Satisfaction Guaranteed!

Elevate Learning Using the ARCS Model of Motivational Design

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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

- 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!