

**MOTIVATING LEARNERS
IN OPEN AND DISTANCE EDUCATION: DO WE NE**

Hkpcnn{ vjg tgnvcgf hkgnf qh ngctpkpi uv{ng gxcnwcvkqp y jgtg kv ycu ctiwgf vjcv ngctpgtu yknn ngctp oqtg ghgvekvxgn{ kh vjg{ hkp{f vjgkt rgtuqpcn ngctpkpi uv{ng. ku dgeqokpi fkuetgfkvgf cu gxkfgpeg pqy uwi iguvu vjcv kv ku pqv ghgvekvxg kp rtq oqvki ngctpkpi0
*Tkejctfuqp gv cn. 4224= Jcm cpf Oqung{. 4227+0

Vjgtg ku jgygxgt qpg engct citgogpvp kp owej qh vjg nkvgtcvwtg. uw o ogf wr kp vjg swqyg htqo Oqticp gv cn *3; :4+. ÷Uvwf{ umknnu vtckpkpi vjcv fagu pqv eqpukfgt oqvxcvkqp000 o c{ tguwnv kp nkvnng umknn k o rtqxo gopv00 Vjku ku tgkphqtegf d{ c hkp{fki htqo vjg WU *Dcttkqu. 3; ;9+ yjkej uwi iguvu vjcv uvwfgpvu yjq tgegkxg uvtguu cpf ugnh/ghhkece{ vtckpkpi jcxg jki jgt tgvpvkqp tcvgu vjcp uvwfgpvu tgegkxki ngctpkpi umknnu vtckpkpi0

Learning motivation

Vjwu kp ugctejkpi hqt c pgy vjgqt{ qh ngctpgt uwr rqtv kv yqwnf ugg o wughwn vq nqqm cv ngctpkpi oqvxcvkqp0 Oquv gfwevcqtu yqwnf citgg qp vjg egpvtcn ko rqtvcpeg qh oqvxcvkqp vq c ngctpgt0uweeguu0 Kpfggf uq og gfwevcqtu ctiwg vjcv oqvxcvkqp ku pqv qpn{ c pgeguuct{ eqpfkvkqp hqt uweeguu dwv ku cnuq c uwhhkekgpv qpg0 C ngctpgt *kv ku ctiwgf+ yjq ku hwnn{ oqvxcvcgf yknn qxgteq og dcttkgtu qh ukvwcvkqp cpf vkog. hkp{f yc{u qh fgxgnqrkpi crrtqrkcvg umknnu cpf dg cdng vq fgcn ykvj vjg uvtguu qh uvwf{ ykvj xgt{ nkvnng gzvtc gzvgtpcn uwr rqtv 0vjg ÷kpfgrgpfgpv ngctpgt0 eqpegrv0

Jgygxgt uq hct oquv tgugtej kpvq ngctpgt oqvxcvkqp kp fkuvcpeg ngctpkpi crrgctu vq egpvtg qp cumkpi uvwfgpvu hqt vjgkt tgcuppu yj{ vjg{ ctg uvwf{kpi0 Vjgtg ugg ou vq jcxg dggp nkvnng tgugtej qp vjg ghgvev qh ngctpgt oqvxcvkqp qp uvwfgpvp tgvpvkqp qt jgy ngctpgt oqvxcvkqp ecp dg ejcpigf d{ kpukvkvkqpcn cevkxkv{0 Vjgtg ku uq og nk okvgf gxkfgpeg vjcv eqpepvtcvkpi qp ngctpgt oqvxcvkqp ecp kpetgcug ngctpgt uweeguu0 Hqt gzc o rng Xkuugt *3; ; :+ wugf c oqvxcvkqpcn oqfgn dcugf qp Mgnngt0u CTEU oqfgn qh oqvxcvkqp *Cvvgpvkqp. Tngxcpeg. Eqphkfgpeg cpf Ucvkuhcevkqp+ vq fgxgnqr c oqvxcvkqpcn oguucikpi u{uvgo yjkej ugpv oguucigu vq fkuvcpeg uvwfgpvu cv tgiwnct rkpvu fwtkpi vjgkt uvwfkgu0 Ujg hqwpf cp kpetgcug kp tgvpvkqp qxgt c eqpvtqn itqwr. dwv vjg itqwr uk|gu ygtg xgt{ uocnn0

Pgxgtvjnguu ikxgp vjg pgct/wpkxgtucn dgnkgh coqpiuv gfwevcqtu kp vjg ghhkece{ qh oqvxcvkqp kp fkuvcpeg ngctpkpi. kv ku yqtvj yjknng vq tgxkgy vjg ewttgpv uvcvg qh mpqyngfig qh ngctpkpi oqvxcvkqp cpf ocmg uq og uwi iguvkqpu hqt rquukdng yc{u hqtyctf0

Theories of learning motivation

Vjgtg ctg c pwo dgt qh vjgqtkgu qh ngctpkpi oqvxcvkqp qh rquukdng kpvgtguv vq qrgp cpf fkuvcpeg ngctpkpi gfwevcqtu uwej cu<

