

# **Satisfaction Guaranteed!**

*Elevate Learning Using the ARCS Model of  
Motivational Design*

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# *ARCS Model of Motivational Design*



- Educator John Keller
- 1987
- The ARCS model is based on 'expectancy-value theory,' which presumes that people are motivated to learn if there is **value** in the knowledge presented, and if there is an **optimistic expectation for success**.

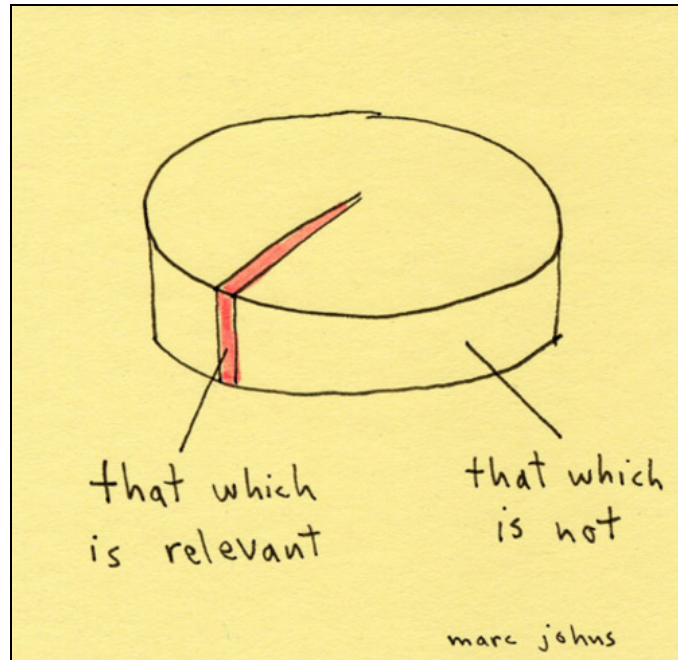


# *Attention*

- **Perceptual Arousal**
  - Relatable examples
  - \*\*Humor
- **Inquiry Arousal**
  - Role-play/hands-on experience
  - Questions/brainstorm
- **Variability**
  - Varied teaching methods



# Relevance



- **Goal Orientation**
  - How knowledge helps today/in future
- **Motive Matching**
  - \*\*Learners' needs regarding assignment
- **Familiarity**
  - Learners' existing knowledge/skills
  - Role models

# *Confidence*

- **Performance Requirements**
  - Standards/evaluative criteria up front
- **Success Opportunities**
  - **\*\*Hands-on opportunities to succeed**
- **Personal Control**
  - Attribute success to personal ability/effort



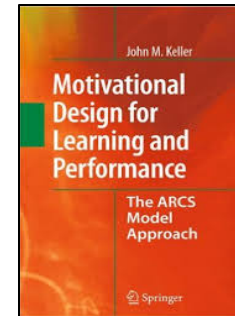
# *Satisfaction*



- **Intrinsic Reinforcement**
  - Enjoyment/value of the learning experience
- **Extrinsic Rewards**
  - **\*\*Positive reinforcement**
  - **\*\*Research takeaway**
- **Equity**
  - Consistent standards and consequences for success

# *ARCS Course Interest Survey*

- **Scoring: 1=Not True 2=Slightly True**  
**3=Moderately True 4=Mostly True 5=Very True**



- **Sample questions (out of 34 total)**
  - **A:** \_\_\_\_ The variety of examples, exercises, illustrations, etc., helped keep my attention during this session.
  - **R:** \_\_\_\_ The content of this session conveys the impression that the content is worth knowing.
  - **C:** \_\_\_\_ After working on these exercises for a while, I was confident that I would be able to successfully complete them.
  - **S:** \_\_\_\_ It felt good to successfully complete the exercises during this session.

# Survey Results

EL 110 Dilworth – Fall 2013

Library Research Instruction Sessions

**Survey instructions:** Think about each of the following statements in relation to the instruction you have just received and indicate how true it is. Use the following values to indicate your response to each item. Thank you!

- 1 = Not true
- 2 = Slightly true
- 3 = Moderately true
- 4 = Mostly true
- 5 = Very true

## FIRST SESSION SURVEY

- \_\_\_\_ There was something interesting at the beginning of this session that got my attention.
- \_\_\_\_ After hearing the introductory information, I felt confident that I knew what I was supposed to learn from this session.
- \_\_\_\_ Completing the exercises in this session gave me a satisfying feeling of accomplishment.
- \_\_\_\_ It is clear to me how the content of this material is related to things I already know.
- \_\_\_\_ There were explanations or examples that showed me how this material could be important to some people.

## SECOND SESSION SURVEY

- \_\_\_\_ As I listened to this session, I was confident that I could learn the content.
- \_\_\_\_ The content of this material is relevant to my interests.
- \_\_\_\_ This session has things that stimulate my curiosity.
- \_\_\_\_ The content of this session conveys the impression that its content is worth knowing.
- \_\_\_\_ The wording of feedback during the session, or of other comments, helped me feel rewarded for my effort.

## THIRD SESSION SURVEY

- \_\_\_\_ I learned some things during this session that were surprising or unexpected.
- \_\_\_\_ After working on these exercises for a while, I was confident that I would be able to successfully complete them.
- \_\_\_\_ The variety of examples, exercises, illustrations, etc., helped keep my attention during this session.
- \_\_\_\_ It felt good to successfully complete the exercises during this session.
- \_\_\_\_ The good organization of the content helped me be confident that I would learn this material.

- **5's – 325**
- **4's – 188**
- **3's – 103**
- **2's – 20**
- **1's – 2**

- **Professor says:**

- **'The fact that the majority of students felt they could confidently replicate this process on their own makes me happy!'**

- **Librarian says:**

- **'Student satisfaction shows me that the Library is becoming a less-scary place! Also, I'm puzzled that my jokes didn't receive all 5's!'**



# *Your Own ARCS Model*

- **Attention** – ?
- **Relevance** – ?
- **Confidence** – ?
- **Satisfaction** – ?
- **Thank You!**

