



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

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March 9, 2012: Adventures of a Teenage Polyglot (Timothy Doner, more than a dozen languages at age 16), New York Times, John Leland

http://www.nytimes.com/2012/03/11/nyregion/a-teenage-master-of-languages-finds-online-friends.html?_r=1&gwh=16116814&gwt=160135003

Timothy posts videos of himself speaking several languages on YouTube.

April 29, 2012: Learning is More Open Open Education's Wide World of Possibilities, Chronicle of Higher Education, Katherine Mangan

http://chronicle.com/article/Open-Education's-Wide-World-of-Possibilities/131672?cid=at&utm_source=at&utm_medium=en

August 27, 2012 Online University For All Balances Big Goals, Expensive Realities, Claudio Sanchez, NPR

<http://www.npr.org/blogs/allthingsconsidered/2012/08/27/160116814/online-university-for-all-balances-big-goals-expensive-realities>
 Audio: <http://www.npr.org/player/v2/mediaPlayer.html?action=1&t=1&list=f&id=160116814&w=160135003>

Naylea Omayra Villanueva Sanchez says her location near the Amazon rain forest in Peru, combined with a disability, makes a traditional university education impossible.

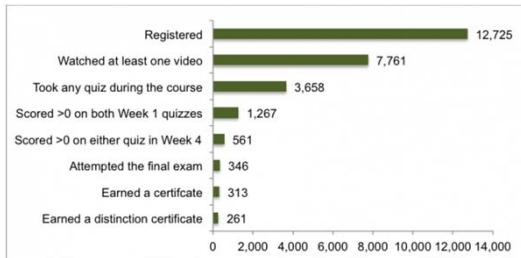
December 9, 2012 Retired Earn Degrees

http://www.nytimes.com/2012/11/30/us/80-year-old-graduate-of-wgu-texas-kept-his-promise.html?_r=0

THE TEXAS TRIBUNE
 An 80-Year-Old Graduate With an Online Marketing Degree Kept His Promise

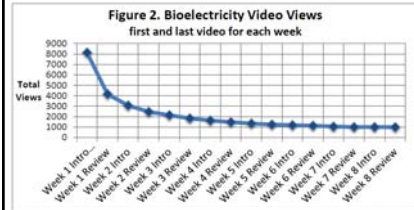
February 24, 2013
Big (MOOC) Data, Inside Higher Education,
Dayna Catropa

<http://www.insidehighered.com/blogs/strategy/big-mooc-data>



February 5, 2013
Bioelectricity: A Quantitative Approach,
Duke University's First MOOC

http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf

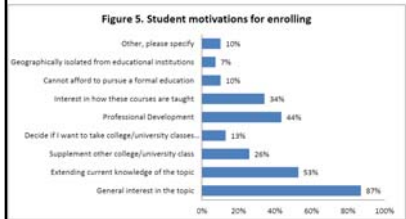


Bioelectricity: A Quantitative Approach



February 5, 2013
Bioelectricity: A Quantitative Approach,
Duke University's First MOOC

http://dukespace.lib.duke.edu/dspace/bitstream/handle/10161/6216/Duke_Bioelectricity_MOOC_Fall2012.pdf



Bioelectricity: A Quantitative Approach



What did Jean-Luc Picard say?



That's right, Engage!



Where would we all like to work?



ENGAGE UNIVERSITY

Sleepy U?



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, but research in the absence helps explain why some succeed while others fail.

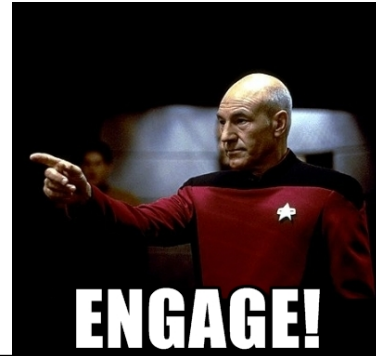
Recent research, including that presented here at the annual meeting of the Educational Research Association.

Nancy L. Ford

What was it that he said?



That's right, Engage!



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



How do
we engage
online?

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.



