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strategies for developing human interest technical writing. Many of these strategies have been summarized and synthesized within the ARCS Model of Motivational Design (see John Keller, 2010). This model has four categories (Attention, Relevance, Confidence, and Satisfaction) that encompass most of the elements of human motivation, but the first two (Attention and Relevance) focus on principles, strategies, and tactics that can be applied to building human interest.

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