

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



April 15, 2012

Can Colleges Manufacture Motivation?, Dab Berrett, Chronicle of Higher Ed

<http://chronicle.com/article/Can-Colleges-Manufacture/131564/>

April 15, 2012

Can Colleges Manufacture Motivation?

By Dan Berrett

Vancouver, British Columbia

Motivation is often thought of as an inborn personality trait whose absence helps explain why some succeed while others fail.

Recent research, including that presented here at the annual meeting of the Educational Research Association.



Nancy L. Ford

Jumbo Motivation is Needed!



Ok, Million Dollar Question: How do you motivate online learners? What Words come to mind? (Please enter in chat window)



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.



I even reflected on this for a moment...and then something magical happened...

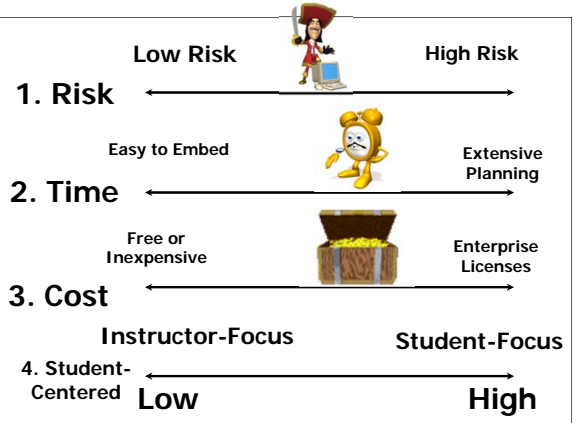


Framework #1: TEC-VARIETY for Online Motivation and Retention

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: Social Ice Breakers

A. 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: 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>



2. Encouragement, Feedback, etc.:

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



2. Encouragement, Feedback, etc.:

B. Create Screencasts


(Jing, GoView, Screenr, slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com])



2. Encouragement, Feedback, etc.:

C. Vocab Sushi (\$25 for 3 months)

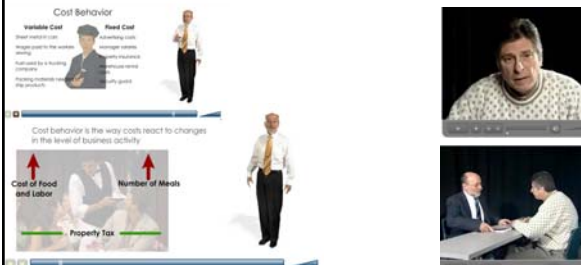
<http://www.vocabsushi.com/>



2. Encouragement, Feedback, etc.:

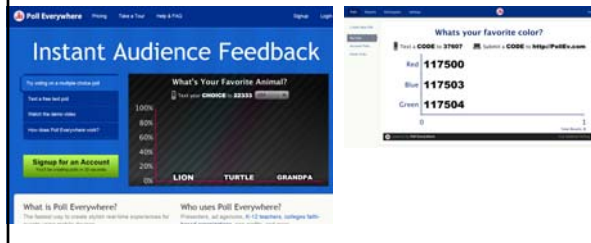
D. Video Scenario Learning Accounting Interviews and Preparatory Course Review Modules (Franklin University, cost and forensic accounting course)

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



2. Encouragement, Feedback, etc.: E. Blog and Website Polling
(e.g., Poll Everywhere, BlogPolls, BlogPoll, MicroPoll)

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



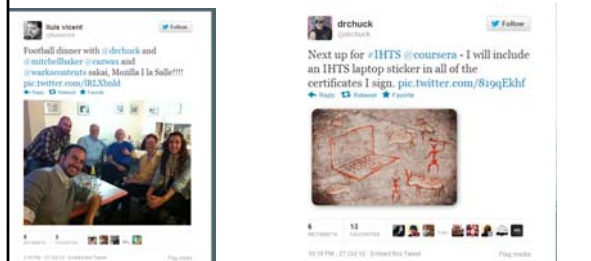
2. Encouragement, Feedback, etc.: F. Student response systems

(e.g., Socrative; <http://www.socrative.com/how-it-works.php>)