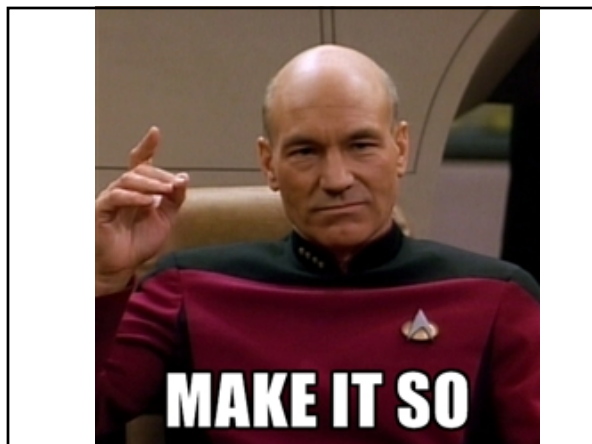
Jumbo Motivation is Needed!



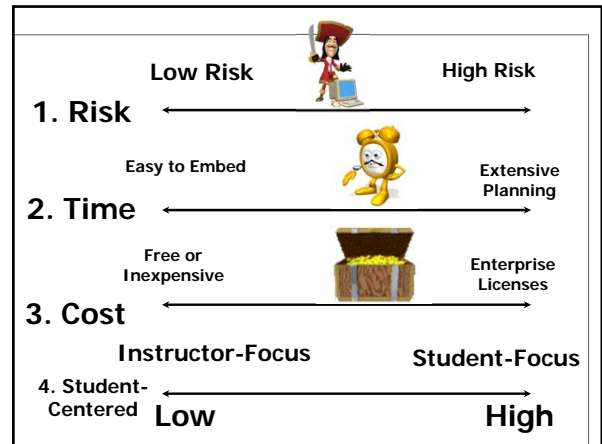
JUMBO

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



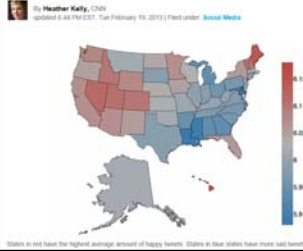
Examples of TEC-VARIETY



1. Tone/Climate: A. React to Visuals

The happiest and saddest states according to Twitter
 Heather Kelly, CNN Tech, February 19, 2013
<http://www.cnn.com/2013/02/19/tech/social-media/twitter-happiness/index.html>

The happiest and saddest states according to Twitter



2. Encouragement, Feedback, etc.: A. Create Screencasts

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

Create Screencasts!



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

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

Instant Audience Feedback

What's your favorite color?

Red	117500
Blue	117503
Green	117504

2. Encouragement, Feedback, etc.: C. On Location Office Hours (October 27, 2012, Chuck Severance, U Michigan/Coursera in Barcelona)

<http://www.youtube.com/watch?v=JzNHvmSv8TI>

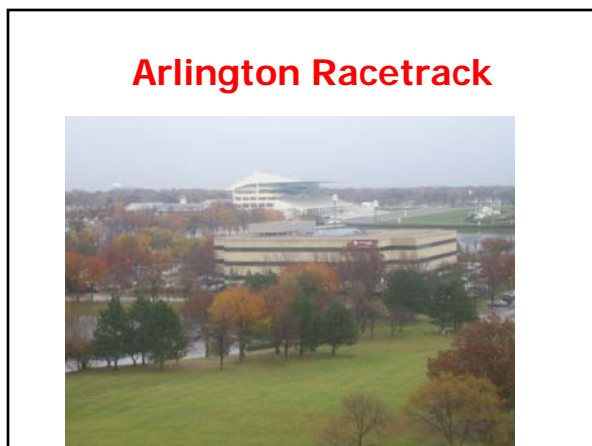


3. Curiosity, Fun:
G. Oral Online Dictionaries Help
 Preserve Languages, Cultures Muted by Modernity, The
 Wall Street Journal, February 18, 2002
<http://online.wsj.com/article/SB10001424052719048804057728392715150066.html?articleTabs=Storyarticle>

4. Variety, Novelty:
A. Shared Online History Videos
 (e.g., "History for Music Lovers" with over 50 songs including:
 Trojan War "Tainted Love" by Soft Cell; Charlemagne "Call Me"
 by Blondie, Cleopatra, Napoleon, Shakespeare, the Vikings)

4. Variety, Novelty, Fun, Fantasy:
B. Timers (Random.org, Stopwatches, coins, playing cards, dice, Countdown Timers, Stopwatch Bombs, etc.; <http://www.online-stopwatch.com/countdown-timer/>)

