

# Achieving e-Motivation Through Instructional Design

Gagne's Nine Events of Instruction coupled with the four motivating factors identified by Keller are provided to help you organize the activities and interactions in your online course to ensure that motivation is addressed. By addressing key areas of motivation and interaction during early stages of online course design and development, the instructor can then focus on effective use of the tools available and teaching strategies that contribute to the delivery of an effective instructional experience.

Integrating Gagne's Nine Events of Instruction into Online Curriculum	Addressing Keller's ARCS Model for Each Instructional Event			
	ATTENTION	RELEVANCE	CONFIDENCE	SATISFACTION
1. Capture the attention of the learner				
2. Describe to the learners what performance objectives are to be achieved				
3. Help learners recall prerequisite knowledge				
4. Present instruction to facilitate the learners' achievement of performance objectives				
5. Guide the learners through the material so they begin to meet the objectives				
6. Prompt the performance				
7. Give feedback to the learners				
8. Evaluate how well the learners are beginning to achieve the objectives				
9. Work toward helping the learners regain what they have learned and apply it				