

# JOHN M. KELLER

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August, 2015

## ACADEMIC BACKGROUND

Ph.D. Degree (1974)	Indiana University, Bloomington, Indiana Major: Instructional Systems Technology Minors: Research and Evaluation Organizational Behavior
B.A. Degree (1965)	University of California, Riverside, Calif. Major: Philosophy Minor: English

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## **Academic Appointments**

Emeritus Professor, Instructional Systems and Educational Psychology, Department of Educational Psychology & Learning Systems, Florida State University, May, 2010 – present

Program Leader, Instructional Systems Program, Department of Educational Research, College of Education, Florida State University, September, 1996 - 2003.

Professor, Instructional Systems and Educational Psychology, Department of Educational Psychology & Learning Systems (Formerly, Department of Educational Research), Florida State University, July, 1988 – May, 2010.

Program Leader, Instructional Systems Program, Department of Educational Research, College of Education, Florida State University, August, 1990 - 1992.

Associate Professor, Instructional Science and Technology, College of Education, Florida State University, Jan., 1985 - June, 1988.

Chairperson, Area Instructional Design, Development, and Evaluation, School of Education, Syracuse University, Sept., 1983 - Dec., 1984.

Associate Professor, Syracuse University, Department of Instructional Design, Development, & Evaluation, School of Education, Syracuse University (July, 1979 - Dec., 1984).

Assistant Professor, Syracuse University, Area of Instructional Technology, School of Education (1974 - 1979).

Secondary School Teacher in the English and Social Studies Departments at the Grossmont Union High School District, LaMesa, California (1967 - 1971), and the Moreno Valley Unified School District, Sunnymead, California (1965 - 1967).

## **Related Experience**

Visiting Scholar, Open University of Indonesia, Jakarta, Indonesia. Participated in policy development, planning conferences, seminar development and delivery, and consultations to faculty and students. June - August, 1988.

Research Fellow, University of Twente, The Netherlands. Conducted personal research, presented seminars, consulted with faculty, and participated in regional and national meetings. January - June, 1983.

Director, Miller-Brewing Company and Syracuse University Personnel Development Project. Provided funded support for advanced graduate students in instructional technology to work at Miller-Brewing Co. in training. May 1982 - May 1983.

Director, Alleviation of Learned Helplessness in Reading: A research project funded by the Navy Personnel Research and Development Center, San Diego, California (May 1981 - Feb 1982).

Associate Director, A Program of Training and Development in Instructional Technology for the Government of Indonesia. A project funded jointly by the Government of Indonesia and USAID (1977-1979).

Director, Doctoral Fellowship Program in Instructional Technology for Experienced Educators of the Deaf: A project funded by the Bureau of Educationally Handicapped (1975-1979).

Graduate Assistant, Instructional Systems Technology, Division of Development and Special Projects, Indiana University (1971-1974).

### **Honors**

NDEA Title IV Fellowship, School of Education, Division of Instructional Systems Technology, Indiana University, Bloomington, Indiana, 1971-1974.

Outstanding Young Researcher Award, Association for Educational Communications and Technology, April, 1975.

Summer Research Grant, awarded jointly by the University Office of Research and Graduate Affairs, and the School of Education, Syracuse University, 1979.

Invited Speaker, General Session of the Research and Theory Division, Association for Educational Communications & Technology, Philadelphia, PA, April, 1980.

Research Fellowship, awarded by the University of Twente, Enschede, The Netherlands, for the period from January 1, 1983 to July 1, 1983.

Encore Presenter, National Society for Performance and Instruction, April, 1987.

Visiting Scholar, Indonesian Second University Development Project, June 11 - August 14, 1988.

Encore Presenter, National Society for Performance and Instruction, March, 1989.

Best article of the year in *Performance & Instruction*, National Society for Performance and Instruction, March, 1989.

Academic Advisory Board Member, IBM Education, Thornwood, New York. Invited to serve a three year term.

Instructor of the Year Award, 1989-90, presented by the graduate students of Instructional Systems, Department of Educational Research, Florida State University.

Distinguished Alumnus Award, 1992, Instructional Systems Technology Program, Indiana University.

Guest Professor, University of Salzburg, Austria, Spring, 2000. Taught a course and consulted.

Award from the Association for Educational Communications and Technology Association (AECT) for a continuing contribution to the field for the newest edition of the classic book in my field: Gagne, R.M., Wager, W.W., Golas, K.C., & Keller, J.M. (2005). Principles of Instructional Design, 5th Ed. Belmont, CA: Wadsworth/Thomson Learning

## **Memberships**

Association for Educational Communications and Technology

## **Editorial Responsibilities**

Consulting Editor, Journal of Information and Systems in Education (JSiSE) (2008-present)

Consulting Editor, Distance Education (2008-present).

Member & Editor, Scientific Committee, International Council for Educational Media (ICEM) (2007-present).

Consulting Editor, International Journal of Educational Media and Technology (IJEMT) (2007-present).

International Editorial Board Members of ETI (Educational Technology International) (2004-present).

Consulting Editor, Educational Technology Research and Development, published by the Association for Educational Communications and Technology (2000-present).

Contributing Editor, Performance and Instruction, published by the National Society for Performance and Instruction (1992-present).

Consulting Editor, Performance Improvement Quarterly, published by the National Society for Performance and Instruction (1990 - 1993).

Consulting Editor, Educational Communications and Technology Journal, published by the Association for Educational Communications and Technology (1983 -1989).

Consulting Editor, Journal of Instructional Development, published by the Association for Educational Communications and Technology (1980 - 1989).

Award Reviewer, "Outstanding Young Researcher Award" presented by the Association for Educational Communications and Technology. Reviewed and rated submissions (1976 - 1979).

Proposal Reviewer, National Science Foundation, Washington, D.C. Participated in proposal review panels for the program of Comprehensive Assistance to Undergraduate Science Education (CAUSE). (1977).

Guest Editor. National Society for Performance and Instruction. Guest editor for the July, 1978 edition of the NSPI Journal.

Proposal Reviewer. Association for Educational Communications and Technology. Reviewed proposals for the Research and Theory Division track of the 1978 - 1979 annual meetings. September, 1977, 1978.

Manuscript Reviewer. Reviewed a book manuscript on systematic instructional design for Charles E. Merrill Pub. Co. 1983.

Award Reviewer. Association for Educational Communications and Technology. Reviewed and rated submissions for the "Outstanding Product Award." (1984 - 1986).

Manuscript Reviewer. Reviewed a book manuscript on educational psychology for teachers, 1985.

Manuscript Reviewer. Reviewed a book manuscript on computers in education for West Publishing Company. 1986.

Proposal Reviewer. National Society for Performance and Instruction. Reviewed proposals for the research track for the 1987 annual meeting. August, 1986.

Manuscript Reviewer. Reviewed a book manuscript of a book on motivation for Jossey-Bass Publisher. 1987.

## **Publications**

### ***Books***

Keller, J.M., in collaboration with Young, A., & Riley, M. (1996). Evaluating diversity training: 17 ready-to-use tools. San Diego: Pfeiffer & Company. (106 pages)

Keller, J. M., & Song, Sang Ho (1999). The design of appealing courseware. Seoul: Educational Science Publisher. (Available only in Korean language.)

Gagne, R.M., Wager, W.W., Golas, K.C., & Keller, J.M. (2005). Principles of Instructional Design, 5th Ed. Belmont, CA: Wadsworth/Thomson Learning

Keller, J.M. (2010). Motivational Design for Learning and Performance: The ARCS Model Approach. New York: Springer. (Available in English, Japanese, and Korean. Translation into Arabic in process.)

### ***Monographs***

Keller, J.M., Kelly, E., & Dodge, B. (1978). A practitioners guide to concepts and measures of motivation. Syracuse, New York: ERIC Clearinghouse on Information Resources. (104 pages)

Keller, J.M. (1983). Development and use of the ARCS model of motivational design. Enschede, The Netherlands: Toegepaste Onderwijskunde, Technische Hogeschool Twente. (24 pages)

### ***Book Chapters***

Keller, J.M. (1983). Motivational design of instruction. In C. M. Reigeluth (ed.) Instructional Theories and Models: An Overview of Their Current Status. New York: Lawrence Erlbaum Associates, Publishers, pp. 383 - 434.

Keller, J.M., & Kopp, T.W. (1987). Application of the ARCS model to motivational design. In C. M. Reigeluth (Ed.), Instructional Theories in Action: Lessons Illustrating Selected Theories. New York: Lawrence Erlbaum, Publishers, 289 - 320.

Keller, J.M., & Suzuki, K. (1988). Application of the ARCS model to courseware design. In D. H. Jonassen (Ed.), Instructional Designs for Microcomputer Courseware. New York: Lawrence Erlbaum, Publisher, pp. 401 -434.

Keller, J.M. (1992). Motivational systems. In H. Stolovitch, & E. Keeps (Eds), Handbook of Human Performance Technology. San Francisco: Jossey-Bass Inc., Publishers.

