

# An Impact of Motivation Factors on Quality Assurance for Higher Education

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**ABSTRACT** Higher education is the backbone of any society. It is the quality of higher education that decides the quality of human resources in a country. The higher education system in India has grown in a remarkable way and to become one of the largest system of its kind in the world. Higher education is generally understood to cover teaching, research and extension. If we critically analyse the different concepts of higher education, we can list the various roles higher education plays in the society. Higher education also provides opportunities for lifelong learning, allowing people to upgrade their knowledge and skills from time to time based on the societal needs. Higher education includes certain collegiate level institutions, such as vocational schools, trade schools, and career colleges that award degrees, diplomas and certificates. Globalization of higher education has brought remarkable changes in cross-border education. Attracting a good number of international students has been a strong base of educational trade that is growing rapidly around the world. For that the Government of India has taken various steps and launched a few programs. Here we examine in the aspect of globalization, how to provide a quality enriched higher education system in our country and how to motivate our students.

So we need an educational system that is modern, liberal and can adapt to the changing needs of a changing society, a changing economy and a changing world. The thrust of public policy for higher education in India has to be to address these challenges. However, one university can't make much difference. If the government welcomes more such initiatives, the future will be ours. We will be able to match and compete with other countries and the dream to be the world's greatest economy won't be difficult to achieve.

**KEYWORDS:** Higher Education, Intrinsic Motivation, Extrinsic Motivation, Motivating Learners.

## I. INTRODUCTION

Higher education can be made more affordable, accessible, and relevant to industry needs and job oriented. The primary responsibility for providing quality education to all children lies with the Government. The basic goal has to be the social and economic empowerment of the disadvantaged sections whether by caste, religion, gender or region. This can be achieved only by providing the quality and affordable education to all sections of the society. Quality education is the key to inclusive growth and empowerment of a large section of the population. The socio economic balance to improve human lives can only be achieved through sustainable education.

The Indian higher education system is one of the largest such systems in the World. The existing higher education institutions could not able to accommodate all the seekers and hence there will be a tremendous pressure of numbers on this system and a large number of additional students will be knocking at the doors of higher education institutions in the country. There are also new challenges of management and regulation being faced by these institutions, which require serious attention, both at the institutions in the public sector and also those in the private sector now growing at a fast pace. As a result, the old structures of management established in pre-independent India and working during most of the twentieth century are now required to undergo drastic changes. To meet the market demand, the Government of India has taken decision to involve the private participation in higher education including foreign universities. As a result, many private institutions trying to attract the students leading to competition not only to survive but also to provide quality and marketable products (students). In this connection, one must understand the meaning of quality in education.

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## II. RELATED WORK

Student motivation is an important aspect of academic performance in higher education. Motivation is the energy that drives behavior. Student motivation is a complex construct due to the influence of personal characteristics and the learning environment on motivation, and the influence of motivation on the study behavior of students. One of the most difficult aspects of becoming a teacher is learning how to motivate your students. It is also one of the most important. Students who are not motivated will not learn effectively. They won't retain information, they won't participate and some of them may even become disruptive. A student may be unmotivated for a variety of reasons: They may feel that they have no interest in the subject, find the teacher's methods un-engaging or be distracted by external forces. It may even come to light that a student who appeared unmotivated actually has difficulty learning and is need of special attention.

While motivating students can be a difficult task, the rewards are more than worth it. Motivated students are more excited to learn and participate. Simply put: Teaching a class full of motivated students is enjoyable for teacher and student alike. Some students are self-motivated, with a natural love of learning. But even with the students who do not have this natural drive, a great teacher can make learning fun and inspire them to reach their full potential. Motivation in education can have several effects on how students learn and how they behave towards subject matter

1. Direct behavior toward particular goals
2. Lead to increased effort and energy
3. Increase initiation of, and persistence in, activities
4. Enhance cognitive processing
5. Determine what consequences are reinforcing
6. Lead to improved performance

## III. STEPS INVOLVED IN MOTIVATION

The process of motivation includes four steps. They are

**Motive:** It indicates the inner state of mind that energizes, activates or moves a person and directs his behaviour towards goals.

