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.
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

Masterclass Part 1: TEC-VARIETY CLO, October 2011

1. Risk
   - Low Risk
   - High Risk
   - Easy to Embed
   - Extensive Planning

2. Time
   - Free or Inexpensive
   - Enterprise Licenses

3. Cost
   - Instructor-Focus
   - Student-Focus
   - Low
   - High

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.)
     - [link]
   - List of adjectives: (e.g., lazy, powerful, shy, bored, exotic, cooperative, sloppy, rebel, etc.)
     - [link]
   - List of verbs: (e.g., coordinate, entertain, amuse, push, unite, beg, dream, publicize, etc.)
     - [link]
1. Tone/Climate: D. Video Course Intros (examples from Northern Virginia Community College and Indiana University XD (online MBA program))
Yan Yan Chun, Open U Malaysia, Making Live Lessons Come Alive with Web 2.0
http://www.youtube.com/watch?v=r90QujNoXo

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

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

2. Encouragement, Feedback, etc.: C. Vocab Sushi ($25 for 3 months)
http://www.vocabsushi.com/

2. Encouragement, Feedback, etc.: D. Online Accounting Lessons (e.g., Lyrx; https://lifal.lyrx.ca)

2. Encouragement, Feedback, etc.: E. Blog and Website Polling (e.g., BlogPoll, BlogPoll, MicroPoll, etc.)
3. Curiosity, Fun: A. Online News
   (Politics, Giant Jellyfish, Tiny T. rex, and Ardipithecus ramidus)

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

3. Curiosity, Fun: C. Online Database Activities (e.g., Wolfram Alpha)
   http://www.wolframalpha.com/

3. Curiosity, Fun: D. Track a Scientist, Scholar, Celebrity, Writer
   (e.g., Biography.com, Biography online, FamousPeople.com)

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

4. Variety, Novelty, Fun, Fantasy:
   B. Random Lists (Random.org—dices, 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/)

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

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

4. Variety, Novelty, Fun, Fantasy:
D. Music Videos of Content
History for Music Lovers, Washington Post
The French Revolution ("Red Romance" by Lady Gaga)
Trojan Way ("Tainted Love" by Soft Cell)
Cherlemagne ("Call Me" by Blondie)

5. Autonomy, Choice:
B. Web Exploration Assignments
1. Complete Works of Charles Darwin Online: http://darwin-online.org.uk/
4. Frederick Douglass Online: http://www.frederickdouglass.info/

6. Relevance, Meaningfulness:
B. 60 Second Recap, Jenny Sawyer
http://www.60secondrecap.com/
Actress to students: "Lend me your earbuds!
English majors, 24, ramblingsically recaps the classics in 60-second Web videos; By Greg Toppo; USA TODAY, September 2009

10/5/2011
6. Relevance, Meaningfulness:
C. Tour an Online Oil Drilling Site or Role
Play Situations (i.e., BP)
https://www.youtube.com/watch?v=EBI5Ix4A9ts

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

7. Interactive, Collaborative:
B. Collaborative Video Annotation
Creating-moderated discussion: An asynchronous alternative, Craig Howard
and Rodney Myers, International Journal of Distance Learning, 1(3)
http://scholarworks.uwyo.edu/ijdl/vol1/iss3/10

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

8. Engagement, Effort:
B. Dr. Monica Rankin's class, UT Dallas,
Cuban Revolution (April/May 2011)
http://www.youtube.com/watch?v=ocQMF1kP088

8. Engagement, Effort:
C. Flash, 3-D Visualization, & Laboratory
Software
8. Engagement, Effort: D. Time Tracker (e.g., Indy Race Tracker, May 29, 2011)

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

10. Yields Products, Goals: A. More Student YouTube Products

10. Yields Products, Goals: B. Photo Festivals and Competitions (e.g., COFA at UNSW, Scrapblog, flickr, etc.)
TEC-VARIETY Model for Online Motivation and Retention
- Tone/Climate
- Encouragement, Feedback
- Curiosity
- Variety
- Autonomy
- Relevance
- Interactive
- Engagement
- Tension
- Yields Products

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.