Keller, J.M., & Burkman, E. (1993). Motivation. In M. Fleming (Ed.), Instructional Message Design, 2nd Edition. Englewood Cliffs, NJ: Educational Technology Press.

Keller, J.M. (1999). Motivational systems. In H. Stolovitch, & E. Keeps (Eds), Handbook of Human Performance Technology, 2nd Edition. San Francisco: Jossey-Bass Inc., Publishers.

Keller, J. M. (1999). Using the ARCS motivational process in computer-based instruction and distance education. In M. D. Svinicki (Series Ed.) & M. Theall (Volume Ed.), New Directions for Teaching and Learning: Motivation from Within: Approaches for Encouraging Faculty and Students to Excel (Number 78, pp. 39 – 47). San Francisco: Jossey-Bass.

Keller, J. M., & Litchfield, B. (2001). Motivation and performance. In R. A. Reiser & J. V. Dempsey (Eds.). Trends and Issues in Instructional Design and Technology. Upper Saddle River, NJ: Merrill/Prentice Hall.

Litchfield, B., & Keller, J. M. (2001). Instructional project management. In R. A. Reiser & J. V. Dempsey (Eds.). Trends and Issues in Instructional Design and Technology. Upper Saddle River, NJ: Merrill/Prentice Hall.

Keller, J. M. (2006). Motivation and performance. In R. A. Reiser & J. V. Dempsey (Eds.). Trends and Issues in Instructional Design and Technology, 2<sup>nd</sup> Edition. Upper Saddle River, NJ: Merrill/Prentice Hall.

Stockdale, J., Sinclair, M., Kernoban, G., & Keller, J. (2011). Understanding motivational theory and the psychology of breastfeeding. In R. Bryar & M. Sinclair (Eds.). Theory for Midwifery Practice, 2<sup>nd</sup> Edition. UK: Palgrave Macmillan.

Stockdale, J., Sinclair, M., Kernoban, G., & Keller, J. (2011). Motivation, breastfeeding and midwives: Theory in action. In R. Bryar & M. Sinclair (Eds.). Theory for Midwifery Practice, 2<sup>nd</sup> Edition. UK: Palgrave Macmillan.

Keller, J. M., & Deiman, M. (2012). Motivation, volition, and performance. In R. A. Reiser & J. V. Dempsey (Eds.). Trends and Issues in Instructional Design and Technology, 3<sup>rd</sup> Edition. Boston, MA: Pearson Education

### ***Refereed Articles***

Keller, J.M., & Pugh, R. (1976). Sex similarities and differences in locus of control in relation to academic adjustment measures. Measurement and Evaluation in Guidance, 9(3), 110-118.

Schwen, T., & Keller, J.M. (1977). A case study: Developing convergent formative evaluation. Journal of Instructional Development, 1(1), 31-35.

Keller, J.M., Goldman, J.A., & Sutterer, J.R. (1978). Locus of control in relation to academic attitudes and performance in a PSI course. Journal of Educational Psychology, 70, 414-421.

Ullagaddi, S., Keller, J.M., & A.S. Dharanendraiah (1978). An adaptation of Edwards personal preference schedule. Psychological Studies, 23, 75-82.

Goldman, J.A., Keller, J.M., & Sutterer, J.R. (1979). Relationship between psychological maturity and performance in a self-paced course. Psychological Reports, 44, 88-90.

Keller, J.M. (1979). Motivation and instructional design: A theoretical perspective. Journal of Instructional Development, 2(4), 26-34.

- Keller, J.M. (1983). Investigation of the effectiveness of a learned helplessness alleviation strategy for low aptitude learners. In Zeeuw, G., Hofstee, W., and Yastenhouw, J. (Eds.), Funderend Onderzoek van het Onderwijs en Onderwijsleerprocessen. Lisse, The Netherlands: Swets & Zeitlinger B.V., pp. 191 - 202.
- Keller, J. M., & Moller, J. (1983). Evaluation in training: Much lauded, seldom applauded. Proceeding of the Joint Conference of the International Federation of Automatic Control (IFAC) and the International Federation for Information Processing (IFIP), Leiden, The Netherlands.
- Keller, J.M. (1984). The use of the ARCS model of motivation in teacher training. In Shaw, K., & Trott, A.J. (Eds.). Aspects of Educational Technology, Volume XVII. London: Kogan Page, pp. 140 - 145.
- Keller, J.M. (1987). Strategies for stimulating the motivation to learn. Performance & Instruction, 26(8), 1-7.
- Keller, J.M. (1987). The systematic process of motivational design. Performance & Instruction, 26(9), 1-8.
- Keller, J.M. (1987). Development and use of the ARCS model of motivational design. Journal of Instructional Development, 10(3), 2-10.
- Klein, J.D., & Keller, J.M. (1990). Influence of student ability, locus of control, and type of instructional control on performance and confidence. The Journal of Educational Research, 83(3), 140-146.
- Visser, J., & Keller, J.M. (1990). The clinical use of motivational messages: An inquiry into the validity of the ARCS model of motivational design, Instructional Science 19, 437-470.
- Keller, J.M., & Keller, B.H. (1991). Motivating learners with multimedia instruction. Proceedings of the International Conference on Multi-Media in Education and Training (ICOMMET '91). Tokyo, Japan: The Japanese Association for Educational Technology and the International Society for Technology in Education.
- Keller, J.M. (1992) Enhancing the motivation to learn: Origins and applications of the ARCS model. Reports from the Institute of Education (Sendai, Japan: Institute of Education, Tohoku Gakuin University), 11, 45-67.
- Taguchi, M. & Keller, J.M. (1993). Employee training in Japan: The use of the systems approach. Educational Technology Research, 16(1-2), 37-42.
- Astleitner, H., & Keller, J. M. (1995). A model for motivationally adaptive computer-assisted instruction. Journal of Computing in Education, 27(30), 270 - 280.
- Keller, J.M., & Taguchi, M. (1996). Use of the systems approach to training design and delivery in Japanese corporations. Performance Improvement Quarterly, 9(1), 62-76.



- Kaufman, R., Keller, J., & Watkins, R. (1996). Evaluation that works. Performance & Instruction, 35(2), 8-12.
- Keller, J. M. (1997). Motivational design and multimedia: Beyond the novelty effect. Strategic Human Resource Development Review, 1(1), 186-203.
- Keller, J. M. (1999). Motivation in cyber learning environments. International Journal of Educational Technology, 1(1), 7 – 30.
- Song, S. H., & Keller, J. M. (2001). Effectiveness of motivationally-adaptive computer-assisted instruction on the dynamic aspects of motivation. Educational Technology Research & Development, 49(2), 5 - 22..
- Keller, J. M. (2002). Book review of Instructional design competencies: The standards (Third Edition), by Rita Richey, Dennis C. Fields, and Marguerite Foxon. Syracuse, NY: ERIC Clearinghouse on Information and Technology. ETR&D (Educational Technology Research and Development), 49(4), 107-110.
- Schaffer, S. P., & Keller, J. M. (2003). Measuring the results of performance improvement interventions. Educational Technology Research & Development.
- Keller, J. M., & Suzuki, K. (2003). Learner motivation and e-learning: A multinationally validated process for motivational design and technology assisted instruction. In M. Vilas, J. A. M. González, & J. M. González (Eds), Advances in Technology-based Education: Towards a Knowledge-based Society, 840 – 845. Badajoz, Spain: m-ICTE2003.
- Keller, J. M., & Suzuki, K. (2003). Learner motivation and e-learning: A multinationally validated process. Journal of Educational Media, 29(3), 229-239.
- Suzuki, K., Nishibuchi, A., Yamamoto, M., & Keller, J.M. (September 2003). Instructional Design Models and Tools as a Bridge between Psychological Research and the Real World of e-Learning Practices: ARCS Model as an Example. In F.W. Hesse, & Y. Tamura (Eds.), Proceedings for the joint workshop of cognition and learning through media-communication for advanced e-learning, 211- 216, Berlin, Germany.
- Suzuki, K., Nishibuchi, A., Yamamoto, H., and Keller, J. M. (2004). Development and Evaluation of a Website to Check Instructional Design Based on the Arcs Motivation Model. Journal of the Japanese Society for Information and Systems in Education, 2(1), 63-69.
- Keller, J.M. (2004). A predictive model of motivation, volition, and multimedia learning. Proceedings of the International Symposium & Conference: Educational Media in Schools, Kansai University Osaka, Japan, 9-19.
- Keller, J. M., Deimann, M., Liu, Z. (2005). Effects of integrated motivational and volitional tactics on study habits, attitudes, and performance. *Proceedings of the Annual Meeting of the Association for Educational Communications and Technology*, Orlando, Florida.

Kim, C. M., Keller, J. M., Chen, H. L. (2005). Using motivational and volitional messages to promote undergraduate students' motivation, study habits and achievement. *Proceedings of the Annual Meeting of the Association for Educational Communications and Technology*, Orlando, Florida.

