



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

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Hkpenn{ vjg tgncvzf hkgnf qh ngctpkpi uv{ng gxcnwcvkqp y jgtg kv y cu ctiwgf vjcv  
ngctpgtu y knn ngctp oqtg ghgevkxgn{ kh vjg{ hkp f vjgkt rgtuqpcn ngctpkpi uv{ng. ku dgeq okpi  
fkuetgfkgf cu gxkfgpep pqy uw i iguvu vjcv kv ku pqv ghgewkxg kp rtq oqv kpi ngctpkpi  
\*Tkejctfuqp gv cn. 4224= Jcmn cpf Oqung{. 4227+

Vjgtg ku jqy gxgt qpg engct citgg opv kp owej qh vjg nkvgtcwtg. uwo o gf wr kp vjg  
swqvg htqo Oqticp gv cn \*3; :4+. :Uwwf{ umknmu vtckpkpi vjcv fqu pqv eqpu fgt oqv kxcv kqp 000  
oc{ tguwnv kp nkvnng umknmu k o rtqxgo gpv 0 Vjku ku tgkphqteg d{ c hkp f kpi htqo vjg WU \*Dcttkqu.  
3; ;9+ y jkej uw i iguvu vjcv uwf gpvu y j q tgegkxg uvtguu cpf ug nh/ghhkece{ vtckpkpi jcxg jki jgt  
tgvgpvkqp tcvgu vjcp uwf gpvu tgegkxkpi ngctpkpi umknmu vtckpkpi

### Learning motivation

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oqv kxcv kqp 0 Oquv fwecvqtu y qwnf citgg qp vjg egpvcn k o rqtvcpeg qh oqv kxcv kqp vq c  
ngctpgtou weeguuu kpf gff uq o g fwecvqtu ct iwg vjcv oqv kxcv kqp ku pqv qp{ c pgeguuct{  
eqpf kfkqp hqt weeguu dwv ku cnuq c uw hkekgp v qpg 0 C ngctpgt \*kv ku ctiwgf+ y j q ku hwnn{  
oqv kxcvzf y knn qxgteq o g dcttkgtu qh ukvwc v kqp cpf vko g. hkp f y c{ u qh fgxgnqrkpi cr rqr tkcvg  
umknmu cpf dg cdng vq fgc n ykvj vjg uvtguu qh uwf{ ykvj xgt{ nkvnng gzvtc gzvtpcn uwrrqtv óv jg  
-kpf grgp fgpv ngctpgt eqpegrv 0

J qy gxgt uq hct oquv tgugctej kp vq ngctpgt oqv kxcv kqp kp fkuvcep e gctpkpi cr rrgctu vq  
egpvcn qp cumkpi uwf gpvu hqt vjgkt tgcuqpu y j vjg{ ctg uwf{ kpi 0 Vjgtg ugg o u vq jcxg dggp  
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oqv kxcv kqp ecp dg ejcpigf d{ kpuvkwkqp cn cevkxk{ 0 Vjgtg ku uq o g nk o kvgf gxkfgpep vjcv  
eqpegpvcv kpi qp ngctpgt oqv kxcv kqp ecp kpetgcug ngctpgt weeguuu Hqt gzc o r n Xkuugt \*3; ;+  
wugf c oqv kxcv kqp cn oqf gn dcugf qp Mgmn gtu CTEU oqf gn qh oqv kxcv kqp \*Cvvgpvkqp.  
Tgn gxc peg. Eqphk f gpep cpf Ucvkuhcev kqp+ vq fgxgnqr c oqv kxcv kqp cn o guuc ikpi u{uv o y jkej  
ugp v o guuc i gu vq fkuvcep uwf gpvu cv tgiwnct rkqpvu fwtkpi vjgkt uwf kg u Ujg hqwpf cp  
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### Theories of learning motivation

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ngctpkpi gfwecvqtu weej cu

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cdqww jqy uweeguhwn rgqrng yqtm<

- vqr ce jkxgtu hwmm{ tgeqipkug vjgkt vcngpvu cpf fgxgnqr vjgo kpvt uvtgpivju.
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- vjg{ kpxgpv yc{u vq crrn{ vjgkt uvtgpivju vq vjgkt gxgtpfc{ vcum\*J knn. 4222+  
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- hqmnqykp i uvtgpivju igpgtcvgu qrvtoku o

