Engage Number One:
TEC-VARIETY: A Model for Motivating and Retaining Online Learners

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Learning is More Self-Directed
Online Learning Polyglots

Timothy posts videos of himself speaking several languages on YouTube.

Motivation and Engagement

How do we engage online?

What did Jean-Luc Picard say?

That’s right, Engage!
Poll #1: Million Dollar Question: What words come to mind when I say that I want to motivate learners?

Motivation Research Highlights
(Jere Brophy, Michigan State University)
1. Supportive, appropriate challenge, meaningful, moderation/optimal.
2. Teach goal setting and self-reinforcement.
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)


Framework: TEC-VARIETY 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

Education 3.0?
Introducing the free “TEC-VARIETY” Framework...
http://tec-variety.com/  

在线学习动机与激励：TEC-VARIETY 模型
——激励和留住在线学习者的 100 个方法
作者: Carlo J. Brophy & Elaine Khoo..
Examples of TEC-VARIETY

1. Tone/Climate: A. Threaded Video Discussions, e.g., Flipgrid
   http://flipgrid.com/#429f88c5

2. Encouragement, Feedback, etc.: A. Demonstrations and Tutorials
   Emerging technology specialist, IU UITS, Nitocris Perez,
   May 29, 2014

2. Encouragement, Feedback, etc.: B. Voice/Audio Feedback
   Vocaroo: http://vocaroo.com/
   http://vocaroo.com/i/sIXQ7UmIB3fNa
   (Recorded by Curt Bonk for the Open University of China)

2. Encouragement, Feedback, etc.: C. Class Facebook Group
   Dr. Bonk's creative fun time group (RS46)
   https://www.facebook.com/groups/830496290323899/
2. Encouragement, Feedback, etc.: D. Videos and Online Quizzes (e.g., Want to be an activist? Start with your toys - McKenna Pope, TEDEd)


May 25, 2015

3. Curiosity, Fun: A. Something in the News (e.g., Chinese universities move up in world rankings, China Daily)

http://www.cnn.com/2015/05/25/asia/china-pku-up-rankings/index.html


3. Curiosity, Fun: B. Something in the News (e.g., New 'massive' dinosaur skeleton discovered, USA Today, September 5, 2014 (Dreadnoughtus))


October 23, 2014: Goofy dinosaur blends Barney and Jar Jar Binks, SF Gate


Incredible 50-foot 'dragon' dinosaur unearthed by Chinese farmers January 20, 2015: Naomi Ng, for CNN

http://www.cnn.com/2015/01/30/asia/china-dragon-dinosaur/index.html

3. Curiosity, Fun: C. Something in the News (e.g., This may be the oldest surviving Photo of a human, November 7, 2014, CNN, Brandon Griggs; But this image, taken in Paris, France, in 1838)


3. Curiosity, Fun: D. Tracking the Life of a Computer Scientist (bio.com)

http://www.biography.com/people/steve-jobs-9354805

http://www.biography.com/people/ada-lovelace-20825323

3. Curiosity, Fun: E. Tracking the Life of a Computer Scientist (Wikipedia)


As We May Think

July 1945

VANNEVAR BUSH | JUL. 1 1945, 12:00 PM ET

TIME
Poll #2: Which of these ideas might you use?

A. Threaded video discussions (e.g., Flipgrid)
B. Video introductions (instructor or student)
C. Demonstrations and tutorials (Jing, Screenr, etc.)
D. Voice/Audio feedback (Vocaroo)
E. Online practice tests
F. Something in the news
G. Tracking life of scientist

4. Variety, Novelty, Fun:
A. Teach from Vietnam to the World
BBC News Asia, August 14, 2013
Even though he is now very elderly Vinh Bao (age 96) still teaches music, using his computer to coach pupils across the globe.

B. Random Lists (Random.org—clocks, coins, playing cards, dice, integers, passwords, jazz scales, lists, sequences, etc.)

March 13, 2015

5. Autonomy, Choice:
A. 20% Time in Education
Kendal Rasnake & Troy Cockrum, IU

B. Enroll in a MOOC and Reflect (e.g., see Class Central)

C. Attend Webinar (pick weeks and reflect)
Cathy Davidson, The End of Higher Education
http://connectedcourses.net/thecourse/why-we-need-a-why/
5. Autonomy, Choice:
D. Design Multimedia Glossaries
Ozgur Ozdemir, December 2012
http://r685glossary.shutterfly.com/
Umidta Khikmatillaeva, Dec. 2011, PS40
http://learningplanet.shutterfly.com/

5. Autonomy, Choice:
E. Design Article Database in Pinterest,
Jenny Webeck
https://www.pinterest.com/jennifertwebeck/emerging-learning-technologies/