Deimann, M. & Keller, J. (2006). Volitional Aspects of Multimedia Learning. *Journal of Educational Multimedia and Hypermedia*. 15 (2), pp. 137-158.

Stockdale, J., Sinclair, M., Kernohan, W. G., & Keller, J. M. (2007). Exploring the potential of the internet to motivate breastfeeding. *Evidence Based Midwifery*, 5(1), pp. 10-15.

Keller, J.M. (2007 - May). Integrating motivational design into technology-assisted learning systems: Examples and empirical support. *Proceedings of the International Conference on Interactive Computer Aided Blended Learning*, Florianopolis, Brazil, 8B.1 – 8B.12

Suzuki, K. & Keller, J.M. (2007 – May). Proposing a layer model for e-learning design. *Proceedings of the International Conference on Interactive Computer Aided Blended Learning*, Florianopolis, Brazil, 71A.1 – 71A.5

Keller, J.M. (2007, November). Supporting student motivation and volition: A key issue in implementing and sustaining ODEL. *Proceedings of the International Symposium on Open, Distance and E-Learning 2007*, Denpasar, Bali, Indonesia. 4.4 1 – 4.4 17.

Kim, C., Keller, J. M., & Baylor, A. L. (2007, December). Effects of motivational and volitional messages on attitudes toward engineering: Comparing text messages with animated messages delivered by a pedagogical agent. *Proceedings of the IADIS International Conference CELDA*, Algarve, Portugal.

Kim, C. M., & Keller, J. M. (2008). Effects of motivational and volitional email messages (MVEM) with personal messages on undergraduate students' motivation, study habits and achievement. *British Journal of Educational Technology*., 39(1), 36-51.

Keller, J.M. (2008). An integrative theory of motivation, volition, and performance. *Technology, Instruction, Cognition, and Learning*, 6, 79-104 .

Keller, J.M. (2008). First principles of motivation to learn and e<sup>3</sup>-learning. *Distance Education*, 29(2), 175-185.

Stockdale J, Sinclair M, Kernohan WG, Keller JM, Dunwoody L, Cunningham JB, Lawther L, Weir P. (2008). Feasibility study to test Designer Breastfeeding™: a randomised controlled trial. *Evidence Based Midwifery* **6(3)**: 76-82

Kim, C., & Keller, J. M. (2008, April). Motivation, volition, and belief change strategies for the improvement of attitudes, study habits, and achievement. *Proceedings of the Korean Society of Educational Technology (KSET) International Conference*. Seoul, South Korea.

Keller, J. M. (2011). Five fundamental requirements for motivation and volition in technology-assisted distributed learning environments. *INTER-AÇÃO*, 1 – 11.

### ***Non-Refereed Articles***

Root, A., & Keller, J.M. (1976). Educational planning and technology for educators of the deaf. *ET/C Newsletter*. National Society for Educators of the Deaf, Spring.

Spitzer, D., & Keller, J.M. (1978). Developing an objective measure of academic motivation. *Educational Technology*, *18*(6), 26-30.

Keller, J.M. (1978). Motivational needs game. *National Society for Performance and Instruction (NSPI) Journal*, *17*(6), 3-4.

Keller, J.M. (1994). Trends and tactics for employee motivation, *HR Horizons*, *115* (Winter 94), 5 - 10.

Kaufman, R., & Keller, J.M. (1994). Levels of evaluation: Beyond Kirkpatrick. *H. R. Quarterly*.

### ***Encyclopedia Articles***

Keller, J.M. (1988). Motivational design. In McAleese, R., & Unwin C. (Eds.), *Encyclopaedia of Educational Media Communications and Technology*, 2nd Edition. Westport, CT: Greenwood Press, pp. 406 - 409.

Keller, J.M. (1994). Motivation in instructional design. T. Husen, & T.N. Postlethwaite (Eds.), *International Encyclopedia of Education* (2nd Edition). Oxford: Pergamon Press.

Keller, J.M. (1996). Motivation in instructional design. *The International Encyclopedia of Educational Technology*, Second Edition.

Keller, J.M. (2011). ARCS model of motivation. In Norbert Seel (ed.), *Encyclopedia of the Sciences of Learning*, DOI 10.1007/978-1-4419-1428-6,

Keller, J.M. (2011). Motivation, learning, and performance. In Norbert Seel (ed.), *Encyclopedia of the Sciences of Learning*, DOI 10.1007/978-1-4419-1428-6,

Keller, J.M. (2013 in process). ARCS model. In Michael Spector (ed.), *Encyclopedia of Educational Technology*.

## ***Papers - International - Refereed***

- Keller, J. M. (1983, March). Development and use of the ARCS model of motivational design. Paper presented at the annual meeting of the Association for Education and Training Technology, Exeter, England.
- Keller, J. M. (1983, April). Investigation of the effectiveness of a learned helplessness alleviation strategy for low aptitude learners. Paper presented at the annual meeting of the Onderwijs Research Dagen, Amsterdam, The Netherlands.
- Keller, J.M., & Keller, B.H. (1991, September). Motivating learners with multimedia instruction. Paper presented at the International Conference on Multi-Media in Education and Training (ICOMMET '91), Tokyo.
- Keller, B.H., & Keller, J.M. (1994, March). Meaningful and motivating interactivity in multimedia instruction: Design and evaluation guidelines. Paper presented at the annual meeting of the International Conference on Technology and Education, London.
- Suzuki, K., & Keller, J.M. (1996, August). Applications of the ARCS model in computer-based instruction in Japan. Annual meeting of the Japanese Educational Technology Association, Kanazawa, Japan.
- Keller, J.M., & Suzuki, K. (1996, August). A Japanese translation of the Instructional Materials Motivation Survey. Annual meeting of the Japanese Educational Technology Association, Kanazawa, Japan.
- Keller, J.M. (2000, February). How to integrate learner motivation planning into lesson planning: The ARCS model approach. Paper presented at VII Semanario, Santiago, Cuba.
- Keller, J. M., & Suzuki, K. (2003, December). Learner motivation and e-learning: a multinationally validated process for motivational design and technology assisted instruction. Paper presented at Second International Conference on Multimedia and Information & Communication Technologies in Education (m-ICTE 2003).
- Keller, J.M. (2007 - May). Integrating motivational design into technology-assisted learning systems: Examples and empirical support. Paper presented at the International Conference on Interactive Computer Aided Blended Learning, Florianopolis, Brazil.
- Suzuki, K. & Keller, J.M. (2007 – May). Proposing a layer model for e-learning design. Paper presented at the International Conference on Interactive Computer Aided Blended Learning, Florianopolis, Brazil.
- Kim, C., Keller, J. M., & Baylor, A. L. (2007, December). Effects of motivational and volitional messages on attitudes toward engineering: Comparing text messages with animated messages delivered by a pedagogical agent. Paper presented at the IADIS International Conference CELDA, Algarve, Portugal.

Keller, J. M. (2010 - September). Challenges in learner motivation: A holistic, integrative model for research and design on learner motivation. Proceedings of the 11th International Conference on Education Research (ICER): New Educational Paradigm for Learning and Instruction, Seoul National University, Seoul, South Korea.

### ***Papers - International - Invited & Keynote***

Keller, J. M. (1980, November). A practical model for motivational instructional design. Paper presented at the European Conference of International Schools, Brussels, Belgium.

Keller, J. M. (1980, November). Achievement motivation and learned helplessness. Paper presented at the Eastern European Conference of International Schools, Brussels, Belgium.

Keller, J.M. (1983, Feb-Mar). Motivation and instructional design. A six part series presented to the faculty of the College of Education, University of Twente, Enschede, The Netherlands.

Keller, J.M. (1983, June). Current and future trends in motivational design. Paper presented at a national meeting of the Special Interest Group on Motivation, a division of the Dutch Educational Research Association, Nijmegen, The Netherlands.

Keller, J. M., & Moller, J. (1983, June). Evaluation in training: Much lauded, seldom applauded. Invited, plenary address at the joint conference of the International Federation of Automatic Control (IFAC) and the International Federation for Information Processing (IFIP), Leiden, The Netherlands.

Keller, J.M. (1988, July). Motivating Human Resources. Invited address at the Improving Performance Through Motivation and Training Conference sponsored by the Open University of Indonesia, Jakarta, Indonesia.

Keller, J.M. (1988, August). Systems theory and the systematic design of instruction. Paper presented to the faculty of the Semarang College for Teacher Preparation, Semarang, Indonesia.

Keller, J.M. (1988, November). Recent research on motivational design. Invited address at the University of Calgary, Calgary, Canada.

Keller, J.M. (1988, November). Distinguishing the roles of system theory and problem solving in instructional design. Invited address at the Canadian Centre for Learning Systems, Calgary, Canada.

Keller, J.M. (1991, September). The ARCS model: Origins and applications. Invited address at the 20th Annual Faculty Seminar, College of Liberal Arts, Tohoku Gakuin University, Sendai, Japan. [Note: I was the first foreigner to have ever been asked to present this annual address.]

