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February 19, 2011

Assignment Six
INST 6031

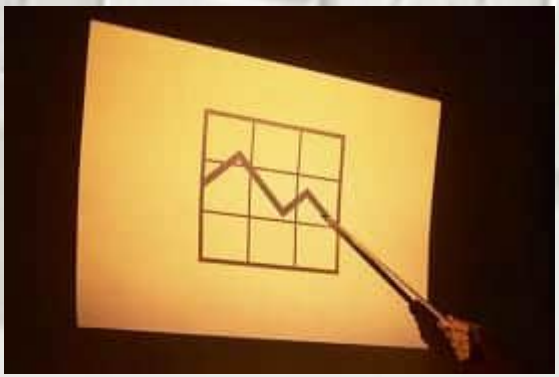
Motivation in Learning

What is motivation and motivational theory?

Definition: “Motivation is defined as an internal drive that activates behavior and gives it direction. The term motivation theory is concerned with the processes that describe why and how human behavior is activated and directed” (Romando, 2007, para. 1).

Why do we need motivated students?

Motivated students will eventually become entrepreneurs or work for an employer. These motivated employees help organizations survive. Motivated employees are more productive (Lindner, 1998).

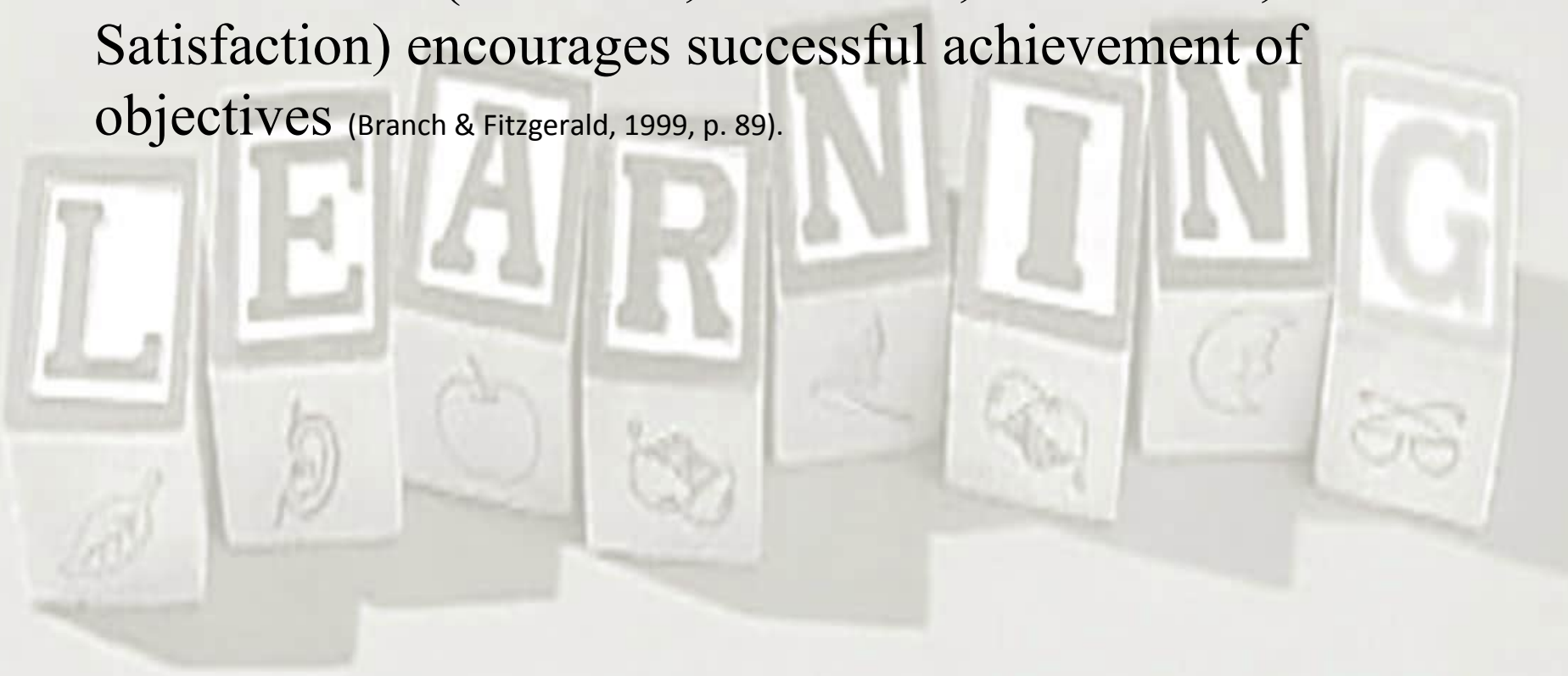


How do we motivate our students?

