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Motivational Design in ADL

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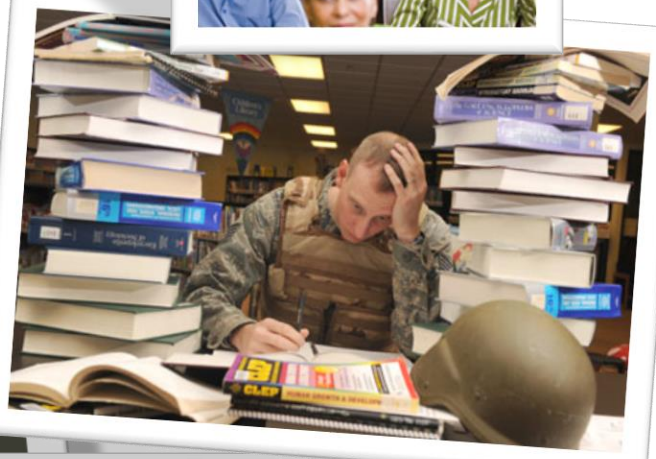
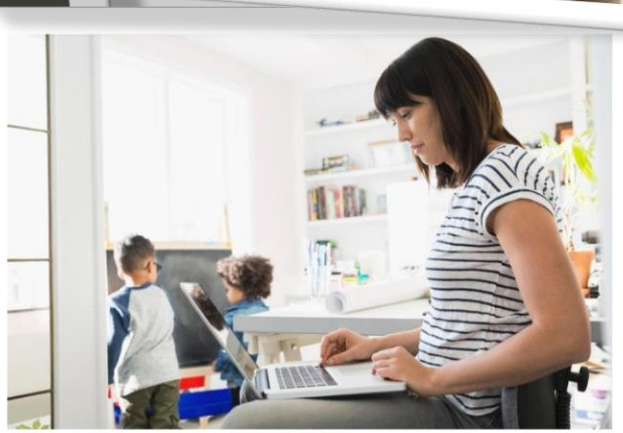
The Adult learner

"Experience is the teacher of all things."

