Adding Some TEC-VARIETY to Online Courses:
10 Principles for Jumbo Motivation

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Athletes and Performers
Going the Distance, Elizabeth Millard,
University Business, March 2011

Michigan Virtual School

July 2010
North Carolina Virtual Public Schools
(growing 79% per year)
(per Dr. Bryan Setzer, Executive Director, North Carolina Virtual Public School Learn and Earn Online)
September 5, 2010
Open Source goes to High School (Utah)
http://www.youtube.com/watch?v=savve-13xGk

Adora Svitak, age 13, World's Youngest Teacher

April 12, 2011
NCTM Conference Session, Free Online Degrees; iSMART: Integration of Science, Mathematics, and Reflective Teaching (iSMART), University of Houston

February 4, 2011
New Enrollment History Chart: Florida Virtual School (Julie Young, President & CEO)

Indiana University High School
(4,000 students and 1,400 enrolled in diploma programs)

February 16, 2011
How Bill Gates' Favorite Teacher Wants to Disrupt Education, Gregory Pauersstein, Fast Company
June 2010
Clay Shirky, NYU: How cognitive surplus will change the world, TED

April 27, 2011
Moodle (41+ million users in 211 countries, 54,000 sites, 4.4+ million courses)

Social Networking Gaming
December 24, 2010: CityVille 16.8 million daily users, FarmVille 15.4 million. CityVille 61.7 million monthly users, FarmVille 56.6 million users. Mashable.

Catastrophes

Ten great sites with free teacher resources
eSchool News, Jenne Zwang, Feb 18, 2011

[Images and logos]
May 24, 2010
Author Nicholas Carr, The Web Shatters
Focus, Rewires Brains, Wired
http://www.wired.com/magazine/2010/05/nicholas_carr/

Question:
What is the Web?

- An entertainment system?
- A writing aid?
- A communications system?
- A means to handle commercial transactions?
- A social networking device?

No, it is a learning tool!

Answer:
The Web of Learning

We are entering a jumping off point...

Elements of the Web's Next Generation
**Nature AND Nurture: Pedagogy**

- Nature (Technology)
- Nurture (Pedagogy)
- People, Society, Culture, etc.

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

**Jumbo Motivation is Needed!**

**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)


**I even reflected on this for a moment...and then something magical happened...**
The 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. Interactivity: Collaborative, Team-Based, Community
8. Engagement: Effort, Involvement, Excitement
9. Tension: Challenge, Dissonance, Controversy
10. Yields Products: Goal Driven, Products, Success, Ownership

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1. Risk
2. Time
3. Cost
4. Instructor-Focus

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1. Tone/Climate: (open, inviting)
   A. Create a Class Wiki (Wikispaces)

2. Encouragement, Feedback, etc.:
   A. New Self-testing Skills.
   High School Student Self-Testing
   (e.g., Calm Chemistry)

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1. Tone/Climate: B. Video Course Intros from Instructors.
   Yun Yun Chow, Open U Malaysia
   Making Art Lessons Come Alive with Web 2.0
   http://www.youtube.com/watch?v=BO9rg0D1Gx0

2. Encouragement, Feedback, etc.:
   B. Tutorials with Screen Capture (e.g., Jing, Screencast)
2. Encouragement, Feedback, etc.: C. Vocab Sushi ($25 for 3 months)
   http://www.vocabsushi.com/

   Damage reported at California, Hawaii ports, harbors

3. Curiosity, Fun: B. WolframAlpha (access knowledge)
   http://www.wolframalpha.com/
   A Quick Introduction to Wolfram Alpha by Stephen Wolfram

3. Curiosity, Fun: C. Adventure Learning, GeoThentic, Earthducation, Polar Husky, GoNorth (Aaron Doering, Univ of Minnesota)

3. Curiosity, Fun: D. Live Science
   (Nautilus Live allows people to watch expeditions live & listen to scientists in control rooms a discoveries made)

4. Variety, Novelty: A. Bridges to World of Expert and Practitioners (e.g., Watch or Listen to Online Conferences, Expert blogs, chats, interviews)
5. Autonomy, Choice:
A. Famous Person Web Explorations, Searches, Twitter Tracking, and Interviews (e.g., famous Australian actors)

3. Curiosity, Fun: C. Online Historical Documents (e.g., United Nations Open World Digital Library, e.g., Turning The Pages, British Library)

5. Autonomy, Choice: D. Explore Famous People in History (Samuel Pepys and Phil Gyford, UK)

5. Autonomy, Choice: E. Online Portal Explorations

6. Relevance, Meaningfulness:
A. 60 Second Recap, Jenny Sawyer
http://www.60secondrecap.com/
Actress to students: "Lend me your earbuds!
English major, 24, funnily recaps the classics in 60-second Web videos; by Greg Toppe; USA TODAY, September 2009"
6. Relevance, Meaningfulness:
B. Virtual Congress (Documents, photos, maps, speeches, cartoons, letters, songs, journals/diaries, autobiographies, artifacts, etc.)
http://www.tpscongress.org/index.php

6. Relevance, Meaningfulness:
C. Chronicling America: Historic American Newspapers
(http://chroniclingamerica.loc.gov)

D. Google Art Project (new Google project that allows visitors to explore museums around the world and view hundreds of artworks)
http://www.googleartproject.com

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

7. Interactive, Collaborative:
B. Online Language Learning (Skype with Mixxer, Livemocha, Friends Abroad)

7. Interactive, Collaborative:
C. Comment on Environmental Blogs (e.g., Cassandra Brooks, Science Writer and Multi-Media Producer)
http://www.cassandrabrooks.com/blog.php)
7. Interactive, Collaborative:
D. Videoconferencing (e.g., Int'l Studies for Indiana Schools (I.e., ISIS); Mandarin Chinese, Niger, Sudan, (Deb Hutton, Indiana Univ., Hmi Myeong Lee, Univ of Houston)

7. Interactive, Collaborative:
E. Horizon and Flat Classroom Projects
(combine blogs, videoconferencing, chat, async discussion, etc.)

