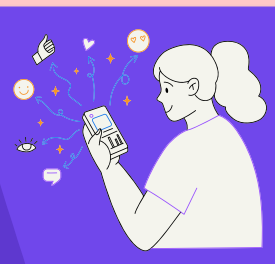
How to insert hyperlinks in a PowerPoint

What Are Hyperlinks?

A hyperlink is a component of digital documents that links to another section within the same document or to an entirely different file (Siegle, 2006). Frequently seen in web pages, presentations, and various documents, a hyperlink consists of two primary elements: **the anchor (the visible, clickable text or image) and **the link** (the URL or destination it directs to).**

Why add a hyperlink to PowerPoint?

Hyperlinks serve as powerful tools that can significantly boost the interactivity of a PowerPoint presentation. One creative way to utilize hyperlinks is by creating a non-linear presentation. Instead of adhering to a conventional, sequential format, you can actively engage your audience (Osmani & Sanchez, 2017). For instance, you might ask questions throughout the presentation, and depending on their responses, you can quickly navigate to the relevant slide with just a single click (Meibauer & Nohr, 2018).



Hyperlinks highlight information on your slide, which attracts the attention of the audience. As such, it is an effective tool to highlight key content in your slides. It also helps them remember this information later on (Fitzsimmons et al., 2019).

Reference list

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3. OMANI, F., SANCHEZ, C. (2017). HYPERLINKING CONTENT AND FUN: CREATING INTERACTIVE POWERPOINT GAMES FOR THE ESL/EFL CLASSROOM. TESL REPORTER, 50 (1), 35-51. EBSCO

4.SIEGIE, D. (2006). USING HYPERLINKS TO UNLEASH THE POWERPOINT. GIFTED CHILD TODAY, 29 (3), 40-45. https:/doi.org/10.4219/gct-2006-1

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