






Masterclass Part Two: 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




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A Porter to Sheila L. Bonny
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Jumbo Motivation is Needed!

Ok, Million Dollar Question: How do you motivate online learners? What Words come to mind?




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.

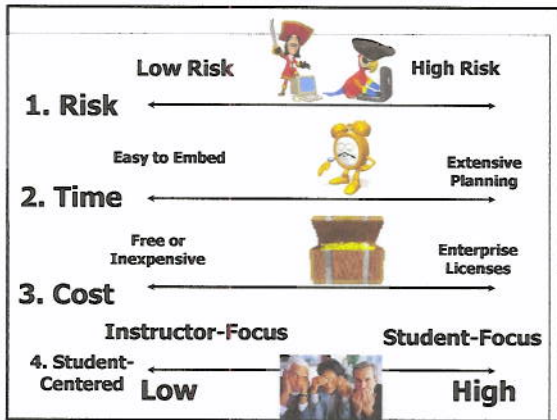


I even reflected on this for a moment...and then something magical happened...




Framework #2: 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. Public Commitments:
Have students share how they will fit the coursework into their busy schedules

B. Favorite Websites


1. Everyone posts 1-2 of their favorite Websites and explain why.
2. Peers comment on or rate them.



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.momswothink.com/reading/list-of-nouns.html>
- List of adjectives: (e.g., lazy, powerful, shy, bored, exotic, cooperative, sloppy, rebel, etc.)
- <http://www.momswothink.com/reading/list-of-adjectives.html>
- List of verbs: (e.g., coordinate, entertain, amuse, push, unite, beg, dream, publicize, etc.)
- <http://www.momswothink.com/reading/list-of-verbs.html>



1. Tone/Climate: D. 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.)

Upper Extremity Muscles

Which of the following are ANTONYMS for the word MAXIMUM?

A. clay, indefatigable, formidable, unyielding

B. one-phony, unskillful person

C. certain, with-hold, leery, hold

D. make happy, cheer, amuse, please

E. smallest, least, minimum, least

A B C D

1 / 20

2. Encouragement, Feedback, etc.:
B. Tutorials with Screen Capture
 (e.g., Jing, Screen, GoView, etc.)

2. Encouragement, Feedback, etc.:
C. Vocab Sushi (\$25 for 3 months)
<http://www.vocab sushi.com/>

2. Encouragement, Feedback, etc.:
D. Online Accounting Lessons
 (e.g., Lyryx; <https://lifa.lyryx.co>)

2. Encouragement, Feedback, etc.:
E. Video Scenario Learning Accounting Interviews and Preparatory Course Review Modules (Franklin University, cost and forensic accounting course)
<http://video.franklin.edu/franklin/accct/managerialAccounting/cost-behavior-planet.html>
<http://video.franklin.edu/franklin/accct/342/common/fraudScenario02.html>

Cost Behavior

Variable Cost

Fixed Cost

Cost Behavior: The way a company's costs change in the short run in response to changes in the level of business activity.

Cost of Food and Labor

Number of Meals

Property Tax

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



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



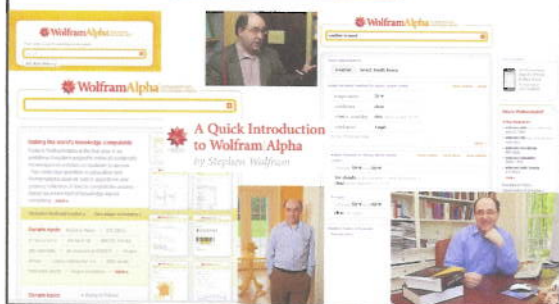
3. Curiosity, Fun:
B. Online Social Networking Games
 (e.g., scrabble, hangman, etc.)



3. Curiosity, Fun:
C. Online Games



3. Curiosity, Fun: D. Online Database Activities
 (e.g., WolframAlpha)
<http://www.wolframalpha.com/>



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



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

Welcome to International Studies for Indiana Schools

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

P540 Cool Resource Provider and Moderator Sign Up Sheet

Feedback people are working with the free tools... it is possible to... resources... that... users... that... are... trying... to... make... better... that... you... are... a... value... add... for... based... reasons... of... the... age... group... spent... by... utilizing... your... resources... whether... you... want... your... name... and... ability... for... 1... other... reason.

Instructions:
Please... get... your... names... in... the... box... for... the... ONE... WEEK... that... you... want... to... be... the... moderator... Each... complete... can... be... used... for... K-12... or... Adult... Learning... 2011... funds.