Julius Caesar





HEALTH
WORK
FRIENDS
CAREER
TIME
FAMILY

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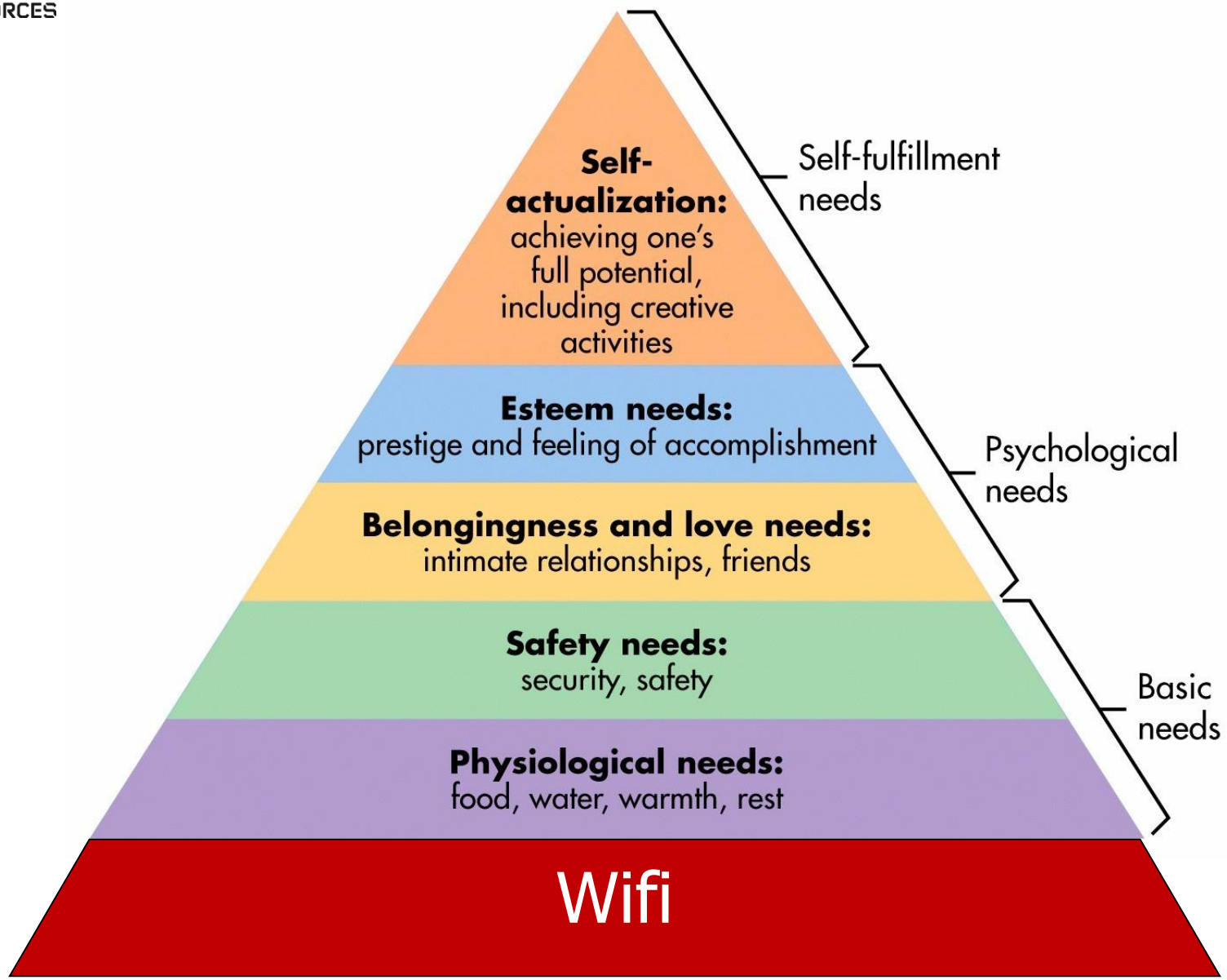
Maslow Hierarchy of needs



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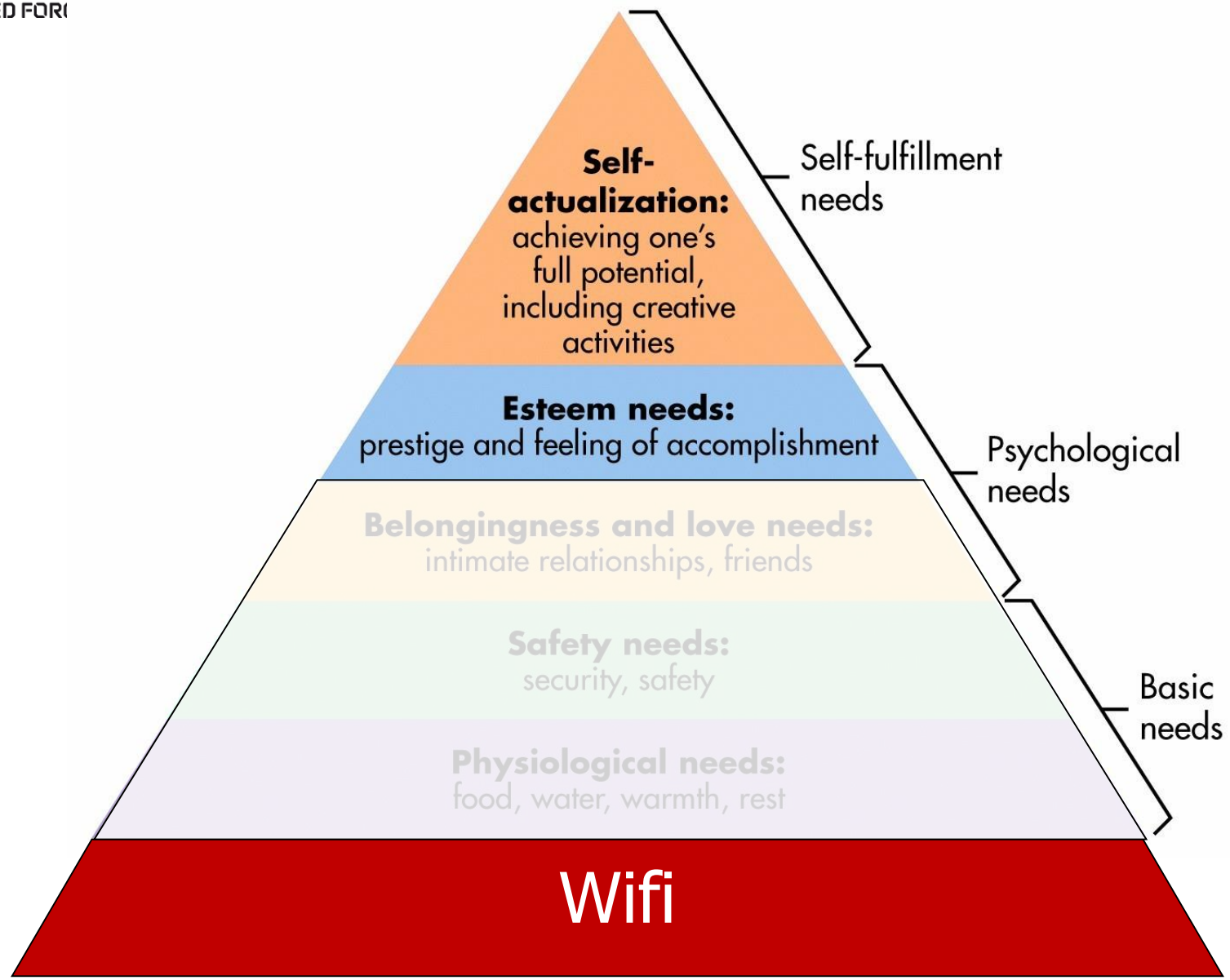
Men`s Hierarchy of bathroom needs