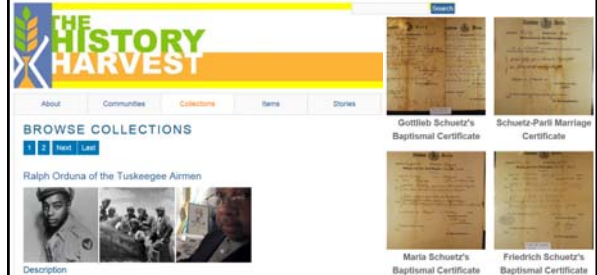
4. Variety, Novelty:
C. Sync Session with Guest Speakers
 Designing a New Learning Environment
 Professor Paul Kim, Stanford University
<http://venture-lab.org/education/lectures/45>



7. Interactive, Collaborative:
B. Online Language Learning
 (Skype, MSN, ECPod, Mixxer, Livemocha, Babel, KanTalk etc.)

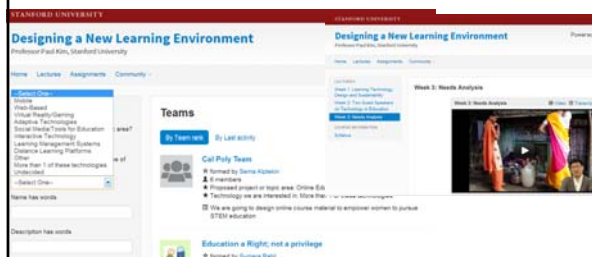


7. Interactive, Collaborative:
C. Community Oral Histories
 (e.g., The History Harvest)
<http://historyharvest.unl.edu/collections>



7. Interactive, Collaborative:
D. Online Teams

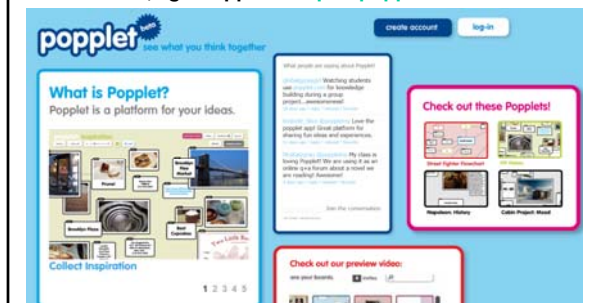
Paul Km, Stanford: Oct 28, 2012
 17,380 students. I haven't met f2f. I am shocked to see students from places where Internet is very limited. You will find students from even Zanzibar!!! Many teams are formed and they meet f2f in the region where they live.
<http://venture-lab.org/education/>



7. Interactive, Collaborative:
E. Collaboration and Discussion in Google Hangouts
 (January 29 and February 25, 2013)



7. Interactive, Collaborative:
F. Student Collaborative Knowledge Building and Sharing
 (e.g., Popplet: <http://popplet.com/>)



8. Engagement, Effort:
A. 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: 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>



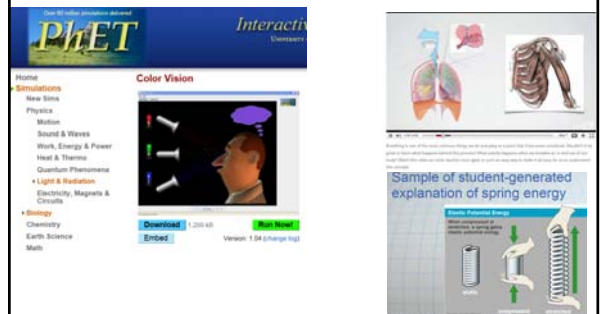
8. Engagement, Effort: C. Timeline Tools (e.g., MLK Memorial Timeline)
<http://www.usatoday.com/news/destinations/story/2011-08-15/Martin-Luther-King-Jr.-Memorial-in-Washington-A-closer-look/20134701700-180000>



8. Engagement, Effort: D. Timelines with Oral Histories, Slavery and the Making of America Time and Place, PBS
<http://www.pbs.org/wnet/slavery/timeline/1857.html>



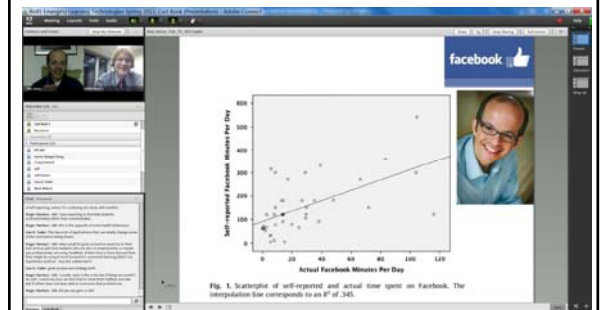
8. Engagement, Effort: E. Interactive Simulations
<http://phet.colorado.edu/en/simulation/energy-skate-park>



