Adding Jumbo Motivation to Online Courses and Activities with the TEC-VARIETY Model

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We are not motivating students with the technologies that they love!

A Vision of Today's Students

April 15, 2012
Can Colleges Manufacture Motivation?, Dab Berrett, Chronicle of Higher Ed
http://chronicle.com/article/Can-Colleges-Manufacture/131564/

April 15, 2012

Can Colleges Manufacture Motivation?

By Dan Berrett

Vancouver, British Columbia

Motivation is often though[t] inborn personality trait w[...] absence helps explain why [...] succeed while others fail t[...]

Recent research, includin[g] here at the annual meetin[g] Educational Research Ass[...]

Nancy L. Ford

Jumbo Motivation is Needed!

Ok, Million Dollar Question:
How do you motivate online learners?
What Words come to mind?
(Please enter in chat window)

Motivation Research Highlights
(Jere Brophy, Michigan State University)

1. Supportive, appropriate challenge, meaningful, moderation/optimal.
2. Teach goal setting and self-reinforcement.
3. Offer rewards for good/improved performance.
4. Novelty, variety, choice, adaptable to interests.
5. Game-like, fun, fantasy, curiosity, suspense, active.
6. Higher levels, divergence, dissonance, peer interaction.
7. Allow to create finished products.
8. Provide immediate feedback, advance organizers.
9. Show intensity, enthusiasm, interest, minimize anxiety.
10. Make content personal, concrete, familiar.

Intrinsic Motivation

"…innate propensity to engage one's interests and exercise one's capabilities, and, in doing so, to seek out and master optimal challenges

(i.e., it emerges from needs, inner strivings, and personal curiosity for growth)

See: Deci, E. L., & Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior*. NY: Plenum Press.

I even reflected on this for a moment…and then something magical happened…

Framework #1: TEC-VARIETY for Online Motivation and Retention

1. **T**one/Climate: Psych Safety, Comfort, Belonging
2. **E**ncouragement, Feedback: Responsive, Supports
3. **C**uriosity: Fun, Fantasy, Control
   …
4. **V**ariety: Novelty, Intrigue, Unknowns
5. **A**utonomy: Choice: Flexibility, Opportunities
6. **R**elevance: Meaningful, Authentic, Interesting
7. **I**nteractive: Collaborative, Team-Based, Community
8. **E**ngagement: Effort, Involvement, Excitement
9. **T**ension: Challenge, Dissonance, Controversy
10. **Y**ields Products: Goal Driven, Products, Success, Ownership

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Examples of TEC-VARIETY

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1. **Risk** — Low Risk ← → High Risk
2. **Time** — Easy to Embed ← → Extensive Planning
3. **Cost** — Free or Inexpensive ← → Enterprise Licenses
4. **Student-Centered** — Instructor-Focus / Student-Focus — Low ← → High

1. Tone/Climate: Social Ice Breakers

A. 8 nouns (adjectives, verbs)

- List of nouns: (e.g., pirate, computer, traveler, roadrunner, wind, bookworm, musician, mentor, etc.)
  - http://www.momswhothink.com/reading/list-of-nouns.html
- List of adjectives: (e.g., lazy, powerful, shy, bored, exotic, cooperative, sloppy, rebel, etc.)
  - http://www.momswhothink.com/reading/list-of-adjectives.html
- List of verbs: (e.g., coordinate, entertain, amuse, push, unite, beg, dream, publicize, etc.)
  - http://www.momswhothink.com/reading/list-of-verbs.html

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1. Tone/Climate: B. Video Course Intros
(examples from Northern Virginia Community College and Indiana University KD (online MBA) program)
Yun Yun Chow, Open U Malaysia, Making Art Lessons Come Alive with Web 2.0
http://www.youtube.com/watch?v=BO9rqJD1GXo
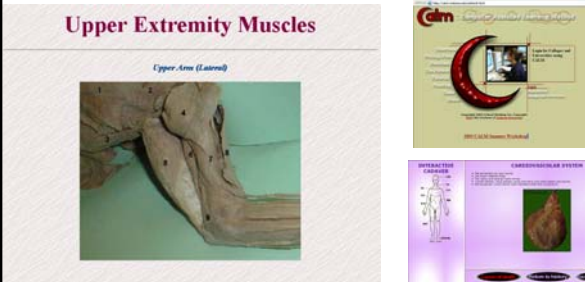
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2. Encouragement, Feedback, etc.:
A. Online Self-Testing (e.g., self study in vocabulary, anatomy, chemistry, dissection, etc.)