Keller, J.M. (1991, September). Designing motivating instruction. Invited address for the Department of Educational Media and Technology, International Christian University, Tokyo.

Keller, J.M., & Keller, B.H. (1991, September). Instructional Systems Design in Business and Industry. Invited address at the Instructional Systems Seminar, Center for Instructional Technology, Tokyo Institute of Technology, Tokyo.

Keller, J.M. (1991, December). Designing motivating instruction. Keynote address (1.5 hours) presented at the IBM Canada Nationwide Educator's Conference, Toronto. [I was invited to give this keynote address at the first ever nationwide conference for IBM Canada's education personnel.]

Keller, J.M. (1992, June). The ARCS model for motivational design: A trans-cultural approach. Invited keynote address at the Asia-Pacific Educational Technology Convention, Pinang, Malaysia.

Keller, J.M. (1992, June). Motivational and instructional design for excellence in learning. Invited plenary address at the 20th Anniversary Conference of the Educational Technology Division of the Malaysian Ministry of Education, Kuala Lumpur, Malaysia.

Keller, J.M. (1992, June). The ARCS Model: Designing motivating instruction. Invited presentation to the administrators and faculty of the Center for Extension and Continuing Education, University of Agriculture of Malaysia, Serdang, Malaysia.

Keller, J.M. (1992, June). Principles of motivation and leadership. Invited address to the Summer Institute of Student Council Officers of the Universities of Malaysia, Serdang, Malaysia.

Keller, J.M. (1992, July). Motivation and human resource development. Invited address to the faculty and graduate students of the School Business and Management at the University of Technology of Malaysia, Johor Barhu, Malaysia.

Keller, J.M. (1992, July). Motivation in instructional design. Invited address to the faculty of the Division of Instructional Science, National Institute of Education, Nanyang Technological University, Singapore.

Keller, J.M. (1992, July). Origins and applications of the ARCS model. An invited address to the University-Industry Project Team for Interactive Courseware Development, Research Institute for Software Engineering, Tokyo Kudan Palace, Tokyo.

Keller, J.M. (1995, October). Recent developments in the theory and application of the ARCS model. Invited address at the Computers in Education Project Conference, First Junior High School, Sendai, Japan.

Keller, J.M. (1996, July). Research and development with the ARCS model of motivational design. Invited address to the National Institute for Educational Research, Japanese Ministry of Education, Tokyo, Japan.

Keller, J.M. (1996, December). Motivational design and multimedia: Beyond the novelty effect. Keynote address at the International Symposium on New Technologies of Instruction, National Taipei Teachers College, Taipei, Taiwan.

Keller, J.M. (1996, December). The ARCS model: A practical, theory-based process for the motivational design of instruction. Invited address at the National Taichung Teachers College, Taichung, Taiwan.

Keller, J.M. (1996, December). Introduction to the ARCS model: A practical approach to the motivational design of instruction. Invited address at the National Pentung Teachers College, Pentung, Taiwan.

Keller, J.M. (1996, December). How to design motivating instruction: Applying the ARCS motivational design process. Invited address at Tamkang University, Taipei, Taiwan.

Keller, J.M. (1996, December). Applying the ARCS model of motivational design of instruction. Invited address at the Fu-Jen Catholic University, Taipei, Taiwan.

Keller, J.M. (1996, December). The ARCS model: A practical, theory-based process for the motivational design of instruction. Invited address at Lingnan College, Educational Technology Centre, Hong Kong.

Keller, J. M. (1998, December). The ARCS model: A theory-based, validated process for the motivational design of instruction. Invited address at the Institute of Educational Research, University of Salzburg, Austria.

Keller, J. M. (1998 – December). Recent developments in the ARCS model and motivational design. Invited address at the Department of Educational Research, University of Twente, The Netherlands.

Keller, J. M. (1999, May). Motivation in the cyber learning environment. Keynote address at the May meeting of the Korean Society for Educational Technology, Seoul, Korea.

Keller, J. M. (1999, June). Trends and issues in motivational design. Invited address at the Seoul National University, Seoul, Korea.

Keller, J. M. (1999, June). ISD in business: Linking ISD to business processes. Invited address at the Human Resources Department, LG Corporation, Seoul, Korea.

Keller, J. M. (1999, June). The ARCS model: A systematic process for motivational design. Invited address at the Human Resources Department, LG Corporation, Seoul, Korea.

Keller, J. M. (1999, June). ISD in business: Linking ISD to business processes and results. Invited address at the Human Resources Division, Samsung Corporation, Seoul, Korea.

Keller, J. M. (1999, June). The ARCS model: A validated process for motivational design. Invited address at the Human Resources Development Division, Samsung Corporation, Seoul, Korea.

Keller, J. M. (1999, June). Trends in Instructional Systems Design and Human Performance Technology. Invited address at the Human Resources Division, Samsung Corporation, Seoul, Korea.

Keller, J. M. (1999, June). Motivational design: Strategies for Enhancing learner motivation. Invited address at the Department of Educational Technology, Andong University, Andong, Korea.

Keller, J. M. (1999, November). The ARCS model: A practical, theory-based process for the motivational design of instruction. Second annual invited faculty address at the University of Limerick, Ireland.

Keller, J. M. (2001, May). Motivational tactics for teaching and learning. Invited address at the pre-service teacher's development seminar, Sendai Teachers College, Sendai, Japan.

Keller, J. M. (2001, May). Recent trends in research and practice on motivational design of instruction. Invited address at presented at the Department of Social Science and Informatics at the Iwate Prefectural University, Iwate, Japan.

Keller, J. M. (2003, December). Motivation by design: A practical, theory-based process for motivational design and research. Invited address at the Department of Nursing and Midwifery, University of Ulster. Belfast, North Ireland.

Keller, J.M. (2004, July). Linking opportunity and challenge to success. Invited presentation to the World Youth Meeting 2004, Nagoya, Japan.

Keller, J.M. (2004, August). A predictive model of motivation, volition, and multimedia learning. Keynote address at the International Symposium & Conference: Educational Media in Schools, Kansai University Osaka, Japan.

Keller, J. M. (2005 – November). The ARCS Model: A systematic process for motivational design. Invited address at the Zhejiang Research Institute of Education Science, Hangzhou, China.

Keller, J. M. (2005 – November). How to motivate students? Invited address at the Nanjing Xuanwu District Educational Bureau, Nanjing, China. (This was a three-hour address to more than 1000 teachers and the feedback from the audience and the President of this district was that this “was the best presentation they had ever received from a foreign speaker, and they had heard many of them.”

Keller, J. M. (2005 – November). How to motivate teachers? Invited address at the Nanjing Xuanwu District Educational Bureau, Nanjing, China. (This was a two-part six-hour address to



more than 300 principals from this Education Bureau and the feedback from the audience and the President of this district was the same as above. The end result of this and the preceding presentations was that the president of this district will initiate a two to three year project with 8 schools in this district for the purpose of testing the effectiveness of the ARCS model in China.)

Keller, J. M. (2005 – November). Trends and issues in the study of motivation to learn. Invited address to the research staff at the Chinese National Institute for Educational Research, Ministry of Education, Beijing, China. Several projects will be undertaken as a result of this presentation.

Keller, J. M. (2006 – October 5). The ARCS model: A theory and systematic process for motivational and volitional design. Keynote address at the conference on Innovative Technologies and Multimedia Design, sponsored by the Middle East Technical University in Ankara, Turkey. (The conference sponsors were expecting fewer than 100 people to register for this conference which consisted primarily of my keynote addresses and related topics, but more than 350 people participated.)

Keller, J. M. (2006 – October 6). Systematic motivational design for any delivery system: How to apply the ARCS model. Keynote address at the conference on Innovative Technologies and Multimedia Design, sponsored by the Middle East Technical University in Ankara, Turkey.

Keller, J.M. (2007, November). Supporting student motivation and volition: A key issue in implementing and sustaining ODEL. Invited plenary address at the International Symposium on Open, Distance and E-Learning 2007, Denpasar, Bali, Indonesia.

Keller, J.M. (2008, November). Engaging learners and instructors in innovative mathematics technology-based applications. Invited keynote address at the JEM Conference (Joining Educational Mathematics, 5<sup>th</sup> JEM Workshop), Finnish Institute, Paris, France.

Keller, J. M. (2010). Overview of the ARCS-V model of motivational design. Invited address to the Distance Learning Faculty, Federal University of Santa Maria, Santa Maria, Brazil.

Keller, J. M. (2010). On the continuity of life: Tracing early influences on my career development, the creation of the ARCS model, and the future. Invited special address at the 8<sup>th</sup> International Conference for Media in Education 2010, Kumamoto, Japan.

Keller, J. M. (2010). E-Learning and motivation: The ARCS model approach. Invited address to the faculty of the Graduate School of Social and Cultural Sciences, Kumamoto University, Kumamoto, Japan.