8. Engagement, Effort: F. Cyber-Anatomy
<http://www.cyber-anatomy.com/>



8. Engagement, Effort: G. Guest Speaker Quotes (Rey Junco, February 25, 2013)



9. Tension, Challenge, etc.:

A. Google Hangouts/Google On Air
 (Jay Cross, 10 MOOC experts; February 27, 2013
<http://www.jaycross.com/wp/2013/02/businessmoocs-the-hangout-recording/>)

Business+MOOCs: the Hangout recording



Blog



Twitter: jaycross
 Jay Cross is BusinessMOOCs: the Hangout recording | I am...
 dave.com@10:26 AM
 MOOC... about 10:26 AM

9. Tension, Challenge, etc.:

B. 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
 Qi Li: R685 Gangnam Style, December 2012
<http://www.youtube.com/watch?v=7Q429qzZaU&feature=youtu.be>



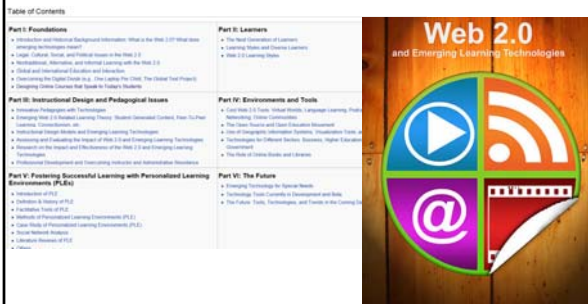
10. Yields Products, Goals:

B. Interactive Timelines
 (e.g., The Big Sleep, Kate Hurd)
<http://hurdinsuranceagency.com/thebigsleep/>



10. Yields Products, Goals:

C. 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_and_Technology
http://en.wikibooks.org/wiki/Web_2.0_and_Emerging_Learning_Technologies



Poll #2:

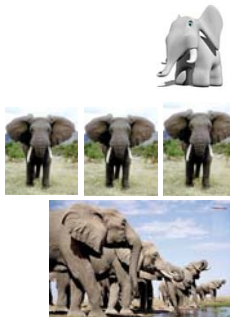
Which of the last 5 motivational principles will you use the most?

- A. Relevance/Meaningfulness
- B. Engagement/Effort
- C. Interactive/Collab/Community
- D. Tension/Challenge/Dissonance
- E. Yielding Products/Goals



Poll #3:
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:
Which principle(s) of TEC-VARIETY will you use?

Tone/Climate
Encouragement, Feedback
Curiosity

Variety
Autonomy
Relevance
Interactive
Engagement
Tension
Yields Products



Framework #2: The R2D2 Model



Empowering Online Learning
100+ Activities for Reading, Reflecting, Displaying & Doing

1. Auditory or Verbal Learners

- Auditory and verbal learners prefer words, spoken or written explanations.



Read 1a. Interactive Stories
(e.g., Meograph
<http://www.meograph.com/>)



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. Discuss Videos
(e.g., Grockit Answers and Vialogues;
<https://vialogues.com/>)



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

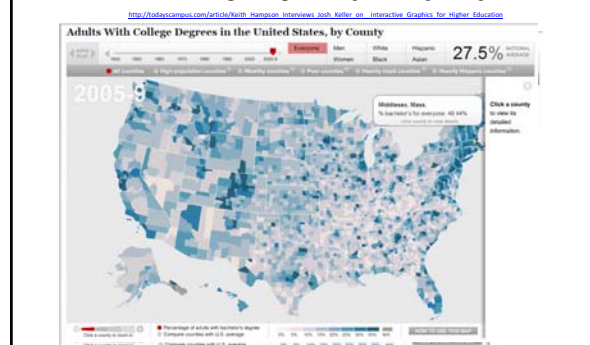


3. Visual Learners

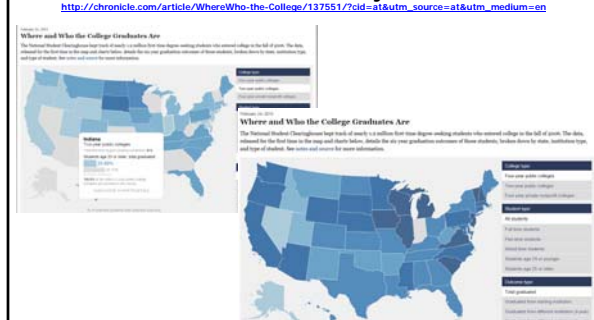
- Visual learners prefer diagrams, flowcharts, timelines, pictures, films, and demonstrations.



