

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

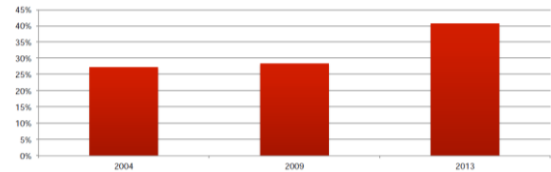
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January 2014 Grade Change: Tracking Online Education in the United States, 2013, The Sloan Consortium, I. Elaine Allen & Jeff Seaman, 2013 Survey of Online Learning Report

<http://sloanconsortium.org/publications/survey/grade-change-2013>
 Direct connect: <http://www.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



June 15, 2014 Starbucks offers workers 2 years of free college, CNN Money, Gregory Wallace (from Arizona State online programs)

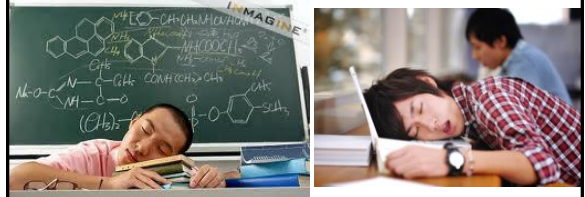
http://money.cnn.com/2014/06/15/news/economy/starbucks-schultz-education/index.html?hpt=hp_12

Starbucks offers workers 2 years of free college

by Gregory Wallace @gregwallace June 15, 2014 9:13 PM EDT



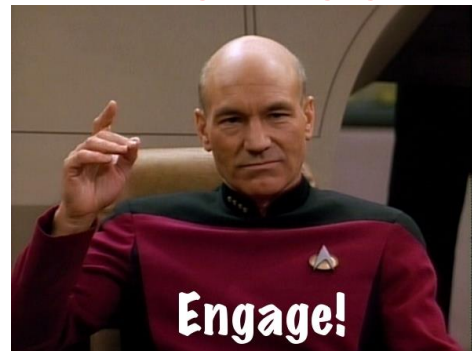
Motivation and Engagement



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. **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

Introducing the "TEC-VARIETY book...

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



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

Every Chapter is Free in TEC-VARIETY...

<http://tec-variety.com/freestuff.php>

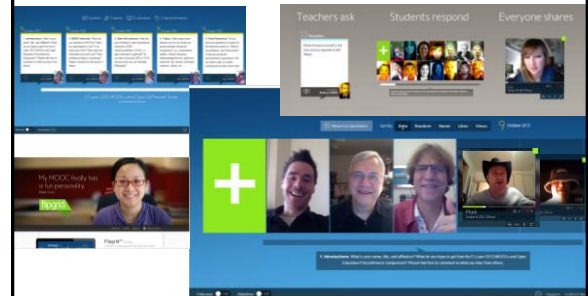


Examples of TEC-VARIETY



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=BO9rqJD1GXo>



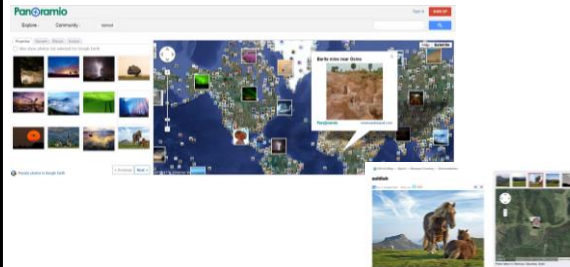
1. Tone/Climate: Social Ice Breakers

C. 8 nouns (adjectives, verbs)

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



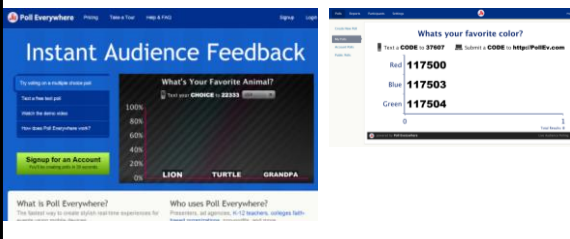
1. Tone/Climate:
D. Share Visuals of Favorite Places
 (e.g., Panoramio,
<http://www.panoramio.com/>)