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uvtpivju jgnr vq fg nqr eqphkfppeg  
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### Implications for learner support in open and distance learning

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gogfkcgctpkpi umknmu fgxgnqr ogpv0 Vjg ctrwo gpv qh vjku r gkt ku vjcv yjknpgt hctpkpi umknmu  
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v j s u w w t t s p x k t q p o s p v 0

40 V j g { o c { u g g u v t g p i v j u c u y g c m p g u u g u 0 H q t g z c o r n g c r g t u q p y j q h k p f u

32  
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 Rtkcevkxg Uwwfgpv Uwrrqtv \*RcUU+ rtqlgev / wukpi c uwtgpivju crrtqcej vq ngctpgt uwrrqtv. ycu  
 eqpfwevgf htqo 4224 kp vjg WMQW cpf tgrqtvgf kp Qrgp Ngctpkpi \*Uko ruqp. 4226+0 Vjg  
 rtqlgev eqpukvugf qh cuko rng rtqcevkxg vgngrjqpg eqpvcev. wukpi c uwtgpivju crrtqcej. vq cp  
 gzrgtko gpvcn itqwr dghqtg vjg uvctv qh vjg eqwtug0 Vjg tgrqtv pqvgf vjcv vjku eqpvcev kpetcugf  
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 itqwr ykvj vjg uc og +rtgfkeygf rtqdcdknv{ qh uweeguu0 \*Uko ruqp. 4227+ cu vjg gzrgtko gpvcn  
 itqwr0+

Vjg gzrgtko gpv ycu tgrgcvgf kpgjg {gctu 4225. 4226 cpf 4227 cpf vjg qxgtnn tguwnvu ctg  
 ujqyp kp Vcdng 3<

<b>Year</b>	<b>Total students in trial</b>	<b>Increase in retention rates of the experimental group over the control group (% points)</b>
4224	4:88	50; '
4225	3585	703 '
4226	;:9	605 '
4227	32352	908 '

**Table 1 Result.1 7 m\$ p**

rtqlgev dtqwi jv hwpfkpi kpq vjg WMQW htqo iqxgtpogp<sup>v0</sup> Jg fg oqpuvtcvgf vjcv vjg 33  
hwpfkpi vjgtgd{ dtqwi

Wiku <sup>34</sup>  
vgtouapgmsrgt vgtouapgmsrgt vgtouapgmsrgt vgtouapgmsrgt vgtouapgmsrgt  
vjgv yqtf kpvgmkigpeg xgt{ o we cnc{ vgt ou cu c rgt ou rgtetrvkqp qh vjgkt kppcv gknkv{.  
vjgt vjcp kp cp{ vgejpkecn qt rjgnqikecn fghkpkvkqp weeguu uggou vq dg ukoknct  
fghkpgf vq dg kp vgt ou qh c rgtuqpou tgcnkucvkqp qh vjgkt rqvgpvkn tcvjgt vjcp kp vgt ou qh  
gzvgtpcn cejkxg o gp{  
Dwv y jcvgxgt vjg fghkpkvkqp kpxqnxgf. vjg vjgqt{ **bc{ jcxg ko rnkecvkqp hqt dqvj**  
uvwxyzpu cpf cecfg oke cpf uwrrqtv uvchh kp jki jgt gfwecvkqp Kv uwi iguvu vjcv dqvj uwzfgpvu  
cpf uvchh **oc{ vgpv qhcm kptq gpvkv{ cpf kptetgfo gpvkn uv itqwru ykvj ko rnkecvkqp hqt vjg yc{**  
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**\*k+ Uwzfgpvu**

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cejkxg o gpv \*vjg{ **oc{ hggn vjcv vjg{ jcxg cp -gpvkvng o gpvø vq uweeguu+o Vjg{ oc{ dg**  
nguu nkmgn{ vq wpgtvcmg rtgrctevkqp \*vjg{ **oc{ dg jcxg cu ftgc o gtuø o v f**

Ncuvn{ F y gem hqwpf vjcv kv ku o qtg ghhgevkxg vq rtckug uvwfgpvuø ghhqtu tcvjgt vjcw 35

kpgtcevkxg ó kv yqwnf cmqy ngctpgtu vq kpgtcev ykvj vjgkt uwrrqtv tcvjgt vjcp dg c 36  
vcmg/kv/qt/ngcxg/kv crrtqcej

o qvkxcvkqpcn ó kv yqwnf dg kphqt o gf d{ cpf wug dqvj Ugnh Vjgqt{ cpf vjg Utgpivju  
crrtqcej0