**Behaviour:** Behaviour is the sum of various activities and attitudes of a person.

**Goals:** Motives generally create a state of disequilibrium physiological or psychological imbalances within the individual. Attaining the goal restores this balance.

**Feedback:** the system of feedback is important to understand and analyse the motives, goals and incentives for motivation.

## IV. TYPES OF MOTIVATION

**INTRINSIC MOTIVATION:** Intrinsic motivation is when you do something because you enjoy it or find it interesting. It refers to motivation to engage in an activity for its own sake. People who are intrinsically motivated perform tasks and engage in behaviours because they find them enjoyable. Simply participating in the activity is reward enough. Intrinsic motivation can be increased through engaging learning experiences. Teachers need to deliver content in a way that grabs the attention of their students—for example, teachers can utilize members of the school community, have lessons outside of the classroom or have students dress up as certain characters. Engaging students can assist in the struggle against loss of motivation, dislike of subjects and disruption of classroom management.

**EXTRINSIC MOTIVATION:** Extrinsic motivation, or doing something for external rewards or to avoid negative consequences. This motivation promoted by factors external to the individual. Individuals who are extrinsically motivated work on tasks because they believe that participation will result in desirable outcomes such as a reward or praise. Grades are the most prevalent example of a formal extrinsic motivation used in schools. Their primary purposes are to provide a concrete representation of either the completion of a task or the quality of a performance. Grades also act as an incentive. As student progress in their academic careers, grades have the effect of creating future opportunities.

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## V.MOTIVATING LEARNERS FOR HIGHER EDUCATION

As there is no single technique to engage students, the educator must try several techniques to see what works for them. There are several aspects to motivate a learner. They are

