

## **The effect of the motivational design of some types of e-learning elements on achievement and motivation development among students with low achievement motivation**

This research aims to study the impact of the content design according to the ARCS model on some types of learning objects (LOs) on the development of achievement and motivation of students with low motivation and achievement. In this study, the researcher divided the educational content into small parts in the form of Los. The content was designed in four different experimental treatments; the first is where the content is displayed through the LO "Step" type, the second through the LO "Lesson" type, the third through the LO "Step" type but based on the ARCS model in its design, and the fourth through LO "Lesson" type and based on the ARCS model in its design. The four treatments were applied on 80 students in the third year studying in the department of Educational Technology at the Faculty of Specific Education, Fayoum University. Those students were divided into four equal groups to match the experimental treatments. The results indicated that there is a clear improvement in the post tests degrees applied for all the groups. Also the results showed that the LOs designed with the "Step & Lesson" types that are based on the ARCS model have positive impact on the students' cognitive achievement, and raises their motivation to learn.