Masterclass #1
Engage Number One:
This is the Next Generation

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This Generation of Students

Learning is More Video-Based
Online Learning Polyglots

Learning is More Mobile, On Demand, and Online
MBAs from War Zones...!

Motivation and Engagement
Motivation 3.0

- Freedom, challenge, purpose
- Creative, interesting, etc.
- Self-directed work
- Intrinsic motivation
- Life as play and possibility
- Engagement and mastery
- Autonomy

Creativity, Inc.
Ed Catmull, President of Pixar Animation and Disney Animation
http://www.creativityincbook.com/

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)


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**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

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**Education 3.0?**

Introducing the free “TEC-VARIETY” Framework...

http://tec-variety.com/


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**Examples of TEC-VARIETY**

1. **Tone/Climate:**
   - **A. Instructor Course Introductions**
     - Instructor Course Introductions (Theatre 10 Intro Video, October 7, 2014, Elizabeth Dale, West Valley College)
     - Chuck Severance, U Michigan/Coursera) in Barcelona
     - Chuck Severance, University of Michigan

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**教育 3.0?**

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

1. Tone/Climate: Social Ice Breakers
C. 8 nouns (adjectives, verbs)
- List of nouns: (e.g., pirate, computer, traveler, roadrunner, wind, bookworm, musician, mentor, etc.)
- List of adjectives: (e.g., lazy, powerful, shy, bored, exotic, cooperative, sloppy, rebel, etc.)
- List of verbs: (e.g., coordinate, entertain, amuse, push, unite, beg, dream, publicize, etc.)

2. Encouragement, Feedback, etc.: A. Demonstrations and Tutorials
B. Tutorials with Screen Capture (e.g., Jing, Screenr, GoView, etc.)

2. Encouragement, Feedback, etc.: B. Voice/Audio Feedback
Vocaroo: http://vocaroo.com/
http://vocaroo.com/delete/s0x8moQA19iA/s375cc9467666cb95
(Recorded by Curt Bonk for the Open University of China)

2. Encouragement, Feedback, etc.: C. Online Practice Tests and Quizzes (e.g., CPA Flashcards and Human Embryology Animations)
2. Encouragement, Feedback, etc.: D. Blog and Website Polling
(e.g., Poll Everywhere, BlogPolls, BlogPoll, MicroPoll)
http://www.poll everywhere.com/

2. Encouragement, Feedback, etc.: E. Online Accounting Lessons
(e.g., Lyryx; https://lifa.lyryx.co)

June 12, 2015
3. Curiosity, Fun: A. Something in the News and Infographic
Twitter CEO Dick Costolo replaced by co-founder Jack Dorsey, Laura Onita

3. Curiosity, Fun: B. 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)

May 25, 2015
3. Curiosity, Fun: C. Database Searching
(e.g., WolframAlpha)
http://www.wolframalpha.com

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

5. Autonomy, Choice:  
A. Attend Webinar (pick weeks and reflect!)  
   Cathy Davidson, The End of Higher Education  
   http://connectedcourses.net/thecourse/why-we-need-a-why/  
   Accounting Today Webinars  
   http://www.accountingtoday.com/web-seminars/

5. Autonomy, Choice:  
B. Explore OpenCourseWare and Open Educational Resources  

5. Autonomy, Choice:  
C. Video Repositories and Portals  
   (e.g., Khan Academy, Computer Programming)  
   https://www.khanacademy.org/computing/computer-programming

Poll #2:  
Any light bulbs going off in your head so far...?  
A. Yes definitely***  
B. Yes maybe!  
C. Not yet (but hopefully soon...)

6. Relevance, Meaningfulness:  
A. Guest Chats (e.g., Emily Hixon, January 20, 2015)  
   https://connect.iu.edu/p259wpabg9/
6. Relevance, Meaningfulness:
B. 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

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

7. Interactive, Collaborative:
B. Virtual Sharing Walls, April 6, 2015
http://padlet.com/charu/pocketfullofdesign1

C. Backchannel Chat (TodaysMeet)
https://todaysmeet.com/R678_Emerging_Learning_Technologies

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

8. Engagement, Effort:
A. iPhone Virtual Tour and Games
Amazing 360-degree panoramic images show new sides of North Korea, DMZ, CNN, Aram Pan

January 27, 2015

July 27, 2015
8. Engagement, Effort: B. Simulations


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


March 15, 2015
9. Tension, Challenge, etc.: A. Controversial Issue Debates
SXSW: Tackling the growing gender gap in technology
Mike Snider, USA Today

August 20, 2015
9. Tension, Challenge, etc.: B. Controversial Issue Debates
U.S. sees big spike in black and Hispanic women entrepreneurs, Tanzina Vega, CNN Money

There are nearly 10 Million minority-owned businesses in the United States

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

![iDoneThis](image1.png)

Changing your life is hard. Doing it by yourself is harder.

