



ARCS model

- The use of motivational strategies
 - To making instruction fun, not just effective



ARCS 이론 특성

- 인간 동기
 - A, R, C, S
- 동기 유발 및 유지 전략
- 다른 ID 이론과 함께 활용



동기 & 수행

- 동기 ⇔ 수행
- 동기 ⇔ 노력



ARCS model

- **Attention**

- **Relevance**

- **Confidence**

- **Satisfaction**



ARCS model

○ Attention

- Perceptual arousal
- Inquiry arousal
- Variability

○ Relevance

- Familiarity
- Goal orientation
- Motive matching

○ Confidence

- Expectancy for success
- Challenge setting
- Attribution molding

○ Satisfaction

- Natural consequences
- Positive consequences
- Equity



Attention

- To gain and sustain the learner's attention
 - Strategy A.1. **Perceptual arousal**
 - The use of novel, surprising, incongruous, or uncertain events
 - Strategy A.2. **Inquiry** arousal
 - Stimulate information-seeking behavior by posing, or having the learner generate, **questions** or a **problems** to solve
 - Strategy A.3. **Variability**
 - Varying the elements of instruction



Relevance

- **Why** should I have to **study** this?
 - Strategy R.1. Familiarity
 - Use examples and concepts that are related to the learner's **experience** and **values**
 - Strategy R.2. Goal orientation
 - **Present** goals for accomplishment or have the learner **define** them
 - Strategy R.3. Motive matching
 - Use teaching strategies that match the motive **profiles** of the students
 - **다양한 난이도, 피드백, 경쟁 정도, 협동학습**



Confidence

- Risk levels needs to be adjusted
 - Strategy C.1. Expectancy for success
 - Make learners **aware** of performance requirements and evaluative criteria
 - Strategy C.2. Challenge setting
 - Multiple achievement **levels** and performance **opportunities**
 - Strategy C.3. Attribution molding
 - Feedback that supports student **ability and effort** as the determinants of success



Satisfaction

- If the outcomes of their efforts are **inconsistent** with their expectations...
 - Strategy S.1. **Natural consequences**
 - To use newly acquired knowledge or skill in a **real or simulated** setting
 - **내재적 동기 유지**
 - Strategy S.2. **Positive consequences**
 - **Feedback** and reinforcements that will sustain the desired behavior
 - **외적 동기**
 - Strategy S.3. **equity**
 - **Consistent** standards and consequences



Use of the ARCS model

- 정의, 설계, 개발, 평가
- Audience analysis
 - What type of motivational problem
- Motivational objectives
 - Specify the student behaviors
- Strategy selection
- Evaluation
 - Achievement
 - A global measure of affect