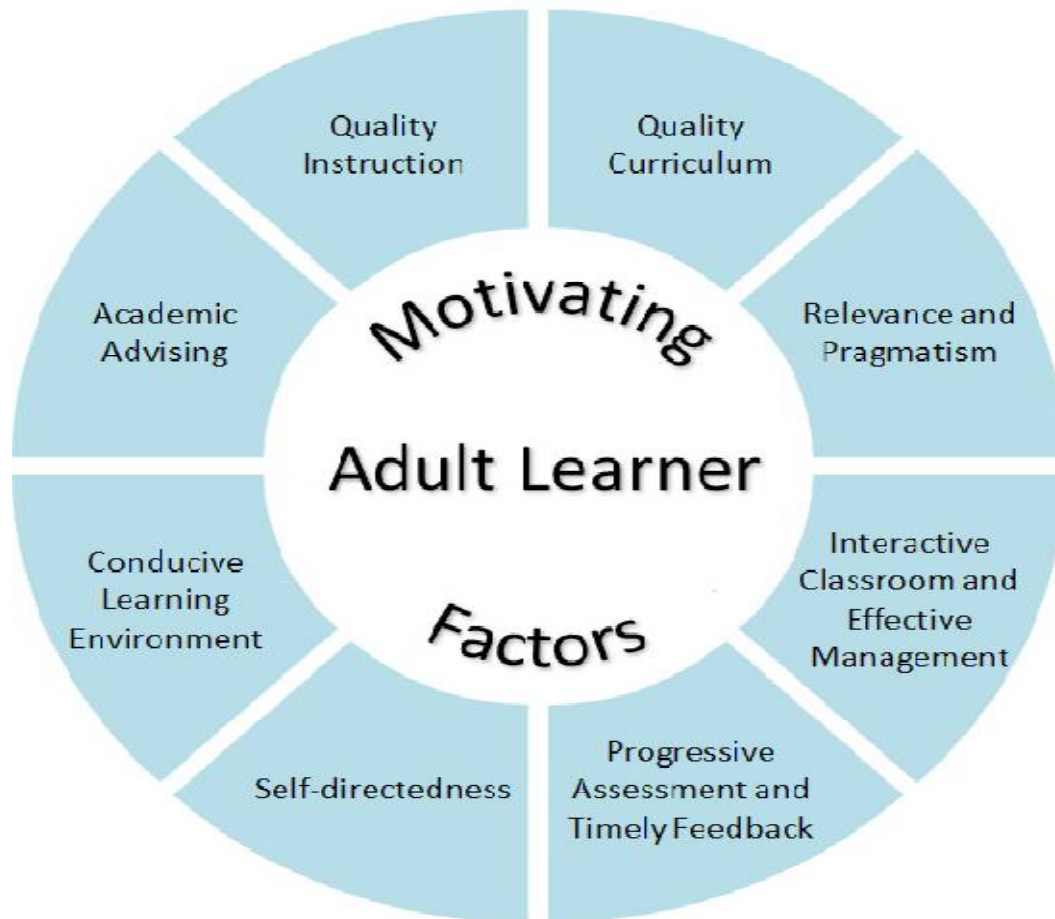
1. Know your students and build on their strengths: First know about our student's strength and weakness and help the student to build their strengths.
2. Quality instruction: The teacher must constantly self assess adapt and improve where necessary. Taking workshops, seeking feedback from peers and students, and staying in touch with the latest technologies are some things to consider.
3. Quality curriculum: The course materials should be revised periodically for relevance and accuracy.
4. Relevance and pragmatism: The course material should not go off on unnecessary tangents and stick to the facts.
5. Interactive classroom and effective management: The classroom should be a balance between learning theory and learning practice. The classroom should be managed for time, demonstrations, and audio visual equipment.
6. Progressive assessment and timely feedback: The student needs to know how he or she is doing through testing and assignments grades.
7. Self directedness: The student needs to be able to read ahead, interact, or be in charge of his or her own assignment.
8. Conducive learning environment: A traditional classroom should be a clean, bright, quiet place to learn. Avoid overcrowding and interruptive behaviors.
9. Academic advising: Students need a resource to help make decisions on programs, credits, and careers.
10. Enthusiasm: When the teacher is more enthusiastic about a topic, then the student will be more inclined to believe that the topic has value for them. That is, teacher enthusiasm can motivate students. Enthusiasm can be expressed by facial expressions, body language, stating preferences, describing personal experiences or amazing facts, showing collected artifacts, using humor, putting energy into their lesson preparation, and meticulously preparing materials. The teacher also should balance his or her enthusiasm appropriately for the audience.
11. Technology and information from the Internet such as Facebook, Twitter, YouTube, phone apps: Students love the Internet, so give them examples, videos, or demonstrations of topics from Internet sites that are interesting to them. At the very least, this incorporation of technology, the Internet, and phone apps involves using more of the students' language and experience base. Also, the Internet is a great way to keep up-to-date and to show important current trends and ideas. However, students need to understand how to assess the validity and safety of Internet sites and information. Whiteboards also can be powerful, interactive technological tools for improving instruction, but instructors need to know how to use them effectively.
12. Encouragement and praise: Positive verbal statements of encouragement and praise can strongly influence student motivation. Praise for effort and for improvement can build a student's self-confidence. Esteem can be boosted by emphasizing his or her performance relative to personal goals.
13. Positive social interactions: When students have positive social interactions with their peers or teacher, they will become more engaged in learning. Social interaction can occur when students work in groups, have group discussions, group projects, and group presentations. However, the students need to be properly prepared in the skills needed to make the group operate effectively. Positive interaction with the instructor and in the classroom overall are important.

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## VI. CONCLUSION

Motivation plays a crucial role in teacher's pedagogy. It has a significant role in a student's learning and development. It is part of teacher's pedagogy to develop in students the desire for new knowledge and understandings. All students are unique; educators, through implementing a variety of motivational techniques, can have considerable influence on student's participation and self-expression. Individual teachers have the capability of making learning empowering, thus allowing the energy of the classroom to be filled with excitement and anticipation. Teachers can empower and move their students through providing a supportive, quality learning environment, where learning is achievable and supported by both teachers and students.

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