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concepts and theories of motivation. Motivational design can lead to improved motivational states and traits for some students, especially when the motivational designer is focusing on the development of skills in self-motivation and self-regulation in students; however, motivational design is concerned primarily with improving the appeal of

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It is impossible to control another person's motivation. But much of the instructor's job involves stimulating learner motivation, and learning environments should ideally be designed toward this goal. Motivational Design for Learning and Performance introduces readers to the core concepts of

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Motivational design for learning and performance: The ARCS model approach. Springer Science & Business Media. Keller, John M. Development and use of the ARCS model of instructional design. Journal of instructional development 10, no. 3 (1987): 2-10.

ARCS Model of Motivational Design - Learning Theories

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tional design and to then support it with knowledge of motivational concepts and theories, a systematic motivational design process, and tools to support motivational design activities. Motivational researchers have produced numerous strategies for stimulating or changing one or more specific

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149 Turkish Online Journal of Distance Education-TOJDE July 2008 ISSN 1302-6488 Volume: 9 Number: 3 Article 13 DESIGNING MOTIVATIONAL LEARNING SYSTEMS IN DISTANCE EDUCATION

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Interview with John M. Keller on Motivational Design of Instruction Ali Simsek Anadolu University, Turkey John M. Keller is one of the most recognized and respected scholars in the field of educational technology and instructional design. He has worked at the junction of psychology, education, and technology.

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