Adding Motivation to Online and Blended Courses and Activities with the TEC-VARIETY Model

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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.onlinelearningsurvey.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
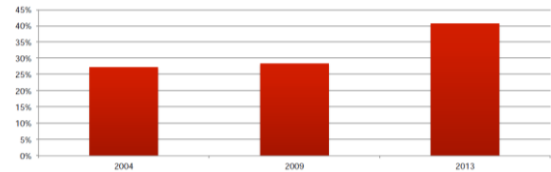
June 15, 2014
Starbucks offers workers 2 years of free college, CNN Money, Gregory Wallace (from Arizona State online programs)
http://money.cnn.com/2014/06/15/news/economy/starbucks-schultz-education/index.html?hpt=hp_t2

Motivation and Engagement
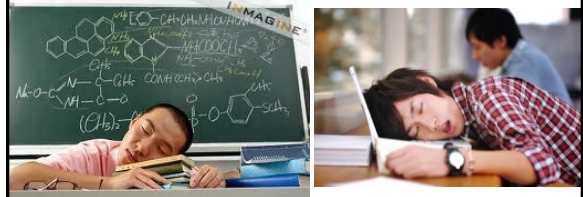
What did Jean-Luc Picard say?

That's right, Engage!
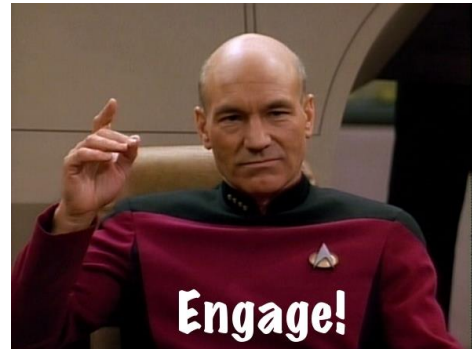
How do we engage online?

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.

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. **T**one/Climate: Psych Safety, Comfort, Belonging
2. **E**ncouragement, Feedback: Responsive, Supports
3. **C**uriosity: Fun, Fantasy, Control
   …
4. **V**ariety: Novelty, Intrigue, Unknowns
5. **A**utonomy: Choice: Flexibility, Opportunities
6. **R**elevance: Meaningful, Authentic, Interesting
7. **I**nteractive: Collaborative, Team-Based, Community
8. **E**ngagement: Effort, Involvement, Excitement
9. **T**ension: Challenge, Dissonance, Controversy
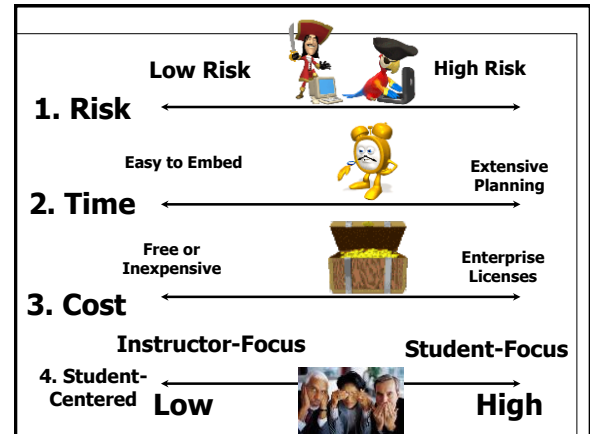10. **Y**ields Products: Goal Driven, Products, Success, Ownership

Introducing the "TEC-VARIETY book…
http://tec-variety.com/

ADDING SOME
TEC-VARIETY
100+ Activities for Motivating
and Retaining Learners Online

