

In this presentation we will look at how MOTIVATION plays an important role in instructional design.

One approach that promotes motivation is the ARCS model of Motivational Design created by John Keller. ARCS stands for Attention, Relevance, Confidence, and Satisfaction.

Instructional materials must grab the attention of the learners. Once they are interested in a topic, they are willing to invest their time and pay attention to learn more. Offering different types of media in the course will help to gain the attention of the learners.

When the learner perceives the lesson plans are relevant to their interests and goals they will be motivated. Use familiar example and language to establish relevance. Provide them with opportunities to use the acquired knowledge in real life setting.

Provide learners with opportunities often enough to establish their confidence that they can succeed in accomplishing the goals and achieving success. This can be achieved by having clear learning objectives, creating rubrics and giving timely feedback.

Make learning rewarding for the learner. Satisfaction is based on motivation and a sense of achievement . When learners anticipate and experience success they are motivated to learn.

The purpose of this approach is to determine what motivational gaps exist in a given situation and then applying appropriate strategies.

We can apply these strategies by first gathering information about the learners; Know who they are.

Critique the existing instructional materials for relevancy and analyze the learning environment to provide a positive and learner centered environment .

Consider using a variety of delivery methods in the Learning environment to enrich the learning experience.

Thank you for listening.

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