

# Learning motivation and attention

## Competency

Learning motivation and attention

## Competency description

I can apply theories of learning motivation and attention when selecting and compiling media learning content.

## Level

Advanced competencies

## Taxonomy level

2. Apply

## Column/number in the document

A/67

## Explanatory notes

This competence describes the ability to take aspects such as motivation and attention of students into account when developing learning materials in order to promote their learning success.

## Rationale

The students' motivation and attention are crucial factors for learning success. These must be maintained.

## Example

A gamification approach is integrated into e-learning to motivate students to work on further tasks.

## Sources

Decy & Ryan, 1993; Keller & Kopp, 1987

## Teaching material

## Link to other competencies

## Tagging

Learning motivation, attention, motivation theories, attention theories, media-supported learning content, e-learning, learning materials, learning psychology.

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