2. Encouragement, Feedback, etc.: G. October 27, 2012
Chuck Severance in Barcelona
(football dinner & course stickers)

<https://twitter.com/luisvicent/status/262315328116228096/photo/1>
<https://twitter.com/drchuck/status/262423228717355009/photo/1>

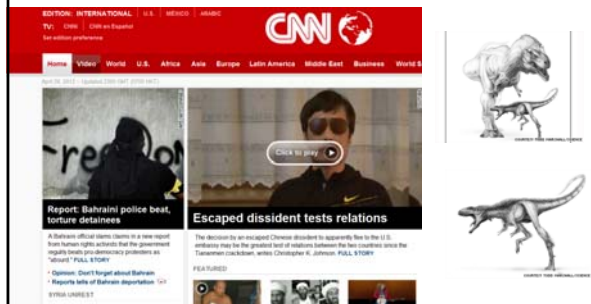


2. Encouragement, Feedback, etc.: G. October 27, 2012
Chuck Severance (U Michigan/Coursera) in Barcelona

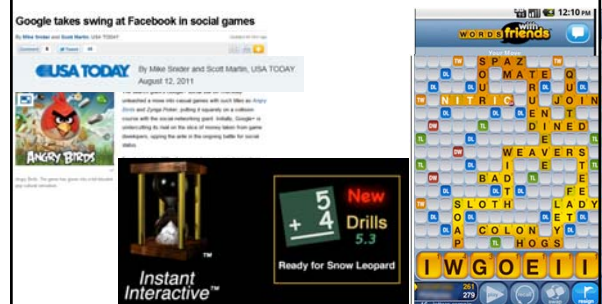
<http://www.youtube.com/watch?v=JzNHvMsv8TI>



3. Curiosity, Fun: A. Online News
(Politics, Giant jellyfish, Tiny T. rex, and Ardi)


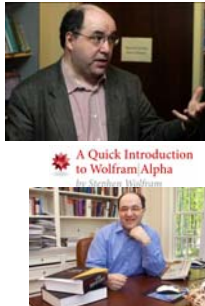


3. Curiosity, Fun: B. Online Social Networking Games
(e.g., scrabble, hangman, etc.)



3. Curiosity, Fun: C. Online Database Activities (e.g., WolframAlpha)


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

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



3. Curiosity, Fun: E. Cross-Cultural Videoconference (e.g., Global Nomads Group, Int'l Studies for Indiana Schools (i.e., ISIS); Chinese, Niger, Sudan, Life in Eastern Europe, the History and Culture of Mexico)



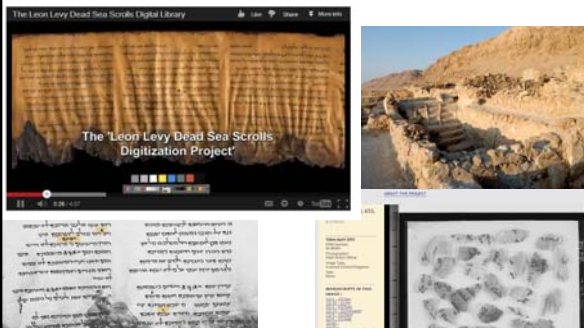
3. Curiosity, Fun: F. Create Cartoons, Movies, and Animations (slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com])

Create Cartoons, Movies & Animations!



3. Curiosity, Fun: G. Dead Sea Scrolls

<http://www.deadseascrolls.org.il/explorer-the-archives>
<http://www.deadseascrolls.org.il/explorer-the-archives/scrolls-by-date>
<http://www.deadseascrolls.org.il/explorer-the-archives/scrolls-by-fragment>



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


PS40 Cool Resource Provider and Moderator Sign Up Sheet

If multiple people are working with this form simultaneously it is possible to overwrite someone else's entry that entered while you are typing in your name. Make sure you are working with the correct version of the sign-up sheet by refreshing your browser window before you enter your name and click for Google Analytics.

Instructions: Please put your name in the box for the ONE WEEK that you want to be the moderator. Only complete one box (either for K-12 or Adult Learning, NOT both).

