How Learning Emotions and the ARCS Model of Motivational Design Enhance Learning and Improve Critical Thinking

Kent D. Kauffman

Indiana University - Purdue University Fort Wayne, kauffmak@ipfw.edu

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How Learning Emotions and the ARCS Model of Motivational Design Enhance Learning and Improve Critical Thinking

Kent Kauflman, Assistant Professor, Business Law
Indiana University Purdue University-Fort Wayne (IPFW)
kauflmak@ipfw.edu

The Use of Learning Emotions

- From Teaching at its Best, by Dr. Linda Nilson
  - Clemson University, Founding Director of the Office of Teaching Effectiveness and Innovation
- Theme: cognitive psychology can increase understanding & retention
  - “Emotional Intensity” strengthens new synaptic connections with limbic system neurotransmitters
  - “Learning Emotions” (wonder, suspense, surprise, humor) enhance the learning process
  - The “self-reference effect” relates content to students’ lives
  - “Multiple modalities” (stories, anecdotes, videos) strengthen learning

The ARCS Method of Motivational Learning

- From Motivational Design for Learning and Performance, by Dr. John Keller
  - Florida State University Professor Emeritus of Instructional Science and Technology
- Four steps for promoting and sustaining motivation in the learning process
  - Attention: using perceptual arousal through novelty, variety
  - Relevance: using concrete and understandable examples with which students are familiar
  - Confidence: scaffolding success by setting clear goals and using meaningful tasks
  - Satisfaction: making learning rewarding through applied learning in real world scenarios and the use of practical examples
What is Critical Thinking?

- The intellectually disciplined process of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information

- The intentional application of rational, higher order thinking skills, such as analysis, synthesis, problem recognition and problem solving, inference, and evaluation

What Does this Commercial have to do with Contract Damages?

Why Use Short Narratives?
Chapter 17 Short Story:

**Terms in Action**

Anna and her husband, John, who was a sailor, lived in a small town by the sea. They had two children, Mike and Lisa. Every summer, they would go on a trip to a nearby island. One day, while they were playing on the beach, a shark attacked Mike. Anna and John were devastated. They decided to move to a island where the shark populations were lower. They bought a house and settled in. The children loved the new house, and they spent many happy years there until Mike passed away from a heart attack.
Lawyers Love Movies about Lawyers

Lawyers (still) Love Movies about Lawyers
Films Included in My Legal Courses

- A Civil Action
- Class Action
- Disclosure
- Dumb and Dumber
- Enron: The Smartest Guys in the Room
- The Hudacskok Proxy
- Liar Liar
- Lord of War
- Minority Report
- Thank You for Smoking
- The Paper Chase
- The Social Network
- True Grit
- Wall Street
- Wall Street: Money Never Sleeps
- Young Mr. Lincoln

What Students See Looking at a Film Scene

Movie Clip from "The Social Network"

Please watch the following scene from "The Social Network," the 2010 film that chronicles the creation and growth of Facebook. Legally involved, Facebook is committed to two lawsuits. One against Mark Zuckerberg, Facebook's chief executive. The other, a class action suit against his ex-colleagues, Duchess and Thiel, which Pittman argues are not related to the business plan. In the film, we see Zuckerberg, the son of a social worker and the child of a social worker, as he seeks to find a way to make his own way in a way that would allow him to make money. He sees opportunities in Silicon Valley, but he's not part of the narrative in a way that doesn't work itself for a major urban city or two. There's also normal law and business in this entertaining film. This scene is from an assignment for Chapter 12.
“Wall Street” (1987) and Greed

Wall Street II” (2010) and Greed, revisited
Sample Student Answer

“The Paper Chase” (1973) and contract law
Applying Contract Law to “Liar Liar” (1997)

Evaluating UCC Warranties to “Lord of War” (2005)

Average Final Grade in Business Law before and After Course Enhancements

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<th></th>
<th>Average Grade</th>
<th>First Semester after Enhancements</th>
<th>Second Semester after Enhancements</th>
<th>Third Semester after Enhancements</th>
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<td>Enhancements</td>
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Responses from External Course Surveys

Did the Short Stories bring Real-Life to the Course?

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Did Students Think the Film Clips Worked as a Learning Tool?

<table>
<thead>
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<th>Issue</th>
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How to Find your own Film Clips

- **Movie Clips** ([www.movieclips.com](http://www.movieclips.com))
  - Allows for browsing by genre, theme, setting, character type
  - Film clips can be trimmed
  - Film clips can be shared through facebook, twitter, email
  - Embed codes and short URLs are provided

- **Internet Movie Database** ([www.imdb.com](http://www.imdb.com))
  - Has a search engine tied to keywords, genre, title
  - One can refine a search by stated genres and keywords
  - IMDB includes television and film titles