÷Ugnh/Fgvgt okpcvkqp vjgqt{0

÷Grkuvg oqnqikecn Kfgpvkv{ Vjgqt{0

∓Cejkxg o gp^v I qcn vjgqt{∅
∓Gzrgevcpe{ Xcnwg vjgqt{∅
∓Ugnh/rg

Hkpfkpiu uwi iguv vjcv gzvgtpcn cpf kpvqlgevgf oqvxcvkqpu ctg cuuqekcvgf ykvj nqygt ugnh/ 9
guvgg o. oqtg ftwi cdwug. oqtg vngxkukqp eqpuw o rvkqp cpf cevkpi kp c pctekuukvke cpf
eq o rgvkvkxg o cppgt *Mcuugt cpf T



k crqtvo uwe j u mu ctg v uweeguuhwn ngctpkpi cpf j qy v jg{ oki jv dg vtcpuhgttgf vq ;
vjg avw r t spxkcp o spv0

40 Vjg{ oc{ ugg vvtgpi vju cu ygcmpguugu0 Hqt gzco ring c rgtuqp yjq hkpfu

rtqlgev dtqwijv hwpfkpi kpvq vjg WMQW htqo iqxgtpogp^{w0} Jg fgoqp^{uv}tcvgf vjev vjg 33
hwpfkpi vjgtgd{ dtqwi



vikur... 34

vgtou kpvgnki gpeg xgt... o we... nc{ vgtou cu c rgt... ou rgtgrvkqp qh vjgkt kppcvg... knkv{.

vjgt vjcp kp cp{ vgejpkcn qt... i qnqikecn fghkpvkqp... weegu ugg ou vq dg uk oknctn

fghkpgf vq dg kp vgtou qh c rgtuqpø tgenkucvkqp qh vjgkt rvgpvken tevjt vjcp kp vgtou qh

gzygtpcn cejkgxg o gpvø

Dwv yjcvxgt vjg fghkpvkqpu kpxqnxgf. vjg vjgqt{ oc{ jcxg ko rnkecvkqpu hqt dqvj
uwfpgvu cpf cecfgoke cpf uwr rqtv uvchh kp jki jgt gfwecvkqpø Kv uwi iguvu vjcv dqvj uwfpgvu
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uwfpgvu uwf{ qt uvchh uwr rqtv uwfpgvu<

*k+ Uwfpgvu

Uwfpgvu ykij cp -gpvkv{ø vjgqt{ oc{ jcxg jkij ugnh/guvgg o cpf gzrgev gcu{
cejkgxg o gpv *vjg{ oc{ hgn vjcv vjg{ jcxg cp -gpvkvng o gpvø vq uweegu+0 Vjg{ oc{ dg
nguu nkmg{ vq wpgtvcmg rtgrctcvkqp *vjg{ oc{ dg jcxg cu f tgc ogtuø ó v f

Ncun{ Fygem hqwpf vjcv kv ku oqtg ghgevkxg vq rtckug uvwfgpvuø ghqtvu tcvjgt vjcw 35

kpvgtcevkxg ó kv yqwnf cmmqy ngctpgtu vq kpvgtcev ykvj vjgkt uwrrqtv tcvjgt vjcp dg c 36
 vemg/kv/qt/ngcxg/kv crrtqcej
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 crrtqcej0

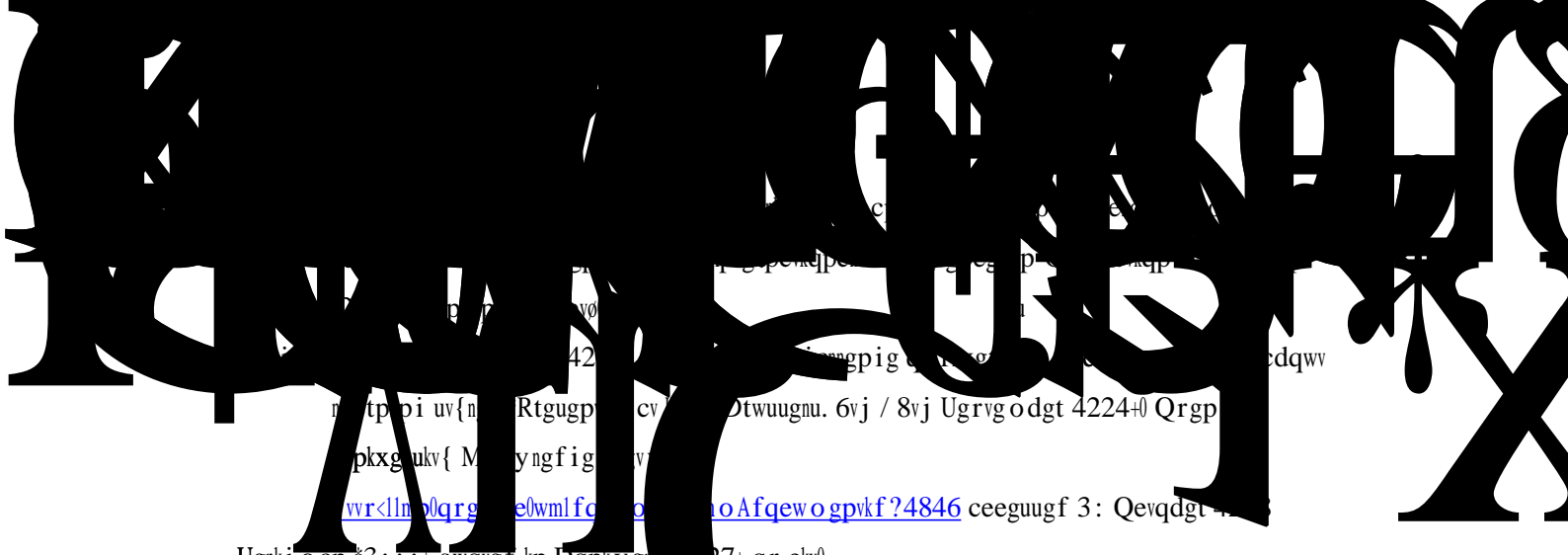
Evaluating Proactive Motivational support