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2. Encouragement, Feedback, etc.: B. Create Screencasts
(Jing, GoView, Screenr, slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com])

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2. Encouragement, Feedback, etc.:
C. Vocab Sushi ($25 for 3 months)
http://www.vocabsushi.com/

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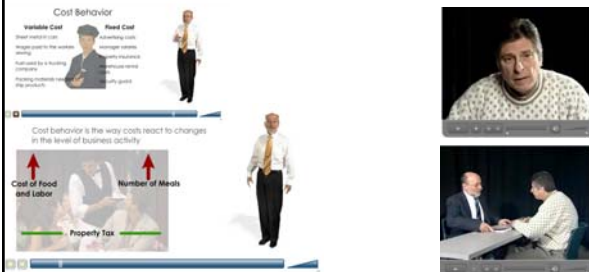
2. Encouragement, Feedback, etc.:
D. Video Scenario Learning Accounting Interviews and Preparatory Course Review Modules (Franklin University, cost and forensic accounting course)
http://video.franklin.edu/Franklin/acct/managerialAccounting/cost-behavior-player.html
http://video.franklin.edu/Franklin/acct/342/common/fraudScenario02.html

2. Encouragement, Feedback, etc.: E. Blog and Website Polling
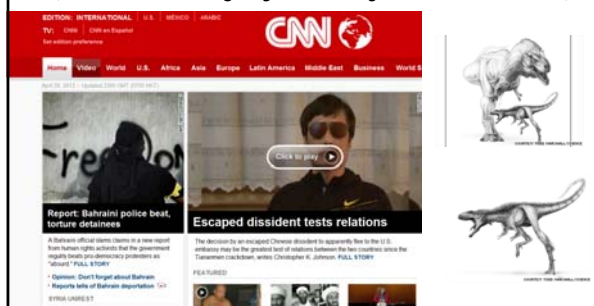(e.g., Poll Everywhere, BlogPolls, BlogPoll, MicroPoll)
http://www.polleverywhere.com/
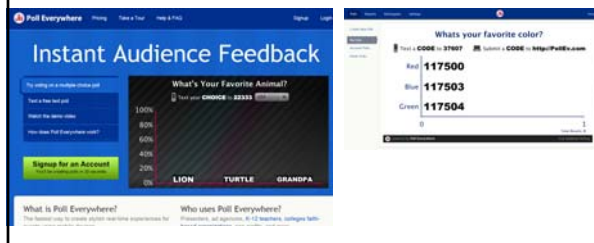
2. Encouragement, Feedback, etc.: F. Student response systems
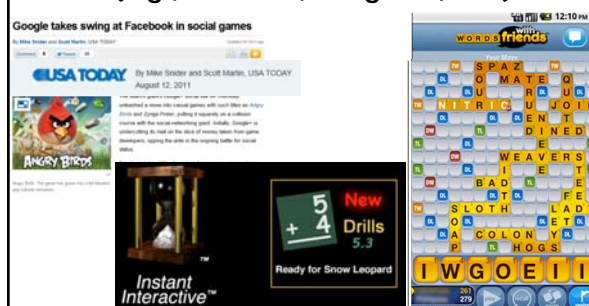(e.g., Socrative; http://www.socrative.com/how-it-works.php)

3. Curiosity, Fun:
A. Online News
(Politics, Giant jellyfish, Tiny T. rex, and Ardi)

3. Curiosity, Fun:
B. Online Social Networking Games
(e.g., scrabble, hangman, etc.)

3. Curiosity, Fun: C. Online Database Activities (e.g., WolframAlpha)
http://www.wolframalpha.com/

3. Curiosity, Fun: D. Track a Scientist, Scholar, Celebrity, Writer
(e.g., Biography.com, biography online, FamousPeople.com)

3. Curiosity, Fun: E. Cross-Cultural
Videoconference (e.g., Global Nomads Group, Int'l Studies
for Indiana Schools (i.e., ISIS); Chinese, Niger, Sudan, Life in
Eastern Europe, the History and Culture of Mexico)

3. Curiosity, Fun:
**F. Create Cartoons, Movies, and
Animations**
(slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com])

4. Variety, Novelty:
**A. Cool Resource Provider or Tech
Demos**

4. Variety, Novelty, Fun, Fantasy:
B. Random Lists (Random.org—clocks, coins,
playing cards, dice, integers, passwords, jazz
scales, lists, sequences, etc.)

