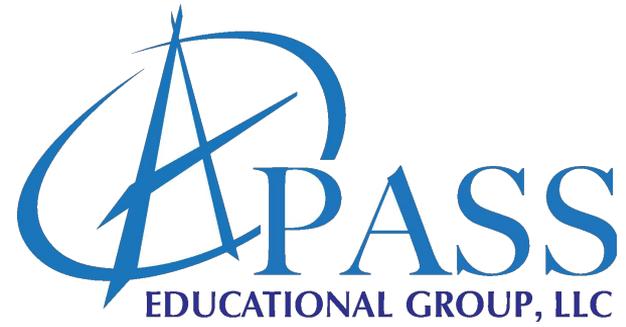


# Learner Motivation







# Motivational Self-Reflection

A scenic landscape featuring a wooden pier extending into a calm lake. In the background, there are majestic mountains and a person sitting on the pier, looking out over the water. The scene is captured in a soft, natural light, suggesting a peaceful moment of reflection.

## **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

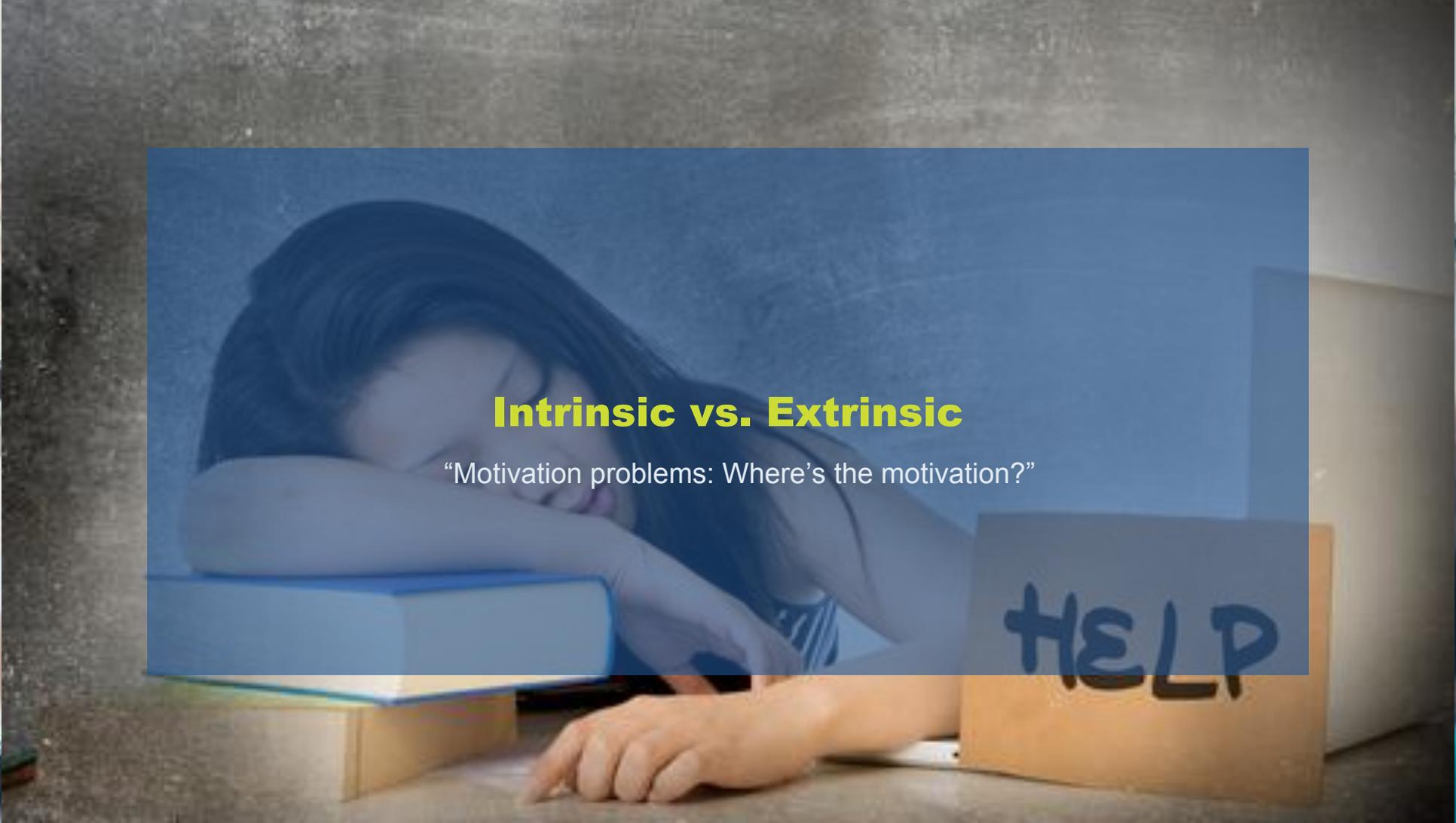
- Studying a subject because you find it fascinating
- Participating in a sport because you enjoy the activity
- Cleaning your dorm room, because you like tidying up
- Solving a crossword puzzle or word search because you find them challenging and fun