CURTIS J. BONK   ELAINE KHOO

What motivates?
1. **Tone/Climate:** Psychological Safety, Comfort, Sense of Belonging
2. **Encouragement:** Feedback, Responsiveness, Praise, Supports
3. **Curiosity:** Surprise, Intrigue, Unknowns
4. **Variety:** Novelty, Fun, Fantasy
5. **Autonomy:** Choice, Control, Flexibility, Opportunities
6. **Relevance:** Meaningful, Authentic, Interesting
7. **Interactivity:** Collaborative, Team-Based, Community
8. **Engagement:** Effort, Involvement, Investment
9. **Tension:** Challenge, Dissonance, Controversy
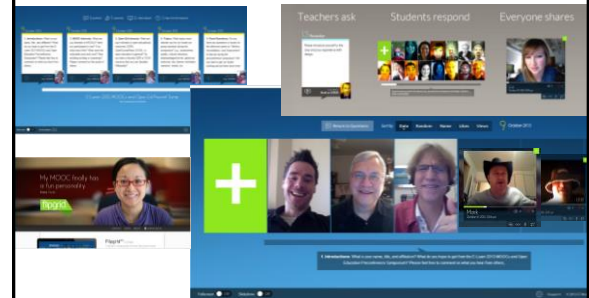10. **Yielding Products:** Goal Driven, Purposeful Vision, Ownership

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1. Risk — Low Risk ←——→ High Risk

2. Time — Easy to Embed ←——→ Extensive Planning

3. Cost — Free or Inexpensive ←——→ Enterprise Licenses

4. Student-Centered — Instructor-Focus / Student-Focus — Low ←——→ High

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Examples of TEC-VARIETY

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1. **T**one/Climate: A. Video Introductions, e.g., Flipgrid
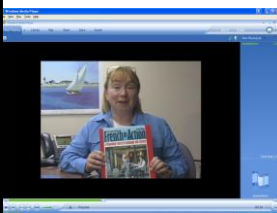## http://flipgrid.com/#429f88c5)

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1. **T**one/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=BO9rqJD1GXo

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1. **T**one/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

2. Encouragement, Feedback, etc.: A. Voice Feedback
Vocaroo; http://vocaroo.com/
http://vocaroo.com/i/s1puZDTmKO6a (UK)

2. Encouragement, Feedback, etc.: B. Blog and Website Polling
(e.g., Poll Everywhere, BlogPolls, BlogPoll, MicroPoll)
http://www.polleverywhere.com/
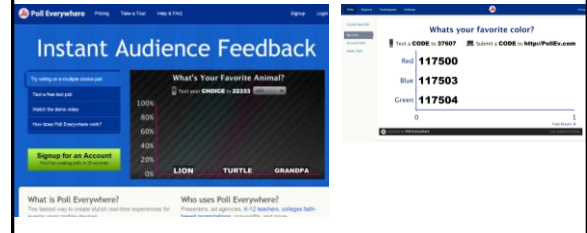
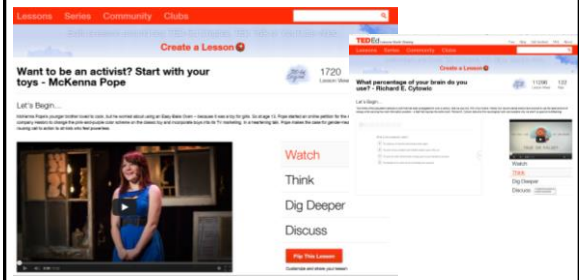**3. Curiosity, Fun:**
A. Something in the News
(e.g., Fauja Singh, 101, finishes last race, February 24, 2013)
http://espn.go.com/sports/endurance/story/_/id/8979487/fauja-singh-101-caps-career-10k-hong-kong

3. Curiosity, Fun:
B. Online Quizzes (e.g., Want to be an activist? Start with your toys - McKenna Pope , TEDEd)
http://ed.ted.com/lessons/want-to-be-an-activist-start-with-your-toys-mckenna-pope#watch

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/

4. **V**ariety, Novelty, Fun:
A. External Guests
(e.g., Jay Cross, Internet Time Group)

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

5. **A**utonomy, Choice:
A. Demonstrate, Explore, and Share Websites
Commonwealth of Learning, March 2013
http://www.col.org/news/Connections/2013Mar/Documents/Connections_March2013.pdf