= 5 min

Maslow Hierarcy of needs



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The Learning Situation

Norway Partnership Lab

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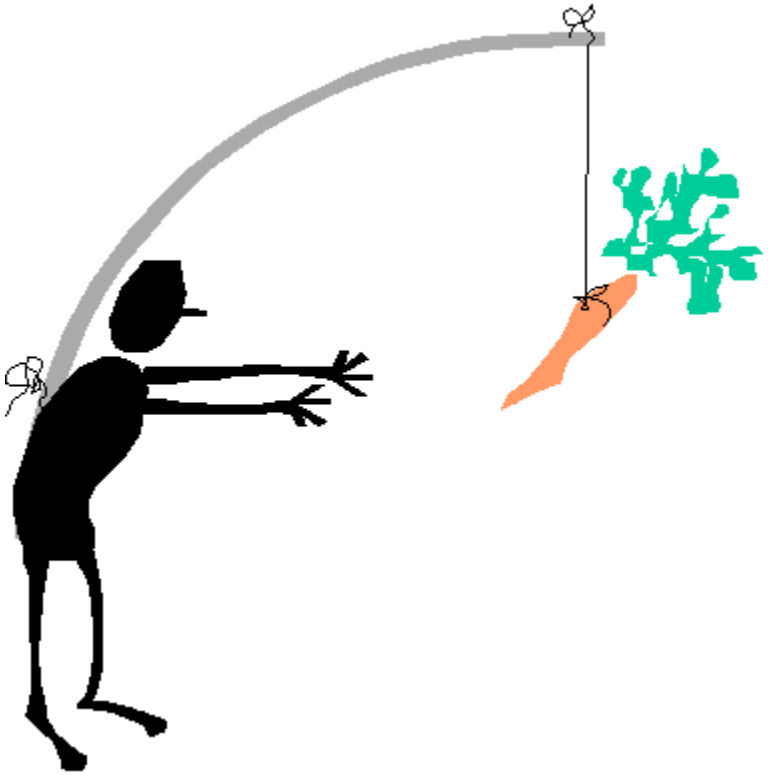