## 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





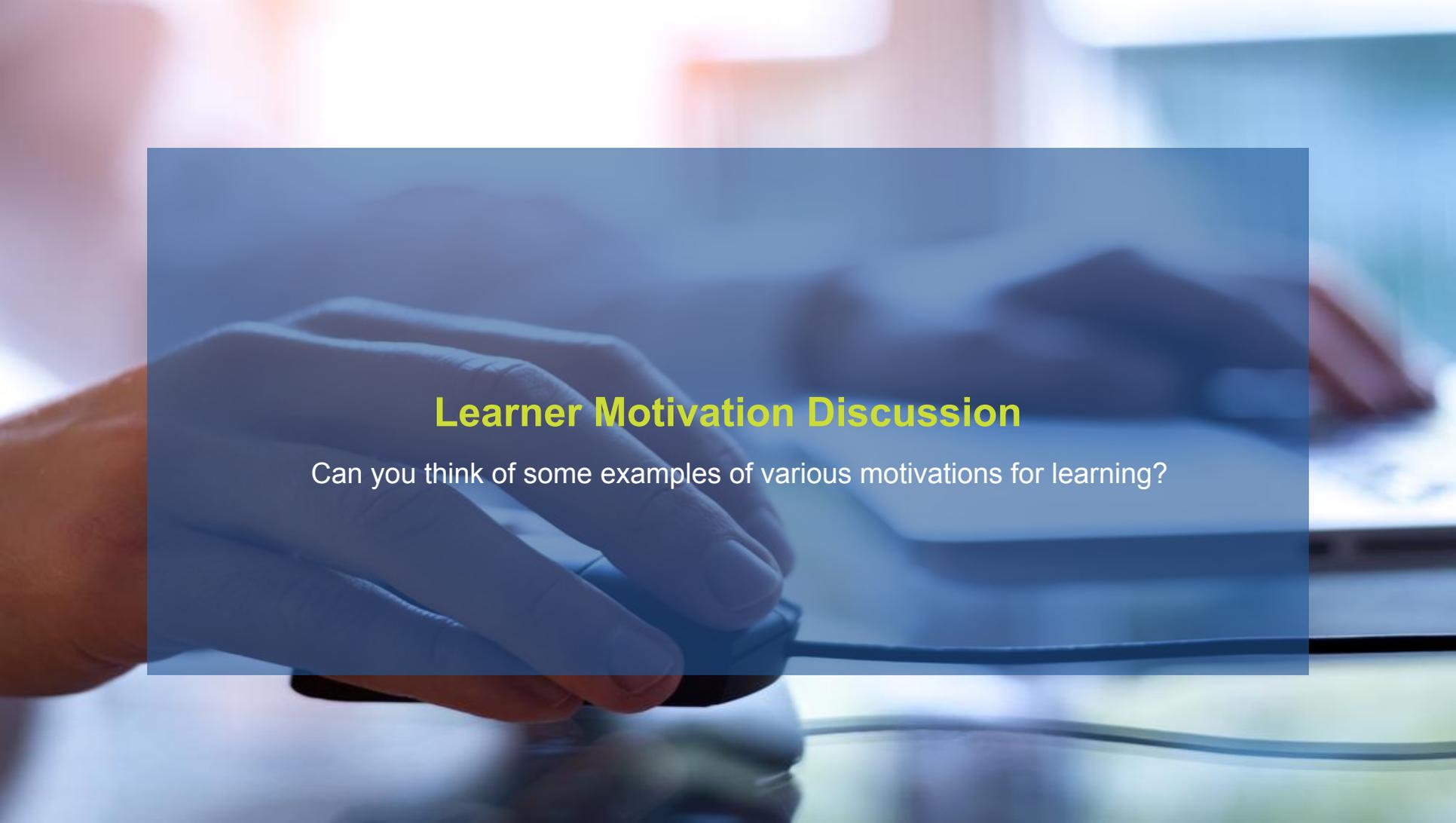
# **Learner Motivation in Higher Education**

# 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 hand clicking a computer mouse. The image is overlaid with a semi-transparent blue rectangle. The background is blurred, showing what appears to be a laptop keyboard and a person's face in profile.