Do you feel JUMBO MOTIVATION?
Note: Bonk papers and talks at:
http://www.publicationshare.com/
http://www.trainingshare.com/

Masterclass Part 3:
Where Are You R2D2?: Introducing Read, Reflect, Display, and Do Model

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)

1. Auditory or Verbal Learners
   - Auditory and verbal learners prefer words, spoken or written explanations.

Read 1a. Wikibook or Wikipedia Editing or Critiques
   - Ask students to critique a wikibook or page from Wikipedia

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

Read 1c. Course Announcements (e.g., Teaching with Twitter; Course announcements and following people (e.g., microblogging)
Read 1d. Listen to Open Access Podcast Shows (and write papers)

2. Reflective and Observational Learners
- Reflective and observational learners prefer to reflect, observe, view, and watch learning; they make careful judgments and view things from different perspectives.

Reflect 2a. Individual Blogging Reflections

Reflect 2b. Critical Friend Blog Postings (Kristen and Susan)

Reflect 2c. Expert and Domain Specific Blog Reflections
(English, Health, Business, etc. blogs)

Reflect 2d. Cultural Blogs (e.g., Dr. Kim Foreman, San Fran State University, Come and See Africa Blog; http://comeandseeafrica.blogspot.com/)
Reflect 2e. Workplace and Field Reflections

3. Visual Learners
- Visual learners prefer diagrams, flowcharts, timelines, pictures, films, and demonstrations.

Display 3a. Videos for clinical education
(Sungkyunkwan University School of Medicine, www.mededu.or.kr)

Display 3b. Visual presentations (e.g., Prezi)
http://prezi.com/stmkj/dhub4-is-the-world-open/
http://prezi.com/6l47knsaiever-the-world-is-open/

Display 3c. Radical Cartography
http://www.radicalcartography.net/index.html?/carmap/index

Display 3d. Concept Mapping and Timeline Tools (vUE, bubbl.us, Cmap, Freemind, GliFFy, Mindmeister, or Mindomo)
3e. World Trends and Indices (e.g. Worldmapper)

Display 3f. Medical Animations and Videos (e.g., YouTube, CNN, BBC)

3g. Download and Use Online 3D Sketches (Google SketchUp; download http://sketchup.google.com/3dwarehouse)

Display 3h. Weather-Related Visuals and Animations

3i. Interactive Biology

http://www.interactive-biology.com/2009/05/pressure-changes-during-breathing

4. Tactile/Kinesthetic Learners

- Tactile/kinesthetic senses can be engaged in the learning process are role play, dramatization, cooperative games, simulations, creative movement and dance, multi-sensory activities, manipulatives and hands-on projects.
Do 4a. Podcast Productions and Shows

Do 4b. Paired Article Critiques in Blogs
- Students sign up to give feedback on each other's article reviews posted to their blogs.

<table>
<thead>
<tr>
<th>Article</th>
<th>Teacher Critique</th>
<th>Student Peer Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Contextual Learning: The Role of Technology in Online Education&quot;</td>
<td>Student #1</td>
<td>Peer #1</td>
</tr>
<tr>
<td>&quot;Impact of Technology on Student Engagement&quot;</td>
<td>Student #2</td>
<td>Peer #2</td>
</tr>
<tr>
<td>&quot;Online Learning: Challenges and Opportunities&quot;</td>
<td>Student #3</td>
<td>Peer #3</td>
</tr>
<tr>
<td>&quot;Enhancing Student Learning Through Technology&quot;</td>
<td>Student #4</td>
<td>Peer #4</td>
</tr>
</tbody>
</table>

Do 4c. Online Warm-ups Activities
Just-In-Time-Teaching (JITT)
http://webphysics.iupui.edu/jitt/jitt.html

Do 4d. Virtual Microscopes
(Sungkyunkwan University School of Medicine, www.mededu.or.kr)

Do 4e. Virtual Quizzes
(Sungkyunkwan University School of Medicine, www.mededu.or.kr)

Do 4f. Virtual Worlds
(e.g., Second Life)
Do 4g. Virtual Worlds with Video Archive
(e.g., Dr. Monica Rankin's class, UT Dallas, Cuban Revolution)
http://www.youtube.com/watch?v=04u8hZ9Boes

Do 4h. Simulation Games

Poll #2: Is your brain mush?
1. Yes.
2. No.
3. Not sure yet...

Any Questions?
Try the R2D2 and TEC-VARIETY!

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