Keller, J. M. (2010). Challenges in learner motivation: A holistic, integrative model for research and design on learner motivation. Invited address at the 11th International Conference on Education Research, Seoul National University, Seoul, South Korea.

Keller, J. M. (2012). Motivational challenges in the transition from a knowledge-transition to a knowledge-based system. Invited plenary address at the 2<sup>nd</sup> International Exhibition and Forum for Education sponsored by the Saudi Arabian Ministry of Education, Riyadh, Saudi Arabia.

Keller, J. M. (2012). Stimulating learner motivation: Applying the ARCS-V model in higher education. Invited address at Ehime University, Matsuyama, Japan.

Keller, J. M. (2012). Stimulating learner motivation: Stimulating learner motivation: Applying the ARCS-V model in nursing education. Invited address at the Annual Meeting of the Japan Academy of Nursing Education, Kumamoto, Japan.

Keller, J. M. (2012). Introduction to the ARCS-V model of motivational design. Invited address at Osaka Gakuin University, Osaka, Japan.

Keller, J.M. (2013). Stimulating and sustaining learner motivation: Characteristics and applications of the ARCS-V model. Invited address at the Big mini WEFLA Conference 2013, Holguín, Cuba.

Keller, J.M. (2014 October). Motivation, open & distance learning, and MOOCs. Invited keynote presentation at 20th CIAED International Congress Brazilian Association for Distance Education (ABED) on Distance Education, Curitiba, Brazil.

Keller, J.M. (2015 February). Motivation, learning, and technology: Applying the ARCS-V motivation model. Invited contribution to the 1st Brazilian Symposium on Education Technologies. Available at [www.hakademia.com.br](http://www.hakademia.com.br).

Keller, J.M. (2015 May). Motivation, learning, and technology: Applying the ARCS-V motivation model. Keynote presentation at the Advanced Distributed Learning (ADL) Conference sponsored by the Norwegian Defense University College, Gol, Norway.

### ***Papers - National - Refereed***

Schwen, T., & Keller, J.M. (1974, March). Formative evaluation of the development of a human geography course. Paper presented at the annual meeting, Association for Educational Communications and Technology, Atlantic City, New Jersey.

Keller, J.M. (1974, April). Comparison of sex similarities and differences in locus of control in relation to the Omnibus Personality Inventory. Paper presented at the annual meeting, American Educational Research Association, Chicago.

Keller, J.M. (1975, April). Determinants of learned helplessness in problem solving. Invited address at the annual meeting, Association for Educational Communications and Technology, Dallas. (This invitation was refereed based on a review of my paper in consideration for a national award which I won.)

Doughty, P., & Keller, J.M. (1977, April). Teaching instructional development. Paper presented at the annual meeting, Association for Educational Communications and Technology, Miami Beach.

Keller, J.M. (1978, March). A performance and personality based validity study of the Survey of Study Habits and Attitudes. Presented at the annual meeting of the Eastern Educational Association, Williamsburg, Virginia, March, 1978.

Coleman, T., & Keller, J.M. (1978, April). Locus of control, course achievement, and student ratings. Paper presented at the annual meeting, American Educational Research Association, Toronto.

Keller, J.M., Goldman, J.A., & Sutterer, J.R. (1978, April). Locus of control, study habits and attitudes, and academic performance. Paper presented at the annual meeting, American Educational Research Association, Toronto.

Keller, J. M. (1979, April). A theoretical perspective on motivation and instructional design. Paper presented at the annual meeting, Association for Educational Communications and Technology, New Orleans.

Keller, J. M. (1979, March). Lessons learned from large scale instructional development projects. Symposium presented at the annual meeting. Association for Educational Communications and Technology, New Orleans.

Keller, J. M. (1979, March). Motivation, learners, and instructional technology: An approach to encouraging research in instructional development. Paper presented at the annual meeting, Association for Educational Communications and Technology, New Orleans.

Keller, J. M. (1981, April). Theory and research on a model of the motivational design of instruction. Paper presented at the annual meeting, Association for Educational Communications and Technology, Philadelphia, PA, April, 1981.

Keller, J. M. (1982, April). A lesson based on principles of motivational design. Paper presented at the annual meeting, American Educational Research Association, New York.

Keller, J. M. (1982, May). Parallel measures of student and teacher perceptions of classroom motivation. Paper presented at the annual meeting, Association for Education for Educational Communications and Technology, Dallas.

Keller, J. M., & Kopp, T.W. (1986, April). Application of the ARCS model of motivation to course design and development. Paper presented at the annual meeting of the National Society of Performance and Instruction, San Francisco.

Keller, J.M. (1987, April). A systematic approach to designing interesting courseware. Paper presented at the annual meeting of the American Educational Research Association, Washington, D.C.

Keller, J.M. (1988, January). Measuring the motivational effectiveness of instruction. Paper presented at the annual meeting of the Association of Educational Communications and Technology, New Orleans.

Keller, J.M. (1988, April). Tools for enhancing and assessing learner motivation. Paper presented at the annual meeting of the National Society of Performance and Instruction, Washington, D.C.

Durzo, J., & Keller, J.M. (1988, April). Creative approaches for starting ID projects: Developing visions of the solution. Paper presented at the annual meeting of the National Society for Performance and Instruction, Washington, D.C.

Keller, J.M. (1989, March). Motivational design: Problems and solutions in creating motivating instruction. Paper presented at the annual meeting of the National Society for Performance and Instruction, Washington, D.C.

Keller, J.M., & Warner, T. (1990, March). Innovations in curriculum and course development at IBM. Paper presented at the annual meeting of the National Society for Performance and Instruction, Toronto.

Warner, T., & Keller, J.M. (1990, October). Integrating business decisions into curriculum and course development. Paper presented at the annual meeting of the ASTD National Conference on Technical and Skills Training, Baltimore.

Keller, J.M. (1991, February). Current trends in ARCS Model research and development. Paper presented at the annual meeting of the Association for Educational Communications and Technology, Orlando.

Keller, J.M., & Strong, L. (1991, April). Applications of the ARCS model of motivational design. Paper presented at the annual meeting of the National Society for Performance and Instruction, Los Angeles.

Taguchi, M. & Keller, J.M. (1992, February). Training in Japan: The use of instructional systems design. Paper presented at the annual meeting of the Association for Educational Communications and Technology, Washington, D.C.

Keller, J.M. (1992, April). Tactics and examples in motivational design. Invited presentation and discussion at the annual meeting of the National Society for Performance and Instruction, Miami.

Keller, B.H., & Keller, J.M. (1992, April). Beyond the novelty effect: Designing motivating multimedia instruction. Paper presented at the annual meeting of the National Society for Performance and Instruction, Miami.

Keller, J.M., Stevens, G., Shelton, S. (1992, April). Evaluating the business results of training: Status and processes. Paper presented at the annual meeting of the National Society for Performance and Instruction, Miami.

Keller, J.M. (1993, February). Innovative applications of motivational design. Paper presented at the annual meeting of the Association for Educational Communications and Technology, New Orleans.

Keller, B.H., & Keller, J.M. (1993, February). Beyond the novelty effect: Designing motivating multimedia instruction. Paper presented at the annual meeting of the Association for Educational Communications and Technology, New Orleans.

Keller, B.H., & Keller, J.M. (1994, March). Meaningful and motivating interactivity in multimedia instruction: Design and evaluation guidelines. Paper presented at the annual meeting of the International Conference on Technology and Education, London.

Keller, J.M. (1995, February). Science and technology in instructional technology. Paper presented at the annual meeting of the Association for Educational Communications and Technology, Anaheim.

Keller, J.M. (1995, February). Development and validation of two measures of learner motivation. Paper presented at the annual meeting of the Association for Educational Communications and Technology, Anaheim.

Song, S. H., & Keller, J. M. (1999). The ARCS model for developing MACAI. Paper presented at the annual meeting of the Association for Educational Communications and Technology, St. Louis.

Keller, J. M. (2000, April). Simplified motivational design for any delivery system. Paper presented at the annual meeting of the International Society for Performance Improvement, Cincinnati.

Keller, J. M. (2001, April). Simplified motivational design for any delivery system: A multinationally validated approach. Invited (encore) paper presented at the annual meeting of the International Society for Performance Improvement, San Francisco.

Keller, J. M. (2001, Nov). How to integrate learner motivation planning into lesson planning: The ARCS model approach. Annual meeting of the Association for Educational Communications and Technology, Atlanta, Georgia.

Keller, J. M. (2002, April). Simplified motivational design for any delivery system: A multinationally validated approach. Invited (second encore) paper presented at the annual meeting of the International Society for Performance Improvement, Dallas, Texas.

Note: Two years ago, my presentation at the annual meeting of ISPI received the highest ratings at the conference and I was invited to do an encore presentation in 2001. The encore

presentation also received the highest ratings at the conference and I was asked to do a second encore in April, 2002. This is somewhat unprecedented. In fact, I thought they had made a mistake when I got the letter. When I called to verify it, they said that it was rare to have a second encore, but that my evaluation marks were so high and the topic was so timely that they decided to invite me again.