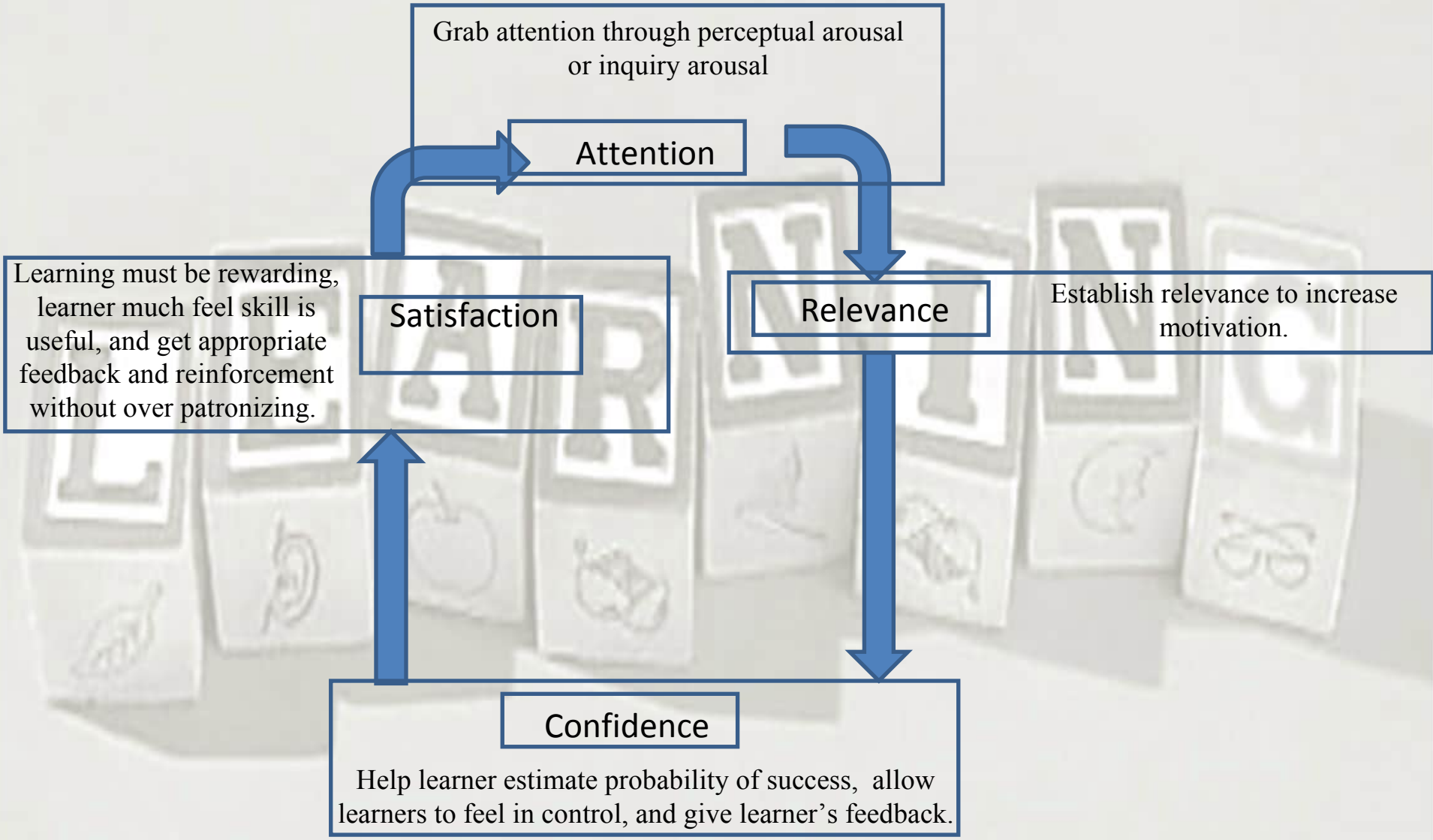
Research show that setting objectives is an effective way of helping students learn and recall information. It is important for students to set not only long term goals of the project, but the short term goals as well. (Briggs, Gustafson, & Tillman, 1992, p. 110).

ARC's Model

ARC's Model (Attention, Relevance, Confidence, and Satisfaction) encourages successful achievement of objectives (Branch & Fitzgerald, 1999, p. 89).



