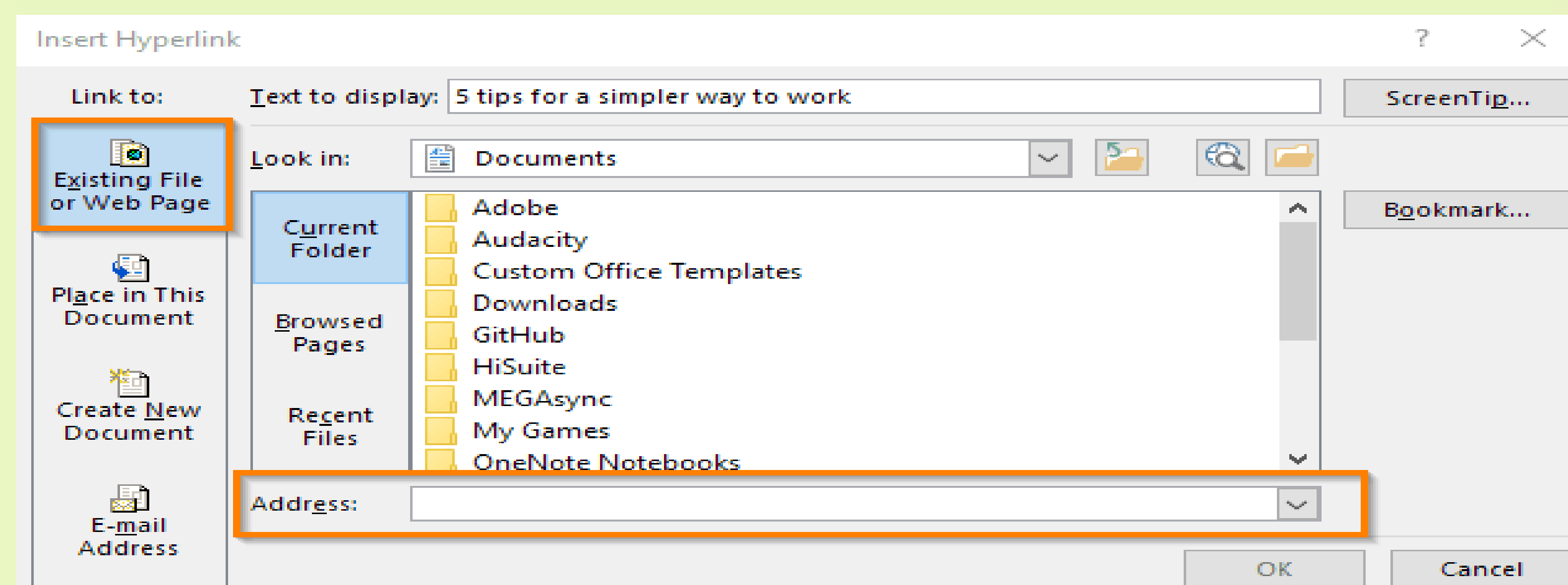
C. Dodds [PowerPoint presentations](#) Curr Anesth Crit Care (2004)



Contextual anchor objects

- Whether you are using texts, shapes, or photos as anchors, it should provide a clue to the destination of the link.
- This will prevent any confusion during the presentation.
- For example, if you want to jump to a specific web site, you can use its name as an anchor text.

Macleod, C. M. (2020). Zeigarnik and von Restorff: The memory effects and the stories behind them. *Memory & Cognition*, 48 (6), 1073-1088. <https://doi.org/10.3758/s13421-020-01033-5>



Use screenshots instead of hyperlinking to a website

- If you only want to show your audience a website, it is much more efficient to take a screenshot than using a hyperlink to redirect to the website.
- It saves you a few clicks and minimizes issues such as a bad Internet connection.

Martin, F. (2008). Effects of practice in a linear and non-linear web-based learning environment. *Educational Technology & Society*, 14 (4), 81-93. <https://www.jstor.org/stable/jeductechsoci.11.4.81>

