Intensifying Intrinsic Motivation using video

Marie COSGROVE

When students had the chance to be tested 3 times in a year they were able to see their improvement, after studying video intensely, very clearly. In a previous paper published in 2017 students very clearly described their experience studying with video and the correlation with their CASEC test results. Visual study not just with video but also with educational “manga(comic drawings)” also stimulates their intrinsic motivation and increases their vocabulary as there are fewer words to remember when the material is in pictures and visual compared to only the written word.

As students in their real world like “manga” or comic like books they are highly motivated even though the material contains quite difficult vocabulary.

“Intrinsic motivation is a motivation to learn that comes from an internal force such as interest in language learning or the desire for further personal development in general. It compares with extrinsic motivation, which is motivation from external pressures such as the need to speak English for work or because a parent has sent a learner to class. Often high level learners show a high degree of intrinsic motivation as they continue to study a language beyond any practical need.

Sometimes learners join a class because of extrinsic motivation and become motivated intrinsically as learning becomes enjoyable and rewarding. Getting feedback from the learners on the teaching and learning process through simple questionnaires about aspects of class can help a teacher identify what students find most useful and enjoyable.” British Council Website

In a previous paper published in 2017 the author showed through CASEC test results that students who studied with enjoyable video out of class and at their own pace could achieve improvements not shown in other classes studying the same textbook and video. In 2018 the university discontinued the CASEC test for students. Even so the students show a motivation even with pictures drawn by Kyoto University Department of Environment studies, Professor Emeritus Takasuki. High Moon is his pen name. Students studied for one, 6 student group presentation, all the pictures in English drawn by High Moon and chose the topic and picture for their short powerpoint presentation. The vocabulary they learned through this study is shown very clearly in their presentations. The main topic was environment and from this came subtopics
of the students choice. Global warming, Plastics in the Ocean, Red tide, Gap between rich and poor etc.

These are topics close to the students own concerns as they face their future life after graduation. Students choices show their intrinsic motivation activated by the pictures and the topics. The manga (picture drawings) of High Moon are in Japanese, English and Chinese. But the students are required to study only in English as they are third year university students with at least 8 years of English study. Some of the students work shown here were chosen at random and are not necessarily the best.

“Intrinsically motivated behaviors, which are performed out of interest and satisfy the innate psycho-logical needs for competence and autonomy are the prototype of self-determined behavior.” Richards and Deci 2000

Students were extremely interested in High Moon’s Gomics. Perhaps because a famous university Professor drew them. Or maybe because Japanese like Manga very much. Whatever the reason it is obvious from students diligent behaviour in studying all the English Manga of High Moon, Possibly also studying the Japanese language Manga too.

“With intrinsic motivation, the reward is completing the task. It’s that rush of accomplishment and satisfaction of completing your goal.

Research shows that intrinsic motivation is more impactful than extrinsic motivation as far as developing good habits and cultivating deeper learning.” Wright Calli

The student looks at the audience to make eye contact. His presentation tile is “Not Institutions but People”
Hello, everyone. My name is Chisato Takahashi. Look at this picture. Plastic discarded in the sea is a big problem as seawater contamination. Plastic is one of the most widely used materials in the world. Looking at our lives, plastics are used in various places. For example, your smart case, laptop computer, clothing you are wearing may be plastic too. Many marine plastic waste flows into the sea from places with a large population and where garbage cannot be handled. Plastics contain chemical substances. Marine organisms, fish, whales, turtles and pelicans eat such contaminated plastic and die. Also, sea turtles and whales are suffering from being entangled in plastic garbage. These sea creatures sometimes die because of our human behavior. If we do not throw plastic waste properly, environmental deterioration will advance to destroy our earth. There are many things we can do with familiar things. We should work from being able to do things like recycling, reusing, repairing or as a last resort burning garbage. Thank you for listening. Do you have any questions?

This student chose this picture as her group’s chosen topic was Oceans within the topic of
Environment. What she wrote was the result of her research into the picture’s content. The pictures have no written explanation. The explanation is the students words. As you can see the picture has few words but the student was able to write a very comprehensive speech.

30 students in one class presented 5 topics with many subtopics. P64 of the textbook Speaking of Speech shows the beginning of a speech on the environment problem Global Warming. This was also one of the topics chosen by students.

Students chose their topics after studying the Comics of High Moon.

Hello everyone, my name is Yuka Nakajima.
This picture shows there is a possibility that resources will run out in the near future, due to limited supply of resources like petroleum.

Resources supporting our lives, can be divided into two, exhausted resources that exist only in limited amount on the earth, and renewable resources like solar energy.

Fossil fuels, metals, and minerals are exhausted resources.

World petroleum production peaked from 2010 and to around 2030 and then it will decline. This is called “the peak oil theory”.

According to this, it is expected that the production volume which will decrease after the peak spreads sharply with the increasing demand, and it will fall into a crisis situation.

How long will petroleum supplies keep up with demand? We need to change to renewable energy
now.

Thank you for listening. Do you have any questions?

Again the student from her own research is able to explain this manga and make her speech for her group topic. Six members of her group researched their own short presentations on the topic chosen by their group. No group could choose the same topic. From the picture drawing the student could sense the urgency of the situation and write a very pertinent speech. Students were highly motivated by the Gromics of High Moon.

Hello, everyone. My name is Daigo Matsushita.

What are you bringing now?

Do you have any unnecessary things?

-Maybe, everyone says “Yes”.

The things which are unnecessary affect our environment.

Please look at this picture.

-What are the things that we really need?-

What are the things that we really need in our lives?

There are too many unnecessary things.

For example, games, cars and so on.

As a result, we are doing the environmental disruption.

We should repair an old thing rather than buy a new thing.
Finally, we must choose what we really need.
If we do it, it won’t affect our environment.
Thank you for listening. Do you have any questions?

Well, this time again I will talk about SDGs (sustainable development targets). In this SDGs, Goals 6, “Sustainable Production / Consumption”, 12 “Climate Change”, 14 “Ocean” and 15 “Ecosystems and Forests”, etc. These are deep targets of SDGs.

Recently, interest in SDGs is rapidly spreading in private companies and local governments in our country too. So I will introduce about SDGs. By the way, 17 goals are set for SDGs, but first of all, what goals should we aim for?

Actually, many goals are related to each other, so it is important to solve them together. Therefore, instead of aiming at only one goal, it is required to aim at multiple goals at the same time.

In Japan, in addition to the environmental goals mentioned above, it is said that efforts towards 1 “poverty”, 5 “gender equality”, 7 “energy” and 17 “partnership” are inadequate. Especially efforts to achieve these goals are necessary.
The student did not write his name.
Intensifying Intrinsic Motivation using video

This SDGs book is in the library. Please study SDGs.

Conclusion
Not only video but also pictures with a lot of meaning can arouse the student’s interest and intensify intrinsic motivation. Video study has been proven to activate intrinsic motivation as shown in three previous papers published in Takasaki University society of Regional studies.

（マリー コズグローブ・高崎経済大学地域政策学部非常勤講師）

References
https://www.britishcouncil.org
Cosgrove Marie 2017

http://www.jeeeco.org/project/gomicbest.pdf

Wright Calli Increasing Intrinsic Motivation for Students through Goal Setting 2018 digital media analyst at MIND Research Institute
<https://blog.mindresearch.org/blog/intrinsic-motivation-for-students>