When complete, please click the green Lightbulb button before exiting the system. [Sign Up](#)

Week	K-12 Education Learning	Adult Education Learning
1. Introduction to the Study of Learning	<input type="checkbox"/>	<input type="checkbox"/>
2. Instruction	<input type="checkbox"/>	<input type="checkbox"/>
3. Social Learning Theory	<input type="checkbox"/>	<input type="checkbox"/>



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

The screenshot shows the Random.org website with three main sections:

- Coin Flipper:** Shows two virtual coins and a timestamp of 2011-09-13 02:04:43 UTC.
- Dice Roller:** Shows two virtual dice and a timestamp of 2011-09-13 01:1.
- List Randomizer:** Shows a list of 10 items (1. Bill, 2. Arthur, 3. Thomas, 4. Shelby, 5. Nancy, 6. Sharon, 7. Susan, 8. Stephanie, 9. Heidi, 10. Brian) and a timestamp of 2011-09-13 1.

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

The screenshot shows an online stopwatch interface with a large digital display showing 00:01:39. There are buttons for 'Start', 'Clear', 'Restart', and 'Back'. A yellow cord connects the display to a bomb-like graphic.

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

The screenshot shows a synchronous session interface. On the left, there is a video feed of a woman in a red jacket standing in a snowy landscape, with the text 'Jean Pennycook, Antarctica'. On the right, there is a chat window with the text 'A Call to Antarctica' and 'Jean Pennycook is an educator from California, and she has been working with D...'. Below the video feed, there is a smaller video feed showing two people in a room.

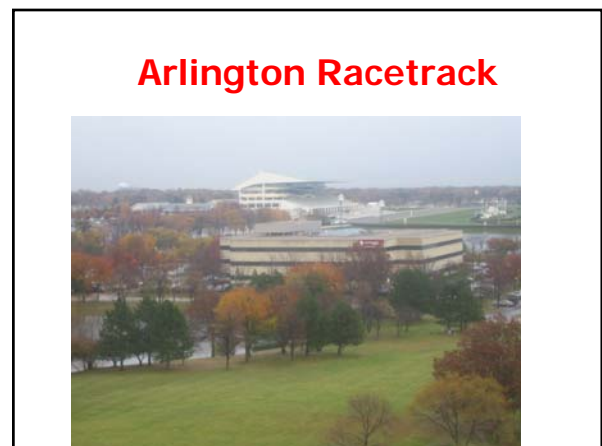
4. Variety, Novelty:
D. Guest Speakers
Designing a New Learning Environment
Professor Paul Kim, Stanford University
<http://venture-lab.org/education/lectures/45>

The screenshot shows a presentation slide titled 'Designing a New Learning Environment' by Professor Paul Kim, Stanford University. The slide includes a video player showing a guest speaker, Chris Dede, with the text 'Guest Speaker Chris Dede, Wirth Professor in Learning Technologies, Harvard University'. The slide also lists 'Week 2: Two Guest Speakers on Technology in Education' and 'Professor John Trayer'.

4. Variety, Novelty: E. Record Webinars and Guest Expert Talks (slide from Zaid Ali Alsagoff [zaid.alsagoff@gmail.com])

Record Webinars/Online Talks!

The slide features logos for Skype and WiziQ. Below the logos, there is a video player showing a webinar. The text on the slide says 'I will teach you! Admin, Refine, Practice, Feedback, Refine, Practice...' and 'You could be here! You could say, maybe! and I'll Answer!'. At the bottom, there are two URLs: <http://www.skype.com/> and <http://www.wiziq.com/>.



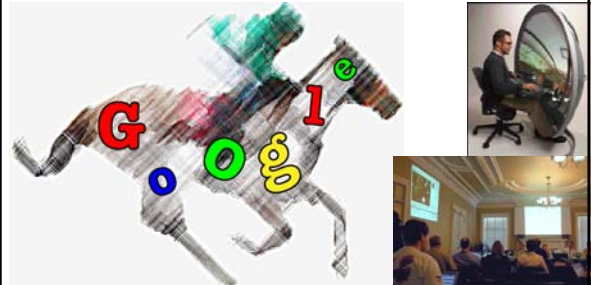
Jockey's are Important



5. Autonomy, Choice:

A. Online Resource Search (Class Google Jockeys)

(links to text, soundtracks, video clips, etc.)