5. **A**utonomy, Choice:
B. Design Multimedia Glossaries
Ozgur Ozdemir, December 2012 /
http://r685glossary.shutterfly.com /
Umida Khikmatillaeva, Dec. 2011, P540
http://learningplanet.shutterfly.com/

5. **A**utonomy, Choice:
C. Online Learning Object Repositories and Portals (shared content)
April 23, 2014
Shakespeare's Dictionary? Skepticism Abounds,
Chronicle of Higher Education, Jennifer Howard
http://shakespearesbeehive.com/barets-alvearie

Audience 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

6. **R**elevance, 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

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6. **R**elevance, Meaningfulness:

B. Case-Based Learning: Instructor Cases
(e.g., Mark Braun, IU)

## 7. **I**nteractive, Collaborative:
A. Collaboration and Discussion in Google Hangouts, Jabber, Skype, etc
(January 29 and February 25, 2013)

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7. **I**nteractive, 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!
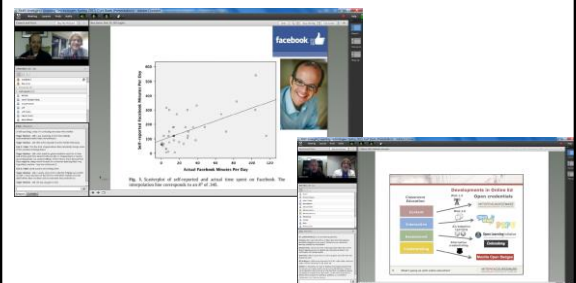

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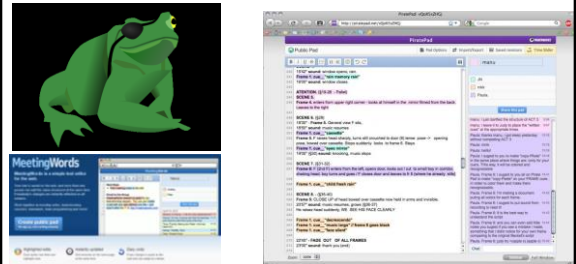
8. **E**ngagement, Effort: A. Arab spring: an interactive timeline of Middle East protests, The Guardian, Garry Blight, and Sheila Pulham, July 12, 2011
http://www.guardian.co.uk/world/interactive/2011/mar/22/middle-east-protest-interactive-timeline

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8. **E**ngagement, Effort:
B. Guest Speaker Quotes
(Rey Junco, February 25, 2013)

9. Tension, Challenge, etc.:
A. Vocabulary Competitions (e.g., Kids learning new words
at warp speed, January 14, 2014, Greg Toppo (Georgia Scurletis, Dir of Curriculum Development, for
Vocabulary.com (Thinkmap) presents a banner to Marc Williams, Brooklyn Technical High School)
http://www.usatoday.com/story/news/nation/2014/01/13/vocabulary-schools-online-competition-education-students-teachers/4455087/
Vocabulary.com: https://www.vocabulary.com/

10. Yields Products, Goals:
A. Final Product Video Summaries
Piercarlo Abate: http://www.youtube.com/watch?v=_-TURzHO0aU
Qi Li, Gangnam: http://www.youtube.com/watch?v=7Q429IqxZaU&feature=youtu.be
Miguel Lara (Web 2.0 FREEDOM): http://www.youtube.com/watch?v=8cmCFWi9lW8

10. Yields Products, Goals:
B. Write Wikibook Chapters
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

10. Yields Products, Goals:
C. Goal Setting Tools
(e.g., I Done This, Milestone Planner, and 43 Things)

10. Yields Products, Goals:
D. Multimedia Team Assignments
Multimedia Assignments: Not Just for Film
Majors Anymore, April 21, 2014, Chronicle of
Higher Education, Danny Ledonne
http://chronicle.com/article/Multimedia-Assignments-Not/145939/?cjd=at&utm_source=at&utm_medium=en

The End...(Part #1)
Two Cheers for Web U!
A. J. Jacobs, New York Times
http://www.nytimes.com/2013/04/21/opinion/sunday/grading-the-mooc-university.html?pagewanted=1&_r=3&emc=eta1&

Audience Poll #3:
Any light bulbs going off in your head so far...? If so, where?

