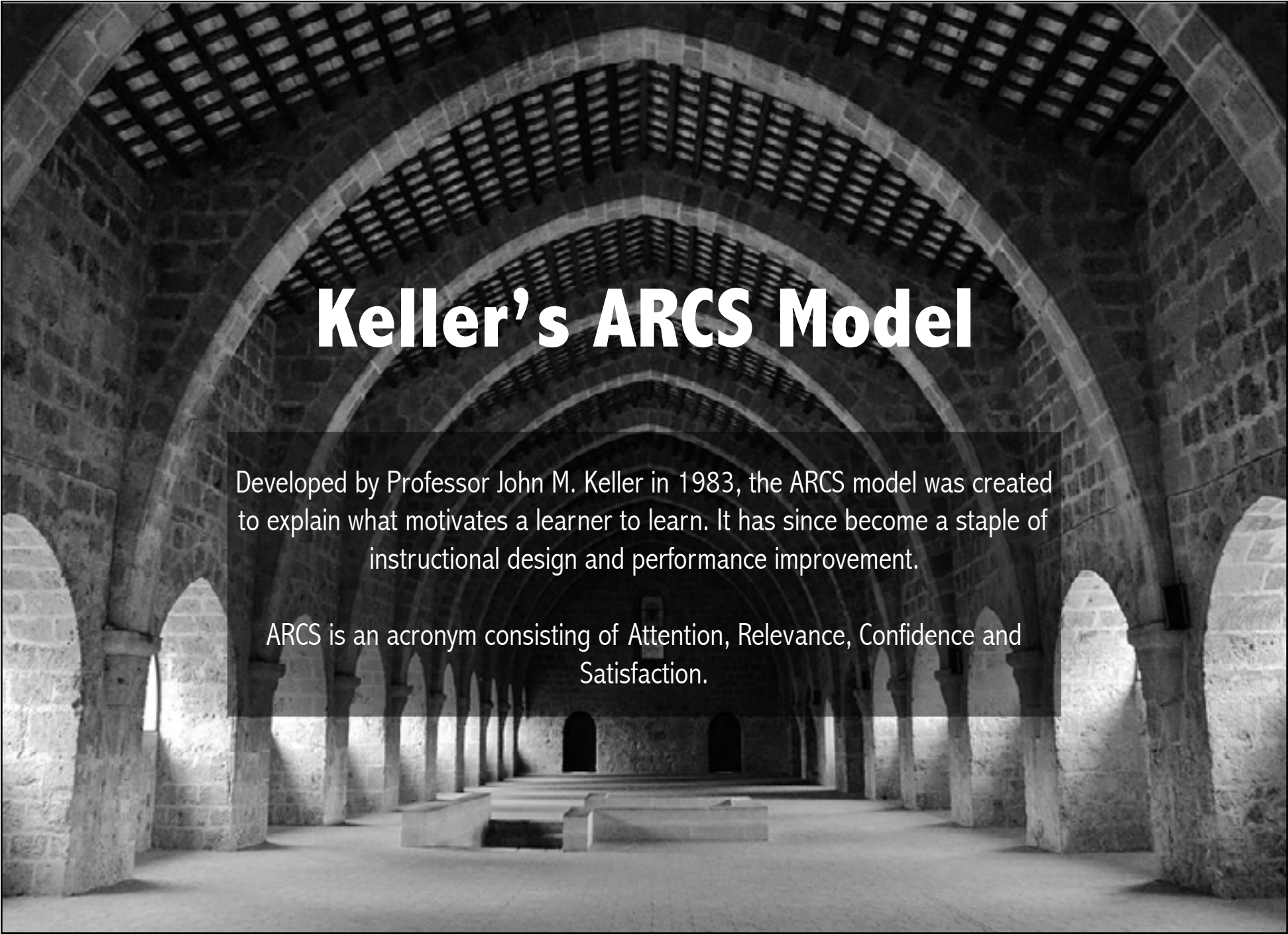




Keller's ARCS Model

Developed by Professor John M. Keller in 1983, the ARCS model was created to explain what motivates a learner to learn. It has since become a staple of instructional design and performance improvement.

ARCS is an acronym consisting of Attention, Relevance, Confidence and Satisfaction.

Keller's ARCS Model



Attention

Capturing the interest of the learner

How do I grab their interest?



Relevance

Meeting goals and objectives of learner

How do I meet the learner's needs?