5. Autonomy, Choice: B. Web Exploration Assignments

1. Complete Works of Charles Darwin Online: <http://darwin-online.org.uk/>
2. The Complete Works of William Shakespeare: <http://shakespeare.mit.edu/>
3. Edgar Allan Poe Society of Baltimore: <http://www.eapoe.org/>
4. Einstein Archives Online: <http://www.alberteinstein.info/>
5. Federal Resources for Educational Excellent project: <http://free.ed.gov/>
6. Global Text Project: <http://globaltext.org/>
7. iBerry (Open Courseware Directory): <http://iberry.com/>
8. Jane Austen: <http://www.janeausten.org/>
9. The Jane Goodall Institute: <http://www.jane-goodall.org/>
10. Timeless Hemmingway: <http://www.timelesshemingway.com/>



Poll #9:

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

Stomach, endoscopic examination and biopsy:
Poorly differentiated tubular adenocarcinoma

Slide 106, esorta with cryptitis, colitis.
Slide 135, colan with pseudo-membranous colitis.
Slide 137, colan with pseudo-membranous colitis.
Slide 165, bone marrow with cryptococcus infection.
Slide 166, bone marrow with cryptococcus infection.

I'd like to take the quiz now.


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

6. Relevance, Meaningfulness: B. Tour an Online Oil Drilling Site or Role Play Situations (i.e., BP)


<http://www.youtube.com/watch?v=ts45BkAnqTs>



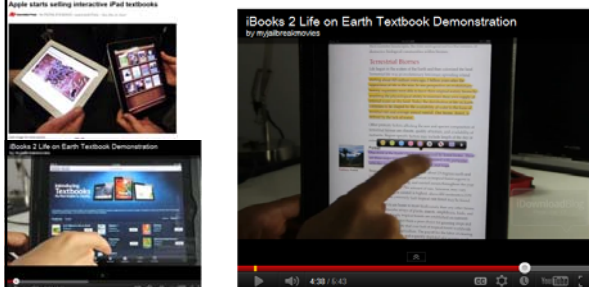
7. Interactive, Collaborative:
A. Working In Virtual Teams
 (e.g., Collanos, Ning, SharePoint, Google Docs)



7. Interactive, Collaborative:
B. Collaborative Video Annotations and Discussions (Craig Howard, IU)
<http://scholarworks.iu.edu/journals/index.php/ijdl/article/view/853/912>



7. Interactive, Collaborative:
C. Touch, Highlight, and Take Notes on the Tablet Computer (e.g., Apple starts selling interactive iPad textbooks, Yahoo! News, Peter Svensson, Assoc Press, Sat, Jan 21, 2012)
<http://news.yahoo.com/apple-starts-selling-interactive-ipad-textbooks-172948497.html>
<http://www.viddler.com/explore/engadget/videos/3937/>




7. Interactive, Collaborative:
D. Dr. Monica Rankin's class, UT Dallas, Cuban Revolution (April/May 2011)
<http://www.youtube.com/watch?v=ocQMf1kPo98>



