Masterclass Part Two:
Adding Jumbo Motivation to Online Courses and Activities with the TEC-VARIETY Model

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

A Vision of Today's Students

Jumbo Motivation is Needed!

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

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

Framework #2: 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: Social Ice Breakers
A. Public Commitments: Have students share how they will fit the coursework into their busy schedules
B. Favorite Websites
1. Everyone posts 1-2 of their favorite Websites and explain why.
2. Peers comment on or rate them.

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.)
1. **Tone/Climate:** D. Video Course Intros
(examples from Northern Virginia Community College and Indiana University KD (online MBA) program)
Yen Yuen Chew, Open U Malaysia, Making Art Lessons Come Alive with Web 2.0
http://www.youtube.com/watch?v=O99n081GCkE

2. **Encouragement, Feedback, etc.:**
A. Online Self-Testing (e.g., self study in vocabulary, anatomy, chemistry, dissection, etc.)
B. Tutorials with Screen Capture
(e.g., Jing, Screenr, GoView, etc.)
C. Vocab Sushi ($25 for 3 months)
http://www.vocabusushi.com/
D. Online Accounting Lessons
(e.g., Lyryx; https://lfa.lyryx.co)

E. Video Scenario Learning Accounting Interviews and Preparatory Course Review Modules (Franklin University; cost and forensic accounting course)
https://interactivedfinancialaccounting.com/onlinecourse/

2/17/2012
2. Encouragement, Feedback, etc.:  
F. Blog and Website Polling  
(e.g., BlogPolls, BlogPoll, MicroPoll, etc.)

3. Curiosity, Fun:  
A. Online News  
(Politics, Giant jellyfish, Tiny T. rex, and Ardi)

3. Curiosity, Fun:  
B. Online Social Networking Games  
(e.g., scrabble, hangman, etc.)

3. Curiosity, Fun:  
C. Online Games

3. Curiosity, Fun:  
D. Online Database Activities  
(e.g., WolframAlpha)  
[Link: http://www.wolframalpha.com/

3. Curiosity, Fun:  
E. Track a Scientist, Scholar, Celebrity, Writer  
(e.g., Biography.com, biography online, FamousPeople.com)
3. Curiosity, Fun: F. Cross-Cultural Videoconference (e.g., Global Nomads Group, Int'l Studies for Indiana Schools (i.e., ISIS): Chinese, Niger, Sudan, Life in Eastern Europe Today (Bulgaria), History and Culture of Mexico)

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

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

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

4. Variety, Novelty: D. Synchronous Session with Guest Expert

Arlington Racetrack
5. Autonomy, Choice:
B. Web Exploration Assignments
1. Complete Works of Charles Darwin Online: [http://darwin-online.org.uk/]
3. Edgar Allan Poe Society of Baltimore: [http://www.eapoe.org/]
4. Ebsco Archive Online: [http://www.ebscohost.com/]
5. Federal Resources for Educational Excellence project: [http://freete敬ore/]
10. Timelase Hemingway: [http://www.timelasehemingway.com/]

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

5. Autonomy, Choice:
C. Open Teaching and Massive Open Online Courses (i.e., MOOC, David Wiley, George Siemens, Ray Schroeder)

6. Relevance, Meaningfulness:
B. 60 Second Recap, Jenny Sawyer
Actress to students: Rend me your earbud!
English major, 24, rambunctiously raps the classics in 60-second Web videos; By Greg Topper; USA TODAY, September 2009
6. Relevance, Meaningfulness:
C. Tour an Online Oil Drilling Site or Role Play Situations (i.e., BP)
http://www.youtube.com/watch?v=tS450kAnI7s

7. Interactive, Collaborative:
A. Working In Virtual Teams
   (e.g., Collanos, Ning, SharePoint, Google Docs)

7. Interactive, Collaborative:
B. Collaborative Video Annotation
   Creating annotated discussions: An asynchronous alternative, Craig Howard and Rodney Myers, International Journal of Design for Learning, 2(1)
   http://journals.open.ac.uk/index.php/ijdl/article/view/86/1151

7. Interactive, Collaborative:
C. Dr. Monica Rankin's class, UT Dallas, Cuban Revolution (April/May 2011)
   http://www.youtube.com/watch?v=ocQmF1kPo98

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

7. Interactive, Collaborative:
E. Online Language Learning
   (Skype, MSN, ECpod, Mixxer, Livemocha, Babbel, KanTalk etc.)
8. Engagement, Effort:
A. Flash, 3-D Visualization, & Laboratory Software

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

8. Engagement, Effort:
C. Arab spring: an interactive timeline of Middle East protests, The Guardian, Garry Blight, and Sheila Pulham, July 12, 2011

8. Engagement, Effort:
D. National Geographic Prehistoric Timeline

8. Engagement, Effort:
E. Touch, Highlight, and Take Notes on the Tablet Computer (e.g., Apple starts selling interactive iPad textbooks, Yahoo! News, Peter Sveninson, Assoc Press, Sat, Jun 23, 2012)

9. Tension, Challenge, etc.:
A. Ethical Debates
10. **Yields Products, Goals:**

A. **More Student YouTube Products**
   - James Brandon
   - [http://www.youtube.com/watch?v=yn9yS9kY0B4](http://www.youtube.com/watch?v=yn9yS9kY0B4)
   - [Video for Business Financial Management](http://www.youtube.com/watch?v=yn9yS9kY0B4)
   - [Travel in Japan](http://www.youtube.com/watch?v=yn9yS9kY0B4)

B. **Create Own Channel in YouTube**
   - [e.g., my channel "TravelinEdMan"](http://www.youtube.com/user/TravelinEdMan)

C. **Photo Festivals and Competitions**
   - [e.g., COFA at UNSW, Scrapblog, flickr, etc.](http://www.youtube.com/user/TravelinEdMan)

D. **Video Blogs**

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**TEC-VARIETY Model for Online Motivation and Retention**

- Tone/Climate
- Encouragement, Feedback
- Curiosity
- Variety
- Autonomy
- Relevance
- Interactive
- Engagement
- Tension
- Yields Products

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**Do you feel Jumbo Motivation?**

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.
Cards and Commitments:
Stop and Share:
Which principle of TEC-VARIETY do you use?

Recap #1:
The TEC-VARIETY Model
- Tone/Climate
- Encouragement, Feedback
- Curiosity
- Variety
- Autonomy
- Relevance
- Interactive
- Engagement
- Tension
- Yields Products

Frame work:
#2: The R2D2 Model

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

Read 1a. Reading from Open Access Journals (e.g., PLOS)

Reflect 2a. Critical Friend Blog Postings (Kristen and Susan)
**Display 3a. Interactive Maps**
(e.g., New USDA climate zone map reflects northern warming trends, by Jacessive Lloyd, USA TODAY, January 26, 2012)

**Poll #1: How many ideas did you get so far?**
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6. 5-10.

**99 seconds: What have you learned so far?**
- Solid and Fuzzy in groups of two to four

**Do you feel JUMBO MOTIVATION?**

Note: Bonk papers and talks at:
http://www.publicationshare.com/
http://www.trainingshare.com/

**Do 4a. Employee Film Competitions (Deloitte Film Festival)**

In This Issue: http://www.youtube.com/watch?v=dwU0_vWMy5Y
Deloitte Access: http://www.youtube.com/watch?v=Ou7Qz5t6Y

**Cards and Commitments:**
Stop and Share:
Which Phase of the R2D2 model do you use the most?