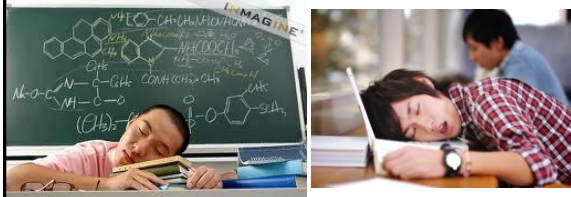


## Engage, Number One: This is the Next Generation

Curtis J. Bonk, Professor, Indiana University  
 cjbonk@indiana.edu  
<http://mypage.iu.edu/~cjbonk/>



## Motivation and Engagement



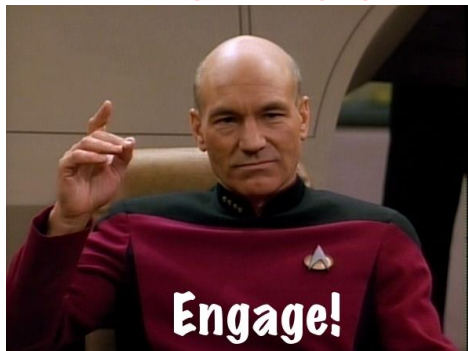
## A Vision of Today's Students



## What did Jean-Luc Picard say?



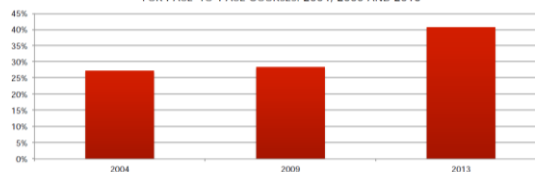
## That's right, Engage!



## January 2014

**Grade Change: Tracking Online Education in the United States, 2013**, The Sloan Consortium, I. Elaine Allen & Jeff Seaman,  
 2013 Survey of Online Learning Report  
<http://sloanconsortium.org/publications/survey/grade-change-2013>  
 Direct connect: <http://www.onlinelearningurvey.com/reports/gradechange.pdf>

RETAINING STUDENTS IS A GREATER PROBLEM FOR ONLINE COURSES THAN IT IS FOR FACE-TO-FACE COURSES: 2004, 2009 AND 2013



## How do we engage online?



## What was it that he said?



### Poll #1: Million Dollar Question: What words come to mind when I say that I want to motivate learners?



### Motivation Research Highlights (Jere Brophy, Michigan State University)

1. **Supportive**, appropriate **challenge**, **meaningful**, moderation/optimal.
2. Teach **goal** setting and self-reinforcement.
3. Offer **rewards** for good/improved performance.
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)

See: Deci, E. L., & Ryan, R. M. (1985). *Intrinsic motivation and self-determination in human behavior*. NY: Plenum Press.



## Framework: TEC-VARIETY for Online Motivation and Retention

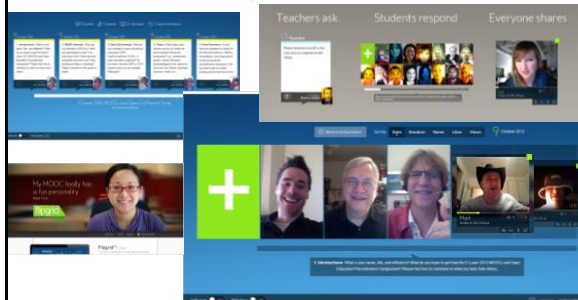
1. **Tone/Climate:** Psych Safety, Comfort, Belonging
2. **Encouragement, Feedback:** Responsive, Supports
3. **Curiosity:** Fun, Fantasy, Control
- ...
4. **Variety:** Novelty, Intrigue, Unknowns
5. **Autonomy:** Choice: Flexibility, Opportunities
6. **Relevance:** Meaningful, Authentic, Interesting
7. **Interactive:** Collaborative, Team-Based, Community
8. **Engagement:** Effort, Involvement, Excitement
9. **Tension:** Challenge, Dissonance, Controversy
10. **Yields Products:** Goal Driven, Products, Success, Ownership

