Contents

ARTICLES

Development and use of the ARCS Model of Motivational Design
John M. Keller 2

Learner Interests, Achievement, and Continuing Motivation in Instruction
James N. Herndon 11

Conceptualizing Unfamiliar Content
John F. Wedman 16

Graduate Programs in Instructional Technology: Their Characteristics and Involvement in Public Education
Shirl S. Schiffman and Bruce M. Gansneder 22

DEPARTMENTS

Book Reviews, edited by Allison Rossett

Survey Questions: Hand-crafting the Standardized Questionnaire
by J.M. Converse and S. Presser
Reviewed by Earl R. Misanchuk 29

The Art and Craft of Course Design
by Tony Earl
Reviewed by Denis Hlynka 30

The Art and Craft of Course Design
by Tony Earl
Reviewed by Allison Rossett 32