Joung, S. & Keller, J. M. (2004 – April). The effects of high-structure cooperative versus low-structure collaborative design on decision change, critical thinking, and interaction pattern during online debate. Paper presented at the annual meeting of the American Educational Research Association, Chicago.

Tozloglu, D. & Keller, J. M. (2004 – April). Effects of student ratings feedback on instructional practices, teaching effectiveness, and student motivation. Paper presented at the annual meeting of the American Educational Research Association, Chicago.

Keller, J. M., Deimann, M., Liu, Z. (2005 – October). Effects of integrated motivational and volitional tactics on study habits, attitudes, and performance. Paper presented at the Annual Meeting of the Association for Educational Communications and Technology, Orlando, Florida.

Kim, C. M., Keller, J. M., Chen, H. L. (2005 – October). Using motivational and volitional messages to promote undergraduate students' motivation, study habits and achievement. Paper presented at the Annual Meeting of the Association for Educational Communications and Technology, Orlando, Florida.

Park, S. H., & Keller, J. M. (2005 – October). The effects of seductive motivational message on study habit, motivation and achievement: How to keep them interested. Paper presented at the Annual Meeting of the Association for Educational Communications and Technology, Orlando, Florida.

Kim, C., & Keller, J. M. (2007, April). Effects of motivational and volitional email messages (MVEM) on preservice teachers' motivation, volition, performance, and attitudes toward technology integration. Paper presented at American Educational Research Association (AERA) Conference, Chicago, Illinois.

Keller, J.M. (2007, October). A Review of Motivational Design in Technology-Assisted Learning Systems: Prototypes and Empirical Support. Paper presented at Association for Educational Communication and Technology (AECT) International Conference. Anaheim, California.

Kim, C., Keller, J. M., & Baylor, A. L. (2007, October). Effects of agent versus text delivered motivational and volitional messages on the attitudes of introductory engineering students. Paper presented at Association for Educational Communication and Technology (AECT) International Conference. Anaheim, California.

Kim, C., & Keller, J. M. (2008, April). Motivation, volition, and belief change strategies for the improvement of attitudes, study habits, and achievement. Paper presented at Korean Society of Educational Technology (KSET) International Conference. Seoul, South Korea.

Kim, C., & Keller, J. M. (2008, November). Motivation, volition, and belief change strategies for the improvement of attitudes, study habits, and achievement. Paper presented at Association for Educational Communication and Technology (AECT) International Conference. Orlando, Florida.

Kim, C., & Keller, J. M. (2008, November). A conceptual framework for research on motivation, volition, and beliefs to improve students' attitudes, study habits, and achievement in mathematics education. Paper presented at Association for Educational Communication and Technology (AECT) International Conference. Orlando, Florida.

Kim, C., Keller, J. M., & Baylor, A. L. (2008, March). Effects of motivational and volitional messages on attitudes toward engineering: Comparing text messages with animated messages delivered by a virtual change agent. Paper presented at American Educational Research Association (AERA) Conference, New York, New York.

Kim, C., & Keller, J. M. (2008, March). Effects of Motivation, Volition, and Belief Change Strategies on Attitudes, Study Habits, and Achievement in Mathematics Education. Paper presented at American Educational Research Association (AERA) Conference, New York, New York.

Shen, E., & Keller, J. M. (2009, April). The effects of agent emotional support and cognitive motivational messages on math anxiety, learning, and motivation. Paper presented at the American Educational Research Association (AERA) Conference, San Diego, CA.

### ***Papers - National – Invited & Keynote***

Keller, J. M. (1986, February). Recent research on motivational design. Invited presentation at the annual meeting of the Association of Educational Communications and Technology, Atlanta.

Keller, J. M. (1987, March). Application of the ARCS model of motivation to course design and development. Invitational encore presentation at the annual meeting of the National Society of Performance and Instruction, San Antonio. (This paper was first presented at the 1986 annual meeting of NSPI).

Keller, J.M. (1989, March). Tools for enhancing and assessing learner motivation. Invitational encore presentation at the annual meeting of the National Society of Performance and Instruction, Denver. (This paper was first presented at the 1986 annual meeting of NSPI).

Keller, J.M. (1990, July). Designing motivation into interactive instruction. Invited address at the 4th General Session of the AECT/UGA Professional Development Seminar: 1990, University of Georgia, Athens, GA, July. NOTE: This presentation was one of two that were chosen for

telecasting. It was received by more than 135 sites which included a panel of reactors chaired by Dr. Rita Richey at Wayne State University.

Keller, J.M. (1991, April). Motivational tactics for interactive instruction. Invited presentation at the annual meeting of the National Society for Performance and Instruction, Los Angeles.

Keller, J.M. (1992, April). Motivational engagements: Approaches and examples of motivationally engaging tactics in instruction. Invited presentation at the annual meeting of the National Society for Performance and Instruction, Miami.

Keller, J. M. (2001, April). Simplified motivational design for any delivery system. Paper presented at the annual meeting of the International Society for Performance Improvement, Cincinnati. (Note: This paper is both referred and invited. It received the highest ratings at the 2000 conference, which is a form of refereeing, and I was invited to present it again in 2001.)

Keller, J. M. (2001, July). Learner motivation in distance learning. Invited address at the annual research and development conference, Nova University, Fort Lauderdale, FL.

Keller, J. M. (2004, January). How to Stimulate & Sustain Learner Motivation: A Simple, Proven Motivational Design Process You Can Use. Featured speaker at the Florida Educational Technology Conference, Orlando, Florida.

Keller, J. M. (2005 – September). Motivation, volition, and performance. Keynote address for the Human Performance Technology Conference, U. S. Coast Guard, Yorktown, Virginia.

Keller, J.M. (2007, February). A Theory and Systematic Process for Motivational & Volitional Design: Theoretical Foundations. Invited address at the Department of Educational Psychology and Technology, University of South Alabama, Mobile, Alabama.

Keller, J.M. (2007, September). How to motivate learners in e-learning environments. Invited presentation at the American College of Education, Dallas, Texas.

Keller, J. M. (2013). Be Motivated and Motivate! Invited presentation to the Faculty of English, San Jacinto College, Pasadena, Texas.

Keller, J.M. (2013). Stimulating learner motivation: ARCS-V model characteristics, applications, and example. Plenary speaker at the annual awards ceremony, Department of Instructional Systems and Educational Technology, Wayne State University, Detroit.

Keller, J.M. (2015 May). Stimulating learner motivation: ARCS-V model characteristics, applications, & example. Keynote presentation at the Association for Talent Development, University of West Florida, Pensacola.

### ***Paper Presentations - State - Invited***



Keller, J. M. (1980, August). Improving motivation in science instruction. Invited address at the annual summer conference of the New York State Science Supervisors Association, Casanovia, New York.

Keller, J.M. (1987, July). Designing motivation interventions. Invited address at the July conference of Project LEAD (Leadership in Project Administration Development) sponsored by the Florida Department of Education, Tampa, Florida.

Keller, J.M. (1987, October). Inspiring the motivation to learn. Keynote address at the annual meeting of the Georgia Association for Instructional Technology, Valdosta, Georgia.

Keller, J.M. (1987, October). Stimulating and sustaining the motivation to learn. Invited address for the Instructional Systems Program, University of Minnesota.

Keller, J.M., & Stevens, G. (1991, June). Evaluating the business results of education. Invited presentation at the joint meeting of the North Florida Chapter of the National Society for Performance and Instruction and the Tallahassee Chapter of the American Society for Training and Development, June, 1991.

### ***Paper Presentations - Local - Invited***

Keller, J. M. (1985, March). Models for excellence and curriculum design: A case example. Paper presented at the Tallahassee Chapter of the American Society for Training and Development, Tallahassee, Florida.

Keller, J.M. Methods for evaluating the transfer and results of training. Invited address at the North Florida Chapter of the National Society for Performance and Instruction, Tallahassee, January.

Keller, J.M. (2014 April). Be motivated and motivate! ARCS-V model characteristics, applications, & inquiry. Paper presented at the Instructional Systems and Learning Technologies Program, Florida State University, Tallahassee, Florida.

### ***Technical Books & Manuals***

Keller, J.M., Setzler, H.H., & Smillie, R. (1978). TEC (Training Extension Course) Managers Guidebook. Army Research Institute, Fort Benning, Georgia, October.

Keller, J.M., & Dodge, B. (1982). The ARCS Model of motivational strategies for course designers and developers. Fort Monroe, Virginia: Training Developments Institute, U.S. Army. (149 pages)

Keller, J.M., & Foxon, M. (1992). Instructional Design Guide. Submitted to Citibank N.A.

## ***Technical Reports***

Keller, J.M. (1976). Design and validation of a task analysis and performance evaluation tests for the Engineer Equipment Repairman occupational specialty. Final report to the U.S. Army Engineer School, Fort Belvoir, Virginia.