7. Interactive, Collaborative:
E. Collaborative Documents (Google Docs)

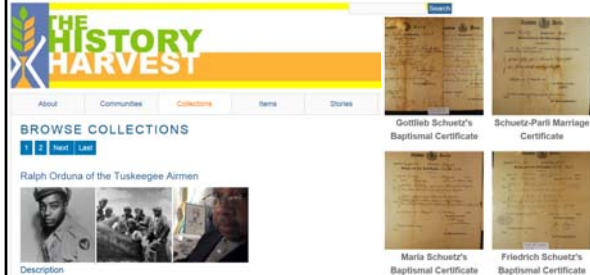


7. Interactive, Collaborative:
F. Online Language Learning
 (Skype, MSN, ECpod, Mixxer, Livemocha, Babbel, KanTalk etc.)



7. Interactive, Collaborative: G. Community Oral Histories (e.g., The History Harvest)

<http://historyharvest.unl.edu/collections>

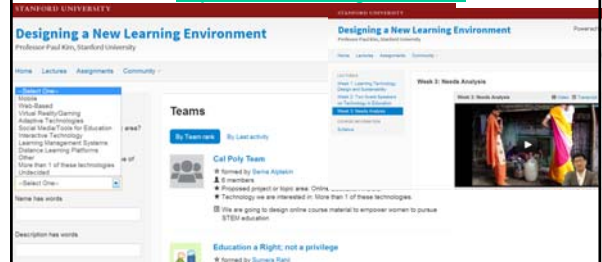


7. Interactive, Collaborative: H. Online Teams

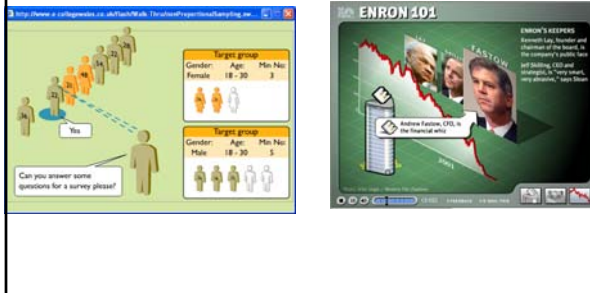
Paul Km, Stanford: Oct 28, 2012

17,380 students. I haven't met f2f. I am shocked to see students from places where Internet is very limited. You will find students from even Zanzibar!!! Many teams are formed and they meet f2f in the region where they live.

<http://venture-lab.org/education/>



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



8. Engagement, Effort: B. Time Tracker (e.g., Indy Race Tracker)

<http://www.indystar.com/interactive/article/95929999/SPORT/SPORT/10101/389990474/2011-Indianapolis-500-Race-Tracker>



8. Engagement, Effort: C. Virtual Timelines (HyperHistory)

<http://simile.mit.edu/timeline/>

<http://www.usatoday.com/tech/news/story/2011-09-22/steve-jobs-dies/50672498/1>



8. Engagement, Effort: D. 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:
E. Interactive Simulations
<http://phet.colorado.edu/en/simulation/energy-skate-park>

8. Engagement, Effort:
E. iPotty Aims To Entertain Toddlers During Toilet Training, January 10, 2013, Mashable, Kate Freeman
<http://mashable.com/2013/01/10/ipotty/>


8. Engagement, Effort:
E. 10 Terrific iPad Apps for Toddlers, August 2, 2012, Mashable, Allegra Tepper

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E. 10 Terrific iPad Apps for Toddlers, August 2, 2012, Mashable, Allegra Tepper


8. Engagement, Effort:
E. 10 Terrific iPad Apps for Toddlers, August 2, 2012, Mashable, Allegra Tepper

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

9. Tension, Challenge, etc.:
B. Photo Festivals and Competitions
 (e.g., COFA at UNSW, Scrapblog, flickr, etc.)
<http://www.youtube.com/watch?v=im7GQM9fzbc>



9. Tension, Challenge, etc.:
C. GameShow Final Project,
 April 25, 2011, Kim Seeber
 Website: <http://mypage.iu.edu/~kseeber/web2.0technology.swf>



10. Yields Products, Goals:
A. Student YouTube Products
 Miguel Lara (Web 2.0 FREEDOM): <http://www.youtube.com/watch?v=8cmCFW91WR>
 Shuya Xu and Yue Ma (Blog my online Irng): <http://www.youtube.com/watch?v=im7GQM9fzbc>
 Cesar Dagli (Animal perspectives on course): <http://www.youtube.com/watch?v=cDeTE1d0Sic>



10. Yields Products, Goals:
A. Student YouTube Products
 Qi Li: r685 Gangnam Style, December 2012
<http://www.youtube.com/watch?v=T0429iqxZuU&feature=youtu.be>



10. Yields Products, Goals:
A. Student YouTube Products
 Bryan and John Learning Theory
 December 4, 2012, P540
<http://www.youtube.com/watch?v=7BS6ysS9opQ>



10. Yields Products, Goals:
A. Student YouTube Products
 Christian McKay, A Survey of Play:
 December 5, 2012, P540
<http://www.youtube.com/watch?v=sA1oMkicSDs&feature=youtu.be>



