### Instructional Strategies for Stimulating Motivation

<table>
<thead>
<tr>
<th>Component of Motivation</th>
<th>Corresponding Strategies</th>
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| Gaining & Sustaining ATTENTION | • Capture students’ attention by using novel or unexpected approaches to instruction  
• Stimulate lasting curiosity with problems that invoke mystery  
• Maintain students’ attention by varying the instructional presentation |
| Enhancing RELEVANCE | • Increase the perception of utility by stating (or having learners determine) how instruction relates to personal goals  
• Provide opportunities for matching learners’ motives and values with occasions for self-study, leadership, and cooperation  
• Increase familiarity by building on learner’s previous experiences |
| Building CONFIDENCE | • Create a positive expectation for success by making clear instructional goals and objectives  
• Provide opportunities for students to successfully attain challenging goals  
• Provide learners with a reasonable degree of control over their own learning |
| Generating SATISFACTION | • Create natural consequences by providing learners with opportunities to use newly acquired skills  
• In the absence of natural consequences, use positive consequences such as verbal praise, real or symbolic awards  
• Ensure equity by maintaining consistent standards and matching outcomes to expectations |