10. Yields Products, Goals:
   B. Mobile Books and Wikibooks
   (e.g., BookRix, [http://www.bookrix.com/](http://www.bookrix.com/))

![BookRix](image2.png)

10. Yields Products, Goals:
   C. Student Created Mobile Apps
Mintian Guo: [http://myapp.is/r685final](http://myapp.is/r685final)

10. Yields Products, Goals:
   D. Student Created Videos
Piercarlo Abate: [http://www.youtube.com/watch?v=_TURZHO0aU](http://www.youtube.com/watch?v=_TURZHO0aU)
Qi Li, Gangnam: [http://www.youtube.com/watch?v=7Q429lqxZaU&feature=youtu.be](http://www.youtube.com/watch?v=7Q429lqxZaU&feature=youtu.be)
Miguel Lara (Web 2.0 FREEDOM): [http://www.youtube.com/watch?v=8cmCFWi9lW8](http://www.youtube.com/watch?v=8cmCFWi9lW8)
Kendal Rasnake (Is IT Right For You?): [https://www.youtube.com/watch?v=MX3/cb0/cO](https://www.youtube.com/watch?v=MX3/cb0/cO)

Commitments:
Stop and Share:
Which principle(s) of TEC-VARIETY will you use?
- Tone/Climate
- Encouragement, Feedback
- Curiosity
- Variety
- Autonomy
- Relevance
- Interactive
- Engagement
- Tension
- Yields Products

Recap and Reflect with Neighbor:
Explore Websites from this Session!
Masterclass Part II
Where Are You R2D2?:
Addressing Diverse Learner Needs with the Read, Reflect, Display, and Do Model

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Ok, how do you now view the instructor in the Open World of Education?

From Instructor as Credit Manager...

Instructor as Curator

Instructor as Concierge

Addressing Learning Styles
Question: How can technology address diverse learner needs?

August 12, 2015
Create Engaging Learning Experiences


Southern Illinois University, Carbondale, Illinois
Heidi Jung and Cheryl L Bosarge
Instructional Designer
Center for Teaching Excellence
Heidi Lynn Jung hjung@siu.edu
Cheryl L Bosarge cbosarge@siu.edu

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. Collect and Listen to Interactive Stories (e.g., Meograph: http://www.meograph.com/)

Read 1b. Twitter Fed Class Discussions
Live-Tweeting Assignments: To Use or Not to Use? (The Chronicle of Higher Education, Adeline Koh)
http://chronicle.com/blogs/profhacker/live-tweeting-assignments-to-use-or-not-to-use/58949

Read 1c. Grammar Checkers (e.g., Grammarly, Ginger, GrammarCheck, PaperRater, and SpellCheckPlus)
http://www.grammarly.com/

Read 1d. Wikipedia Activities (searches, reviews, critiques, edits, reflections, etc.)

Read 1e. Video Tutorials, Demonstrations, and How-To’s
Investopedia (videos, tutorials, etc.)

Deferred income
- Any income that is received before it is earned.
- Earned in advance as an example of deferred income that will be reported during one accounting period but earned in a later accounting period.
August 31, 2015
Read 1f. Review Blog Resources
(e.g., Martin’s Accounting Blog)
http://martinjquinn.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. Big Issue Reflections
(Big Questions Online (BQO)), Feb 3, 2015
(e.g., Is curiosity essential for human flourishing?)
https://www.bigquestionsonline.com/article/31125

Reflect 2b. Case and Online Discussion (Kelley Direct, IU)

Reflect 2d. Interpreting Infographics
June 12, 2015
Google vs. Apple
https://visual.ly/google-vs-apple

Reflect 2e. Podcast Show Reflections
Poll #3: Any light bulbs going off in your head so far…?
A. Yes definitely
B. Maybe
C. No

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

Display 3a. Virtualize Words Used (e.g., Wordle, Taggedo, Tagul, Wordsift, Word It Out)

Display 3b. More Interpreting Infographics
August 5, 2015
How much rainforest in that chocolate bar?
Global Forest Watch, Nancy Harris, Octavia Payne and Sarah Mann
http://blog.globalforestwatch.org/2015/08/how-much-rainforest-is-in-that-chocolate-bar/

Display 3c. Map Animations
Yes, Mr. President, We Remade Our Atlas to Reflect Shrinking Ice
Christine Dell’Amore, National Geographic, August 3, 2015
4. Tactile/Kinesthetic Learners

- Tactile/kinesthetic senses can be engaged in the learning process are role play, dramatization, cooperative games, simulations, creative movement and dance, multi-sensory activities, manipulatives and hands-on projects.
**Do 4a.** Business Plans and Virtual Mentoring toward Goals, September 22, 2014, Chronicle of HE
https://www.chronicle.com/article/Start-Up-Slow-Down/148923/?cid=at

**Do 4b.** Design Article Database in Facebook, Jenny Webeck
https://www.facebook.com/JennyBELTT/timeline
Dr. Bonk’s creative fun time group (R546)
https://www.facebook.com/groups/830496290323899/

**Do 4c.** Design Article Database in Pinterest, Jenny Webeck
https://www.pinterest.com/jennifertwebeck/emerging-learning-technologies/

**Poll #4:** Which do you prefer… (A) TEC-VARIETY or (B) R2D2?

   Dr. Curt Bonk – CJBonk@Indiana.edu

**Poll #5: How many ideas did you get from this talk?**

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.