### *Evaluating Proactive Motivational support*

K jcxg dggp eqpfwevkpi c xgt{ uocm uecng gzrgtkogpv ykvj uwfgpvu vjcv K vgcej qp cp  
kptqfwevqt{ WMQW ocvju eqwtugl Vjg pqtocn utcvgi{ hqt uwrrqtvki uwfgpvu qp vjku eqwtug  
ku vq vgcej vjgo vjtqwij tgnckxgn{ ngpivj{ cpf vjgtghqtg pgeguuctkn{ kphtgswgpv vgngrjqpg  
vwvqtkcnul K nctign{ tglgevgf vjku crrtqcej cpf wugf owej oqtg htgswgpv cpf owej ujqtvgt  
rtqcevkxg o qvkxcvkqpcn eqpvcevu wukpi dqvj vjg rjapg gockcpf ngvgtu. chvgt uvctvki d{  
cvvgorvkpi vq rgtuwcfg uwfgpvu vjcv vjg{ ygtg cmn ÷ jctf/yktgf hqt ocvju cpf vjcv \*chvgt  
F ygem+ vjgkt ocvjgo cvkecn kpgmnikgpeg ycu ocngcdng cpf eqwnf dg fgxgnqrdf d{ ghhqtv0  
Kpfggf K vtkgf vq rgtuwcfg vjgo vjcv vjg oqtg ghhqtv vjg{ jcf vq ocmg vjg dgwgt vjgkt nqpi/  
vgt o cvjgo cvkecn fgxgnqr ogpv yqwnf dg0 Vq cp gzvgpv vjcv uwtrtkugf og K hqwpf vjcv K ycu  
pqv cvvgorvkpi vq vgcej vjgo. cmvjqwi j qh eqwtug K cpu ygtgf vjgkt swgukqpu yjgtg vjg{ ctqug0  
Vjgp chvgt uvctvki ykvj F ygemou crrtqcej K hqewugf cmn vjg vko g qp vjgkt o qvkxcvkqp  
wukpi vjg utgpivju crrtqcej cfxqecvgf d{ Dqpk ygn0

Vjg tguwnvu ctg ujqyp kp Vcdng 4<

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Year	% of students completing course	
O { vwqtkcn itqwr ' rceu *pwodgt qh uwfgpvu+ *Rtqcevkxg O qvkxcvkqpcn Uwrrqtv+	Y jqnq eqwtug ' rceu *pwodgt qh uwfgpvu+ *Eqpxgpvqpcn vgcejkpi uwrrqtv+	
4228 ;505 ' *37+	9303 ' *5;:+	
4229 ;405 ' *35+	8405 ' *625+	
<b>Av.</b> <b>92.8%</b>	<b>66.7%</b>	



Cpfgtuqp. G0 \*4225+ Rtgugpvckqp cv vjg

Ugnk1 ocp \*3; ;+ swqvgf kp Dqpkrygqf 27+ qr ekv0

Uk o ruqp. Q0 \*4226+ :Uvwfgpv tgvgpvkqp vjg eqwtug ejqkeg rteguu0. Lqwtpcn qh Cef

Rqnke{ cpf Rtcevkeg **2** \*3+

Uk o ruqp. Q0 \*4226+ :Vjg k o rcev qp tgvgpvkqp qflkpgtxgpvkqp ufwu0 kijqtu fkuvcepeg ngtotpki

uvwxyzpnu0. Qrgp Ngctpkpi **19** \*3+

Uk o ruqp. Q0 \*4227+ :Vjg equvu cpf dgpghkvu qh uwtfgpv tgvgpvkqp hqt uwtfgpv. kpuvkwvkqpu ~~cpf~~ q G

iqxgtp o gpvu0 *Studies in Learning Evaluation Appraisal and Development*

\*Cuwvtcnkc+ 4 \*5+ jvr<llungkf0eswlgfwlcwlxkg ykuuwg0rj rAfk? : rr56/65

Uk o ruqp. Q \*4228+ :Rtgfkevkpi Uvwfgpv Uweeguu0 *Open Learning* **21**\*4+ rr347/35:

Umccnxkm. G0 \*4028+ :GxJgxg o gpv I qcni vjgqt{< encuutqq o cr rnkcevkqpu0 Rcrtgt rtgugpvgf co