



KEY HIGHLIGHTS

Practical Strategies to Develop Motivation

Resource person: Luis von Ahn | Duolingo co-founder, chief executive and computer scientist | Curated from TED
Practical Strategies to Develop Motivation | Motivation and Engagement | psychological-literacy

- 01** [00:42] Von Ahn frames unequal access to high-quality education as the problem his product is trying to address.
- 02** [03:37] Smartphone reach and a cross-subsidised freemium model form Duolingo's access strategy.
- 03** [05:22] Educational applications compete for time with products deliberately optimised for engagement.
- 04** [06:13] Streaks turn repeated return into a visible pattern that users may want to preserve.
- 05** [07:17] Reminder timing uses the learner's earlier behaviour as a cue and stops after sustained inactivity.
- 06** [09:01] The mascot gives routine prompts a recognisable voice and social identity.
- 07** [12:15] Repeated-practice subjects fit this approach more readily than explanation-heavy material.