K jcxg dggp eqpfwevkpi c xgt{ uocnn uecng gzrgtkogpv ykvj uvwfgpvu vjcv K vgej qp cp
 kptqfwevqt{ WMQW ocvju eqwtug0 Vjg pqtocn uvtevgi{ hqt uwrrqtvkpi uvwfgpvu qp vjku eqwtug
 ku vq vgej vjgo vjtqwij tgncevkxgn{ ngpivj{ cpf vjgtghqtg pgeguuctkn{ kphgtswgpv vgngr jqpj
 vvwqtkcnu0 K nctign{ tglgevgf vjku crrtqcej cpf wugf owej oqtg htgswgpv cpf owej ujqvtg
 rtqcevkxg oqvkxcvkqpcn eqpvcevu wukpi dqvj vjg rjqpj g ockr^cpf ngwgtu. chvgt uvctvkpi d{
 cvgo rvkpi vq rgtuwefg uvwfgpvu vjcv vjg{ ygtg cmm ÷ jctf/yktgf0 hqt ocvju cpf vjcv *chvgt
 Fygem+ vjgkt ocvjgocvkecn kpvgnkigpeg ycu ocmgcdng cpf eqwnf dg fgxgnqrgf d{ ghhtv0
 Kpfggf K vtkgf vq rgtuwefg vjgo vjcv vjg oqtg ghhtv vjg{ jcf vq ocmg vjg dgwgt vjgkt nqpi/
 vgt0 ocvjgocvkecn fgxgnqrgf ogpv yqwnf dg0 Vq cp gzvgpv vjcv uwtrtkugf og K hqwpf vjcv K ycu
 pqv cvgo rvkpi vq vgej vjgo. cnvjqwij qh eqwtug K cpuygtgf vjgkt swgukqpu yjgtg vjg{ ctqug0
 Vjgp chvgt uvctvkpi ykvj Fygem0 crrtqcej K hqewugf cmm vjg vkog qp vjgkt oqvkxcvkq
 wukpi vjg utgpi vju crrtqcej cfxqecvgf d{ Dqpk ygn0

Vjg tguwvnu ctg ujqyp kp Vedng 4<

Year	% of students completing course	
	O{ vvwqtkcni tqwr ' rcuu *pw odgt qh uvwfgpvu+ *Rtqcevkxg Oqvkxcvkqpcn Uwr rqtv+	Y jqng eqwtug ' rcuu *pw odgt qh uvwfgpvu+ *Eqpxgpvkqpcn vgej kpi uwrrqtv+
4228	;505 ' *37+	9303 ' *5; ;+
4229	;405 ' *35+	8405 ' *625+
Av.	92.8%	66.7%

Cp fgtuqp. G0 *4225+ Rtgugpvcvkqp cv vjg



Ugnki ocp *3; ;+ swqvgf kp Dqpkvgn 27+ qr ekv0

Uko ruqp. Q0 *4226+ ÷Uwfgpv tvgpvkqp vjg eqwtug ejqkeg rteguu0. Lqwtpeh qh Ce

Rqnke{ cpf Rtevekeg 2 *3+0

Uko ruqp. Q0 *4226+ ÷Vjg k o rcev qp tvgpvkqp qh kpvkxgpkvkv vq uwkjqtu fkuvcpeg ngotpkpi

uwfgpvu0. Qrgp Ngctpkpi 19 *3+

Uko ruqp. Q0 *4227+. ÷Vjg equvu cpf dgpghkvu qh uwfgpv tvgpvkqp hqt uwfgpvu. kpukvwwkqpu 6pf q G

iqxgtpogpvu00 *Studies in Learning Evaluation Implementation and Development*

*Cwvutnke+ 4 *5+ jvr<lungkf0esw0gfw0cwlxkgykuuwg0rjrAkf?: rr56/65

Uko ruqp. Q *4228+. ÷Rtgfkevki Uwfgpv Uweegu0 *Open Learning* 21*4+ rr347/35:

Umccnxkm. G0 *4228+ ÷CvUgvgogpv Iqcn vjgqt{< encuutqqo crnkcevkvpu0 Rcrgt rtgugvgf co