A. Yes definitely
B. Maybe
C. No

Audience 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?

Tone/Climate
Encouragement, Feedback
Curiosity

Variety
Autonomy
Relevance
Interactive
Engagement
Tension
Yields Products

COMMITMENT

I just Love It when they "make it so!"

February 20, 2013
Star Trek-like holodeck may be closer to reality than you think
Matt Hartley, Financial Post, Canada
http://business.financialpost.com/2013/02/20/star-trek-like-holodeck-may-be-closer-to-reality-than-you-think/?__lsa=054d-d58d

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

Addressing Learning Styles

8

Question: How can technology address diverse learner needs?

Framework #2: The R2D2 Model
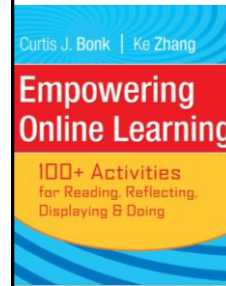
The R2D2 Method

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. Collect and Listen to Interactive Stories

(e.g., Meograph: http://www.meograph.com/)
Timelines with Oral Histories, Slavery and the Making of America
Time and Place, PBS
http://www.pbs.org/wnet/slavery/timeline/1857.html
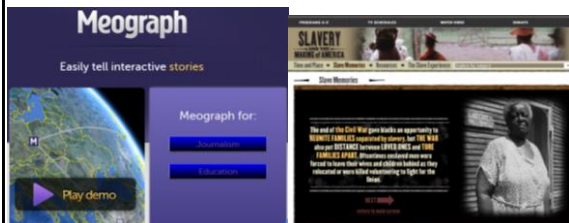
Read 1b. Follow Someone on Twitter (Twitter in Education)

http://twitterforeducation.wikispaces.com/Educational+Uses+of+Twitter

Read 1c. Online Crossword Puzzles
(e.g., http://www.eclipsecrossword.com/)

Create Online Crossword Puzzles!

http://www.eclipsecrossword.com/

Read 1d. Grammer Checkers
(e.g., Grammarly, Ginger, GrammarCheck, PaperRater, and SpellCheckPlus)
http://www.grammarly.com/

Read 1e. Facebook Course Pages
(100 ways to use Facebook in education; e.g., homework help, polling students, highlight vocabulary, archive discussions)
http://www.teachthought.com/technology/100-ways-to-use-facebook-in-education-by-category/

1. **Ask for information**: Instead of trusting Wikipedia, ask the crowd on Facebook. One kindergarten teacher asked parents to research seeds and got great information about the largest seed in the world according to the *Guinness Book of World Records*.
2. **Attend remote lectures**: Using Facebook, you can tune into remote lectures and presentations from around the world.
3. **Museums and more**: Help your students follow along with local and international museums, art galleries, exhibits, and more for enriched learning on Facebook.
4. **Firsthand research**: Students can connect with family members for genealogy assignments, discuss issues with local celebrities and more through Facebook.
5. **Follow politicians**: If your class is studying the current election, use Facebook to follow politicians on the local, state, and national scale. You can even ask students to interact with the candidates, posting questions and getting feedback.
6. **Learning games**: Plenty of games are on Facebook, and many of Facebook crosswords, math games, and more as a reward in yo
7. **Public polling**: Students can research and poll friends and famil Facebook.
8. **Applications**: Flashcards, Courses, and more offer easy ways to classroom.