## **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?



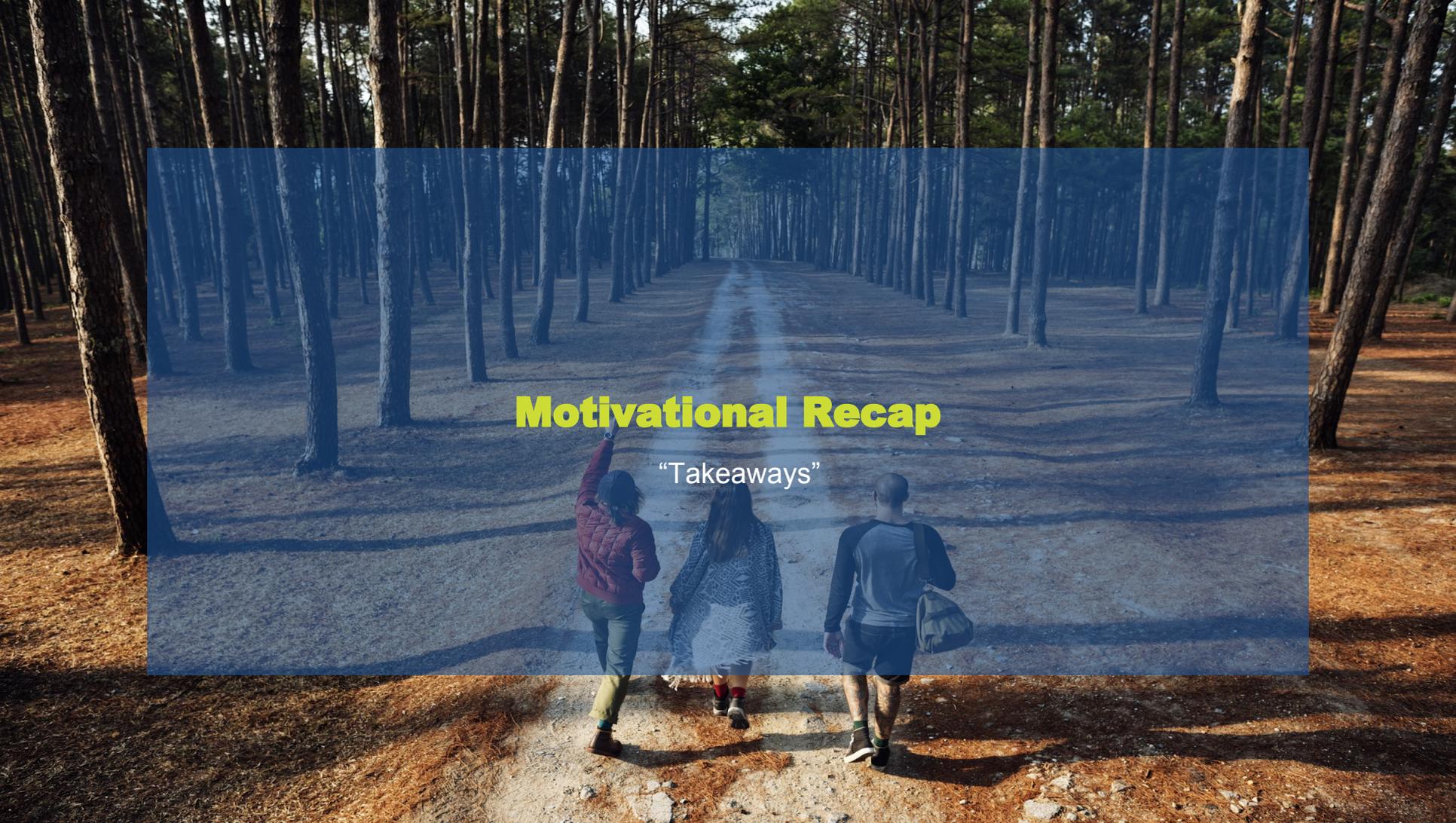
The blended learner?



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>