ARC's Model of Motivational Design (Keller)

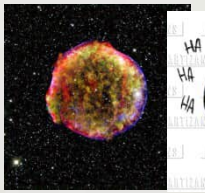


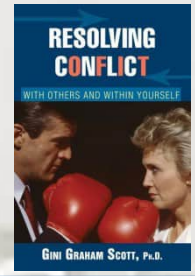
Adapted from (Learning Theories Knowledgebase [LTK], 2010).

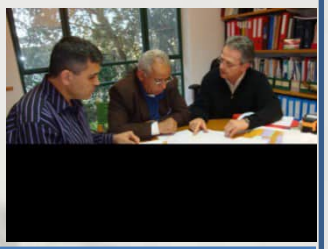
ARC's Model of Motivational Design (Keller) Continued

Attention

1. Variability
2. Humor
3. Concreteness
4. Conflict
5. Inquiry
6. Participation







Relevance

1. Experience
2. Present worth
3. Future usefulness
4. Matching
5. Modeling
6. Choice

Confidence

1. Learning requirements
2. Difficulty
3. Expectations
4. Attributions
5. Self-confidence

Satisfaction

1. Unexpected rewards
2. Positive Outcomes
3. Avoiding negative influences
4. Scheduling of reinforcements
5. Natural consequences

Adapted from (About E-learning Resource [AER], 2010).

Goal setting theory

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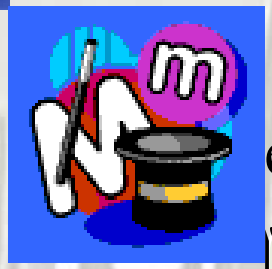

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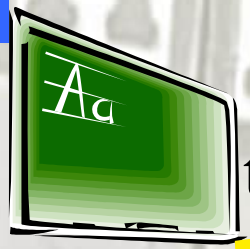

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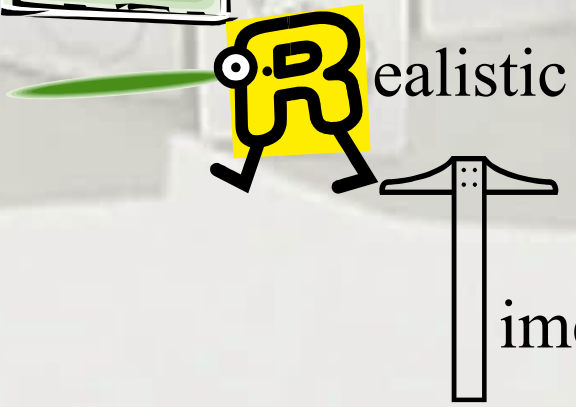


ealistic

imely

Clarity

Challenge

Commitment

Feedback

Complexity

(Mindtools.com, 2010).

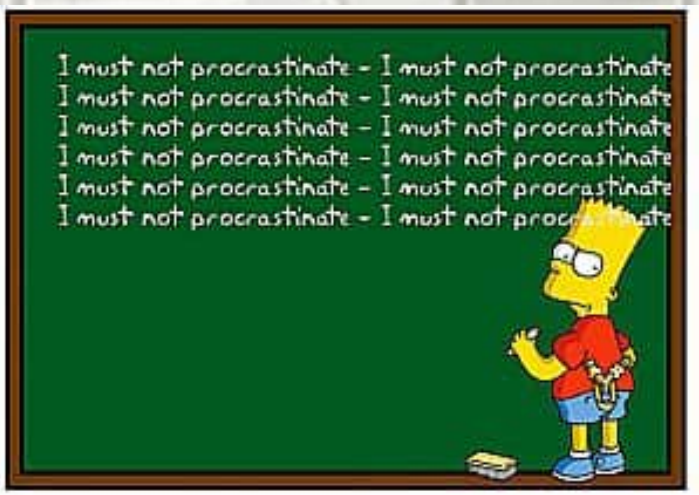
Self-Regulation through Learning

Definition: “Self-regulation is the process by which people attempt to constrain unwanted urges in order to gain control of the incipient response.” (Baumesiter & Vohs, 2007, p. 2, 3).

Simply put: self regulation involves changing ones behavior.

Four Ingredients to Self-Regulation

- Well defined standard.
- Monitoring the behavior.
- Will power.
- Motivation in order to meet the standard and change the behavior (Baumesiter & Vohs,, 2007, p. 3, 4).



Kusiak's Insight on Motivation

1. Utilize ARCS model in instruction.
2. Teach students to set short-term SMART goals for themselves.
3. Teach students the meaning of "self-discipline."
4. Teach through examples and by giving students positive feedback.

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