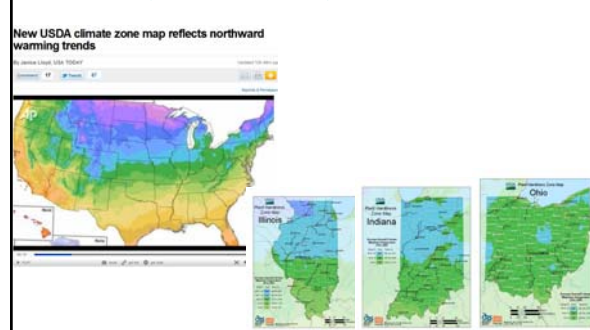
Display 3a. Interactive Maps
(adults with college degrees by county, May 7, 2012)



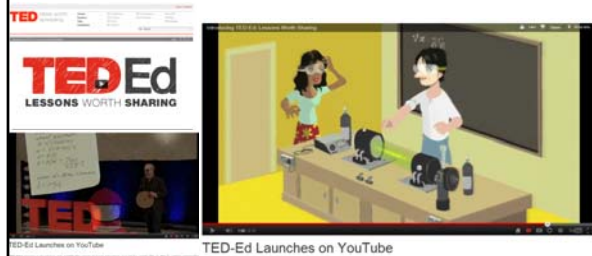
Display 3b. More Interactive Maps
Where and Who the College Graduates Are,
Chronicle of HE, February 24, 2013



Display 3c. Interactive Maps
(e.g., New USDA climate zone map reflects northward warming trends,
By Janice Lloyd, USA TODAY, January 26, 2012)



Display 3d. Educational Videos: TED-Ed <http://education.ted.com/>



TED-Ed Launches on YouTube

Display 3e. Wordle

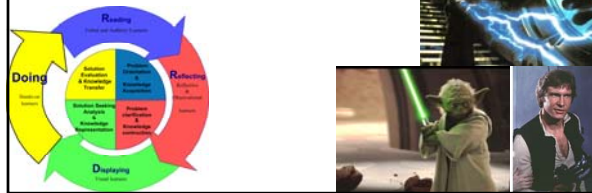
A Pedagogy of Abundance or a Pedagogy to Support Human Beings? Participant Support on Massive Open Online Courses, IRRODL, Kop, Fournier, & Sui Fai Mak, November 2011 <http://www.irrodl.org/index.php/irrodl/article/view/1041/2025>



Figure 4. PLENK2010 Wordle.

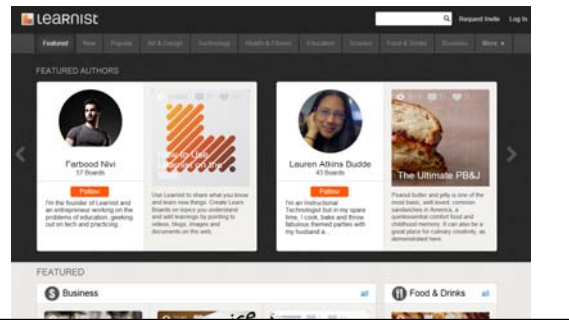
4. Tactile/Kinesthetic Learners

- 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.



Do 4a. Student Expertise (e.g., Learnist)

<http://learni.st/category/featured/#/category/featured>



Do 4b. Student Class Documentaries

Umida's R546 Documentary Project http://www.youtube.com/watch?v=EMLTzqCV_5A



Do 4c. Negotiate Meanings Online

(e.g.m MeetingWords: <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!



Do 4d. Singing YouTube Summaries
 Daniel Halluska, P540, Fall 2011
<http://www.youtube.com/watch?v=tOL7lrGsgnw>

Poll #4: What phase of the R2D2 Method will you use most?

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

Poll #5:
 Do you feel "MOTIVATED" to try any of this out?

- A. Yes, both
- B. Yes, R2D2
- C. Yes, TEC-VARIETY
- D. Neither

Poll #6:
 Any light bulbs going off in your head so far...?

- A. Yes definitely
- B. Maybe
- C. No

Stop and Share:
 Three Words from this session!

DON'T JUST WISH FOR A GREAT 2013,
MAKE IT SO.



Do you feel JUMBO MOTIVATION?

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

Curt Bonk – CJBonk@Indiana.edu