Confidence

Helping learners believe they can succeed

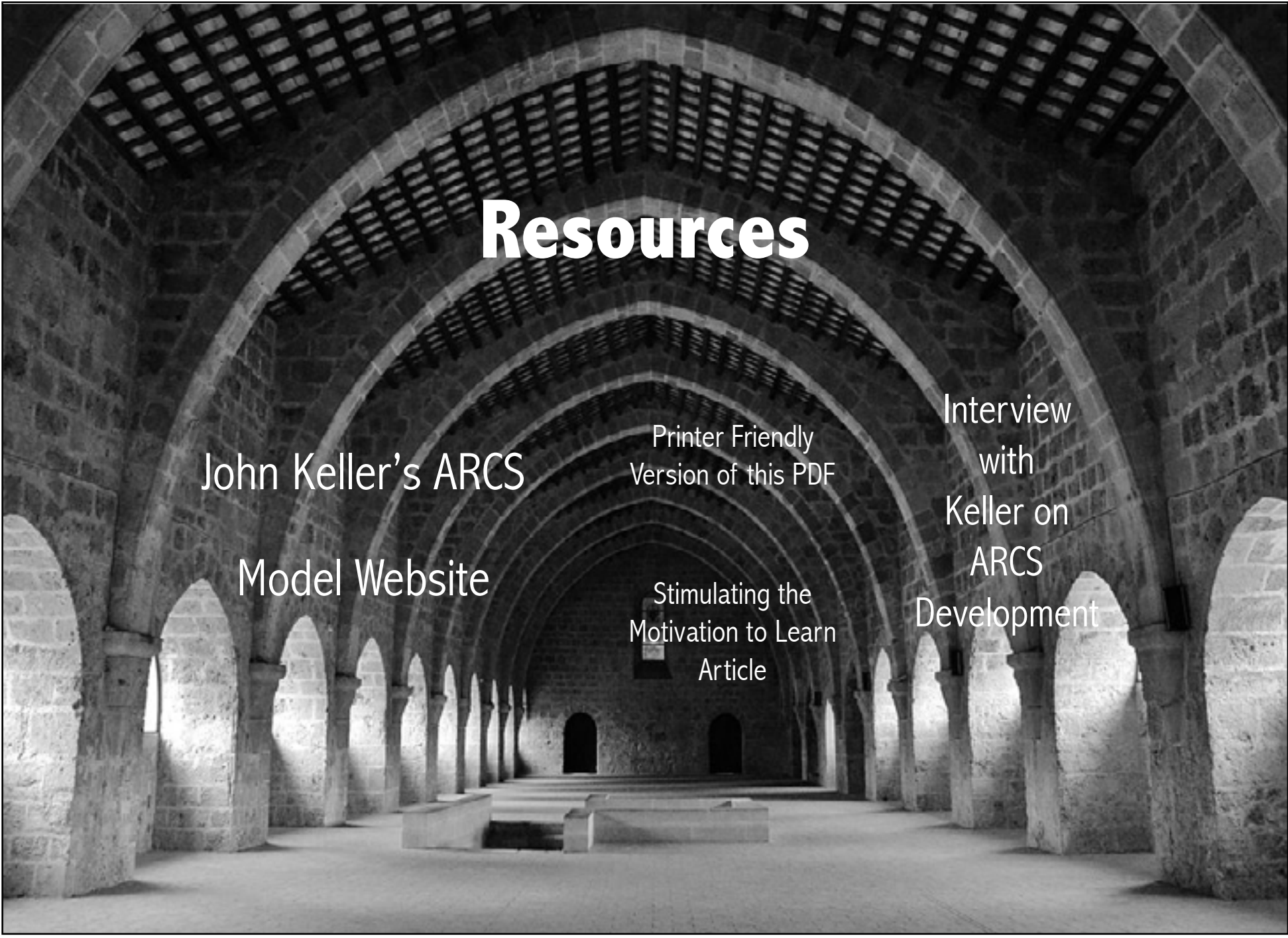
How do I give positive reinforcement for success?



Satisfaction

Rewarding learner for accomplishment

How do make the learner feel performing was valuable?



Resources

[John Keller's ARCS](#)

[Model Website](#)

[Printer Friendly
Version of this PDF](#)

[Stimulating the
Motivation to Learn
Article](#)

[Interview
with
Keller on
ARCS
Development](#)