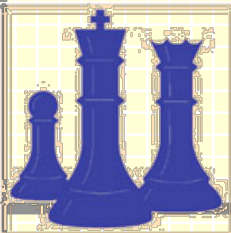




Intrinsic Motivation

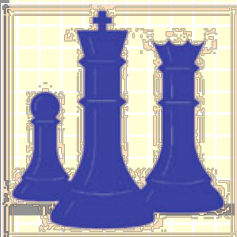
Explaining What Makes Things Fun
EDTEC 670

Motivation is Complex



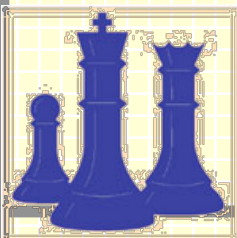
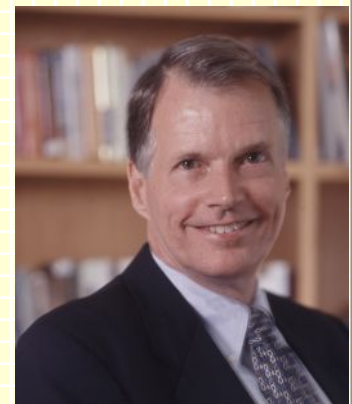
The challenge: first describe it

- 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



<http://ccs.mit.edu/malone/>

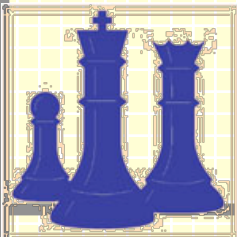
Lepper & Malone

Individual

- Challenge
- Curiosity
- Control
- Fantasy

Interpersonal

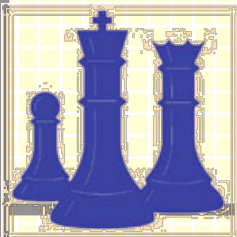
- Cooperation
- Competition
- Recognition



<http://www.stanford.edu/~lepper/>

Keller's ARCS Model

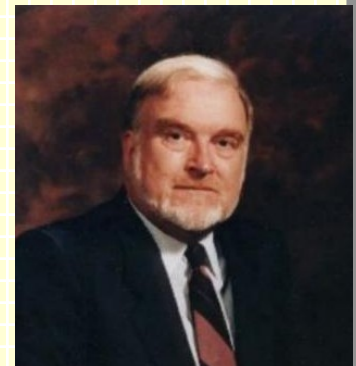
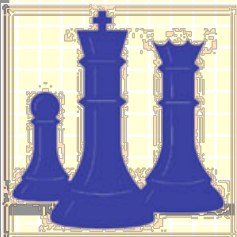
- Attention
- Relevance
- Confidence
- Satisfaction



