

> **Motivation in Interactivity**

- Educating or instructing a specific topic through the internet medium requires a careful use of interactivity.
- You can try to use the basic principles of interactivity that we discussed in the previous lecture to educate your audience in the best way possible.
- The most important thing is that the interactive tools must make your users reflect on your content, make them think deeper about the topic involved, or help them to solve a problem.
- If a website have all the interesting interactive effects, but do not spur the users to learn or use your content well, the site has failed in using interactivity appropriately.
- Quality interaction is the important thing.
- So, how do you motivate your users to learn more of your content or to make the best use of your website?

> **Think about what motivates you to learn..**

- Reading, what motivates you to read about a subject?
- What helps you to be fascinated about the topic?
- What aspects of reading (from books or magazines) help you to continue reading?
- Movie, what motivates you to watch certain type of movie?
- Why do you go to the theatre?
- What aspects of the movie itself fascinates you? (story, characters, cinematography, mood, music, the use of motion and moving images etc.)
- What about interactive dvds, what motivates you to invest in dvd titles?
- What about other areas, hobbies? (listening to music, fishing, etc)
- Is there a common factor in all the questions we analyzed?

> Two aspects of motivation

- The external motivation factors can also be used to influence the internal motivation of the users.
- For example, if a software package is well designed, easy to use and yet having the capacity to be a powerful tool, it provides the incentive for the users to play and start using the software.
- This is very similar to a well thought out website in terms of design.
- As you single out your anticipated audience, it is assumed that this group of users will be more likely to be interested in your content.
- Identifying your potential users is only one part of the process of success.
- You will need to use the external motivation factors effectively to enhance the interactive or learning experience for your anticipated users.

> Game design

- Games by nature is a very motivational medium. It engages the player with its content throughout its phases if it is a good game.
- Some main features that can be adapted from good game design principles:
 - simplifying navigations - so that users do not have to be frustrated by trying to get around the content of the game
 - Navigation becomes more challenging or harder when the users moves on to a deeper level of content. This is utilised to build the users's confidence initially.
- As the users moved to the higher level, they would have familiarized themselves with the navigation, and be challenged to move on to the harder level.
- This is also a method to keep the users engaged with the content.
- The navigation principles can be applied to instructional design as well.

> Instructional Design

- We can apply the same type of principles towards instructional design to create better learning and content engagement.

- Up to now, we have not look at the definition of instructional design.
- We have talked about theories that are based on instructional design that we may find useful in designing an interactive website.
- Instructional design is about using appropriate methods, instructional theories, and learning theories to teach, to train or to instruct.
- In this unit you are encouraged to learn about educating and instructing people on a worthwhile subject by using instructional design and interaction design principles.

> **Content**

Finding a worthwhile content for your website is quite crucial, because without good content, there is no basis for interactivity or instruction.

What is a good content? Any content or topic has the potential to be a good subject, as long as it is useful and relevant to your audience.

A good topic is:

- Something that provide a unique experience but not necessarily entirely new
- Useful, insightful, fulfilling a need, problem solving
- Thought provoking, and stimulating
- Unfolding knowledge, facts and experience which are previously not known by users.

There are probably more points that help to clarify what a good content is. It must be viewed in relation to the people whom you are trying to communicate with.

> **ARCS Model**

-Four sets of conditions that can be used to motivate a learner or users:

- A - Attention
- R - Relevance
- C - Confidence
- S - Satisfaction

-Attention: Capturing the users's interest at the early stage engagement and maintain that interest throughout the phase.

-Relevance: Making content relevant and valuable for your users as they interact with your content.

-Confidence: Confidence is gained through transparency in content and navigation.

-Satisfaction: The enriching experience that is gained by the users during the engagement with your website.

Other important factors that contribute to motivation in web interactivity are:

-Well planned out content division for instruction

This is in the context of how you introduce and educate your topic to your users, guiding them through different levels of knowledge and experience.

-Writing styles

The use of writing style that is appropriate and clear for your users. Is it instructional? Is it story-telling? Is it factual? It must be relevant for your topic and your users. Provide help also for technical terms and glossaries.

-Using design principles effectively

-these areas are:

- Good use of colour combination
- Typography (a good use of types and body text to provide readable content)
- Quality images
- A balanced use of visual elements (including images) and textual information
- The good use of space and form balance (layout)
- Design elements that work effectively with navigation issues (orientation, space, direction etc.)

-Functionality

ensuring that the website works effectively, providing a smooth browsing experience for the users.(download speed, plug-ins requirement, immediacy of feedback, help features clearly provided etc.)

-Animation

Animation can be used to capture users's interest and when effectively designed, it can clarify concepts and ideas more effectively than textual information. Animation also bring information to life to a certain extend. When viewing concepts about the illusions that our mind can give, for example, in the The Mysteries of the Brain website, it uses animation to explain different scenarios where our vision can deceive us. (<http://www.pbs.org/wnet/brain>)

-Sound

The use of sound also provide interest and motivation to whole users's attention to the website's content. Sound can be used as a form of feedback, or as a way to enhance content experience.

Conclusion:

All these elements must be used in accordance to identified limitations on the web. Working with limitations may not necessary be a bad thing, but it will bring out the best solutions at times.

Reference

Day, J. (2000) Interactivity, Chapter 3 lecture notes, Internet Interactivity Design 392.