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E³UDRES²

Engaged and Entrepreneurial European University as
Driver for European Smart and Sustainable Regions



**HOW TO BOOST MOTIVATION OF LEARNERS
IN HIGHER EDUCATION**

Adrienn Varga-Tóth



WHY?



WHAT IS MOTIVATION?

Motivation is the word derived from the word 'motive' which means needs, desires, wants or drives within the individuals.

Maslow's Hierarchy of Needs Theory

Herzberg's Two-Factor Theory

EURASHE
European Association of Institutions in Higher Education

Theory X and Theory Y

enthusiasm for doing something

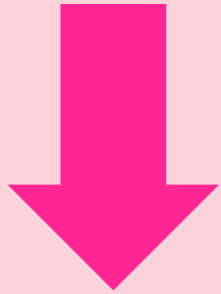
the need or reason for doing something

Motivation is the drive to achieve your goals or needs.

Motivation has as many faces as there are human desires.

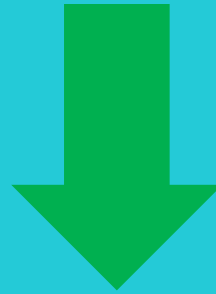
GOALS

Theoretical
knowledge



practical
experiences

self-awareness



Into personal
development

Future skills



Into present skills

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