4. Variety, Novelty, Fun, Fantasy:
C. Timers (Stopwatches, Countdown Timers,
Stopwatch Bombs, etc.; http://www.online-
stopwatch.com/countdown-timer/)

4. Variety, Novelty: **D. Synchronous
Session with Guest Expert**

4. **V**ariety, Novelty: E. Record Webinars and Guest Expert Talks (slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com])

Arlington Racetrack
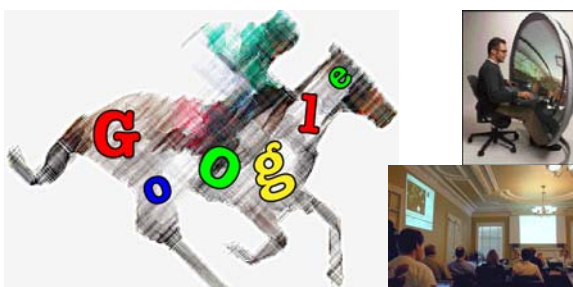

Jockey's are Important
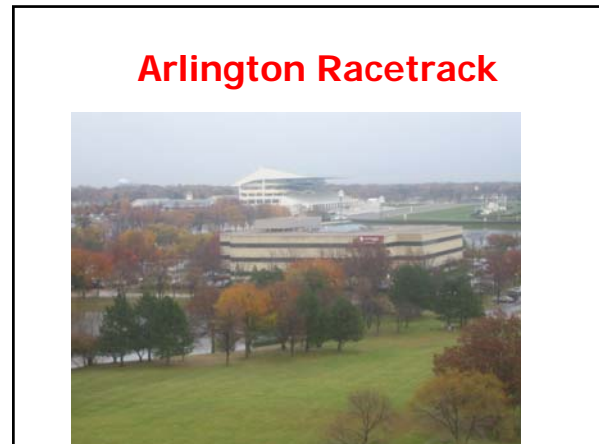
5. **A**utonomy, Choice:
A. Online Resource Search
(Class Google Jockeys)
(links to text, soundtracks, video clips, etc.)

5. **A**utonomy, Choice:
B. Web Exploration Assignments

1. Complete Works of Charles Darwin Online: http://darwin-online.org.uk/
2. The Complete Works of William Shakespeare: http://shakespeare.mit.edu/
3. Edgar Allan Poe Society of Baltimore: http://www.eapoe.org/
4. Einstein Archives Online: http://www.alberteinstein.info/
5. Federal Resources for Educational Excellent project: http://free.ed.gov/
6. Global Text Project: http://globaltext.org/
7. iBerry (Open Courseware Directory): http://iberry.com/
8. Jane Austen: http://www.janeausten.org/
9. The Jane Goodall Institute: http://www.janegoodall.org/
10. Timeless Hemmingway: http://www.timelesshemingway.com/

Poll #9:
Which of the first 5 motivational principles will you use the most?

A. Tone/Climate

B. Encouragement/Feedback

C. Curiosity/Fun

D. Variety/Novelty

E. Autonomy/Choice/Flexibility

6. Relevance, Meaningfulness:
A. Online Cases (e.g., Mark Braun, IU)

6. Relevance, Meaningfulness:
B. Tour an Online Oil Drilling Site or Role Play Situations (i.e., BP)
http://www.youtube.com/watch?v=ts45BkAnqTs

7. Interactive, Collaborative:
A. Working In Virtual Teams
(e.g., Collanos, Ning, SharePoint, Google Docs)

7. Interactive, Collaborative:
B. Collaborative Video Annotations and Discussions (Craig Howard, IU)
http://scholarworks.iu.edu/journals/index.php/ijdl/article/view/853/912