## 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=B09rqJD1GXo>



### 1. Tone/Climate: Social Ice Breakers

#### C. 8 nouns (adjectives, verbs)

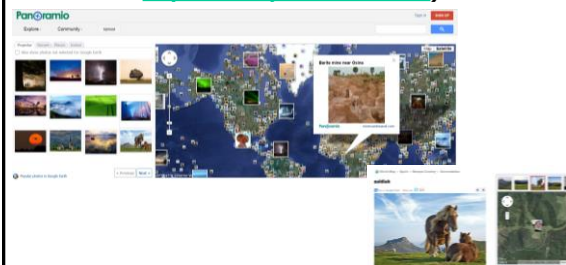
- List of nouns: (e.g., pirate, computer, traveler, roadrunner, wind, bookworm, musician, mentor, etc.)  
- <http://www.momswhothink.com/reading/list-of-nouns.html>
- List of adjectives: (e.g., lazy, powerful, shy, bored, exotic, cooperative, sloppy, rebel, etc.)  
- <http://www.momswhothink.com/reading/list-of-adjectives.html>
- List of verbs: (e.g., coordinate, entertain, amuse, push, unite, beg, dream, publicize, etc.)  
- <http://www.momswhothink.com/reading/list-of-verbs.html>



### 1. Tone/Climate: D. Share Visuals of Favorite Places

(e.g., Panoramio,

<http://www.panoramio.com/>)



## 2. Encouragement, Feedback, etc.: A. Voice Feedback

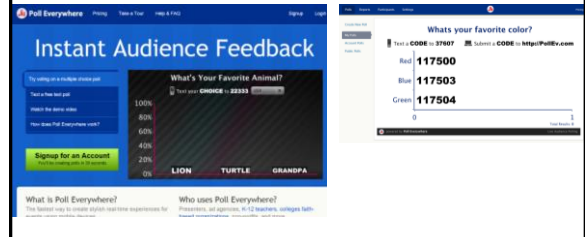
Vocaroo; <http://vocaroo.com/>  
<http://vocaroo.com/i/s1KBtpSWIGja> (Chula, Bangkok)



## 2. Encouragement, Feedback, etc.: B. Blog and Website Polling

(e.g., Poll Everywhere, BlogPolls, BlogPoll, MicroPoll)

<http://www.pollerywhere.com/>



## 3. Curiosity, Fun:

### A. Something in the News

(e.g., Fauja Singh, 101, finishes last race, February 24, 2013)  
[http://espn.go.com/sports/endurance/story/\\_/id/8979487/fauja-singh-101-caps-career-10k-hong-kong](http://espn.go.com/sports/endurance/story/_/id/8979487/fauja-singh-101-caps-career-10k-hong-kong)

#### Fauja Singh, 101, finishes last race



## 3. Curiosity, Fun:

### B. Online Quiz Games

#### Jeopardy Labs

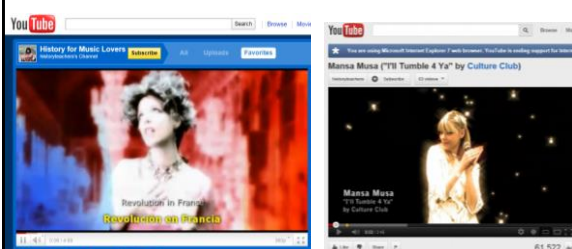
<https://jeopardylabs.com/play/ganttparty>



## 3. Curiosity, Fun:

### C. 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:

### D. Tracking the Life of a Scientist

(e.g., Brian J. Ford, independent scientist)  
<http://www.youtube.com/user/tellymonitor#p/a/u/1/LhGeApsKjasr>  
<http://www.labnews.co.uk/news/prehistoric-revolution/>

#### LaboratoryNews





#### 4. Variety, Novelty, Fun: A. External Guests (e.g., Jay Cross, Internet Time Group)



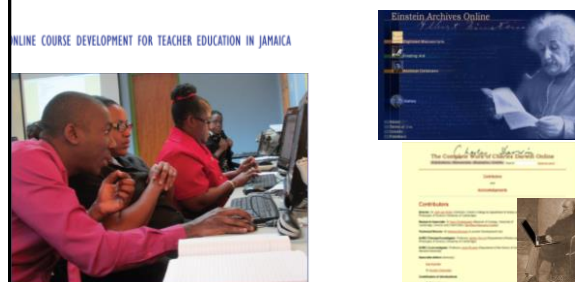
#### 4. Variety, Novelty, Fun, Fantasy: B. Random Lists (Random.org—clocks, coins, playing cards, dice, integers, passwords, jazz scales, lists, sequences, etc.)



