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

Curtis J. Bonk, Professor, Indiana University
cjbonk@indiana.edu
http://mypage.iu.edu/~cjbonk/

Motivation and Engagement

A Vision of Today’s Students

What did Jean-Luc Picard say?

That’s right, Engage!

Grade Change: Tracking Online Education in the United States, 2013, The Sloan Consortium, I. Elaine Allen & Jeff Seaman,
http://sloanconsortium.org/publications/survey/grade-change-2013
Direct access: http://www.onlinelearningsurvey.com/reports/gradechange.pdf

January 2014

Retaining students is a greater problem for online courses than it is for face-to-face courses: 2004, 2009 and 2013
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.

Jumbo Motivation is Needed!

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

Examples of TEC-VARIETY

1. Tone/Climate: A. Video Introductions, e.g., Flipgrid
   http://flipgrid.com/#429f88c9

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

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.)
     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

1. Tone/Climate: D. Share Visuals of Favorite Places
   (e.g., Panoramio, http://www.panoramio.com/)
2. Encouragement, Feedback, etc.: A. Voice Feedback
Vocaroo; http://vocaroo.com/
http://vocaroo.com/i/s0IDVZlZyYfab (IPST, Bangkok)

2. Encouragement, Feedback, etc.: B. Blog and Website Polling
(e.g., Poll Everywhere, BlogPolls, BlogPoll, MicroPoll)
http://www.polleverywhere.com/

3. Curiosity, Fun:
A. Something in the News
(e.g., Fauja Singh, 101, finishes last race, February 24, 2013)

3. Curiosity, Fun:
B. Blog and Website Polling
http://www.polleverywhere.com/

3. Curiosity, Fun:
C. History for Music Lovers
The French Revolution ("Bad Romance" by Lady Gaga)
The Trojan War ("Tainted Love" by Soft Cell)
Charlemagne ("Call Me" by Blondie)
The Vikings ("Personal Jesus" by Depeche Mode)
http://www.youtube.com/user/historyteachers

News: March 4, 2014
Resources to engage girls in STEM learning,
Laura DeVaney, eSchool News
http://www.eschoolnews.com/2014/03/04/girls-stem-resources-837/?ps=39929-0013000000j08pF-0033000000q5TNf
3. Curiosity, Fun:
D. Social Games
(e.g., Words with Friends)
Zynga's big hits get new games later this year, USA Today, Brett Molina, March 3, 2014

3. Curiosity, Fun:
D. Tracking the Life of a Scientist
(e.g., Brian J. Ford, independent scientist)
http://www.youtube.com/user/tellymonitor#p/a/u/1/LhGeApskjaer
http://www.labnews.co.uk/news/prehistoric-revolution/

3. Curiosity, Fun:
E. Career Modeling
(e.g., Techbridge: Inspire Girls to Change the World)
http://techbridgegirls.org/

3. Curiosity, Fun:
E. Career Modeling
(e.g., Techbridge: Inspire Girls to Change the World)
http://techbridgegirls.org/

3. Curiosity, Fun:
E. Career Modeling
(e.g., For Girls in Science)
http://forgirlsinscience.org/

3. Curiosity, Fun:
E. Career Modeling
(e.g., Girlstart: Empowering Girls in STEM)
http://www.girlstart.org/
4. **Variety, Novelty, Fun:**
   A. External Guests (e.g., Jay Cross, Internet Time Group)

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

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

5. **Autonomy, Choice:**
   A. Demonstrate, Explore, and Share Websites
   Commonwealth of Learning, March 2013

5. **Autonomy, Choice:**
   B. Design Multimedia Glossaries
   Ozgur Ozdemir, December 2012
   [http://r685glossary.shutterfly.com/](http://r685glossary.shutterfly.com/)
   Umida Khikmatillaeva, Dec. 2011, P540

**Poll #2:** 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
Poll #3:
Any light bulbs going off in your head so far...? If so, where?
A. Yes definitely
B. Maybe
C. No

6. Relevance, Meaningfulness:
A. 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

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

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

7. Interactive, Collaborative:
B. Negotiate Meanings Online (e.g., PiratePad: http://meetingwords.com/)

7. Interactive, Collaborative:
C. National Girls Collaborative Project
http://www.ngcproject.org/

MeetingWords is a simple text editor for the web.
Your text is saved on the web, and more than one person can edit the same document at the same time. Everybody’s changes are instantly reflected on all screens. Work together on meeting notes, brainstorming sessions, homework, team programming and more!
8. Engagement, Effort: A. Student Generated Timelines, (e.g., Dipity, Timelime, Timeglider, Meograph)
   (e.g., Raymond Chandler, The Big Sleep, Kate Hurd)
   http://hurdinsuranceagency.com/thebigsleep/

   http://www.guardian.co.uk/world/interactive/2011/mar/22/middle-east-protest-interactive-timeline

   also: Visualizing Emancipation

8. Engagement, Effort: D. Flash, 3-D Visualization, & Laboratory Software (e.g., statistics)

9. Tension, Challenge, etc.: A. Online Math Competitions
   (i.e., Math March Madness, Greg Toppo, March 26, 2013, USA Today)
   http://www.stargazette.com/article/20130326/NEWS02/303260008/Fibonacci-Final-Four-Math-March-Madness-coming

9. Tension, Challenge, etc.: B. Vocabulary Competitions
   (e.g., Kids learning new words at warp speed, January 14, 2014, Greg Toppo / Georgia Standards, Dir of Curriculum Development, for Vocabulary.com (Thinkcase) presents a banner to Marc Williams, Brooklyn Technical High School)
   Vocabulary.com: https://www.vocabulary.com/
9. Tension, Challenge, etc.: C. Clean Tech Competition
http://www.cleantechcompetition.org/

9. Tension, Challenge, etc.: D. Explore Future and Challenge Games (e.g., CanTEEN)
http://canteengirl.org/

10. Yields Products, Goals:
A. Final Product Video Summaries
Piercarlo Abate: http://www.youtube.com/watch?v=_TURzHO0aU
Qi Li, Gangnam: http://www.youtube.com/watch?v=7Q429lqxZaU&feature=youtu.be
Miguel Lara (Web 2.0 FREEDOM): http://www.youtube.com/watch?v=RumCFW09W8

10. Yields Products, Goals:
B. Write Wikibook Chapters
http://en.wikibooks.org/wiki/Web_2.0_and_Emerging_Learning_Technologies
http://en.wikibooks.org/wiki/Web_2.0_and_Emerging_Learning_Technologies/Andragogy_and_Technology

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

The End...
Two Cheers for Web U!
A. J. Jacobs, New York Times
Poll #4:
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

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

Stop and Share:
Three Words from This Session!

Any Questions?
Try TEC-VARIETY...
Slides at: TrainingShare.com
Papers: PublicationShare.com
Book: http://tec-variety.com/
Dr. Curt Bonk – CJBonk@Indiana.edu

February 20, 2013
Star Trek-like holodeck may be closer to reality than you think
Matt Hartley, Financial Post, Canada
http://business.financialpost.com/2013/02/20/star-trek-like-holodeck-may-be-closer-to-reality-than-you-think/?__lsa=054d-d58d

I just Love It when they “make it so!”