The ARCS Model

4 Critical Factors of the ARCS Model:

1. <u>Attention</u>: Gain and maintain the patron's attention throughout the library program.
2. <u>Relevance</u>: Make the program personally meaningful and important to the patron.
3. <u>Confidence</u>: Create a program in which the patron can feel they can succeed. (neither too hard nor too easy).
4. <u>Satisfaction</u>: Learners feel they accomplished learning goals.

Motivational Strategy Examples:

1. Attention
    a. Be enthusiastic about what you present.
    b. Provide interaction.
    c. Vary presentation methods and types of media (e.g., lecture, discussion, role play videos, books, augmented reality, posters).
2. Relevance
    a. Use real-world examples.
    b. Demonstrate how the information will be useful in the future.
    c. Allow learners to choose the method of instruction that best serves their needs.
3. Confidence
    a. Show patron's progress by creating attainable steps.
    b. Provide learning objectives to patrons at the beginning of the lesson.
    c. Provide informational feedback on learning progress.
4. Satisfaction
    a. Use praise throughout the instruction for learning progress.
    b. Provide opportunities for learners to apply their new learning.
    c. Provide unexpected rewards for learning accomplishments.