#### 4. Variety, Novelty, Fun, Fantasy: C. Timers (Stopwatches, Countdown Timers, Stopwatch Bombs, etc.; <http://www.online-stopwatch.com/countdown-timer/>)



#### 5. Autonomy, Choice: A. Demonstrate, Explore, and Share Websites Commonwealth of Learning, March 2013 [http://www.col.org/news/Connections/2013Mar/Documents/Connections\\_March2013.pdf](http://www.col.org/news/Connections/2013Mar/Documents/Connections_March2013.pdf)



#### 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)**

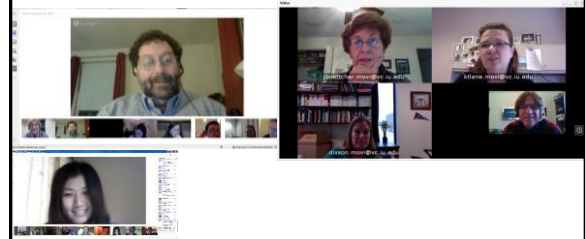
<http://video.franklin.edu/Franklin/acct/managerialAccounting/cost-behavior-player.html>  
<http://video.franklin.edu/Franklin/acct/342/common/fraudScenario02.html>

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

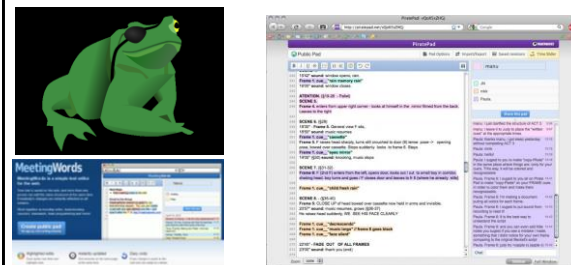
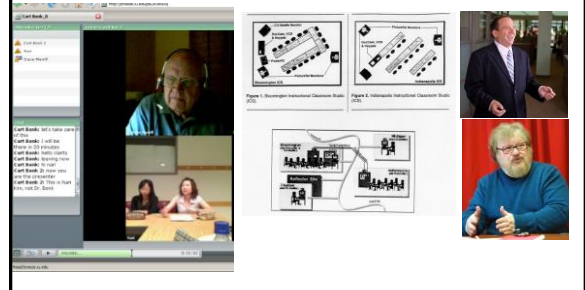
Stomach, endoscopic examination and biopsy:  
**Poorly differentiated tubular adenocarcinoma**

*I'd like to take the quiz now.*

**Final conclusion:**  
Advanced gastric carcinoma with multiple lung metastasis with lymphatic growth

**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/>)**

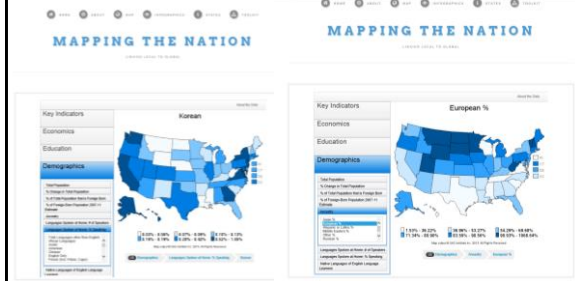
MeetingWords is a simple text editor for the web.  
Your text is saved on the web, and more than one person can edit the same document at the same time. Everybody's changes are instantly reflected on all screens. Work together on meeting notes, brainstorming sessions, homework, team programming and more!

**7. Interactive, Collaborative:**  
**C. Combining Asynchronous and Synchronous Events (flipping classes)**

## 8. Engagement, Effort:

### A. Mapping the Nation

<http://mappingthenation.net/map.html>



## 8. Engagement, Effort:

### B. Student Generated Timelines, (e.g., Dipity, Simile, Xtimeline, Timeglider, Meograph)

(e.g., Raymond Chandler, The Big Sleep, Kate Hurd)  
<http://hurdisuranceagency.com/thebigsleep/>



## 8. Engagement, Effort: C. Arab spring: an interactive timeline of Middle East protests, The Guardian, Garry Blight, and Sheila Pulham, July 12, 2011

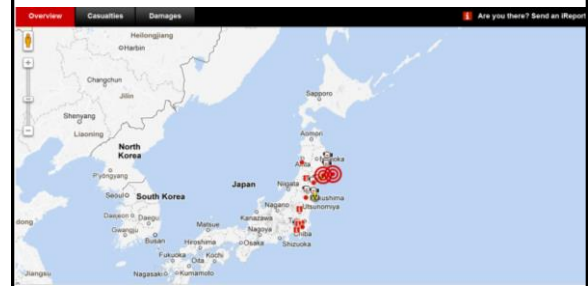
<http://www.guardian.co.uk/world/interactive/2011/mar/22/middle-east-protest-interactive-timeline>



