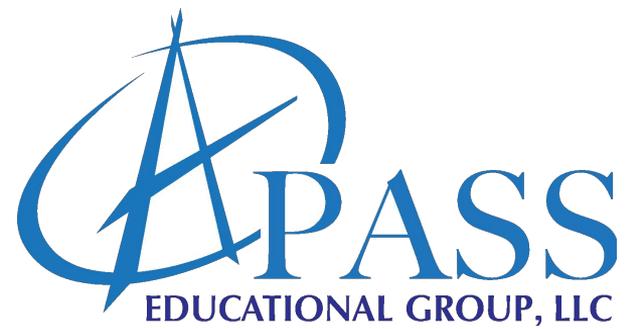


Learner Motivation







Motivational Self-Reflection

A scenic landscape featuring a wooden dock extending into a calm lake. In the distance, a person is sitting on the dock, looking out at the water. The background is dominated by steep, forested mountains under a clear blue sky. The water reflects the surrounding environment, creating a mirror-like effect. A semi-transparent blue overlay covers the central part of the image, containing text.

Self-Reflection Time Travel

Think about a time when you were capable of doing something, but lacked the necessary motivation.



Principles of Learner Motivation



What is Learner Motivation?

Learner motivation is a complex, abstract concept associated with why students desire to participate in the learning process and what drives some to persist while others do not.

Learner Motivation

Principles of Learner Motivation

Constraints:

- Intrinsic
- Extrinsic
- ARCS Model



Motivation: Intrinsic and Extrinsic



Intrinsic vs. Extrinsic

Learner Motivation

Intrinsic Motivation

■ Intrinsic motivation involves engaging in a behavior because it is personally rewarding.

Extrinsic Motivation

■ Extrinsic motivation occurs when we are motivated to perform a behavior or engage in an activity to earn a reward or avoid punishment.

Intrinsic vs. Extrinsic

Examples of Intrinsic Motivation

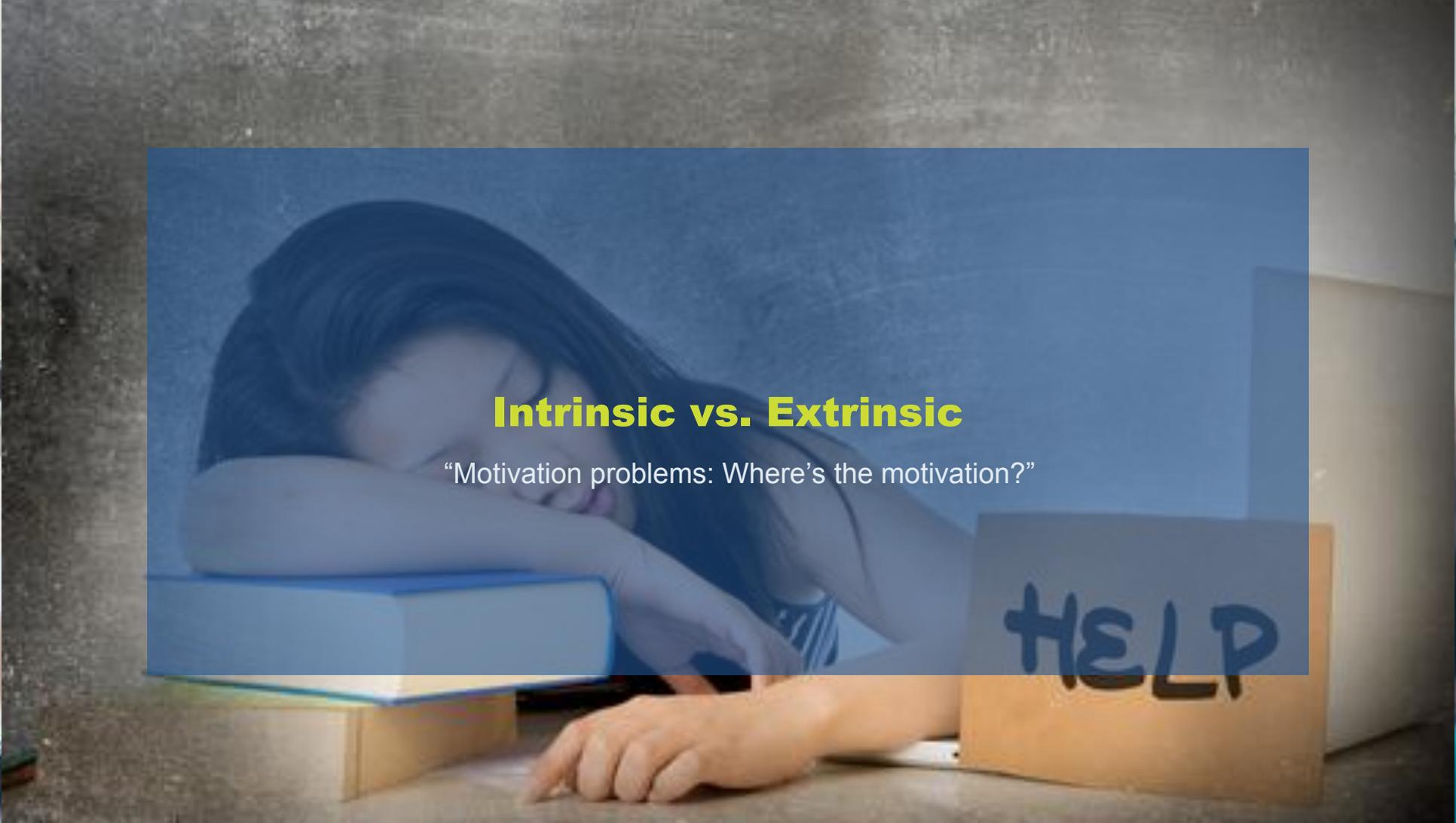
- Studying a subject because you find it fascinating
- Participating in a sport because you enjoy the activity
- Cleaning your dorm room, because you like tidying up
- Solving a crossword puzzle or word search because you find them challenging and fun

