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

A Vision of Today’s Students

What did Jean-Luc Picard say?

That’s right, Engage!

How do we engage online?
What was it that he said?

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

Poll #1: Million Dollar Question: What words come to mind when I say that I want to motivate learners?
Introducing the “TEC-VARIETY” book...

Introducing the “TEC-VARIETY” website...

http://tec-variety.com/

Every Chapter is Free in TEC-VARIETY...

http://tec-variety.com/freestuff.php

Examples of TEC-VARIETY

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

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.)
• 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. 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/s1Tlase0mLdJ (OKC)

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)
   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:

B. Online Quiz Games

Jeopardy Labs

https://jeopardylabs.com/play/ganttpardy

3. Curiosity, Fun:

C. Online Quizzes (e.g., Want to be an activist? Start with your toys - McKenna Pope, TEDEd)


3. Curiosity, Fun:

D. History for Music Lovers

The French Revolution ("Bad Romance" by Lady Gaga)
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

3. Curiosity, Fun:

E. Tracking the Life of a Scientist

(e.g., Brian J. Ford, independent scientist)

http://www.youtube.com/user/tellymonitor

http://www.labnews.co.uk/news/prehistoric-revolution/

3. Curiosity, Fun:

F. Career Modeling

(e.g., Techbridge: Inspire Girls to Change the World)

http://techbridgegirls.org/

3. Curiosity, Fun:

F. Career Modeling

(e.g., For Girls in Science)

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

Random.org

4. Variety, Novelty, Fun, Fantasy:
B. 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/
Umida Khikmatillaeva, Dec. 2011, P540
http://learningplanet.shutterfly.com/

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. Project-based Learning

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/

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!

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

8. Engagement, Effort:
A. Student Generated Timelines,
(e.g., Dipity, Simile, Xtimeline, Timegilder, 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

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

8. Engagement, Effort: C. Mapping the Nation
http://mappingthenation.net/map.html

9. Tension, Challenge, etc.: B. Vocabulary Competitions (e.g., Kids learning new words at warp speed, January 14, 2014, Greg Toppo (Georgia Scurletis, Dir of Curriculum Development, for Vocabulary.com) 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=---TUL28HOd0
Qi Li, Gangnam: http://www.youtube.com/watch?v=I7q4x7195LX&feature=youtu.be
Miguel Lara (Web 2.0 FREEDOM): http://www.youtube.com/watch?v=8cmCFW35W1b

10. Yields Products, Goals:
B. Write Wikibook Chapters
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

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

Stop and Share:
Three Words from This Session!

Any questions or comments on the new book "TEC-VARIETY?"

Any Questions?
Try TEC-VARIETY...
Slides at: TrainingShare.com
Papers: PublicationShare.com
Book: http://tec-variety.com/
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