## 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. Internship and Practicum Experiences

Reflect 2b. Big Issue Reflections
(Big Questions Online (BQO)), May 27, 2014
(e.g., What makes us generous? What is the difference between knowledge and understanding?)
https://www.bigquestionsonline.com/content/do-we-have-souls
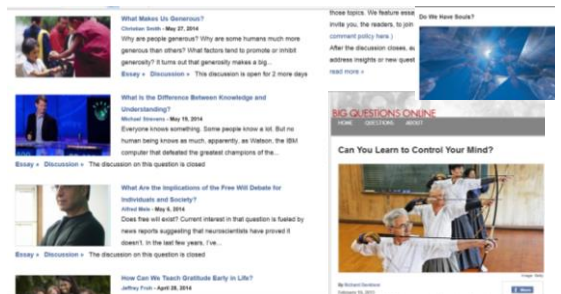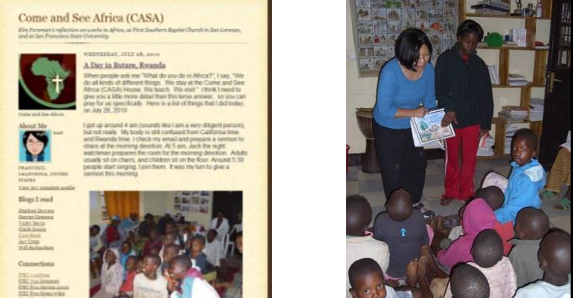
Reflect 2c.
Reflect on Virtual Timelines
(Dipity, xtimeline, Simile, etc.) (How Facebook changed our lives, Marco della Cava, USA Today, February 3, 2014)
http://www.usatoday.com/story/tech/2014/02/02/facebook-turns-10-cultural-impact/5063979/
http://www.usatoday.com/tech/news/story/2011-09-22-steve-jobs-dies/50672498/1
http://www.usatoday.com/news/destinations/story/2011-08-25/Martin-Luther-King-Jr-Memorial-in-Washington-A-closer-look/50136470/1?csp=34news
http://www.usatoday.com/story/life/movies/2013/04/10/harrison-ford-jackie-robinson/2001783/

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

Reflect 2e. Interpreting Infographics
Infographic: Global MOOC statistics, April 17, 2014
eCampus News, Meris Stansbury
http://www.ecampusnews.com/research/infographic-moocs-global-436/
Inforgraphic: https://magic.piktochart.com/output/1747660-moocs
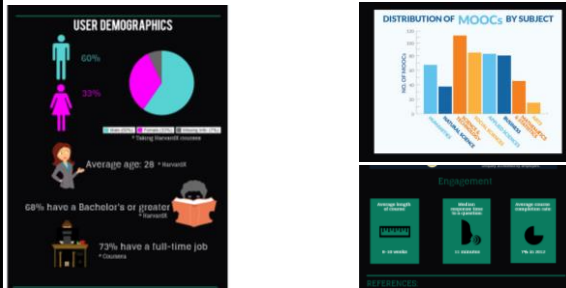
3. Visual Learners
- **Visual learners prefer diagrams, flowcharts, timelines, pictures, films, and demonstrations.**

Display 3a. Online Art
### Google Art Project,
NBC Nightly News, April 3, 2012
http://www.msnbc.msn.com/id/3032619/vp/46945508#46945508

Display 3b. Virtualize Words Used
(e.g., Wordle, Tagzedo, Tagul, WordSift, Word It Out)
http://shellyterrell.com/2010/02/14/12-word-cloud-resources-tips-tools/