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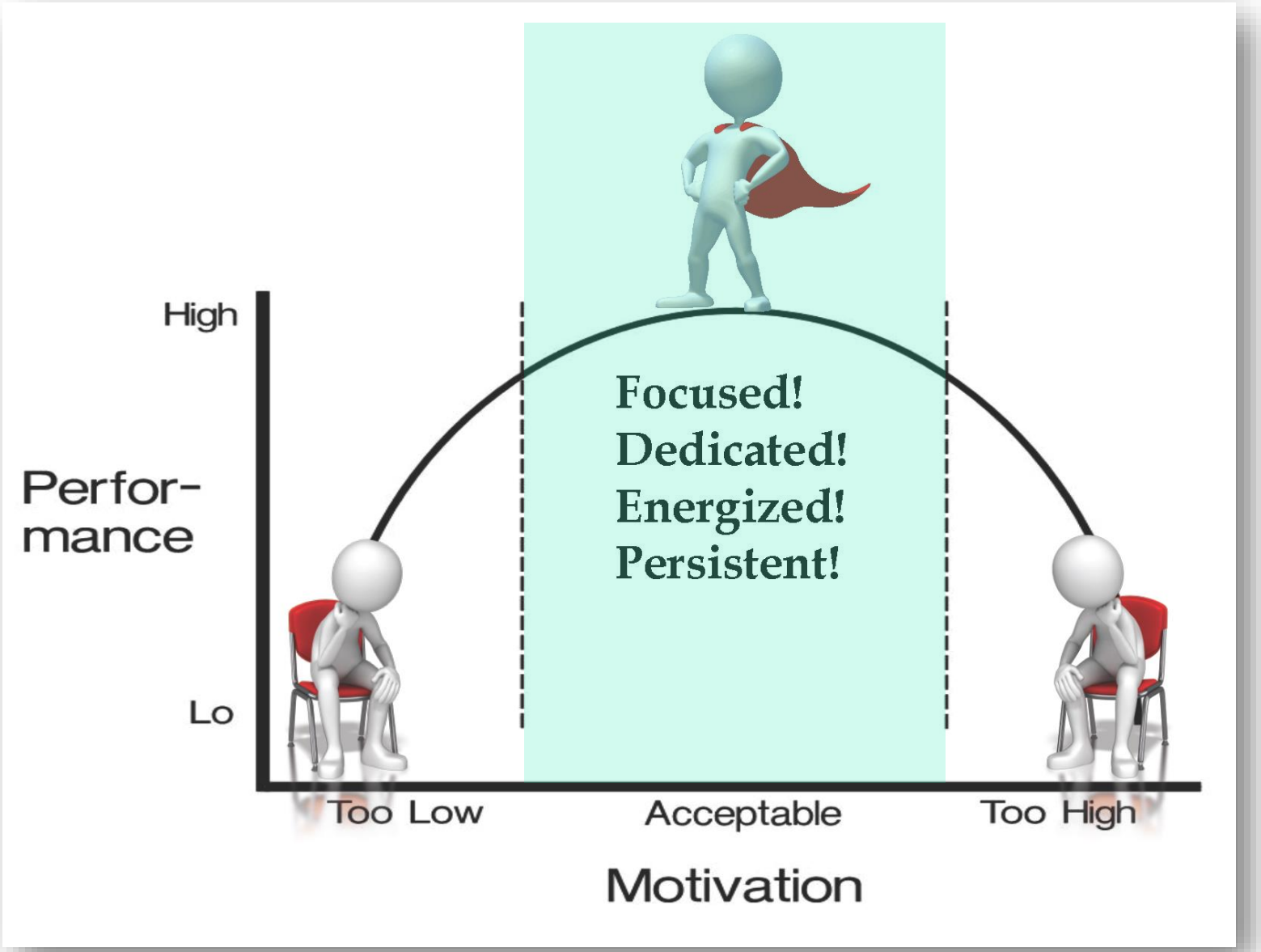

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Challenge in online learning:

Inspire and motivate humans to really make the effort to obtain information and to transform this into knowledge, within a short period of time and sometimes on their own