## 8. Engagement, Effort:

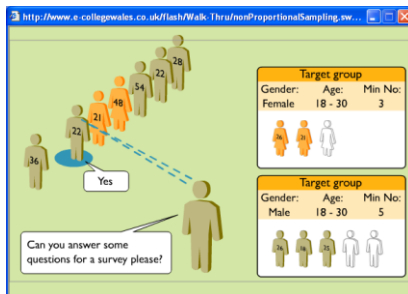
### D. CNN (2011). Map: Impact of Japan tsunami and earthquake. CNN.

<http://www.cnn.com/SPECIALS/2011/japan.quake/map/>  
 also: Visualizing Emancipation



## 8. Engagement, Effort:

### E. Flash, 3-D Visualization, & Laboratory Software (e.g., statistics)



## 9. Tension, Challenge, etc.:

### A. Online Math Competitions

(i.e., Math March Madness, Greg Toppo, March 26, 2013, USA Today)

<http://www.star gazette.com/article/20130326/NEWS02/303260008/Fibonacci-Final-Four-Math-March-Madness-coming>

Fibonacci Final Four? Math March Madness coming

7:20 AM Mar 26, 2013 10 Comments



Sen. Kelly and two student Joseph Park compete for a computer in a math competition. Jack Stuber, USA TODAY

**Website:** <http://mypage.iu.edu/~kseeber/web2.0technology.swf>

[illegible]

Piercarlo Abate: <http://www.youtube.com/watch?v=-TURzH00aU>  
 Qi Li, Gangnam: <http://www.youtube.com/watch?v=7Q4291qxZaU&feature=youtu.be>  
 Miguel Lara (Web 2.0 FREEDOM): <http://www.youtube.com/watch?v=8cmCFW9i1WS>



Final project



web2.0 Freedom

[http://en.wikibooks.org/wiki/Web\\_2.0\\_and\\_Emerging\\_Learning\\_Technologies/Andragogy\\_and\\_Technology](http://en.wikibooks.org/wiki/Web_2.0_and_Emerging_Learning_Technologies/Andragogy_and_Technology)  
[http://en.wikibooks.org/wiki/Web\\_2.0\\_and\\_Emerging\\_Learning\\_Technologies](http://en.wikibooks.org/wiki/Web_2.0_and_Emerging_Learning_Technologies)

[illegible]

(e.g., I Done This, Milestone Planner, and 43 Things)

[illegible]

**A. J. Jacobs, New York Times**

[http://www.nytimes.com/2013/04/21/opinion/sunday/grading-the-mooc-university.html?pagewanted=all&\\_r=3&emc=eta1&\\_hpid=hp-opinion-sunday-mooc-university:box1-top&\\_hpt=hp-opinion-sunday-mooc-university](http://www.nytimes.com/2013/04/21/opinion/sunday/grading-the-mooc-university.html?pagewanted=all&_r=3&emc=eta1&_hpid=hp-opinion-sunday-mooc-university:box1-top&_hpt=hp-opinion-sunday-mooc-university)

©1999  
Two Cheers for Web U!

DAVE COVERLY



**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?**

**T**one/Climate  
**E**ncouragement, Feedback  
**C**uriosity

**V**ariety  
**A**utonomy  
**R**elevance  
**I**nteractive  
**E**ngagement  
**T**ension  
**Y**ields Products



**February 20, 2013**

**Star Trek-like holodeck may be closer to reality than you think**

**Matt Hartley, Financial Post, Canada**

[http://business.financialpost.com/2013/1/20/20/star-trek-like-holodeck-may-be-closer-to-reality-than-you-think/?\\_ica=05-6d-658d](http://business.financialpost.com/2013/1/20/20/star-trek-like-holodeck-may-be-closer-to-reality-than-you-think/?_ica=05-6d-658d)

Star Trek-like holodeck may be closer to reality than you think

MATT HARTLEY: I COULDN'T WAIT  
 View from Star Trek: @mhartley



**Stop and Share:**  
**Three Words from This Session!**



**Any Questions?**

**Try TEC-VARIETY...**

**Slides at: TrainingShare.com**

**Papers: PublicationShare.com**

**Book: <http://tec-variety.com/>**

**Dr. Curt Bonk – [CJBonk@Indiana.edu](mailto:CJBonk@Indiana.edu)**