Display 3c. Interactive Map Timelines
(adults with college degrees by county, May 7, 2012)
http://todayscampus.com/article/Keith_Hampson_Interviews_Josh_Keller_on__Interactive_Graphics_for_Higher_Education
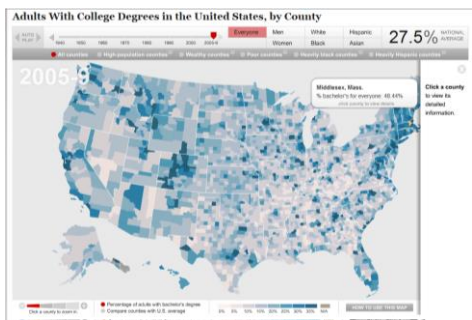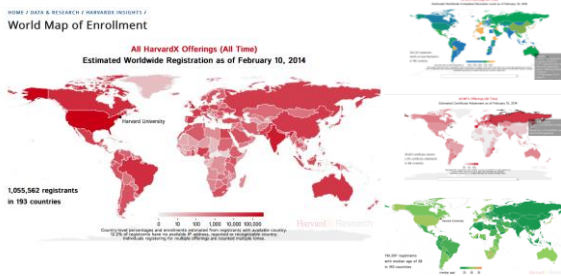

Reflect 2d. Reflections on Interactive Maps
Mapping the Dead: Gun Deaths Since Sandy Hook,
Huffington Post, March 22, 2013
http://data.huffingtonpost.com/2013/03/gun-deaths

**Display 3e. Data Visualization Tools
(Harvard and MIT MOOCs)** Lawrence Biemiller,
February 20, 2014, Chronicle of Higher Education
http://chronicle.com/blogs/wiredcampus/harvard-and-mit-release-visualization-tools-for-trove-of-mooc-data/50631?cid=pm&utm_source=pm&utm_medium=en

**Display 3f.
Map Trend Interpretations**
e.g., Global Forest Watch (April 2014)
http://www.globalforestwatch.org/map/3/-3.72/27.00/ALL/grayscale/loss/596
(e.g., Surging Seas, Climate Central)
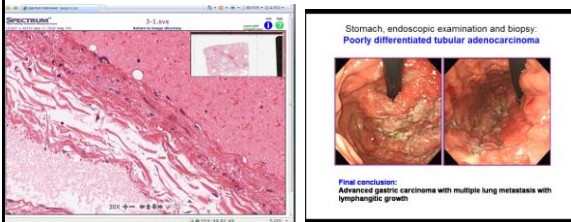http://sealevel.climatecentral.org/

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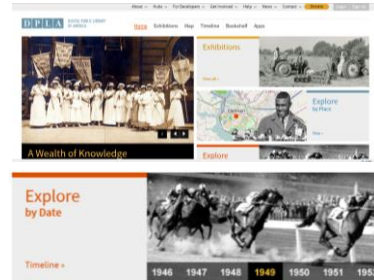www.mededu.or.kr)

**Display 3h. Video Animations and
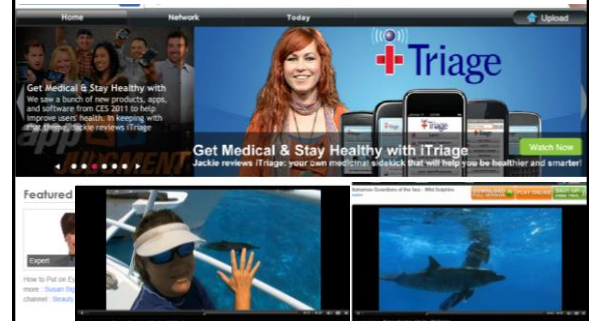Simulations**
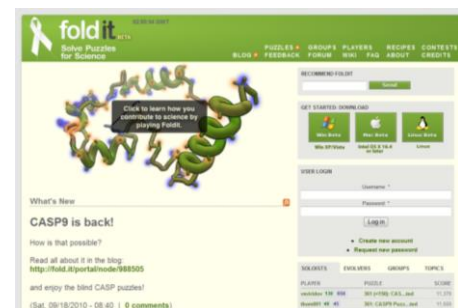
Display 3i. Virtual Microscopes

