






**Masterclass Part 1: Online Motivation with the TEC-VARIETY Model**


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





**Ok, Million Dollar Question: How do you motivate online learners? What Words come to mind?**




**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.





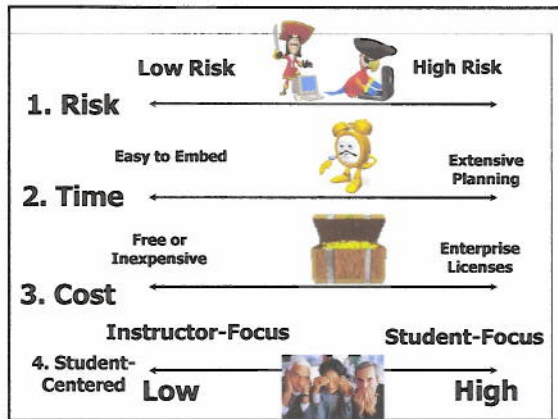
**I even reflected on this for a moment...and then something magical happened...**



**Magic #1: TEC-VARIETY Model for Online Motivation and Retention**

1. **Tone/Climate:** Psych Safety, Comfort, Belonging
2. **Encouragement, Feedback:** Responsive, Supports
3. **Curiosity:** Fun, Fantasy, Control
- ...
4. **Variety:** Novelty, Intrigue, Unknowns
5. **Autonomy:** Choice: Flexibility, Opportunities
6. **Relevance:** Meaningful, Authentic, Interesting
7. **Interactive:** Collaborative, Team-Based, Community
8. **Engagement:** Effort, Involvement, Excitement
9. **Tension:** Challenge, Dissonance, Controversy
10. **Yields Products:** Goal Driven, Products, Success, Ownership






### 1. Tone/Climate: Social Ice Breakers

**A. Public Commitments:**  
Have students share how they will fit the coursework into their busy schedules


**B. Favorite Websites**

- Everyone posts 1-2 of their favorite Websites and explain why.
- Peers comment on or rate them.



### 1. Tone/Climate: C. 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=BO9rnJD1GXo>



### 2. Encouragement, Feedback, etc.:

**A. Online Self-Testing** (e.g., self study in vocabulary, anatomy, chemistry, dissection, etc.)

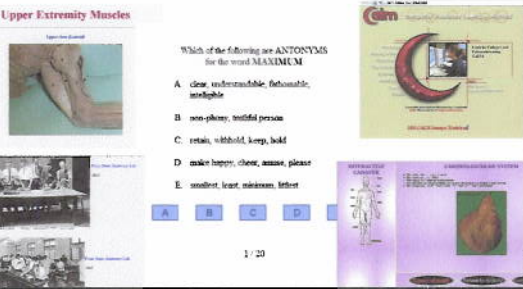
Upper Extremity Muscles

Which of the following are ANTONYMS for the word MAXIMUM?

- clear, understandable, fashionable, sunlight
- non-philly, terrified person
- retail, withhold, long, bald
- make happy, cheer, assure, please
- smallest, least, minimum, least


A B C D

1 / 20



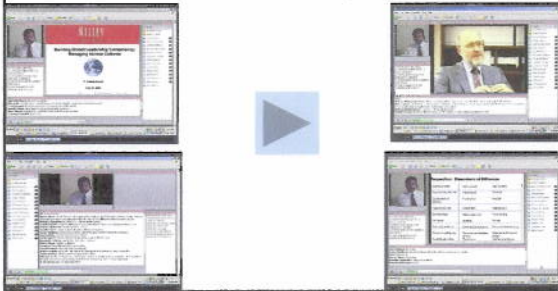
### 2. Encouragement, Feedback, etc.:

**B. Tutorials with Screen Capture** (e.g., Jing, Screencr)



### 2. Encouragement, Feedback, etc.:

**C. Instructor Presentation in Synchronous Sessions** (Breeze/Adobe Connect Pro, Elluminate, WebEx, Dim Dim)



### 3. Curiosity, Fun: A. Online News

#### (Giant jellyfish, Tiny T. rex, and Ardi)

### 3. Curiosity, Fun: B. Online Games

(e.g., public health; the POD game Points-of-Dispensing (PODs))

### 3. Curiosity, Fun: C. Multimedia Documents

(e.g., Adding voice to email, docs with Yack Pack, VoiceThread, etc.)

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

- Have students sign up to be a cool resource provider once during the semester.
- Have them find additional paper, people, electronic resources, etc.
- Share and explain what found with class.

### 4. Variety, Novelty: B. Expert Chats

1. Agree to a weekly chat time.
2. Bring in expert for discussion or post discussion topics or issues.
3. Summarize or debrief on chat discussion.

### 4. Variety, Novelty: C. Synchronous Session with Guest Expert

### 4. Variety, Novelty: D. Online Referenceware

The image shows two side-by-side screenshots. On the left is a news website with a large image of a globe and various news snippets. On the right is a 'PERIODIC TABLE OF VISUALIZATION METHODS' which is a grid of small icons representing different data visualization techniques like bar charts, pie charts, and maps.

### 5. Autonomy, Choice: A. Online Literature Search (Class Google Jockeys) (links to text, soundtracks, video clips, etc.)

A collage of various online content. It includes a grid of small images and text snippets, a person sitting at a desk with a large curved monitor, and a person wearing a headset, possibly in a customer service or educational role.

