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

April 15, 2012
Can Colleges Manufacture Motivation?, Dab Berrett, Chronicle of Higher Ed

Jumbo Motivation is Needed!

Ok, Million Dollar Question:
How do you motivate online learners?
What Words come to mind?
(Please enter in chat window)
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...

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 #1: 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. Risk
   Easy to Embed
   Extensive Planning
2. Time
   Free or Inexpensive
   Enterprise Licenses
3. Cost
   Instructor-Focus
   Student-Focus
4. Student-Centered
   Low
   High
1. Tone/Climate: Social Ice Breakers

A. 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: 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=BO99qaj1jXo

2. Encouragement, Feedback, etc.: A. Online Self-Testing

(e.g., self study in vocabulary, anatomy, chemistry, dissection, etc.)

2. Encouragement, Feedback, etc.: B. Create Screencasts

(Jing, GoView, Screnrr, slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com])

2. Encouragement, Feedback, etc.: C. Vocab Sushi ($25 for 3 months)

http://www.vocabsushi.com

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

2. Encouragement, Feedback, etc.: F. Student response systems
(e.g., Socrative; http://www.socrative.com/how-it-works.php

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 Database Activities (e.g., WolframAlpha)
http://www.wolframalpha.com/

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

3. Curiosity, Fun: F. Create Cartoons, Movies, and Animations (slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com])

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, Fun, Fantasy: D. Synchronous Session with Guest Expert
4. Variety, Novelty: E. Record Webinars and Guest Expert Talks (slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com])

Arlington Racetrack

Jockey's are Important

5. Autonomy, Choice:
   A. Online Resource Search
      (Class Google Jockeys)
      (links to text, soundtracks, video clips, etc.)

5. Autonomy, Choice:
   B. Web Exploration Assignments

   1. Complete Works of Charles Darwin Online: http://darwin-online.org.uk/
   4. Einstein Archives Online: http://www.alberteinstein.info/

Poll #9:
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
6. Relevance, Meaningfulness:
   A. Online Cases (e.g., Mark Braun, IU)

6. Relevance, Meaningfulness:
   B. Tour an Online Oil Drilling Site or Role Play Situations (i.e., BP)
   http://www.youtube.com/watch?v=tdy9dR3AngTs

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

7. Interactive, Collaborative:
   B. Collaborative Video Annotations and Discussions (Craig Howard, IU)

7. Interactive, Collaborative:
   C. Touch, Highlight, and Take Notes on the Tablet Computer
      (e.g., Apple starts selling interactive iPad textbooks, Yahoo! News, Peter Svensson, Assoc Press, Sat, Jan 21, 2012)
      http://www.viddler.com/explore/engadget/videos/3937/

7. Interactive, Collaborative:
   D. Dr. Monica Rankin’s class, UT Dallas, Cuban Revolution (April/May 2011)
   http://www.youtube.com/watch?v=ocQMF1kPo98
7. Interactive, Collaborative:
E. Collaborative Documents (Google Docs)

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. Virtual Timelines (HyperHistory)
http://simile.mit.edu/timeline/

8. Engagement, Effort:
http://www.guardian.co.uk/world/interactive/2011/mar/13/middle-east-protest-interactive-timeline
8. Engagement, Effort:
E. Interactive Simulations
http://phet.colorado.edu/en/simulation/energy-skate-park

9. Tension, Challenge, etc.:
A. Ethical Debates

9. Tension, Challenge, etc.:
B. Photo Festivals and Competitions
(e.g., COFA at UNSW, Scrapblog, flickr, etc.)
http://www.youtube.com/watch?v=im7GQM9fzhc

9. Tension, Challenge, etc.:
C. GameShow Final Project,
April 25, 2011, Kim Seeber
Website: http://mypage.iu.edu/~kseeber/web2.0technology.swf

10. Yields Products, Goals:
A. Student YouTube Products
Miguel Lara (Web 2.0 FREEDOM): http://www.youtube.com/watch?v=8cmCFWi9lW8
Shuya Xu and Yue Ma (Blog my online lrng): http://www.youtube.com/watch?v=im7GQM9fzhc
Cesur Dagli (Animal perspectives on course): http://www.youtube.com/watch?v=cDeTEIdO5lc

10. Yields Products, Goals:
B. Teacher Created Video Products
Lorna International School, the Philippines
(Hannah Kimberly Obar, 1st Grade teacher, 2/24/2012)
http://www.youtube.com/watch?v=1C435Ut-GzA
http://www.youtube.com/watch?v=JZp1rEjgAak
http://www.youtube.com/watch?feature=player_embedded&v=UHMuTfAc6Ec (1st grade kids)
10. Yields Products, Goals:
   C. Video Blogs

Poll #10:
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

Poll #11:
How many ideas did you get so far?
1. 0 if I am lucky.
2. 1 or 2.
3. 3-5.
4. 6-10.

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

Any Questions?
Perhaps try TEC-VARIETY...

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