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Keller, J, 2010

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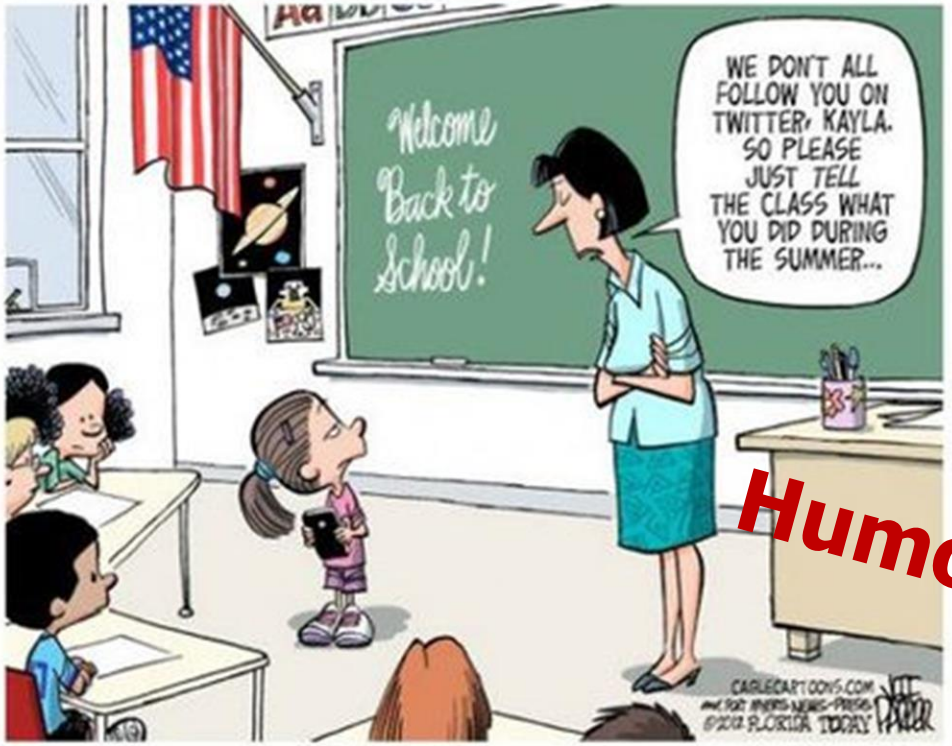
Attention!



Humor

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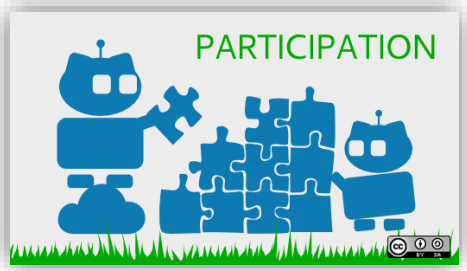

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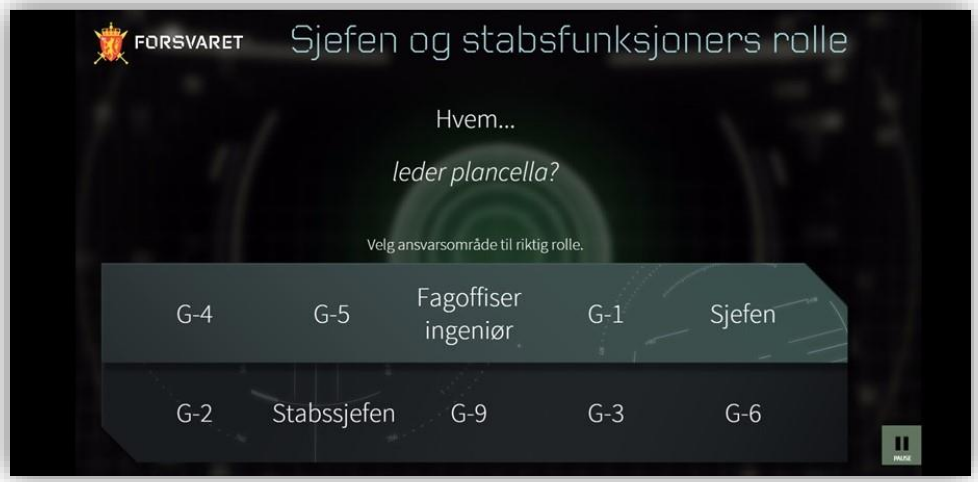
TASKED by someone



