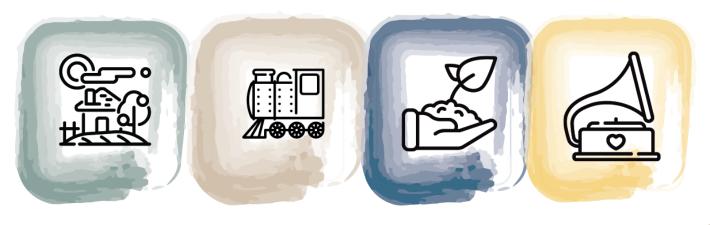# PAST-TIMES

Preparatory Workshop

Module 2: How to Develop Webquests

Unit 2.2. Structuring a webquest

ARCS model

◘ Webquests should pass the ARCS filter:

- o Does the activity get learners' **Attention** ?

- o Is it **Relevant** to their needs, interests, or motives?

- o Does the task inspire learners' **Confidence** in achieving success?

- o Would completing the activity leave learners with a sense of **Satisfaction** in their accomplishment?
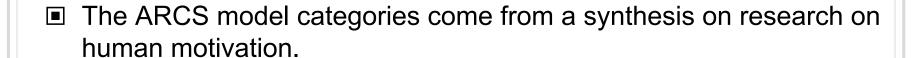
Source: http://tommarch.com/writings/ascdwebquests/

Erasmus+

ARCSmodel

◉ Created by John Keller in the 80s , the ARCS model is an instructional design approach that focuses on the **motivational aspects** of learning environment.

◉ There are two major parts to be considered:
  ○ a set of categories representing the **four components of motivation** : arousing interest, creating relevance, developing an expectancy of success, and producing satisfaction through intrinsic/extrinsic rewards;
  ○ a **process** that assists instructional designers in creating appropriate motivational elements for the intended learners.

Source: https://www.instructionaldesign.org/models/arcs/

ARCSmodel

▣ The ARCS model categories come from a synthesis on research on human motivation.

▣ ARCS Categories– four components of motivation:

Attention	Relevance	Confidence	Satisfaction
. Perceptual arousal . Inquiry arousal . Variability	. Goal orientation . Motive matching . Familiarity	. Learning requirements . Success opportunities . Personal control	. Intrinsic reinforcement . Extrinsic rewards . Equity

Source: https://www.arcsmodel.com/arcs-categories

Erasmus+

ARCSmodel

▣ Its process is a systematic problem solving approach that requires knowledge of human motivation and progresses from learner analysis to solution design. The process includes:

- Knowing and identifying the elements of human motivation;
- Analyzing audience characteristics to determine motivational requirements;
- Identifying characteristics of instructional materials and processes that stimulate motivation;
- Selecting appropriate motivational tactics;
- Applying and evaluating appropriate tactics.

Source: https://www.arcsmodel.com/arcs-design-process

ARCSmodel

▣ Motivational design includes a systematic process that contains these steps and results in the preparation of learning environments that contain tactics or activities, that have a predictable influence on the amount and direction of a person's behavior.

▣ Motivational design is concerned with connecting instruction to the goals of learners, providing stimulation and appropriate levels of challenge, and influencing how the learners will feel following successful goal accomplishment, or even following failure.

▣ Instructional design, by contrast, is concerned with factors that influence how well a person will be able to acquire, recall, and use new knowledge and skills.

Source: https://www.arcsmodel.com/arcs-design-process

ARCSmodel

- ▣ Learning environment design requires one to consider both motivational and instructional influences on learners, and both of these activities require consideration of learner goals and capabilities together with cultural and environmental factors that affect attitudes and performance.

- ▣ Many of the challenges faced by designers cannot be solved "by the book." They can be solved by a combination of systematic problem solving and personal judgment based on one's overall experience and professional expertise.
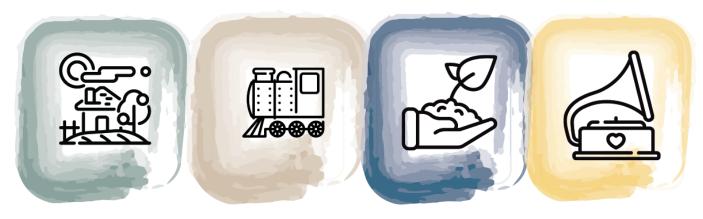
Source: https://www.arcsmodel.com/arcs-categories

Thank you for your attention

Any question?

PAST-TIMES

Erasmus+

innoventum

Future In Perspective

INNEO

AEVA

mediter
Euro-Mediterranean network for co-operation

SVEB
FSEA

UNIVERSIDAD DE SEVILLA

movetia
Austausch und Mobilität
Echanges et mobilité
Scambi e mobilità
Exchange and mobility

Project Number:2018-1-FR01-KA204-047883