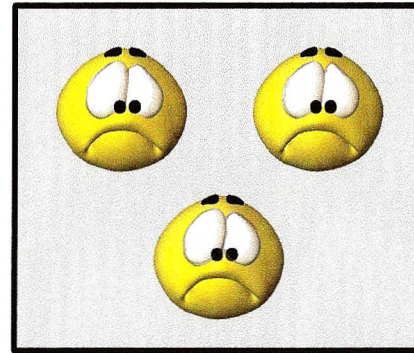# What is Multiplication?
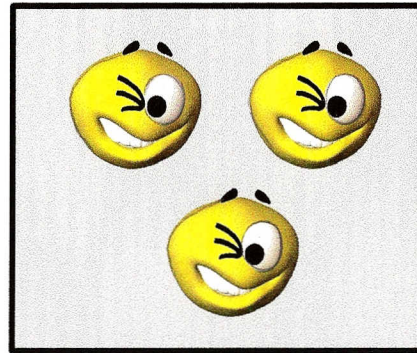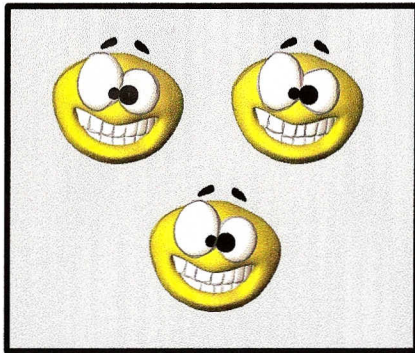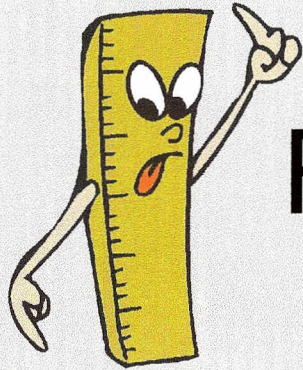
When you have **GROUPS**,
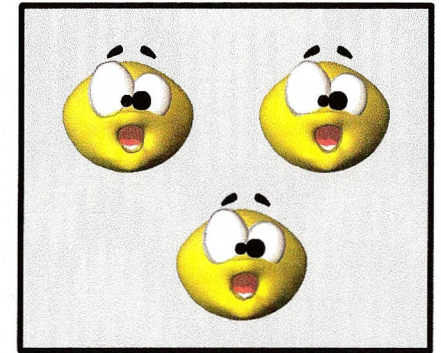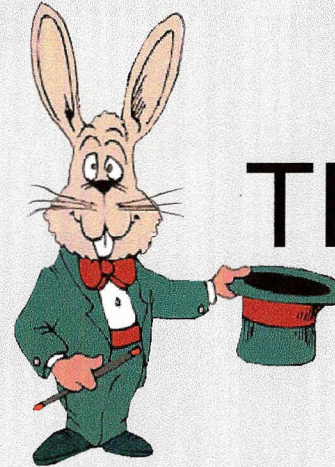

And the SAME number of "**THINGS**" in each one,

Then you MULTIPLY!