Reflect and make a choice or take action

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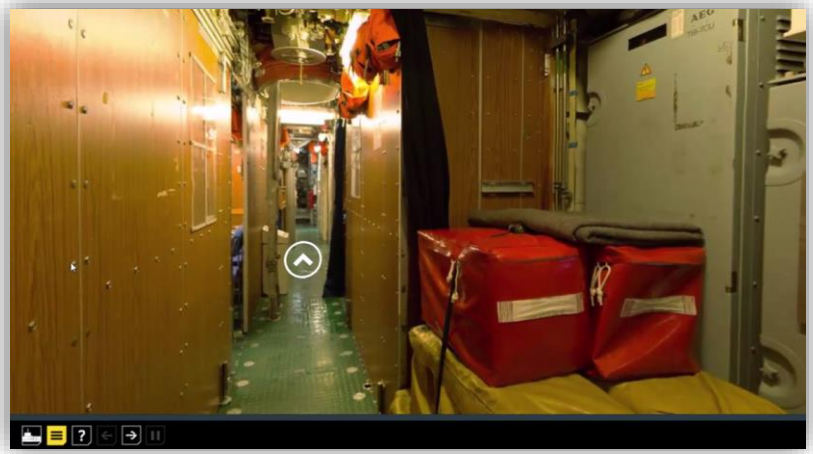
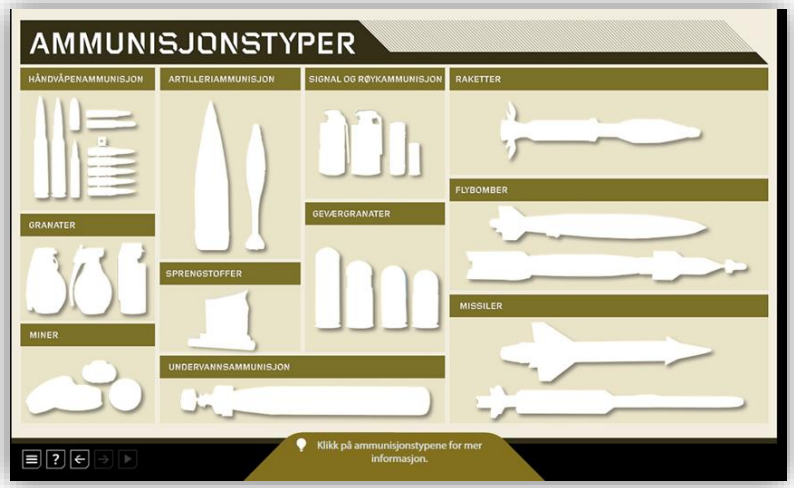
Use of actors & case

Animations



Submarine street view



Tasks

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Use humor to make a point

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Show a concrete situation to make a point