7. Interactive, Collaborative:
F. Global Class Collaboration and Problem Solving (e.g., eFlaws, Iearn, and World Class)

7. Interactive, Collaborative:
G. Virtual Tours and Timelines
(i.e., HyperHistory; http://simile.mit.edu/timeline/)

7. Interactive, Collaborative:
H. Videos of the Periodic Table

8. Engagement, Effort:
A. Immediate Science 1da (a transitional species) 47-Million-Year-Old Fossil the Missing Link? (May 20, 2009)
8. Engagement, Effort:
B. History for Music Lovers: The French Revolution ("Bad Romance" by Lady Gaga)
http://www.youtube.com/watch?v=0k-OHf1kP99

8. Engagement, Effort:
C. Interact with former presidents (e.g., Dr. Monica Rankin's class, UT Dallas, Cuban Revolution, April/May 2011)
http://www.youtube.com/watch?v=0k-OHf1kP99

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

8. Engagement, Effort:
E. Time Tracker (e.g., Indy Race Tracker, May 29, 2011)

8. Engagement, Effort:
F. Timeline Tools (e.g., technology in education, NY Times, September 19, 2010)

9. Tension, Challenge, etc.:
A. Controversial Science (e.g., 3.5x (a transitional species) 47-Million-Year-Old Dinosaur Marine Fossil the Missing Link? (Wowowow, May 20, 2009)
10. Yields Products, Goals:
A. Video Blogs

“Video Primers in an Online Repository for e-Teaching and Learning” V-PORTAL, TravelinEdMan (27 free/open YouTube videos), September 2010
http://www.youtube.com/user/TravelinEdMan

10. Yields Products, Goals:
B. Student YouTube Products
http://www.youtube.com/watch?v=8wO5knv4oY4
http://www.youtube.com/watch?v=vDf_ybd-p3E
http://www.youtube.com/watch?v=-eOTQwF813o
http://www.youtube.com/watch?v=nIt0Ay6sX80

10. Yields Products, Goals:
C. Photo Festivals and Competitions (e.g., Scrapblog, flickr, etc.)

10. Yields Products, Goals:
D. Concept Mapping Tools (VUE, Bubbl.us, Cmap, Freemind, Gliffy, Mindmeister, or Mindomo)

TEC-VARIETY Model for Online Motivation and Retention
Tone/Climate
Encouragement, Feedback
Curiosity
Variety
Autonomy
Relevance
Interactive
Engagement
Tension
Yields Products
Do you feel JUMBO MOTIVATION?

Poll: 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.

Addressing Diverse Learners with R2D2

The R2D2 Method
1. Read (Auditory and Verbal Learners)
2. Reflect (Reflective Learners)
3. Display (Visual Learners)
4. Do (Tactile, Kinesthetic, Exploratory Learners)

1. Auditory or Verbal Learners
- Auditory and verbal learners prefer words, spoken or written explanations.
Read 1a. Online Article Portals and Databases
http://www.indiana.edu/~batelle/405/
http://www.indiana.edu/~batelle/405_Spring_2011.html

Read 1b. Course Announcements (e.g., Teaching with Twitter)

Read 1c. History Podcasts and Podcast Shows

Read 1d. Cultural Blogs (e.g., Dr. Kim Foreman, San Fran State University, Come and See Africa Blog;
http://comeandseeafrica.blogspot.com/)

2. Reflective and Observational Learners
- Reflective and observational learners prefer to reflect, observe, view, and watch learning; they make careful judgments and view things from different perspectives

Reflect 2a. Teacher Classroom Blogs
Mrs. Huff’s English Classes

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Reflect 2b. Scientist Blog Reflections (The LAST OCEAN Website and The Last Ocean Project; Cassandra Brooks)

Reflect 2c. Reuse Blog Posts, Chat Transcripts, Interviews, Conferences, Online Presentations

Reflect 2d. Track Life of a Scientist or Famous People (e.g., Brian J. Ford, independent scientist, John Medina)

3. Visual Learners

- Visual learners prefer diagrams, flowcharts, timelines, pictures, films, and demonstrations.

Display 3a. Anchored Instruction with Shared Online Video

Display 3b. Online Timelines (US Presidents)
4. Tactile/Kinesthetic Learners
- Tactile/kinesthetic senses can be engaged in the learning process through play, dramatization, cooperative games, simulations, creative movement and dance, multi-sensory activities, manipulatives and hands-on projects.

Do 4a. Kids Blogs (e.g., Kids Like Blogs; Jon Schwartz, Oceanside, CA)
http://kidsliketblogs.org/elementary_student_blogs.html

Do 4b. Wikibook and Wikipedia Editing
(e.g., Wet Paint, a free wiki tool for online collaboration; e.g., medical education)
Do 4d. Podcast Productions and Shows (give kids the power!)

Poll: How many ideas did you get from the second part of this presentation on R2D2?
   a. None—you are an idiot.
   b. 1 (and it is a lonely #).
   c. 2 (it can be as bad as one).
   d. 3-5
   e. 6-10
   f. Higher than I can count!

Try the R2D2 Method!
Try TEC-VARIETY!
Questions and Comments?

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