Display 3j. Visual Library Search
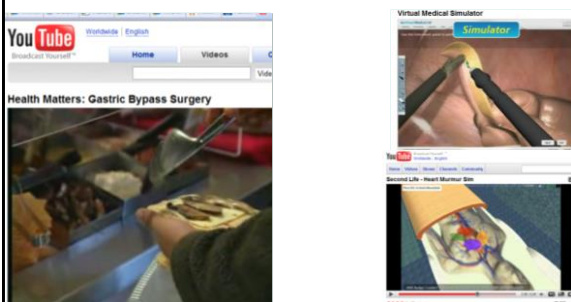**Digital Public Library of America**
http://dp.la/

Display 3k. Online Timelines
(US Presidents)

Display 3L. TV Lesson
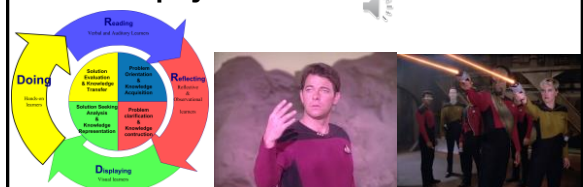(expert videos)

Display 3m. Medical Animations
(e.g., YouTube, CNN, BBC)

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.**

13

Do 4a. Student Class Documentaries
Umida's R546 Documentary Project
http://www.youtube.com/watch?v=EMLTzqCV_5A

Do 4b. Uploading Mobile Books
(e.g., BookRix, http://www.bookrix.com/

Do 4c. Student Mobile App Creation
The App Builder: http://www.theappbuilder.com/
Mintian Guo (April 2013): http://myapp.is/r685final

Do 4d. Course Recap Prezi Presentations
Jeff Pankin, MIT, Prezi, Emerging Learning Technologies
http://prezi.com/tzbawrgjmaf/emerging-learning-technologies/?auth_key=4ec2f45a718fab699b35ea460e91a46d9e1bdac7
Jeffrey Barnette, Today's World
http://prezi.com/-ijzyothst-r/r685-final-project

Do 4e. Singing YouTube Summaries
Daniel Halluska, P540, Fall 2011
http://www.youtube.com/watch?v=tOL7lrGsqnw

Do 4f. Class or Community Oral Histories
(e.g., The History Harvest, December 21, 2012)
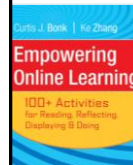http://historyharvest.unl.edu/collections
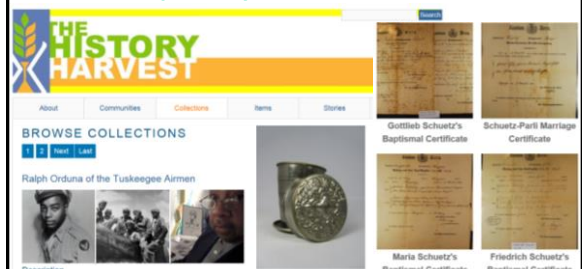
Poll #5: What phase of the R2D2 Method do you like best?

A. Read (Auditory and Verbal Learners)
B. Reflect (Reflective Learners)
C. Display (Visual Learners)
D. Do (Tactile, Kinesthetic, Exploratory Learners)

Poll #6: Which do you prefer...
R2D2 or TEC-VARIETY?

What motivates?
1. **Tone/Climate:** Psychological Safety, Comfort, Sense of Belonging
2. **Encouragement:** Feedback, Responsiveness, Praise, Supports
3. **Curiosity:** Surprise, Intrigue, Unknowns
4. **Variety:** Novelty, Fun, Fantasy
5. **Autonomy:** Choice, Control, Flexibility, Opportunities
6. **Relevance:** Meaningful, Authentic, Interesting
7. **Interactivity:** Collaborative, Team-Based, Community
8. **Engagement:** Effort, Involvement, Investment
9. **Tension:** Challenge, Dissonance, Controversy
10. **Yielding Products:** Goal Driven, Purposeful Vision, Ownership

Poll #7: How many ideas did you get from this talk?

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.
7. More than 10.

Stop and Explore:
Explore Websites from this Session!
Find the lieu...
Take a break...

Any Questions?
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