

ECI 617
**Foundations of Instructional
Design and Technology**

Motivation

Likes & Dislikes

- ▶ I am motivated to learn when... (or, I think class is interesting when...)
- ▶ I am not motivated to learn when... (or, I find class boring when...)

Introduction

- ▶ Define Motivation
- ▶ Motivation = Value x Expectancy
- ▶ How do you motivate students to learn?
 - *Motivating Students = Art?*
 - *Not addressed in ISD models*
 - *Plethora of theories, research & instruments*

Construct that explains direction and degree of effort used to initiate, persist and/or return to goal directed behavior.

ARCS Model

- ▶ Gain and Sustain **A**ttention
- ▶ **R**elevant to perceived needs
- ▶ **C**onfident in ability to succeed
- ▶ **S**atisfied with experience

Attention

- ▶ Gain and sustain learner's attention
- ▶ **Perceptual Arousal**
 - *Stimulate senses*
- ▶ **Inquiry Arousal**
 - *Stimulate curiosity*
- ▶ **Variability**
 - *Vary stimulus*

Relevance

- ▶ Instruction relevant to learner's needs
- ▶ **Goal Orientation**
 - *Help students create and achieve goals*
- ▶ **Motive Matching**
 - *Address specific needs*
- ▶ **Familiarity**
 - *Relate to learners' past experiences*

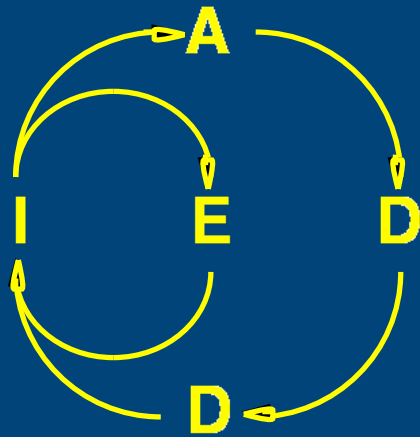
Confidence

- ▶ Learner confident in ability to succeed.
- ▶ **Learning Requirements**
 - *Expectations and evaluation criteria.*
- ▶ **Success Opportunities**
 - *Opportunities to experience success.*
- ▶ **Personal Control**
 - *Link success or failure to effort and abilities*

Satisfaction

- ▶ Instruction was worth time and effort
- ▶ **Natural Consequences**
 - *Meaningful opportunities to apply learned skills*
- ▶ **Positive Consequences**
 - *Positive reinforcement*
- ▶ **Equitable Consequences**
 - *Perceived to be fair by all students*

Systematic Design



- ▶ Analyze
- ▶ Design
- ▶ Develop
- ▶ Implement
- ▶ Evaluate

1. Analyze

Conduct motivational audience analysis

Conduct course analysis for motivation

2. Design

Prepare motivational objectives

Determine evaluation approach

Generate alternative strategies

Select strategy

Integrate motivational and instructional strategies

3. Develop

Prepare motivational materials

Enhance existing instructional materials

Create measures if necessary

Pilot-test materials

Revise as required

4 and 5

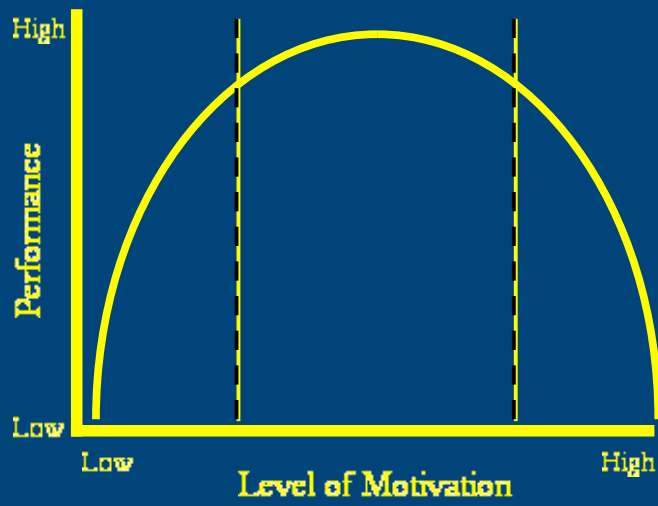
Continuous improvement

Exercise

**Select a scenario to work with
as we go through the elements.**

**Ideally, this will be your
instructional design.**

Graphing Motivation



Analyze Audience

- ▶ **A**ttention Readiness
- ▶ Felt **C**onfidence
- ▶ Perceived **R**elevance
- ▶ **S**atisfaction Potential

Analyze Course

- ▶ **A**ttention Getting Features
- ▶ **R**elevance Generating Features
- ▶ **C**onfidence Building Features
- ▶ **S**atisfaction Producing Features
- ▶ Look for
 - *Positive Features*
 - *Deficiencies or Problem Areas*

Design Motivational Objectives

▸ Components

- *Target **A**udience*
- *Desired **B**ehavior*
- *The **C**ontext*
- *Degree of desired behavior*

Samples

- ▶ **Learners express complete confidence in their ability to pass the class by midterm.**
- ▶ **Students choose to listen to the instructor with 100% attention when given directions prior to lab.**
- ▶ **Students state at least 3 ways the subject matter relates to their own lives.**

Ideas for Design

- ▶ **Attention**
 - *Perceptual*
 - *Inquiry*
 - *Variability*
- ▶ **Relevance**
 - *Learner Goals*
 - *Motive Matching*
 - *Familiarity*

Ideas for Design

- ▶ **Confidence**
 - *Learning Requirements*
 - *Success Opportunities*
 - *Personal Control*
- ▶ **Satisfaction**
 - *Use New Skills*
 - *Positive Reinforcement*
 - *Positive Feeling*

Select Design Strategies

- ▶ **Select strategy or strategies from list**
 - *Relate to motivational problem*
 - *Fit learners and instructors*
 - *Compatible with delivery system*
- ▶ **Integrate motivation with instruction**
 - *Adapt strategies to instruction*
 - *Embed in instruction*
 - *Support instruction*

Develop, Implement, Eval

- ▶ **Prepare motivational materials**
- ▶ **Enhance existing materials**
- ▶ **Create measurement as needed**
- ▶ **Pilot-test materials**
- ▶ **Revise as required**

Summary Report

**Report on how this added to
your instructional design**