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Relevance

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Relevance

Present worth

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Relevance

Giving them something they can use right away

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Relevance

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Matching job

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CONFIDENCE

feedback

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CONFIDENCE

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Giving feedback of progress

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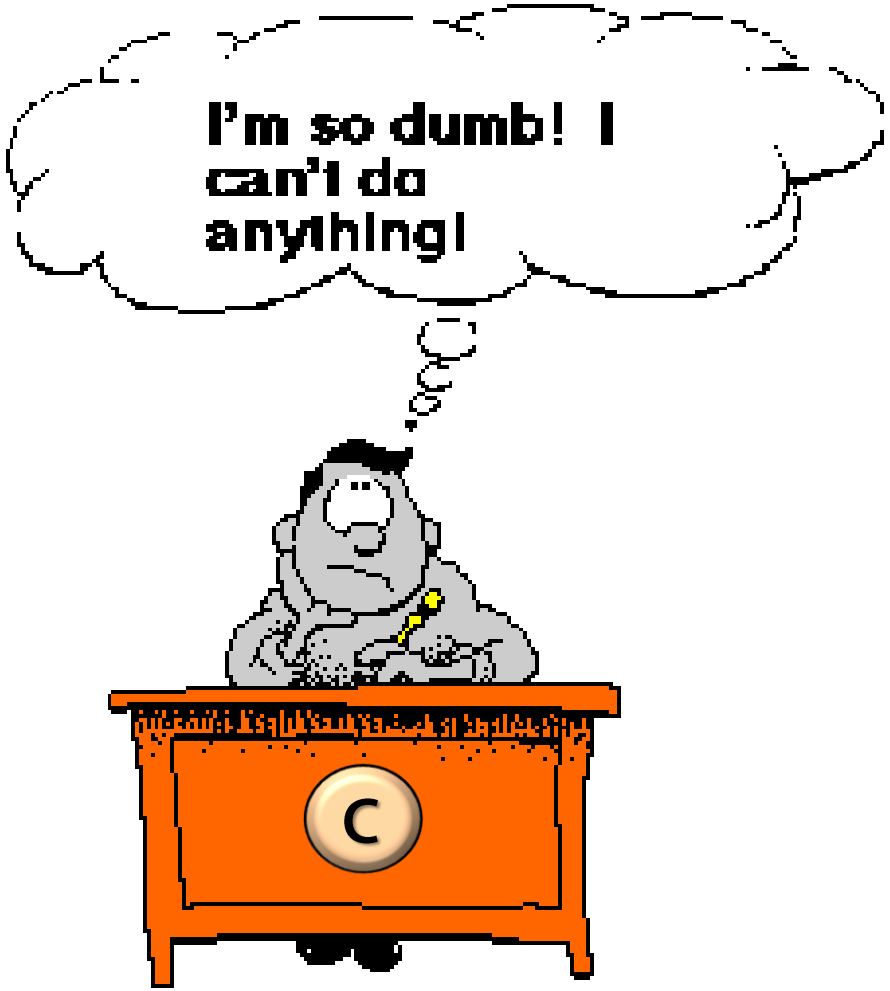
CONFIDENCE



Avoid Impossible hurdles and tasks

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get satisfaction™

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get satisfaction™

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Make sure to give credit after tasks and tests

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Entertainment

Something unexpected

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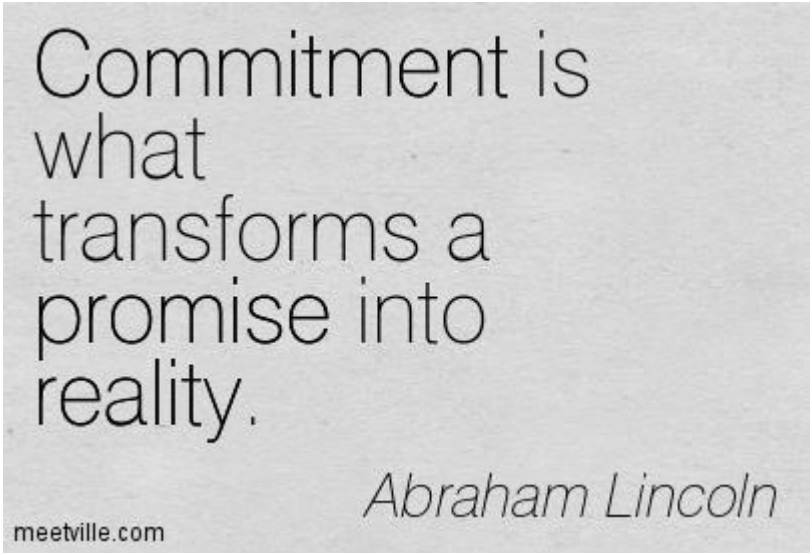
Volition

EXERCISE YOUR WILL



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Volition
EXERCISE YOUR WILL

AJL Norway Partnership Lab

Own pace and path

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Volition
EXERCISE YOUR WILL

Action control

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«THE MOVIE TRAILER»

THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR

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"Without motivation, there is no cognitive presence"

Roxana Moreno

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Thank you

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Geir Isaksen