Examples of Extrinsic Motivation

- Studying a subject to get a good grade
- Participating in a sport to win awards
- Cleaning your dorm room to avoid conflict with the Resident Assistant (RA)
- Competing in a contest to win a scholarship or prize



Can you tell the difference?

A photograph of a woman with long dark hair resting her head on a stack of books. She is wearing a blue top. To her right is a cardboard box with the word 'HELP' written on it in black marker. The scene is dimly lit, suggesting a study or library setting. A semi-transparent blue rectangle is overlaid on the image, containing text.

Intrinsic vs. Extrinsic

“Motivation problems: Where’s the motivation?”



ARCS Model of Motivation



ARCS Model of Motivation

ARCS is an instructional model developed by John Keller; ARCS focuses on motivation. Keller's ARCS Model of Motivation explains the importance of motivating the learner, and ensures the continuity of the motivation during the instruction.

ARCS Model Components

Four Components of the ARCS Model

A - Attention

R - Relevance

C - Confidence

S - Satisfaction



ARCS Model Subcategories

Attention

- Perceptual Arousal
- Inquiry Arousal
- Variability

Relevance

- Goal Orientation
- Motive Matching
- Familiarity

Confidence

- Learning Requirements
- Success Opportunities
- Personal Control

Satisfaction

- Intrinsic Reinforcement
- Extrinsic Reward
- Equity



Kahoot! Activity

ARCS Model Components

Join the Kahoot! Motivational Jumble

Kahoot! App or kahoot.it (url)
[Motivational Jumble](#)

