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

A Vision of Students Today

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.

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)

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

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
   - Low
   - High
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.)
     - [http://www.momswhothink.com/reading/list-of-nouns.html](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](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](http://www.momswhothink.com/reading/list-of-verbs.html)

2. **Encouragement, Feedback, etc.:**

   **A. Online Self-Testing** (e.g., self study in vocabulary, anatomy, chemistry, dissection, etc.)

   **B. Create Screencasts**
   - Jing, GoView, Screenr, slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com](mailto:zaid.alsagoff@gmail.com)

   **C. Vocab Sushi ($25 for 3 months)**

   **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/managerialAccounting/cost-behavior-player.html)
   - [http://video.franklin.edu/Franklin/acct/342/common/fraudScenario02.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.poll everywhere.com/

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

2. Encouragement, Feedback, etc.: G. October 27, 2012 Chuck Severance in Barcelona (football dinner & course stickers)
   https://twitter.com/Balviscent/status/262153238311422809/photo/1
   https://twitter.com/Chuck/status/262423357717755209/photo/1

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) 
https://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., ISIS); 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])

3. Curiosity, Fun: G. Dead Sea Scrolls 
http://www.deadseascrolls.org.il/explore-the-archive 
http://www.deadseascrolls.org.il/explore-the-archive/search#q=site_en:'Qumran,_Cave_4' 
http://www.deadseascrolls.org.il/home

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.)

B. Random Lists

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

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

4. Variety, Novelty: D. Guest Speakers
Designing a New Learning Environment
Professor Paul Kim, Stanford University
http://venture-lab.org/education/lectures/45

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

Record Webinars/Online Talks!


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/
7. iBerry (Open Courseware Directory): http://iberry.com/

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=J65369AekTs
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)

7. Interactive, Collaborative:
F. Online Language Learning (Skype, MSN, ECpod, Mixxer, Livemocha, Babbel, KanTalk etc.)
7. Interactive, Collaborative:
G. Community Oral Histories (e.g., The History Harvest)
http://historyharvest.unl.edu/collections

H. Online Teams
Paul Km, Stanford: Oct 28, 2012
17,380 students. I haven’t met f2f. I am shocked to see students from places where Internet is very limited. You will find students from even Zanzibar!!! Many teams are formed and they meet f2f in the region where they live.
http://venture-lab.org/education/

8. Engagement, Effort:
A. Flash, 3-D Visualization, & Laboratory Software

B. Time Tracker (e.g., Indy Race Tracker, May 29, 2011)

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

http://www.guardian.co.uk/world/interactive/2011/mar/22/middle-east-protest-interactive-timeline
8. Engagement, Effort:
E. Interactive Simulations
http://phet.colorado.edu/en/simulations/energy-skate-park

8. Engagement, Effort:
E. iPotty Aims To Entertain Toddlers During Toilet Training, January 10, 2013, Mashable, Kate Freeman
http://mashable.com/2013/01/10/ipotty/

8. Engagement, Effort:
E. 10 Terrific iPad Apps for Toddlers, August 2, 2012, Mashable, Allegra Tepper

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E. 10 Terrific iPad Apps for Toddlers, August 2, 2012, Mashable, Allegra Tepper

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

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

Bryan and John Learning Theory
December 4, 2012, P540
http://www.youtube.com/watch?v=7BS6ysS9opQ

Qi Li: r685 Gangnam Style, December 2012
http://www.youtube.com/watch?v=7Q429lqxZaU&feature=youtu.be

Christian McKay, A Survey of Play:
December 5, 2012, P540
http://www.youtube.com/watch?v=sAIoMkicSDs&feature=youtu.be
10. Yields Products, Goals:
B. Teacher Created Video Products
Lorma 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

10. Yields Products, Goals:
D. Multimedia Glossaries
http://r685glossary.shutterfly.com/

10. Yields Products, Goals:
E. Interactive Timelines
(e.g., The Big Sleep, Kate Hurd)
http://hurdinsuranceagency.com/thebigsleep/

10. Yields Products, Goals:
F. Dan Record: Wikibook Chapter: Designing Online Courses that Speak to Today’s Students
http://en.wikibooks.org/wiki/Web_2.0_and_Emerging_Learning_Technologies/Andragogy_and_Technology

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

Stop and Share: Three Words from this session!

Any Questions? Perhaps try TEC-VARIETY...

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