Masterclass Part 1: Online Motivation with the TEC-VARIETY Model

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We are not motivating students with the technologies that they love

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

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...

Magic #1: TEC-VARIETY Model for Online Motivation and Retention

1. Tone/Climate: Psych Safety, Comfort, Belonging
2. Encouragement; Feedback: Responsive, Support
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
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.

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2. **Tone/Climate: C. Video Course Intros** (examples from Northern Virginia Community College and Indiana University B.S. (online M.B.A) program)

Yun-Yun Chou, Open U Malaysia, Making Art Lessons Come Alive with Web 2.0

http://www.youtube.com/watc?v=-BG9vI6Xn6

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

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2. **Encouragement, Feedback, etc.: B. Tutorials with Screen Capture** (e.g., Jing, Screenr)

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2. **Encouragement, Feedback, etc.: C. Instructor Presentation in Synchronous Sessions** (Breeze/Adobe Connect Pro, Elluminate, WebEx, Dim Dim)
3. Curiosity, Fun: A. Online News
(Giant jellyfish, Tiny T. rex, and Ardi)

3. Curiosity, Fun: B. Online Games
(e.g., public health; the POD game
Points-of-Dispensing (PODs))

3. Curiosity, Fun: C. Multimedia
Documents (e.g., Adding voice to email, docs
with Yack Pack, VoiceThread, etc.)

4. Variety, Novelty: A. Cool Resource Provider or Tech
Demos
• Have students sign up to be a cool resource
provider once during the semester.
• Have them find additional paper, people,
electronic resources, etc.
• Share and explain what found with class.

4. Variety, Novelty: B. Expert Chats
1. Agree to a weekly chat time.
2. Bring in expert for discussion or post
discussion topics or issues.
3. Summarize or debrief on chat
discussion.

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

5. Autonomy, Choice: 
A. Online Literature Search (e.g., Google Journals) 
(links to text, soundtracks, video clips, etc.)

5. Autonomy, Choice: 
B. Famous Person Web Explorations, 
Searches, Twitter Tracking, and Interviews 
(e.g., Thomas Friedman, NY Times reporter)

5. Autonomy, Choice: 
C. Online Cases (e.g., Mark Braun, IU)

5. Autonomy, Choice: 
D. Explore supplemental Health Resources (portals, 
referatories, & repositories)

5. Autonomy, Choice: 
E. Explore Online Museums, Zoos, 
Library Exhibits
6. Relevance, Meaningfulness:
A. 60 Second Recap, Jenny Sawyer
http://www.60secondrecap.com/

Actress to students: Lead me your ear buds!
English major, 24, rambunctiously recaps the classics in 60-
second Web videos; By Greg Toppo; USA TODAY, September 2009

6. Relevance, Meaningfulness:
B. Online Simulations and Demonstrations
(e.g., self study in anatomy or chemistry, virtual autopsies,
dissection, etc.)

6. Relevance, Meaningfulness:
C. Shared Online Video (e.g., TED: technology, entertainment and design)

Tech confab with a conscience goes global

7. Interactive, Collaborative:
A. Online Language Learning
(Skype, MSN, etc.)

7. Interactive, Collaborative:
B. Collaborative Documents (Google Docs) and Bookmarking (Diigo, Delicious)

7. Interactive, Collaborative:
C. Real World Problems (PBL online):
Real-time Cases
8. Engagement, Effort:
A. Synchronous Learning

8. Engagement, Effort:
B. Synchronous and Asynchronous Events (e.g., Breeze + Video + Online Forum + Online Papers)

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

8. Engagement, Effort:
D. Tour a Museum (e.g., British Museum, Smithsonian, Louvre)

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

9. Tension, Challenge, etc.:
B. Electronic Guests & Mentoring
(Simon Fraser University News: http://www.sfu.ca/officeoftheprovost/2001/05/ethics.html)
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.

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