Game PIN
710484





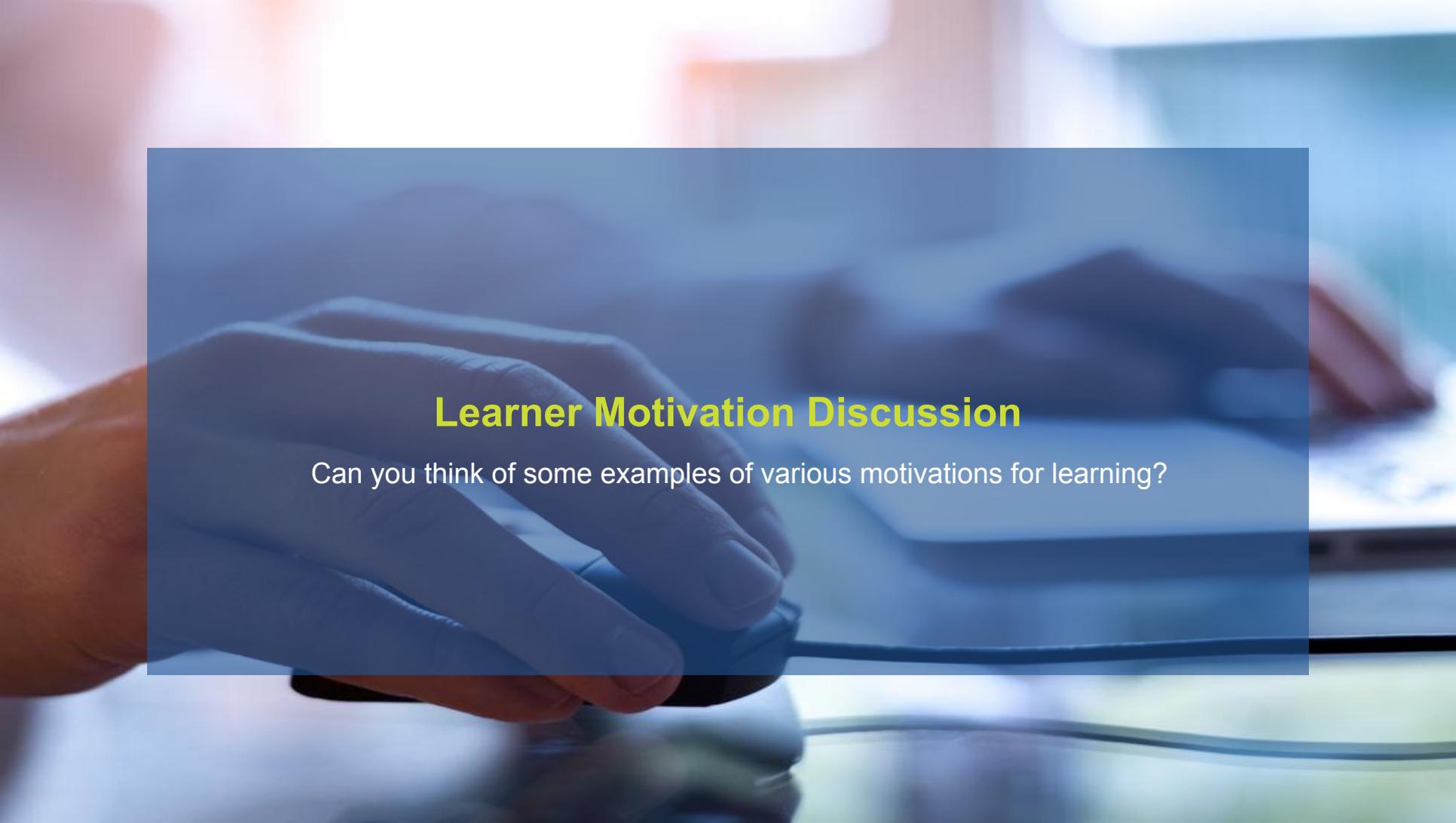
Learner Motivation in Higher Education

Higher Education Courses

Reasons for taking higher education courses include:

- Self-development
- Increased earnings
- New field transitions
- Network expansions
- Career enhancement
- Stepping stone to a career
- Advanced communication skills
- Advanced problem-solving skills



A close-up photograph of a person's hands using a computer mouse and keyboard. The image is overlaid with a semi-transparent blue rectangle. Inside the rectangle, the text "Learner Motivation Discussion" is written in yellow, and "Can you think of some examples of various motivations for learning?" is written in white.

Learner Motivation Discussion

Can you think of some examples of various motivations for learning?



Higher Education Instruction Tailoring

Course Development
Learner Analysis
Instruction Tailoring

Course Development



DEVELOPMENT

When developing a course, you should start with a careful learner analysis of the learner population that will enroll in the course.

Learner Analysis



Learner Analysis Defined

The process of identifying your learner audience or target population. This includes:

- Needs
- Demographics
- Expectations
- Prior knowledge and experience

The Importance of Learner Analysis

Learner analysis is a critical aspect of instructional design and is characterized as an iterative process that informs vital instructional design decisions from front-end analysis to evaluation.

Instruction Tailoring



Course tailoring should be specific to the learner group. Things to consider/questions to ask:

- Blended?
- Face-to-Face?
- Synchronous?
- Distant learning?
- Desired outcome?
- Learner demographics?
- What motivates the learner?

Motivational Techniques Discussion

- How would you motivate the following adult learners?



The distant learner?



