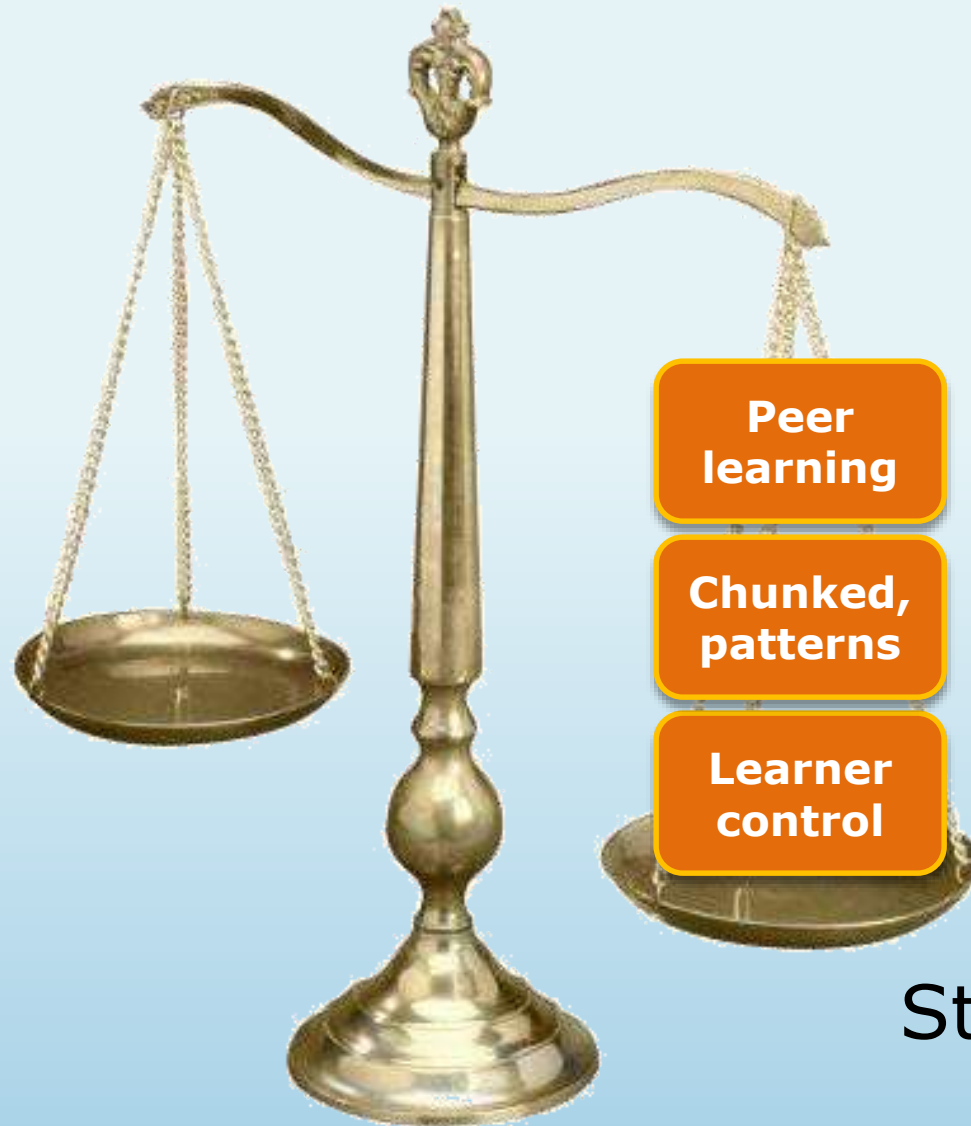




Motivating Online Learners

Betha Gutsche,
WebJunction Programs Director

eLearning in the balance



Strengths

eLearning in the balance

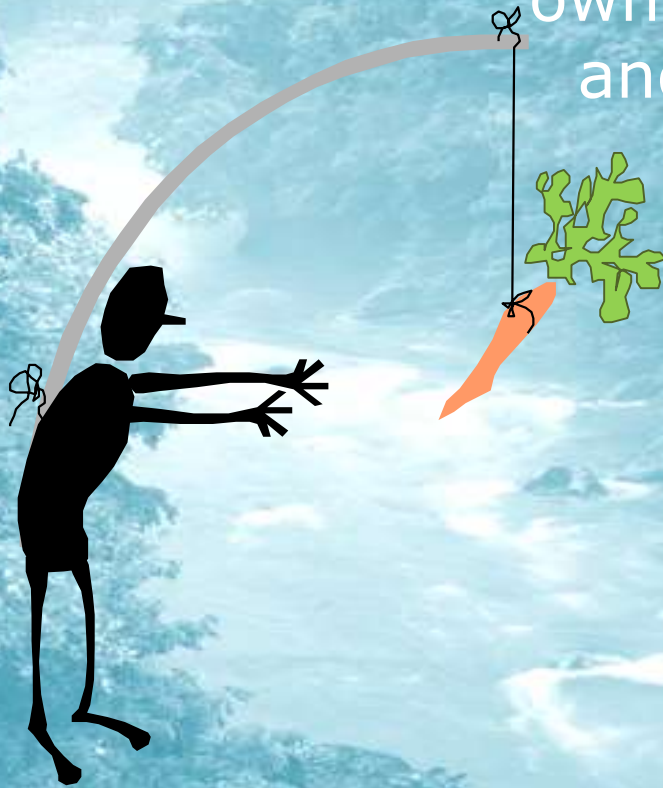


Room for
improvement

Learner at the center

“learners will become ever more accountable for their own learning, looking less and less to the presence of the teacher”

