

John Keller PhD, Developer of ARCS Model of Motivation

Join us for a discussion with

John Keller

*Hosted by Bernie Dodge,
Department of
Educational Technology*



John Keller, Ph.D.
Developer, ARCS Motivation

How do you motivate learners? How do you build confidence and satisfaction in any instructional program?

John Keller has devoted his career to researching and understanding motivation in instructional systems. These decades of work constitute a major contribution to the instructional design field. First, by applying motivation theories systematically to design theory. Second, in developing a unique problem-solving process he calls the [ARCS Motivation](#).

All students are encouraged to attend this teleconference on campus with Dr. Dodge, or Online!

When: Monday, Sep. 26th at 4:00 – 5:30 PM/Pacific

Campus: North Education (NE) 273 ([directions and parking](#))

Online: Visit this address to attend live presentation
<http://www.ustream.tv/channel/sdsu-educational-technology>



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