Here are the Factivation!™ strategies:
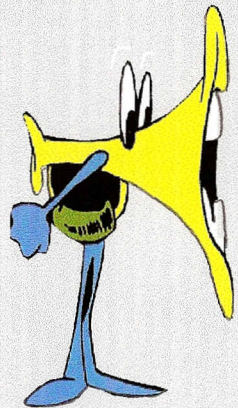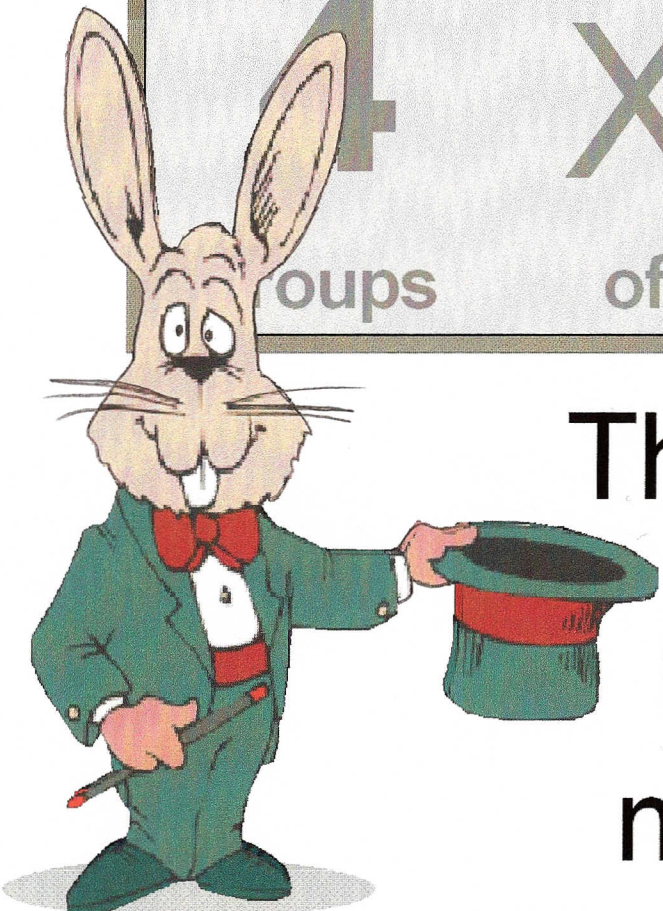
RULE

TRICK

CHANT

CONNECTION

product

$$4 \times 3 = \boxed{12}$$

oups of "things" TOTAL

The **product** is the total.

It's the ANSWER to a multiplication problem.

factors

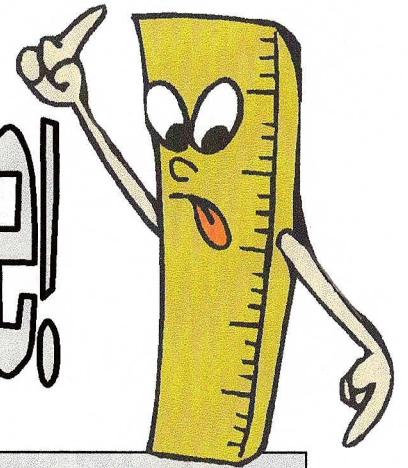$$4 \times 3 = 12$$

groups of **"things"** T

The numbers of GROUPS and THINGS are the **factors**.
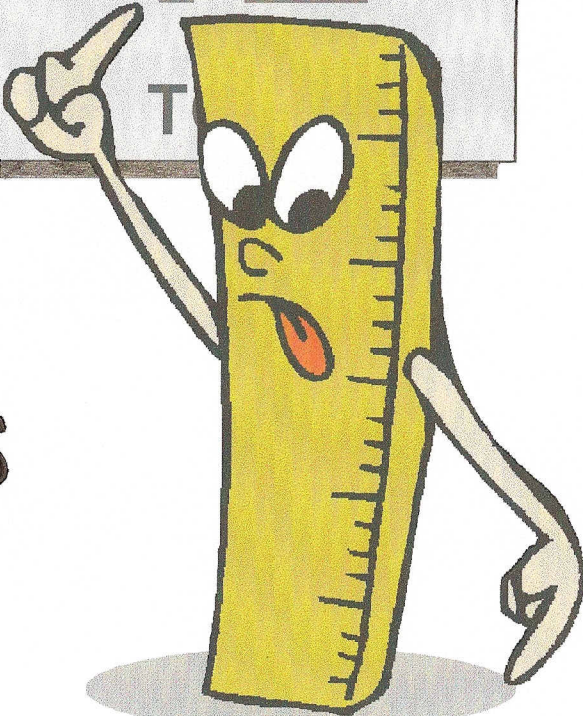
commutative

The **commutative property** says that the *order* of the factors doesn't matter.

The Product is the same!

$$1 \times 8 = 8$$

$$8 \times 1 = 8$$