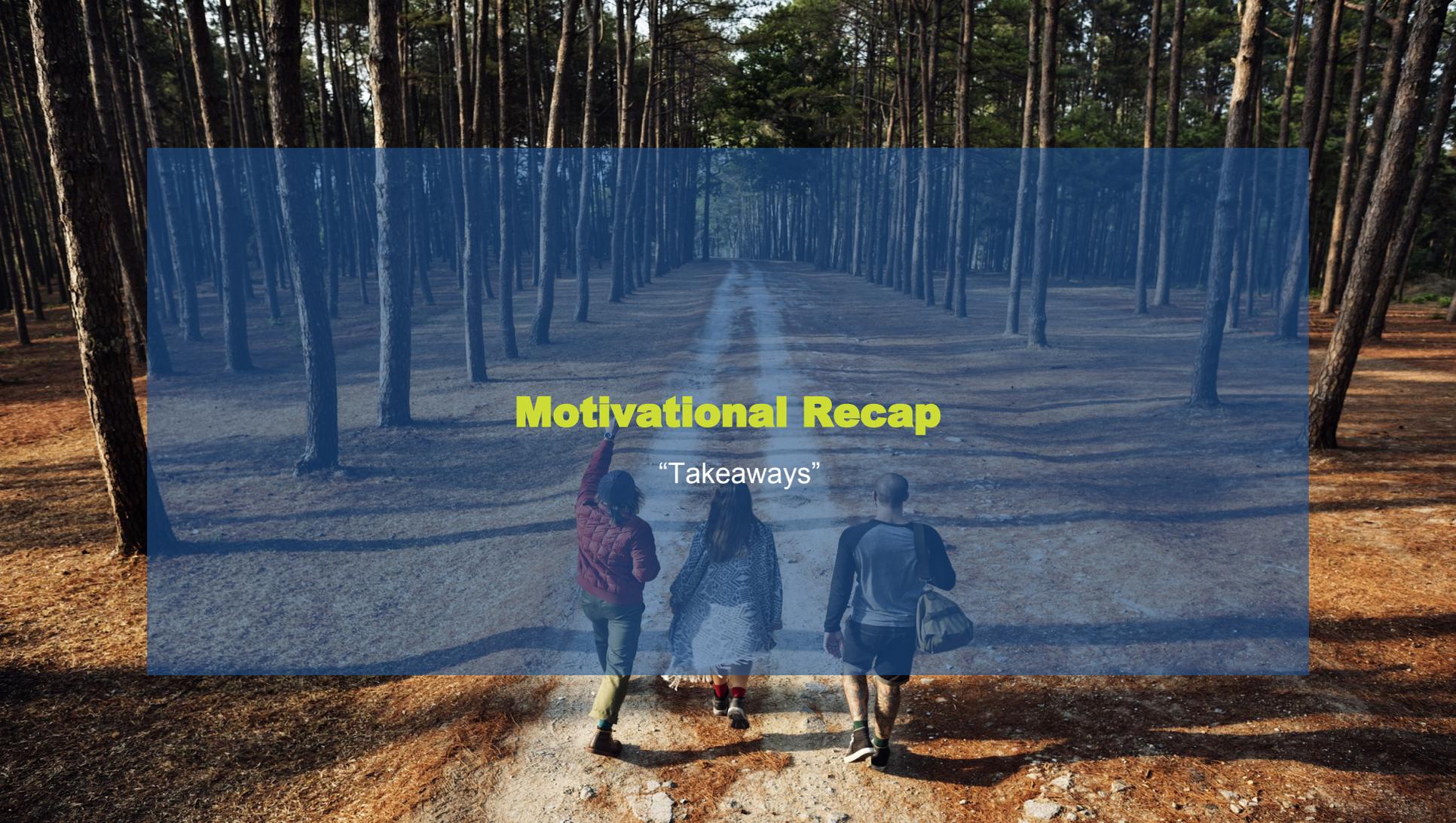
The blended learner?



The face-to-face learner?



The synchronous learner?



Motivational Recap

“Takeaways”

Motivational Recap

Main Points

- Principles of Motivation
- Intrinsic vs. Extrinsic
- Motivation
- ARCS Model
- Learner Motivation in Higher Education
- Learner Analysis
- Course Development
- Instruction Tailoring

Things to Remember

- Make sure the course meets the motivational needs of the learner group.
- Consider ARCS when designing the course structure and curriculum, and ensure the course is aligning with various motivators (both intrinsic and extrinsic).

References

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Office Space Fandango Movie Clip (launched using shareable URL/link in web browser):

<https://youtu.be/cgg9byUy-V4>

