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THE LACK OF MOTIVATION IN UKRAINIAN EDUCATIONAL ESTABLISHMENTS

There are lots of motivational gurus all over the world and they are doing a great job trying to transform people's lives for the better. However, motivation is not considered profoundly by leadership experts in many countries, Ukraine in particular. Hence, a huge amount of students are not motivated enough to release their full potential.

The motivational training programs are especially popular in such countries as the USA, Norway, Australia and many more. Unfortunately, we have not got many of this sort of programs in our country. Those we have in Ukraine are usually quite expensive. Not many students and teachers from SSU (Sumy State University) can afford these kinds of events as they cost more than 100 USD.

Besides, the above mentioned countries provide a much higher education level compared to the countries which are facing a lack of motivational programs and motivation recourses. So, this is not a big surprise relying on the fact that the best motivational speakers and speeches, which broke the internet recently, are from the United States. Moreover, nowadays the USA is one of the most powerful influencers in the world and it has a tremendously strong economy. All this has been achieved thanks to strong motivational leaders, for example, Martin Luther King or Ronald Reagan, who made an amazing motivational impact on the American Nation with their world known speeches. Unfortunately, we do not often hear such speeches in our country, though in general, the situation is getting better year by year.

A short history of motivation in its current vision goes back to 1900 [1]. Below is the table (Table 1) which highlights some of the major theories that have dominated the field of motivation over the past 100 years:

Table 1. Intrinsic motivation theories

Psychoanalytic Theory: Freud ~1900-1930	Behaviorism: Drive Theory: Clark Hull 1940-1960	Behaviorism: Operant Conditioning: B. F. Skinner 1948-1960
There are physiological needs or instincts that arise from the Id. People are driven to satisfy these needs, to reach a state of homeostasis. If there is no socially acceptable way to satisfy the need, the ego must plan an alternate strategy or suppress the need.	All humans have four biologically based needs: hunger, thirst, sex and avoidance of pain. When any of these needs are deprived, a person is driven to act in a way that restores a state of biological equilibrium. Exactly which behavior results depends on how successful that particular act in the repertoire has previously been in satisfying the need (habit strength). B= Drive X Habit	Contingencies of reinforcement exist in the environment, linking stimuli to responses. Those behaviors that are immediately rewarded are likely to be repeated, while those that lead to unpleasant outcomes are not. All behavior can be explained through past reinforcements.
Social Learning Theory: Rotter 1960-1990	**Achievement Motivation: Atkinson 1960-1980**	**Self-Determination Theory: Deci and Ryan 1975-present**

Behavior is chosen. People choose to engage in behaviors that they expect will lead to the most personally rewarding goals: $B = f(E, RV)$ where E=expectancy, RV=reinforcement value. Expectancies come from past reinforcement for a behavior or experiences of reinforcement in similar situations. People can feel responsible for their behavior and the reinforcement they receive, i.e, have an internal locus of control OR people can feel that others, luck or uncontrollable circumstances are responsible for theirbehavior and subsequent reinforcement, i.e, have an external locus of control.	People have a need for achievement that is learned and shaped in childhood by associations between achievement and positive emotional states (Deci, 1975). The tendency of a person to approach or avoid an achievement activity can be calculated as $Ts = Ms \times Ps \times Is$, where Ms is the need for achievement also called the motive for success, Ps is the probability of success and Is is the incentive value of success. The probability can range from 0 to 1 with higher numbers reflecting perceptions that the task is easier and lower numbers reflecting perceptions that the task is more difficult. Incentive value is the inverse of probability with easier	People have three innate psychological needs: a need for competence, autonomy and relatedness. Intrinsic motivation develops out of these needs. When people feel competent (challenged and able to conquer challenge), autonomous (free to set goals and choose behaviors) and self-determined (internal locus of causality), they will freely seek what interests them.

	perceived tasks leading to lower amounts of pride feelings and perceived difficult tasks leading to greater pride. Atkinson went on to say that tasks of intermediate difficulty lead to the greatest motivation.	

Typically, motivation requires a motive in order to accomplish something desired or not. It is basically a psychological mindset which is oriented on achieving something and overcoming the laziness and pressure. Unfortunately, we do not have any motivation courses at our University, and that is a huge problem.

If you want to see a quick proof of the lack of motivation, just go to a random group and ask anyone a simple question: "What have you done during the last week for your future?". Most probably, you will not get an answer because of the lack of motivation.

To have a clear example of motivation presence, just ask any student, who is about to get a bachelor, master or PhD degree soon, what they have done for their diploma paper for a past week. You will see the difference immediately if you compare it with random student's group asked firstly.

It is incredible to realize what any human can achieve within a high level of motivation. If you watch an interview with someone with huge achievements, like Arnold Schwarzenegger or Jackie Chan, you can see clearly that they all succeeded thanks to a high motivation level. Most of the successful people possess what is called intrinsic motivation, i. e., their internal motivation.

So, the typical list of basic motivation types includes intrinsic and extrinsic types. In their turn, both are subdivided into positive and negative.

We will consider the last two first:

1. Negative motivation is the weakest kind of motivation. The clearest example is when a boss tells some of his/her employees to finish their report, otherwise they might get into a big trouble or even be fired. However, this kind of motivation might work for only a short period of time. The main motive, in this case, is caused by someone from outside, so if there is no external motive, almost no action is taken by a staff person.