7. Interactive, Collaborative:
C. Touch, Highlight, and Take Notes on the Tablet Computer (e.g., Apple starts selling interactive iPad textbooks, Yahoo! News, Peter Svensson, Assoc Press, Sat, Jan 21, 2012)
http://news.yahoo.com/apple-starts-selling-interactive-ipad-textbooks-173948497.html
http://www.viddler.com/explore/engadget/videos/3937/

7. Interactive, Collaborative:
D. Dr. Monica Rankin's class, UT Dallas, Cuban Revolution (April/May 2011)
http://www.youtube.com/watch?v=ocQMf1kPo98

7. Interactive, Collaborative:
E. Collaborative Documents (Google Docs)

7. Interactive, Collaborative:
F. Online Language Learning
(Skype, MSN, ECpod, Mixxer, Livemocha, Babbel, KanTalk etc.)

8. Engagement, Effort:
A. Flash, 3-D Visualization, & Laboratory Software

8. Engagement, Effort:
B. Time Tracker (e.g., Indy Race Tracker, May 29, 2011)
http://www.indystar.com/interactive/article/99999999/SPORTS010101/399990474/2011-Indianapolis-500-Race-Tracker

8. Engagement, Effort:
C. Virtual Timelines (HyperHistory)
http://simile.mit.edu/timeline/
http://www.usatoday.com/tech/news/story/2011-09-22/steve-jobs-dies/50672498/1

8. Engagement, Effort: D. Arab spring: an interactive timeline of Middle East protests, The Guardian, Garry Blight, and Sheila Pulham, July 12, 2011
http://www.guardian.co.uk/world/interactive/2011/mar/22/middle-east-protest-interactive-timeline

8. Engagement, Effort:
E. Interactive Simulations
http://phet.colorado.edu/en/simulation/energy-skate-park

9. Tension, Challenge, etc.:
A. Ethical Debates

9. Tension, Challenge, etc.:
B. Photo Festivals and Competitions
(e.g., COFA at UNSW, Scrapblog, flickr, etc.)
http://www.youtube.com/watch?v=im7GQM9fzhc

9. Tension, Challenge, etc.:
C. GameShow Final Project,
April 25, 2011, Kim Seeber
Website: http://mypage.iu.edu/~kseeber/web2.0technology.swf

10. Yields Products, Goals:
A. Student YouTube Products
Miguel Lara (Web 2.0 FREEDOM): http://www.youtube.com/watch?v=8cmCFWi9IW8
Shuya Xu and Yue Ma (Blog my online lrng): http://www.youtube.com/watch?v=im7GQM9fzhc
Cesur Dagli (Animal perspectives on course): http://www.youtube.com/watch?v=cDeTEIdO5Ic

10. Yields Products, Goals:
B. Teacher Created Video Products
Lorma International School, the Philippines
(Hannah Kimberly Obar, 1st Grade teacher, 2/24/2012)
http://www.youtube.com/watch?v=1C435Ut-GzA
http://www.youtube.com/watch?v=JZp1rEjgAak
http://www.youtube.com/watch?feature=player_embedded&v=UHMuTfAc6Ec (1st grade kids)

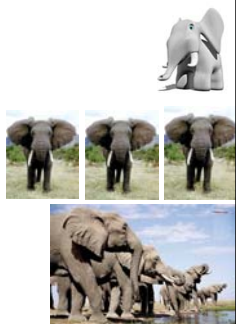## 10. Yields Products, Goals:
C. Video Blogs

Poll #10:
Which of the last 5 motivational principles will you use the most?

A. Relevance/Meaningfulness

B. Engagement/Effort

C. Interactive/Collab/Community

D. Tension/Challenge/Dissonance

E. Yielding Products/Goals

Poll #11:
How many ideas did you get so far?

1. 0 if I am lucky.
2. 1 or 2.
3. 3-5.
4. 6-10.
5. More than 10.

Commitments:
Stop and Share in Chat Window:
Which principle(s) of TEC-VARIETY will you use?

Tone/Climate
Encouragement, Feedback
Curiosity

Variety
Autonomy
Relevance
Interactive
Engagement
Tension
Yields Products

COMMITMENT

COMMITMENT

Stop and Share:
Three Words from this session!

3 3 3 3 3 3 3 3 3

Any Questions?
Perhaps try TEC-VARIETY...

Slides at: TrainingShare.com
Papers: PublicationShare.com
Book: http://worldisopen.com/
Email: curt@worldisopen.com