

Power of Persuasive Educational Technologies in Enhancing Learning

Part of the Advances in Educational Technologies and Instructional Design

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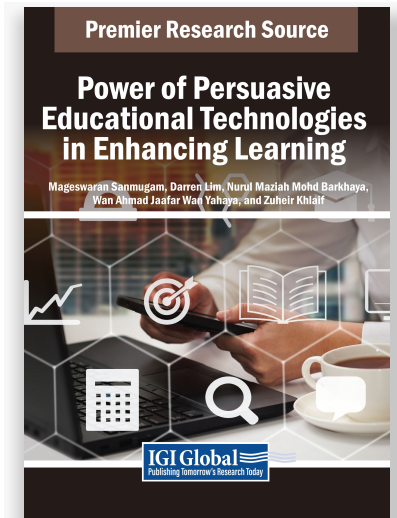
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Description:

In the domains of education, learners tend to lose interest over time when they are being forced to learn. While the use of extrinsic rewards could motivate learners to a certain degree, it is not ideal as a long-term approach. Instead, learners should be inspired and ignited by the passion for learning itself. Persuasion, which refers to a symbolic process that adopts communication as a medium to achieve behavioral and attitudinal change, holds the potential to convince students to act in such a way.

Power of Persuasive Educational Technologies in Enhancing Learning addresses the needs of future generation classroom through leveraging the art and science of persuasion to be incorporated into pedagogical, andragogical and Heutagogical approaches in teaching and learning while also utilizing various technologies. Also, this book offers novel and practical proposition and precedent to be employed in training, classrooms, higher institutions and more with the aim of reaching readers such as educators, academicians, researchers, scholars, instructors, instructional designers, and even students.



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