2. On the other hand, the positive motivation is an award based one. For example, if I go to a gym, I will gain some muscle and become more attractive to the opposite sex. Or, if I complete my scientific research, I will get a Ph.D. degree, and my family and I will take pride.

These two type of motivation are always present in our life and change one into other from day to day and even from hour to hour. However, Intrinsic is the strongest type of motivation which always provides people with the best results. Unlike positive motivation, intrinsic is inherently self-rewarding. Using the simple words, you deal with intrinsic motivation when you do what you love or what makes you happy.

Intrinsic motivation is exactly what drives people to keep going toward achieving their goals. On the other hand, procrastination and laziness keep people away from their goals. So, in order to be successful, your motivational level should be higher than your procrastination or laziness level. However, there are lots of reasons which keep people out of their schedule, for example, the lack of knowledge. Hence, in order to keep going, we need to have a motivation to learn new things, which is rejected by our brain pretty often, especially with age. The older we get, the less we want to learn.

According to scientific research made in 2018 by Kou Murayama [2], we can see that motivation is extremely important in learning. The research clearly demonstrates how different types of motivation fit and function together to produce behavior in order to achieve results. With all the basic points been considered, we can get back to the main point of the issue as for the lack of motivation in educational establishments.

There is a huge motivation problem in Ukrainian educational centers, Sumy State University, in particular. There is a list of reasons why this happens, and the main

one is the lack of transparent management system. The management system used for the studying processes management and based on old technologies cannot provide students and teachers with all the necessary functions to keep education as simple and clear as possible. This causes many problems which have a direct influence on students' and partly on teachers' motivation. However, there is a group of students, who take this issue seriously and are trying to make their education enjoyable by bringing motivational mindset into their lives.

Our team is currently developing a software, called StudNote, which simplifies and automates many of educational routine processes, saving time and reducing the amount of headache by giving a strong motivational push to do the things of major importance. Now any student can have the access to all the materials in one cyber place. They are also able to see their grades in e-journal at any time and place while using their mobile/desktop/tablet devices. The schedule is also much more user-friendly now and much handier to use (figure 1).
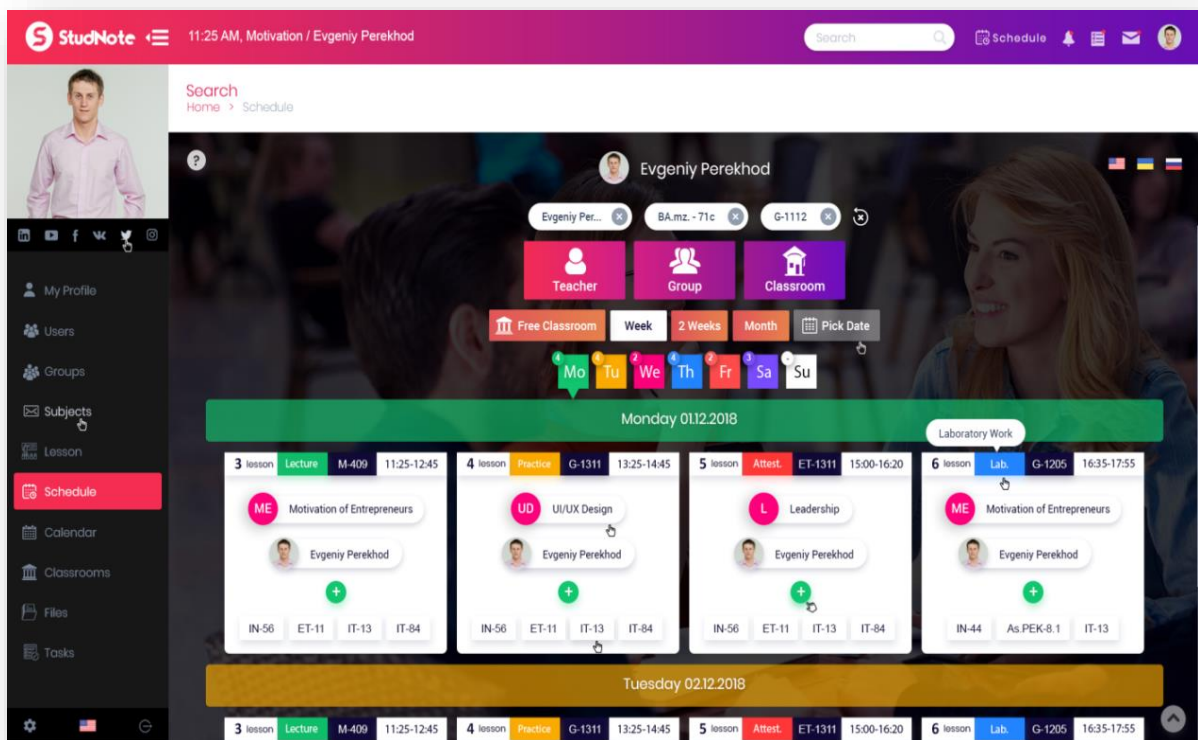

Figure 1 – New Redesigned Schedule of Sumy State University

The main advantage of the StudNote system is that it involves people in educational processes better by providing them with useful tools, like a quick search by Sumy State University branch or a forum, where anyone can get an answer to any question in a short time. However, the most unique feature is that the system is programmed in that way that makes it possible to provide a student or teacher with the right motivational articles based on their specialty and interests. More details about the main benefits and the main concept of the system can be found in the following references [3], [4].

StudNote system will provide students and teachers with the right motivation and help transform their life for the better.

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