Doughty, P., & Keller, J.M. (1979). Effectiveness of the two year training and development in instructional systems technology project for the Government of Indonesia. Final report to the U.S. Agency for International Development and the Government of Indonesia.

Keller, J.M. (1979). Evaluation and statistical design, analysis, and results. Prepared in support of a major project on foreign language instructional development conducted by Development and Evaluation Associates, Syracuse, New York, and sponsored by the Defense Language Institute, Monterey, California.

Keller, J.M. (1979). Lesson development recommendations for improving curiosity arousal and problem solving skills. Prepared for Westhill School District, Syracuse, New York in support of a Federal Title IV grant to develop models of teaching.

Keller, J.M. (1979). Recommendations for the revision of selected units of individualized instruction. Prepared for the South Jefferson Central School District, Adams, New York in support of a Title IV grant for the individualization of instruction.

Keller, J.M. (1980). A critical review of the Extended Task Analysis Procedure (ETAPS). Conducted for the principal investigators of the ETAPS development project funded by the U.S. Army Training and Doctrine Command, Fort Monroe, VA.

Keller, J.M. (1981). A critical review of models for developing motivating instruction. Prepared for the U.S. Army Training and Doctrine Command, Fort Monroe, VA.

Keller, J.M. (1982). Recommendations for projects to improve human resource development and productivity. Prepared for the Miller Brewing Company, Fulton, New York.

Keller, J.M. (1983). Instructional plan for an on-line tutorial for the electronic mail and filing system. Prepared for Mutual of New York, Syracuse, New York.

Keller, J.M. (1984). Course outline and lesson plans for an interdisciplinary liberal arts course for the 8th grade. Prepared, with the assistance of participating teachers, for the Jamesville-Dewitt Middle School, Dewitt, New York.

Keller, J.M., Vertrees, D., & Thomas, C. (1984). Final report of the feasibility study of communications alternatives. Prepared for the Madison-Oneida County Board of Cooperative Educational Studies, Verona, New York.

Keller, J.M. (1984). A systematic approach to the development of a training support curriculum for AT&T Communications. Prepared for AT&T Communications, Somerset, NJ.

Keller, J.M. (1985). Course recommendations and descriptions for a curriculum in instructional systems design. Prepared for AT&T Communications, Somerset, NJ.

Keller, J.M. (1985). Specifications for course on the design and development of instructor-led and self paced courses. Prepared for AT&T Communications, Somerset, NJ.

Driscoll, M., Keller, J.M., & Reiser, R. (1986). Results of an instructional improvement project for EDF 4214: Classroom Applications of Educational Psychology. Prepared for the FSU Council of Instruction.

Keller, J.M. (1987). Evaluation results of Project LEAD training. Prepared for Project LEAD (Leadership in Project Administration Development), conducted by Evaluation Services Consortium, Tallahassee, for the State of Florida Department of Education.

Keller, J.M. (1987). Curriculum planning and development: Overview, model outline, primer, worksheets, and instructions. Prepared for the IBM Corporate Education, Thornwood, NY.

Keller, J.M. (1988). Recommendations for a comprehensive curriculum in instructional systems design for the IBM corporation. Prepared for IBM Corporate Education, Thornwood, NY.

Keller, J.M., & Keller, B.H. (1988). A systematic model and worksheets for course design and development for the IBM Corporation. Prepared for the IBM Corporate Education, Thornwood, NY.

Keller, J.M. (1989). Summary Report: Needs Assessment and Curriculum Plan for IBM Education Managers. Prepared for IBM Corporate Education, Thornwood, NY.

Keller, J.M. (1989). Technical Report: Needs Assessment and Curriculum Plan for IBM Education Managers. Prepared for IBM Corporate Education, Thornwood, NY.

Keller, J.M. (1989). Review of Middle Managers Needs Assessment. Prepared for IBM Management Development, Armonk, NY.

Keller, J.M. (1990). Recommendations for Quality Assurance Measures in Education. Prepared for IBM U.S. Education, Thornwood, NY

Keller, J.M. (1990). Recommendations for Strategic Planning of Space Station Freedom Training. Prepared for Southwest Research Institute, San Antonio, TX, as part of a project for NASA.

Keller, J.M., & Stevens, G. (1990). Evaluating the Business Results of Education: A Review of the Literature. Prepared for the IBM Competency Center, IBM U.S. Education, Atlanta, GA.

Keller, J.M. (1990). Results of an Expert Review of Design Documents and IVTS Courseware for a Communications Equipment Training Course. Prepared for OnLine Systems Corporation, Germantown, MD.

Keller, J.M. (1990). Technical Report: Results of an Expert Review of the Detailed Design for an IVTS Course on Instructional Systems Design. Prepared for IBM U.S. Education, Thornwood, NY.

Keller, J.M. (1990). Design Recommendations for an Education Managers' Orientation to Measurement and Evaluation in Education. Thornwood, NY: IBM U.S. Education.

Keller, J.M., & Stevens, G. (1991, April). Evaluating the business results of education: Executive summary and comprehensive report. Submitted to the ISD Competency Center, IBM U.S. Education, Marietta, Georgia.

Keller, J.M. (1992). Organizational Results (Level Four) Evaluation Study. Submitted to Citibank, N.A., New York, NY.

Keller, J.M. (1992). Academic Assessment Report: Centre for Educational Technology and Media. Penang, Malaysia: University of Science of Malaysia.

Keller, J.M., & Stevens, G. (1992). Evaluating the organizational results of training. Submitted to the Federal Aviation Administration (FAA).

Keller, J.M., & Riley, M. (1993). Level Four evaluation design. Produced for the Federal Aviation Administration.

Riley, M., & Keller, J.M. (1993). FAA level four evaluation needs assessment. Produced for the Federal Aviation Administration.

Keller, J.M., & Riley, M. (1993). Organizational results of training: Recommendations for level 4 evaluation in the FAA. Produced for the Federal Aviation Administration.

Keller, J.M. (1993). Evaluating on-the-job transfer of training: A guide to level 3 evaluation. Produced for the Florida Power and Light Corporation for the Southeastern States Nuclear Training Association.

Keller, J.M. in collaboration with Williamson, N., & Stevens, G. (1993). Evaluating the business results of training: A guide to level 4 evaluation. Produced for the Florida Power and Light Corporation for the Southeastern States Nuclear Training Association.

Keller, J.M. (1994). Diversity Training Evaluation Toolkit. Produced for the Federal Aviation Association, Office of Human Resource Development, Washington D.C.

Keller, J.M. in collaboration with Zachary Zaharias, John Douglas, and Holly Schneider. (1994). How to Estimate the Cost-Benefit of Training: Calculating Return on Investment. Produced for the Federal Aviation Association, Office of Human Resource Development, Washington D.C.

Keller, J.M. and Andrea Young (1995). How to do Training Evaluation: A Practical Handbook. Produced for the Federal Aviation Association, Office of Human Resource Development, Washington D.C.

Keller, J.M. in collaboration with Zachary Zaharias, John Douglas, and Holly Schneider (1995). How to Link Human Resource Development to Organizational Needs: Building an Integrated Performance Development System. Produced for the Federal Aviation Association, Office of Human Resource Development, Washington D.C.

Keller, J.M. and Andrea Young (1996). How to do Training Evaluation: A Practical Handbook. Produced for Citibank, New York, NY. This is an expanded and improved version of the one produced in 1995 for the FAA.

Keller, J. M. (2000). Quality Review Guidelines for: Needs Assessment, Design, and Development. Produced for the Federal Aviation Administration, Washington, D.C.

## **Consultancies**

Carrier International, Syracuse, New York. Development of programmed instructional materials. 1975.

U.S. Army Engineer School, Fort Belvoir, Virginia. Design and validation of a task analysis and performance evaluation tests for the Engineer Equipment Repairman occupational specialty. 1976.

Development and Evaluation Associates, Inc., Syracuse, New York. Project design and management consultant. 1977.

Litton-Mellonics, Inc., Washington, D.C., and Columbus, Georgia. Training development consultant. 1978.

Singer-Link Corporation, Binghamton, New York. Assisted in the preparation of a proposal to design and develop a training device and training system for the XM-1 tank. 1978.

Agency for Educational Technology, Jakarta, Indonesia. Evaluation design consultant to the national open junior high school project, and national educational radio project. 1978.

Association for Educational Communications and Technology, Washington, D.C. Evaluation of a plan for competency-based certification of media specialists. 1979.

Defense Language Institute, Monterey, California. Evaluation and statistical design consultant to a foreign language instructional development project managed by Development & Evaluation Associates, Syracuse, New York. 1979.

Westhill Central School District, Syracuse, New York. Continuing supervision and assistance to teachers in a Title IV-C Project to develop models for teaching based on curiosity and problem solving. 1979.

South Jefferson Central School, Adams, New York. Assistance in design and evaluation in the Title IV-C Project to develop models of teaching for individualization. 1979.