<http://mailer.fsu.edu/%7Ejkeller/>

Csikszentmihalyi & Flow

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



<http://www.cgu.edu/pages/1871.asp>

People experience flow in a wide range of situations

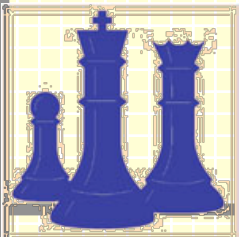
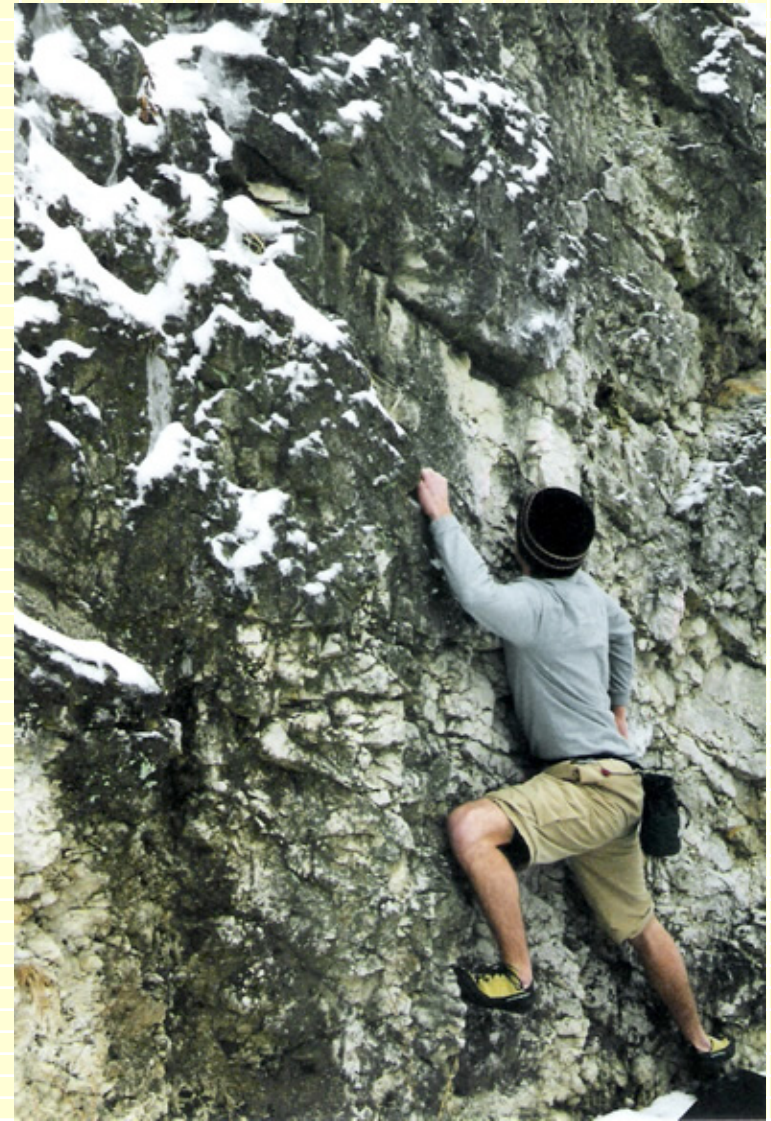