5. Autonomy, Choice:
F. Design Article Database in Facebook,
Jenny Webeck
https://www.facebook.com/JennyBELTT/timeline

6. Relevance, Meaningfulness:
A. Guest Chats (e.g., Emily Hixon, January 20, 2015)
https://connect.iu.edu/p259wpiab9g9/

6. Relevance, Meaningfulness:
B. Case-Based Learning: Instructor Cases
(e.g., Mark Braun, IU)
http://blogs.elon.edu/technology/6-collaborative-writing-applications-for-group-projects-or-papers/
MeetingWords, Google Docs, NowComment, MixedInk

7. Interactive, Collaborative:
A. Negotiate Meanings Online
(e.g., PiratePad: http://meetingwords.com/)
MeetingWords, Google Docs, NowComment, MixedInk
January 27, 2015

7. Interactive, Collaborative:
B. Backchannel Chat (TodaysMeet)
   https://todaysmeet.com/
   R678_Emerging_Learning_Technologies
   https://todaysmeet.com/R678_Emerging_Learning_Technologies

7. Interactive, Collaborative:
B. Backchannel Chat (TodaysMeet)
   https://todaysmeet.com/R678_Emerging_Learning_Technologies

7. Interactive, Collaborative:
C. Q&A Web Conferencing
   (Adobe Connect, Jabber, iMeet, GoToMeeting, etc.)
   https://connect.iu.edu/p259wpiabg9/

7. Interactive, Collaborative:
D. Multiple Guest Experts
   Sara de Freitas and Jim Hensman, U of Coventry, UK
   Jay Cross, Berkeley
   https://connect.iu.edu/p2ie1yx6z6x/

7. Interactive, Collaborative:
E. Collaboration and Discussion in
   Google Hangouts, Jabber, Skype, etc
   (January 29 and February 25, 2013)

Poll #3:
Which of these ideas might you use?
A. Student designed multimedia glossaries
B. Article database in Pinterest
C. Guest chats with former students
D. Negotiate meanings online (e.g., PiratePad)
E. Backchannel chat (Todaysmeet)
F. Class Facebook group
G. Discussion in Google Hangouts

8. Engagement, Effort:
A. Interactive Multimedia E-Books
   June 10, 2014, Chronicle of HE, 300 images, more
   than 700 notes and explanations, multimedia annotations,
   video commentary, and two dozen videos.
   Digital Dubliners: http://digitaldubliners.com/
   James Joyce: http://joyceways.com/
8. Engagement, Effort: B. Guest Speaker Quotes
(Rey Junco, February 25, 2013)

8. Engagement, Effort: C. Interactive Map Timelines
(adults with college degrees by county, May 7, 2012)

8. Engagement, Effort: D. Google Map Gallery
September 16, 2014
http://maps.google.com/gallery/

8. Engagement, Effort: E. Map Trend Interpretations
e.g., Global Forest Watch (April 2014)
http://www.globalforestwatch.org/map/3/-3.72/27.00/ALL/grayscale/loss/596

8. Engagement, Effort: F. Data Visualization Tools (Harvard and MIT MOOCs)
Lawrence Biemiller, February 20, 2014, Chronicle of Higher Education

9. Tension, Challenge, etc.: A. Online Vocabulary and Math Competitions
Vocabulary.com, https://www.vocabulary.com/
March 15, 2015
9. Tension, Challenge, etc.: B. Controversial Issue Debates
SXSW: Tackling the growing gender gap in technology
Mike Snider, USA Today

March 13, 2015
9. Tension, Challenge, etc.: C. Controversial Issue Debates
Gamification, Jeff Jenkins and Melody Childs, IU
https://www.youtube.com/watch?v=DYe85LMiqSw
SXSW: Tackling the growing gender gap in technology
Mike Snider, USA Today

July 10, 2014
9. Tension, Challenge, etc.: D. Controversial Issue Debates
Scholarly journal retracts 60 articles, smashes ‘peer review ring’, Fred Barbash, Washington Post

9. Tension, Challenge, etc.: E. Cage Matches or Debates (with online audience topical suggestions)
Cage Match on MOOCs at SXSWedu 2013 (Curt Bonk & Chuck Severance)

10. Yields Products, Goals: A. Goal Setting Tools
(e.g., I Done This, Milestone Planner, and 43 Things)
iDoneThis

10. Yields Products, Goals: B. Student Created Mobile Apps
The App Builder: http://www.theappbuilder.com/
Mintian Guo: http://myapp.is/r685final
10. Yields Products, Goals: C. Student Created Videos

Poll #4: Which of these ideas might you use?

A. Guest speaker quotes
B. Data visualization tools
C. Challenge debates (cage matches?)
D. Student designed video productions
E. Student designed e-books
F. Goal setting tools
G. Gallery of exemplary work

Poll #5: Any light bulbs going off in your head…?

A. Yes definitely***
B. Yes maybe!
C. Not yet (but hopefully soon…)

Poll #6: Which do you prefer... (A) TEC-VARIETY or (B) R2D2?