

Intrinsic Motivation

Explaining What Makes Things Fun
EDTEC 670

Motivation is Complex

- The challenge: first describe it
- Then make predictions and prescriptions
- Much of the literature is organized around these two things

Malone

- Studied computers games for his dissertation in 1980
- Found 4 factors describing what made things fun

Lepper & Malone

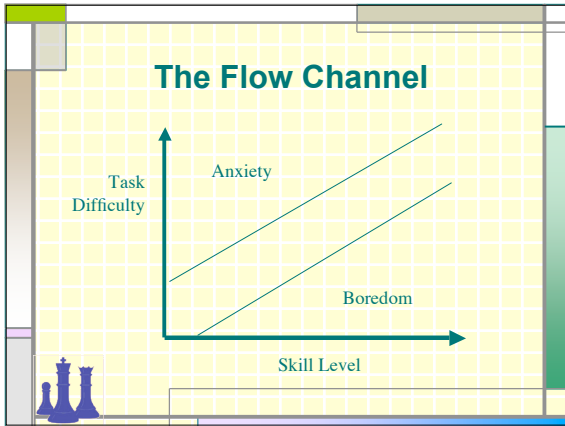
- | Individual | Interpersonal |
|-------------|---------------|
| ■ Challenge | ■ Cooperation |
| ■ Curiosity | ■ Competition |
| ■ Control | ■ Recognition |
| ■ Fantasy | |

Keller's ARCS Model

- Attention
- Relevance
- Confidence
- Satisfaction

Csikszentmihalyi & Flow

- | | |
|---|-------------------------------------|
| ■ A challenging activity that requires skills | ■ Concentration on the task at hand |
| ■ Clear goals and feedback | ■ Loss of self-consciousness |
| ■ Merging of action and awareness | ■ Transformation of time |



- ### Emotional Response
- Motivation ≠ Emotion
 - Emotion is a result of motivation and ones interaction with the environment
 - Emotion is complex, hard to quantify or simplify

- ### Mehrabian & Russell
- Studied environmental psychology in the 70s
 - Wanted to measure people's emotional responses to different environments
 - Experimented with hundreds of environments and asked subjects to put them on a continuum between two adjectives

- ### 2-Factor Model of Emotion
- Found that through factor analysis, much of the variance in descriptions of emotions can be boiled down to 2 dimensions:
 - Pleasure
 - Arousal