Photo Credit: Michael Sarver

People experience flow in a wide range of situations

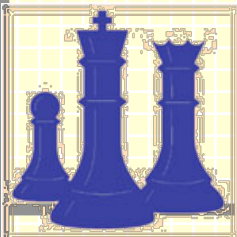


Photo Credit: Rollerboogie

People experience flow in a wide range of situations

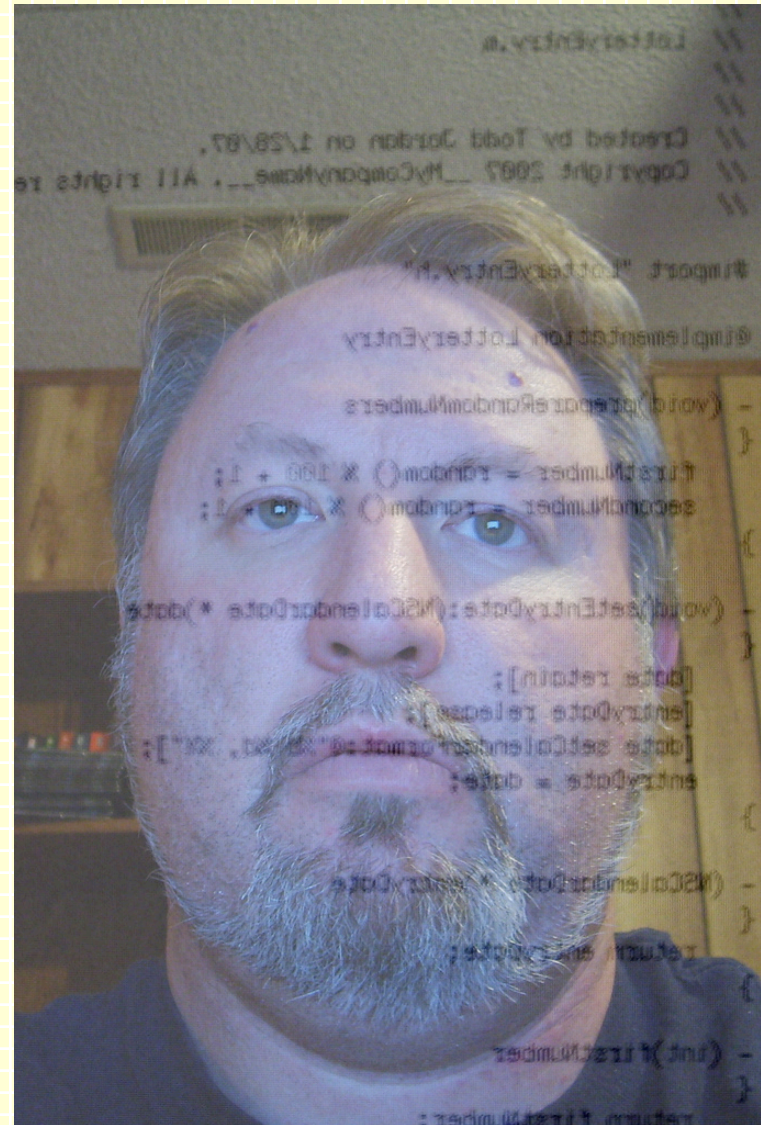
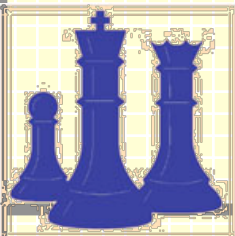
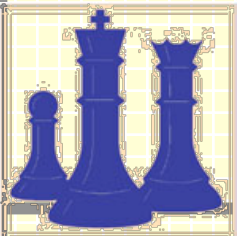
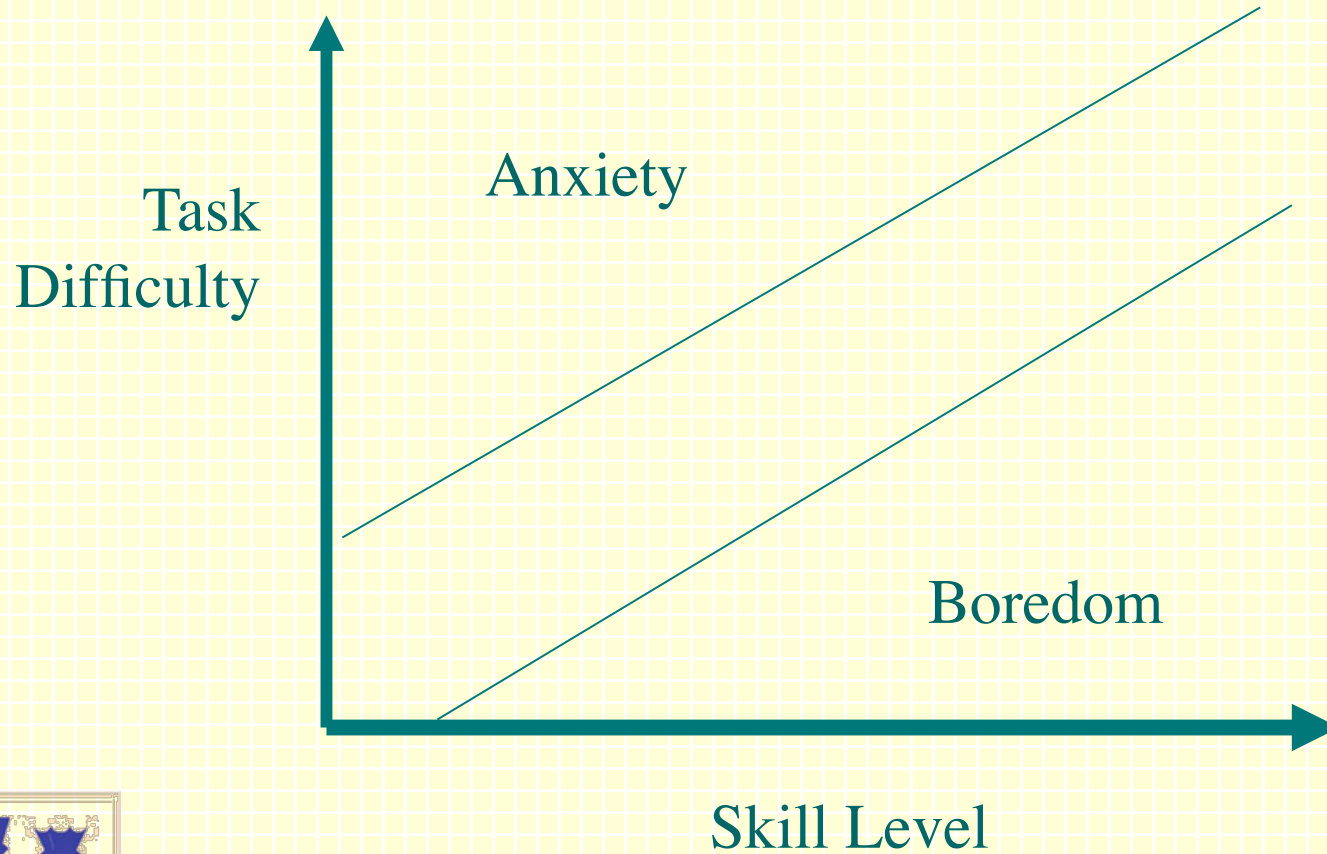