### 5. Autonomy, Choice: B. Famous Person Web Explorations, Searches, Twitter Tracking, and Interviews (e.g., Thomas Friedman, NY Times reporter)

The image shows a video player on the left with a video of Thomas L. Friedman speaking. On the right is a screenshot of his Twitter profile, showing his bio, location, and a list of tweets.

### 5. Autonomy, Choice: C. Online Cases (e.g., Mark Braun, IU)

A screenshot of an online medical case study interface. It features a list of clinical cases on the left, a central area with text and images, and a grid of microscopic images on the right. The interface is designed for educational purposes, likely for medical students.

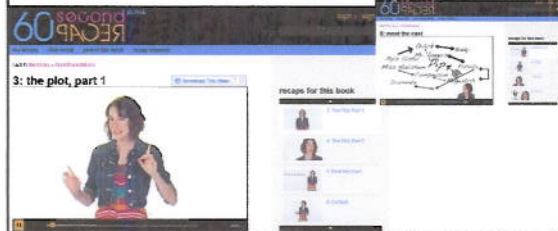
### 5. Autonomy, Choice: D. Explore supplemental Health Resources (portals, referatories, & repositories)

A screenshot of the MERLOT Health Sciences Showcase website. It displays various health-related resources, including articles, videos, and interactive tools, organized into categories and search filters.

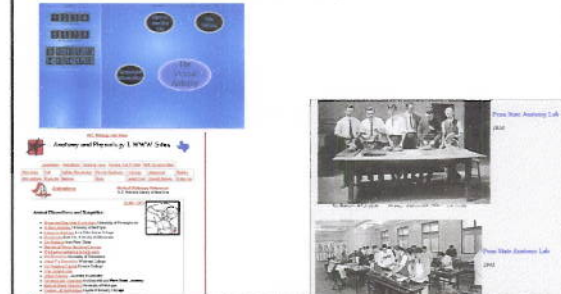
### 5. Autonomy, Choice: E. Explore Online Museums, Zoos, Library Exhibits

A screenshot of the Body Worlds museum website. It features a large image of a human body with muscles and organs exposed, along with text about the museum's exhibits and location in Houston.

**6. Relevance, Meaningfulness:**  
**A. 60 Second Recap, Jenny Sawyer**  
<http://www.60secondrecap.com/>  
 Actress to students: Lend me your earbuds!  
 English major, 24, rambunctiously recaps the classics in 60-second Web videos; By Greg Toppo; USA TODAY, September 2009




**6. Relevance, Meaningfulness:**  
**B. Online Simulations and Demonstrations**  
 (e.g., self study in anatomy or chemistry, virtual autopsy, dissection, etc.)




**6. Relevance, Meaningfulness:**  
**C. Shared Online Video (e.g., TED: technology, entertainment and design)**



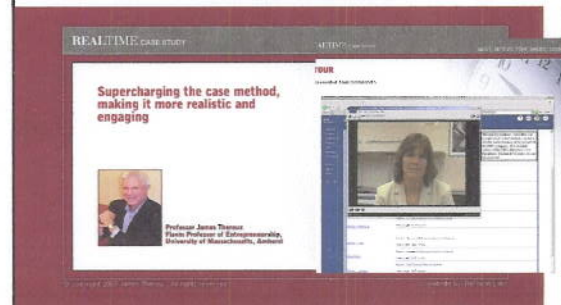
**7. Interactive, Collaborative:**  
**A. Online Language Learning**  
 (Skype, MSN, etc.)



**7. Interactive, Collaborative:**  
**B. Collaborative Documents (Google Docs) and Bookmarking (Diigo, Delicious)**



**7. Interactive, Collaborative:**  
**C. Real World Problems (PBL online): Real-time Cases**



### 8. Engagement, Effort: A. Synchronous Learning

Dr. Lee posts his discussion materials on the web.

Participants discuss the case synchronously.

Multimodal Interactions

www.wiziq.com

Live Session

### 8. Engagement, Effort: B. Synchronous and Asynchronous Events (e.g., Breeze + Video + Online Forum + Online Papers)

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

### 8. Engagement, Effort: D. Tour a Museum (e.g., British Museum, Smithsonian, Louvre)

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

Students to protest human body exhibit

Maggie Ybarra  
Issue date: 3/5/05 Section: News

Plasticized human corpses will be on display inside Cascade Center through May.

But a group of UBC medical students says it will protest the exhibit because it's

### 9. Tension, Challenge, etc.: B. Electronic Guests & Mentoring (Simon Fraser University News: <http://www.sfu.ca/mediapr/news/2001/Sept6/hightech.html>)

**10. Yields Products, Goals:**  
**A. Student YouTube Products**  
<http://www.youtube.com/watch?v=xiwSiryPzsQ>  
[http://www.youtube.com/watch?v=x3FJyi4Pn\\_E](http://www.youtube.com/watch?v=x3FJyi4Pn_E)  
<http://www.youtube.com/watch?v=eD1awpaSuPQ>

**10. Yields Products, Goals:**  
**B. Using Online Video (e.g., YouTube) to Memorize Sonnets and Poems**

**Poll #1: How many ideas did you get so far?**

1. 0 if I am lucky.
2. Just 1.
3. 2, yes, 2...just 2!
4. Do I hear 3? 3!!!!
5. 4-5.
6. 5-10.
7. More than 10.

**99 seconds: What have you learned so far?**

- Solid and Fuzzy in groups of two to four