Lincoln University, Pennsylvania. Conducted a one day workshop for a staff development institute. 1979.

International Management Development Department, Syracuse University. Conducted several programs on motivation, leadership, and management. 1979 - 1982.

New York State Board of Cooperative Studies, Canton & Watertown, NY. Conducted a program for superintendents and principals on systematic project planning and development. 1980.

Corning-Painted Post School District, New York. Organized and conducted two sessions of a two month program for superintendent and principals on strategies in educational project management. October - November, 1980.

Training Developments Institute, U.S. Army Training Command, Ft. Monroe, VA. Instructional Task Analysis Consultant. 1980.

Eastern European Conference of International Schools, Bucharest, Rumania. Individual teacher consultation on motivational design of instruction. 1980.

International School of Belgrade, Yugoslavia. Staff Development Consultant. 1980.

Dallas Independent School District, Dallas, Texas. Conducted a one day program on designing motivating instruction. January, 1981.

Training Developments Institute, U.S. Army Training Command, Ft. Monroe. Development of a handbook on the motivational design of instruction. 1982.

Niagara Mohawk Power Corporation, Syracuse, New York. Staff development consultant. 1982.

Maxwell School, Syracuse University, Syracuse, NY. Organized a train-the-trainer program for management course offered to the New York State Social Service Trainers. July - September, 1982.

Miller-Brewing Company, Fulton, New York. Staff development consultant. 1982.

Training Developments Institute, U.S. Army Training and Doctrine Command, Ft. Monroe, VA. Development of a guidebook of motivational strategies for use by course developers throughout the Army. January - September, 1982.

Jamesville-Dewitt Middle School, Dewitt, New York. Conducted a nine month staff and curriculum development project with the seventh grade teachers. Sept. 1983 - May 1984.

Board of Cooperative Educational Services, Madison-Oneida County, Oneida, New York. Conducted a feasibility study of telecommunication alternatives for their regional computer data transmission system. May - Sept., 1984.

AT&T - Communications, Corporate Learning and Development Organization. Assistance in designing, planning, and developing a curriculum in Training and Development. Oct. 1984 - Nov. 1986.

Bureau of Human Resource Development, Department of Administration, State of Florida. Assisted in planning a presenting a summer program on instructional design and evaluation. May - June, 1985.

Department of Education, State of Florida, in collaboration with Evaluation Services Consortium, Tallahassee, FL. Evaluation design consultant, and motivation design presenter, for Project LEAD (Leadership in Project Administration Development).

Lincoln National Corporation in collaboration with Durzo Development Group. Motivational design consultant for a training program on quality assurance. 1987.

Wilson Learning Corporation, Eden Prairie, Minnesota. Motivational design workshop and consultation. 1987.

IBM Corporate Education, Thornwood, New York. Development of several products including a comprehensive curriculum for IBM employees working in any aspect of course development, a curriculum development model and worksheets, and a course development model and worksheets. 1987 - 1988.

Open University of Indonesia, Jakarta, Indonesia. As a visiting scholar at the Open University in Indonesia, I participated and assisted in several projects concerning curriculum development, expansion of services to the private and government sectors, and staff development. 1988.

IBM U.S. Education, Thornwood, New York. Needs assessment and curriculum planning for Education Managers; motivational and instructional design reviews of Basic Course Developer's Course. 1989.

IBM Management Development Center, Armonk, New York. Needs assessment and curriculum planning for IBM midlevel managers. 1989.

IBM U.S. Education, Thornwood, New York. Continuing consultation and review of curriculum plans and documents for course developers curriculum and education managers curriculum. 1990.

Southwest Research Institute, San Antonio, Texas. Consultation and reviews for total quality management planning and strategic plan development for Space Station Freedom training for NASA. 1990

IBM Corporate Education. Armonk, New York. Development of an approach for the evaluation of the effects of education on the goals of an organization. 1990-91.

MetaMedia & OnLine Systems Corporation. Expert witness regarding the instructional properties of an interactive video course. 1990-91.

IBM U.S. Education, Thornwood, New York. Design computer-based instruction modules for nine topics in instructional design and evaluation. 1991-92.

Citibank, N.A., New York, New York. Analyze requirements for a systematic instructional design process, design the processes, and prepare a guidebook with worksheets and instructions on the process. 1991-92.

Citibank, N.A., New York, New York. Design and assist in conducting an evaluation of the business results (level 4 evaluation) of the new SDL (self-directed learning) Curriculum for Selling Credit Series. 1991-92.

Citibank, N.A., New York, New York. Prepare and deliver a workshop on the new systematic design and development process for producing self-directed instruction, and also prepare and deliver a manager's supplement on how to manage the process for effectiveness, efficiency and quality. 1992.

IBM U.S. Education, Thornwood, New York. Redesign the IBM Development Guide for curriculum and course development. 1992.

Federal Aviation Administration, Washington, D.C. Conduct an organizational analysis and needs assessment pertaining to the development of organizational results evaluation (Level Four Evaluation). Design and implement a process for evaluating the organizational results of training. 1992-1993.

Citibank, N.A., New York, New York. Conduct workshops for trainers on the systematic instructional design process. Plan and conduct a workshop for Eastern and Western Region training managers on the systematic instructional design process and on trainer competency design. 1993.

Computer Power Incorporated, Jacksonville, Florida. Assist in creating an instructional design process for the SME/instructors who teach software systems.



Federal Aviation Administration, Washington, D.C. Design and produce technical manuals and training materials in the areas of training evaluation and performance development systems. 1993-1994.

Samsung Corporation, Seoul, Korea. Conduct training in instructional systems design, prepare technical report and sample materials on evaluation of the transfer of training and of the organizational results of training. 1994.

Valencia Community College, Orlando, Florida. Review curriculum in non-traditional technical program for physically handicapped students. 1994.

Citicorp, Long Island, New York (and other locations). Conduct training on instructional systems design, provide consultation on organizational development of training, develop training evaluation guidelines, handbook, and training. 1995.

Citicorp, Hagerstown & Long Island. Prepare a procedural guide and handbook for the various types of training evaluation. 1995.

American Red Cross, Arlington, Virginia. Facilitated the development of a model for integrated, multi-solution performance improvement process that incorporates curriculum planning, course design, and change management. 1995.

Citicorp, Hagerstown & Long Island. Design a knowledge engineering process and procedural guide for the development of electronic performance support systems. 1995.

AMOCO, Atlanta. Provide design input and consulting support on a training effectiveness evaluation project. 1996.

Citicorp, Kansas City. Provide instructional design guidelines and consulting support. 1996.

NETG (National Education and Training Group), Naperville, Illinois. Consultation on applications of the ARCS model of motivational design in CDrom-based training. 1997.

Federal Aviation Administration (FAA), Aircraft Certification Service, Washington, D. C. Several projects in the areas of transfer of training evaluation and organizational results evaluation. 1998.

General Motors, Detroit, MI. Conducted workshop on motivation and instructional design and provided consultation on instructional design process. 1999.

Federal Aviation Administration (FAA), Aircraft Certification Service, Washington, D. C. Provided external reviews of course development process and materials and conducted transfer of training evaluation of the Systems Engineer course in the Air Certification Service. 2000.

Greenfield Coalition at Project Hope, Detroit, MI. Conducted workshop on motivation and instructional design and conducted external review of educational programs and course development process. 2000.

Federal Aviation Administration (FAA), Aircraft Certification Service, Washington, D. C. Prepared a booklet of quality review guidelines, with examples from FAA projects, for the analysis, design, and development phases of instructional development. 2001.

Federal Aviation Administration (FAA), Aircraft Certification Service, Washington, D. C. Prepared evaluation plans for transfer of training and organizational results of training for the Propulsion Engineer course. 2001.

Federal Aviation Administration (FAA), Aircraft Certification Service, Washington, D. C. In collaboration with Human Technology, Incorporated, designed and conducted an evaluation and needs assessment for the airframe engineer job function course. 2004.

Workshop on Motivational Design. Armor School, U.S. Army, Fort Knox, KY. April, 2006. This was a two-day workshop for course developers on my ARCS model of motivation.

Workshop on Motivational Design. Ordinance School, U.S. Army, Fort Knox, KY. June, 2006. This was a two-day workshop for course developers on my ARCS model of motivation.

Workshop on Applying the ISD Process in Medical Education conducted for the Japan Society for Instructional Systems in Healthcare, June, 2011. This was a one-day overview of the instructional system design process and how to apply it to medical and nursing education.

Workshop on Motivational Design in Medical Education conducted for the Japan Society for Instructional Systems in Healthcare, June, 2011. This was a one-day overview of the ARCS motivational design process and how to apply it to medical and nursing education.

Workshop on Motivational Design in Higher Education conducted for the faculty of English at San Jacinto College, Pasadena, Texas, August, 2013. This was a one-day workshop to introduce the ARCS model and how to apply it in the teaching of English.