Photo Credit: Tojosan

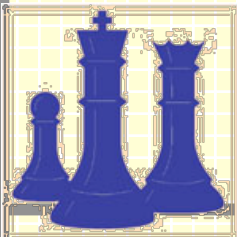


The Flow Channel



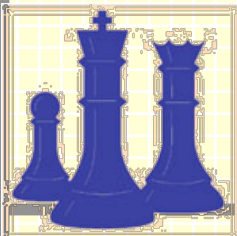
Emotional Response

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



Mehrabian & Russell

- Environmental psychology in the 70s
- Wanted to measure people's emotional responses to different environments
- Experimented with hundreds of environments asking subjects to put them on a continuum between two adjectives



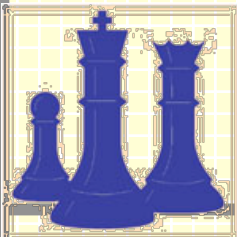
<http://mehraban.socialpsychology.org/> <http://www2.bc.edu/~russeljm/>

Example Item

- Imagine that you are in a smoke filled bus station room. A baby is crying loudly. The smell of fried foods is very strong.

frustrated _____ exhilarated

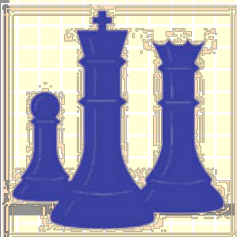
curious _____ aloof



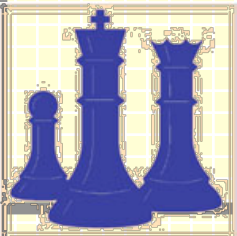
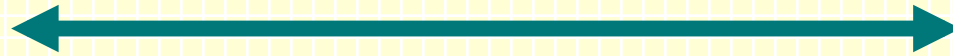
2-Factor Model of Emotion

- Found that through factor analysis, much of the variance in descriptions of emotions can be boiled down to 2 dimensions:

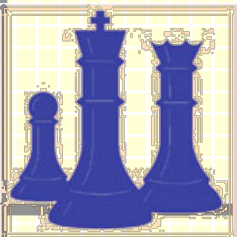
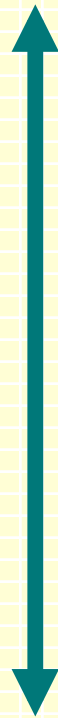
- Pleasure
- Arousal



Pleasure-Displeasure



Arousal - Non-Arousal



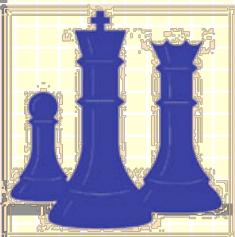
2 Dimensions Combined

Unpleasant, Aroused

Pleasant, Aroused

Unpleasant, not Aroused

Pleasant, not Aroused



Frustrated	Alarmed	Astonished	Excited
Annoyed	Uncertain	Engaged	Pleased
Miserable	Turned Off	Tranquil	Content
Bored	Droopy	Sleepy	Relaxed