10. Yields Products, Goals:
B. Teacher Created Video Products
 Lorma International School, the Philippines
 (Hannah Kimberly Obar, 1st Grade teacher, 2/24/2012)
<http://www.youtube.com/watch?v=1C435UI-GzA>
<http://www.youtube.com/watch?v=JZp1rEjgAak>
http://www.youtube.com/watch?feature=player_embedded&v=UHMtM7Ac6Ec (1st grade kids)

10. Yields Products, Goals:
C. Video Blogs

10. Yields Products, Goals:
D. Multimedia Glossaries
 Ozgur Ozdemir: Multimedia Glossary in Shutterfly for R685, December 2012
<http://r685glossary.shutterfly.com/>

10. Yields Products, Goals:
E. Interactive Timelines
 (e.g., The Big Sleep, Kate Hurd)
<http://hurdlinsuranceagency.com/thebigsleep/>

10. Yields Products, Goals:
F. Dan Record: Wikibook Chapter: Designing Online Courses that Speak to Today's Students
http://en.wikibooks.org/wiki/Web_2.0_and_Emerging_Learning_Technologies

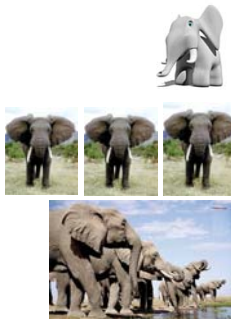
<p>Part I: Foundations</p> <ul style="list-style-type: none"> • Overview and History of Background Information: What is Web 2.0? What does it mean? • Overview of the Web 2.0 environment • Overview of the Web 2.0 environment: What is Web 2.0? • Overview of the Web 2.0 environment: What is Web 2.0? • Overview of the Web 2.0 environment: What is Web 2.0? 	<p>Part II: Learners</p> <ul style="list-style-type: none"> • The Next Generation of Learners • Learning Styles and Learning Centers • Web 2.0 Learning Styles
<p>Part III: Instructional Design and Pedagogical Issues</p> <ul style="list-style-type: none"> • Overview of Instructional Design • Overview of Instructional Design • Overview of Instructional Design • Overview of Instructional Design 	<p>Part IV: Environments and Tools</p> <ul style="list-style-type: none"> • Overview of Environments and Tools • Overview of Environments and Tools • Overview of Environments and Tools
<p>Part V: Fostering Successful Learning with Personalized Learning Environments (PLE)</p> <ul style="list-style-type: none"> • Overview of PLE • Overview of PLE • Overview of PLE 	<p>Part VI: The Future</p> <ul style="list-style-type: none"> • Overview of the Future • Overview of the Future • Overview of the Future

Poll #10:
Which of the last 5 motivational principles will you use the most?

- Relevance/Meaningfulness
- Engagement/Effort
- Interactive/Collab/Community
- Tension/Challenge/Dissonance
- Yielding Products/Goals

Poll #11:
How many ideas did you get so far?

1. 0 if I am lucky.
2. 1 or 2.
3. 3-5.
4. 6-10.
5. More than 10.



Commitments:
Stop and Share in Chat Window:
 Which principle(s) of TEC-VARIETY will you use?

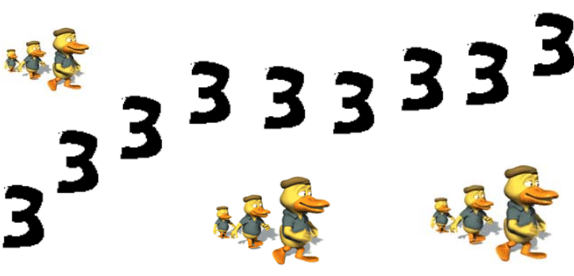
- Tone/Climate
- Encouragement, Feedback
- Curiosity

Variety

- Autonomy
- Relevance
- Interactive
- Engagement
- Tension
- Yields Products



Stop and Share:
 Three Words from this session!



Any Questions?
 Perhaps try TEC-VARIETY...

- 😊 Slides at: TrainingShare.com
- 😊 Papers: PublicationShare.com
- 😊 Book: <http://worldisopen.com/>
- 😊 Email: curt@worldisopen.com