2. Encouragement, Feedback, etc.: **A. Voice Feedback**
 Vocaroo; <http://vocaroo.com/>
<http://vocaroo.com/i/s1puZDTmK06a> (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/endorurance/story/_/id/8979487/fauja-singh-101-cap-s-career-10k-hong-kong



3. Curiosity, Fun:
B. Online Quiz Games
 Jeopardy Labs
<https://jeopardylabs.com/play/ganttpardy>



3. Curiosity, Fun:
C. 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/fwatch>



5. Autonomy, 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://shakespearesdictionary.com/blogs/about-us>



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



Audience 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>



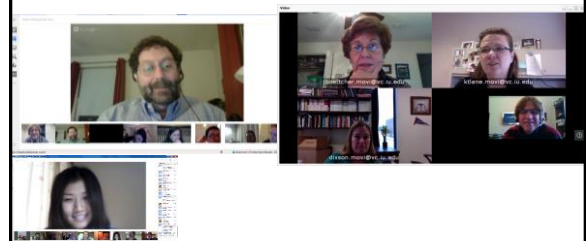
6. Relevance, Meaningfulness:

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



7. Interactive, Collaborative:

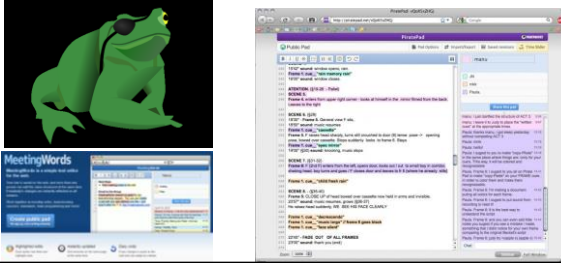
A. Collaboration and Discussion in Google Hangouts, Jabber, Skype, etc (January 29 and February 25, 2013)



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!



8. Engagement, Effort: A. Student Generated Timelines,

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



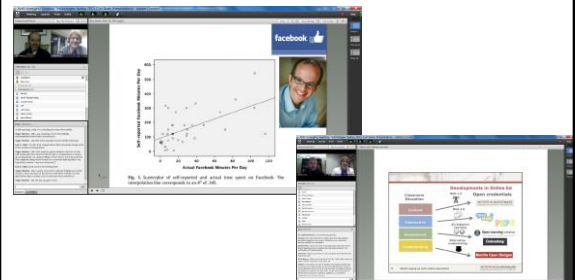
8. Engagement, Effort: B. Arab spring: an interactive timeline of Middle East protests, The Guardian, Garry Blight, and Sheila Pulham, July 12, 2011

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



8. Engagement, Effort: C. Guest Speaker Quotes

(Rey Junco, February 25, 2013)



8. Engagement, Effort: D. Cage Matches or Debates (with audience topical suggestions) Cage Match on MOOCs at SXSWedu 2013 (Curt Bonk & Chuck Severance)

<http://chronicle.com/blogs/withedup/edu-at-south-by-southwest-education-event-tensions-divide-entrepreneurs-and-educators/42777>
<https://soundcloud.com/sxswedu/cage-match-the-massive-open>



Bonk Severance

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 | Comments



Sam Kibbey and his student Joseph Park compete for a computer in a math competition. Jack Stedman, USA Today

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/Dissurance
- 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



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/?_ga=0544-4584

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

MATT HARTLEY: I COULDN'T WAIT
View from Star Trek: The Next Generation



Stop and Explore:
 Explore Websites from this Session!



Any Questions?

Try TEC-VARIETY...

Slides at: TrainingShare.com

Papers: PublicationShare.com

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

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