Works:
1. Education... Learning... 2. Adult... Education... Learning... 3. Social... Learning... Theory...

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

RANDOM.ORG

Coin Flipper
You flipped 2 coins of type 500-KC.

Timestamp: 2011-08-13 01:10 UTC

Roll Again Go Back

RANDOM.O

List Randomizer
There were 50 items in your list. Here they are in random order:

1. 100
2. 5 Actor
3. 20 Themes
4. 7 Scales
5. 7 Scales
6. 5 Scales
7. 5 Scales
8. 5 Scales
9. 5 Scales
10. 5 Scales
11. 5 Scales
12. 5 Scales
13. 5 Scales
14. 5 Scales
15. 5 Scales
16. 5 Scales
17. 5 Scales
18. 5 Scales
19. 5 Scales
20. 5 Scales

Timestamp: 2011-08-13 01:10 UTC

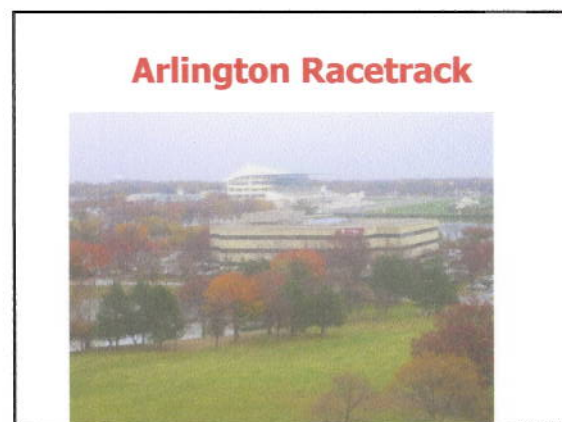
Roll Again Go Back

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

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

A Call to Antarctica

Jean Penney is an educator from California, and she has been working with O... years during the Antarctic summer studying Adelle penguins and their habitat. Our... Wilson was part of a phone conversation with Jean to discuss her work in Antarctica... toward Great American III. Through the use of satellite phones, they connected... below illustrates their conversation.



Jockey's are Important

5. Autonomy, Choice: A. Online Literature 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.janegoodall.org/>
10. Timeless Hemmingway: <http://www.timelesshemmingway.com/>

5. Autonomy, Choice: C. Open Teaching and Massive Open Online Courses (i.e., MOOC, David Wiley, George Seimens, Ray Schroeder)

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

6. Relevance, Meaningfulness: B. 60 Second Recap, Jenny Sawyer

<http://www.60secondrecap.com/>
 Actress to students: Lend me your earbuds!
 English major, 24, rambunctiously recaps the classics in 60-second Web videos; By Greg Toppo; USA TODAY, September 2009


6. Relevance, Meaningfulness:
C. Tour an Online Oil Drilling Site or Role Play Situations (i.e., BP)
<http://www.youtube.com/watch?v=ts45BkAnqTs>

Open newroom learning


About
 Learn. Create. Share. All for free.



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



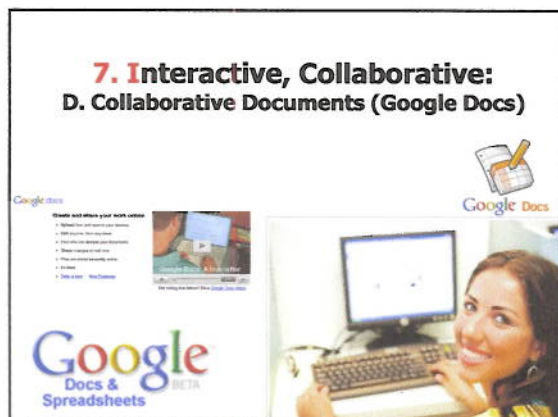
7. Interactive, Collaborative:
B. Collaborative Video Annotation
 Creating-annotated discussions: An asynchronous alternative, Craig Howard and Rodney Myers, *International Journal of Designs for Learning*, 1(1)
<http://scholarworks.ltu.edu/journals/index.php/ijdl/article/view/853/212>



