Turning Theory into Action via E-outreach: A Successful Example of Motivating People

Abstract
While communicating online has become commonplace, actually motivating people online is a much more difficult challenge. This session focuses on two features: a theoretically based model of boosting motivation as well as an example of a large organization applying this model within a results-oriented E-outreach campaign. Initially, several well-researched motivation theories will be described and put into one comprehensive model. This model illuminates many barriers to initiating and sustaining motivation—barriers common across many individuals, organizations, and cultures. This model gives research-supported insight into enhancing desire, effort, actual performance, as well as satisfaction. Once the model is clarified, a successful pedal-to-the-metal example is outlined which focuses on a nationally recognized university’s current E-outreach program. This success is shown quantitatively through boosted participation and satisfaction among students as well as targeted organizations.