-Sian Bayne, Instructor,
U of Edinburgh



The motivation challenge

If you want your staff to come up with innovative ways to improve library service,

Offer a cash bonus

Offer an iPad or other cool tech "toy"

Offer a day to work on whatever they want

Autonomy strategies

Flipped classroom



Photo: flip by dcJohn on Flickr

instruction occurs at home
(video)

“homework” is done in the
classroom

increase personalization

increase interaction and
group work

MOOCs

M = massive

O = open

O = online

C = course

“a MOOC is new territory
not because it is online,
but because of its scale”

-Jen Ross, Instructor, U of Edinburgh



Photo: Egg, Digital DNA, City of Palo Alto, by Wonderlane on Flickr

Self Directed Achievement

“A culture of
**lifelong
learning**
...begins with
me.”



1 goal
1 hour
every week
= culture change

Mastery strategies

Collaboration



...is an element of game play

Photo: Study group by UBC on Flickr

Level up

Grades

A

assign
learners'
status

B

C

D



120

100

80

60

40

20

Points

Encourage
learners
to climb
higher

Fail forward



“the more I fail,
the faster I learn!”

Digital badges



Recognition for gaining skills

Collect in a virtual backpack

Share with peers & managers

Purpose

Purpose



Photo: Edinburgh public library by only alice on Flickr

Mapping the mix

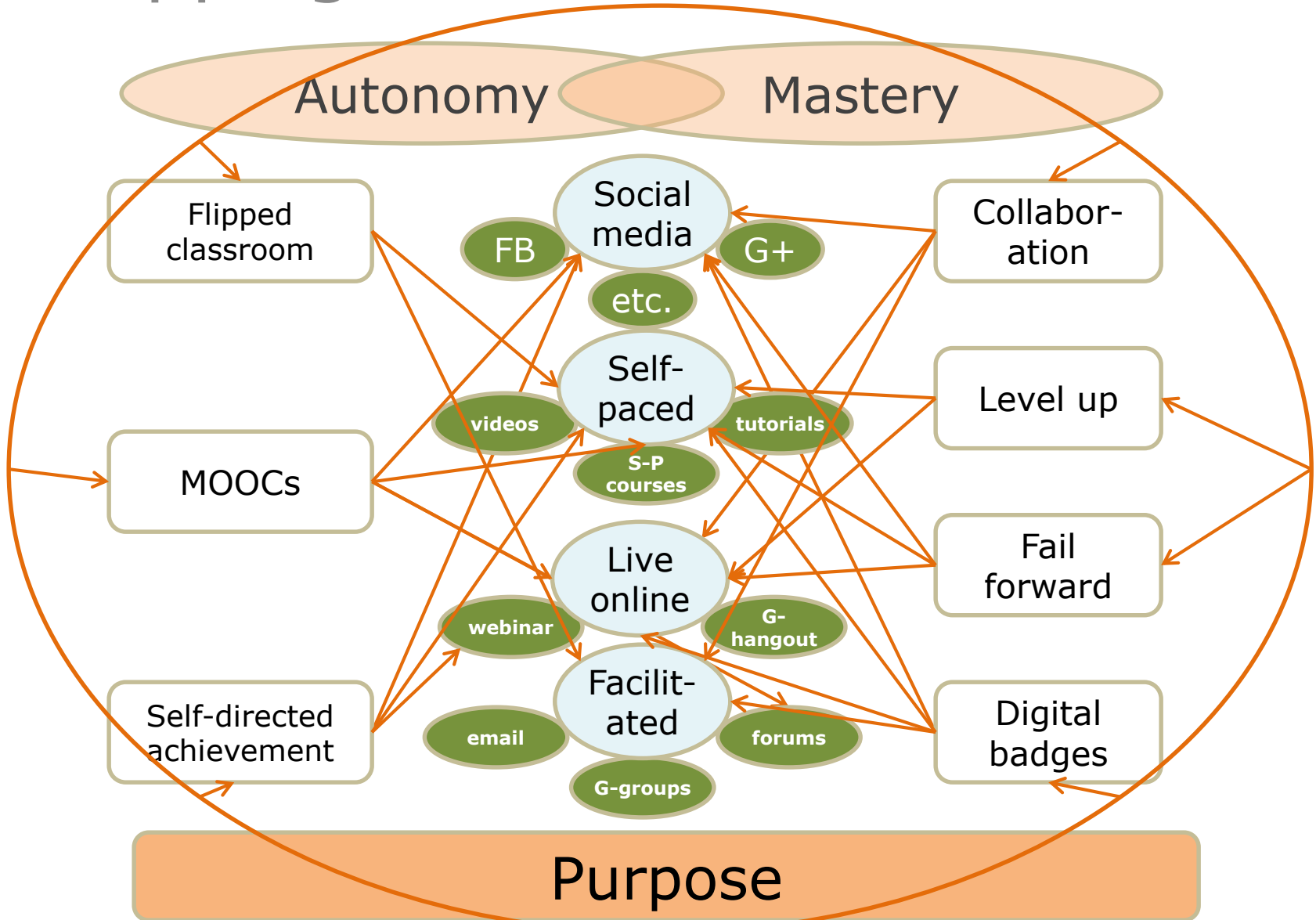


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