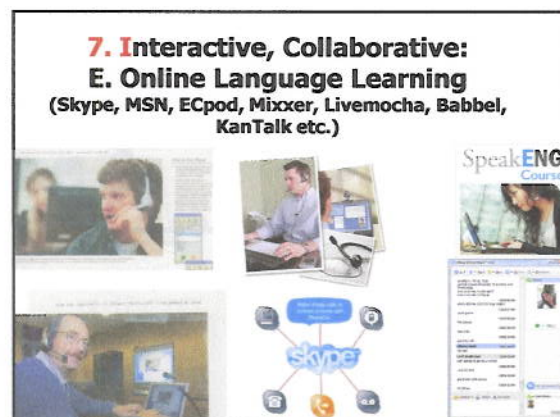
7. Interactive, Collaborative:
C. Dr. Monica Rankin's class, UT Dallas, Cuban Revolution (April/May 2011)
<http://www.youtube.com/watch?v=ocQMf1kPo98>



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



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



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

8. Engagement, Effort:
B. Time Tracker (e.g., Indy Race Tracker, May 29, 2011)

<http://www.indy100.com/index.jsp?article=6068888&PCID=130101010&article=500-Track-Tracker>

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. National Geographic Prehistoric Timeline

<http://science.nationalgeographic.com/science/prehistoric-world/prehistoric-time-line.html>

8. Engagement, Effort: E. 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-173548492.html>
<http://www.mindbody.com/us/press/compassdirect-edition/2012/>

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

10. Yields Products, Goals:
A. More Student YouTube Products
 Miguel Lara (Web 2.0 FREEDOM): <http://www.youtube.com/watch?v=8cmCpW0WWS>
 Shuya Xu and Yue Ma (Blog my online lring): <http://www.youtube.com/watch?v=im7GQM9fzhc>
 Julie Rust (Participatory Learning): http://www.youtube.com/watch?v=ctx_SuRWV0M
 Cesar Dagli (Animal perspectives on course): <http://www.youtube.com/watch?v=CdE3Ed05k>

10. Yields Products, Goals:
B. Create Own Channel in YouTube
 (e.g., my channel "TravelinEdMan")
<http://www.youtube.com/user/TravelinEdMan>

10. Yields Products, Goals:
C. Photo Festivals and Competitions
 (e.g., COFA at UNSW, Scrapblog, flickr, etc.)
<http://www.youtube.com/watch?v=im7GQM9fzhc>

10. Yields Products, Goals:
D. Video Blogs

TEC-VARIETY Model for Online Motivation and Retention

- T**one/Climate
- E**ncouragement, Feedback
- C**uriosity
- V**ariety
- A**utonomy
- R**elevance
- I**nteractive
- E**ngagement
- T**ension
- Y**ields Products

Do you feel Jumbo Motivation?
Poll #1: How many ideas did you get so far?

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.

Cards and Commitments: Stop and Share: Which principle of TEC- VARIETY do you use?

Recap #1: The TEC-VARIETY Model

Tone/Climate
Encouragement, Feedback
Curiosity

Variety
Autonomy
Relevance
Interactive
Engagement
Tension
Yields Products

Frame work: #2: The R2D2 Model

Curtis J. Bonk | Ke Zhang

Empowering Online Learning

100+ Activities
for Reading, Reflecting,
Displaying & Doing

The R2D2 Method

1. **Read (Auditory and Verbal Learners)**
2. **Reflect (Reflective Learners)**
3. **Display (Visual Learners)**
4. **Do (Tactile, Kinesthetic, Exploratory Learners)**

Read 1a. Reading from Open Access Journals (e.g., PLOS)

The International Review of Research
in Open and Distance Learning
A refereed e-journal to advance research, theory and best
practice in open and distance learning worldwide
Athabasca University

Reflect 2a. Critical Friend Blog Postings (Kristen and Susan)

R685 is the World

R685: The Web 2.0

Display 3a. Interactive Maps
 (e.g., New USDA climate zone map reflects northward warming trends, By Janice Lloyd, USA TODAY, January 26, 2012)
<http://www.usda.gov/press/releases/2012/01/26/012612a01.htm>

New USDA climate zone map reflects northward warming trends

Do 4a. Employee Film Competitions (Deloitte Film Festival)

All: <http://www.youtube.com/user/DeloitteFilmFest>
 Is This Heaven: http://www.youtube.com/user/DeloitteFilmFest#p/u/14/4W4W_35oc7c
 Behind the Scenes: <http://www.youtube.com/user/DeloitteFilmFest#p/u/0/WYd-5a0d4E>

Poll #1: How many ideas did you get so far?

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.

Cards and Commitments: Stop and Share: Which Phase of the R2D2 model do you use the most?

99 seconds: What have you learned so far?

- Solid and Fuzzy in groups of two to four

Do you feel JUMBO MOTIVATION?

Note: Bonk papers and talks at:
<http://www.publicationshare.com/>
<http://www.trainingshare.com/>