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THE POTENTIAL OF THE CASE METHOD IN ENHANCING STUDENTS' MOTIVATION IN THE EDUCATIONAL PROCESS

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Abstract

This article analyzes the pedagogical potential of the case method in enhancing students' learning motivation in the educational process. From a scientific perspective, the essence of the case method and its impact on students' learning activities are substantiated. The study reveals the role of this method in activating students' intrinsic motivation. In addition, issues related to the development of students' independent, critical, and creative thinking through the case method are examined. The article highlights the significance of the case method in creating an interactive and learner-centered educational environment. The research findings indicate the relevance of widely implementing the case method in higher education practice.

Key words

educational process, learning motivation, case method, interactive learning, intrinsic motivation, critical thinking, pedagogical technologies.

ВОЗМОЖНОСТИ КЕЙС-МЕТОДА В ПОВЫШЕНИИ МОТИВАЦИИ СТУДЕНТОВ В ОБРАЗОВАТЕЛЬНОМ ПРОЦЕССЕ

Аннотация

В данной статье анализируются педагогические возможности кейс-метода в повышении учебной мотивации студентов в образовательном процессе. С научной точки зрения обоснована сущность кейс-метода и его влияние на учебную деятельность обучающихся. В исследовании раскрыта роль данного метода в активизации внутренней мотивации студентов. Также рассмотрены вопросы развития самостоятельного, критического и творческого мышления обучающихся посредством кейс-метода. В статье показано значение кейс-метода в создании интерактивной и личностно-ориентированной образовательной среды. Результаты исследования свидетельствуют о целесообразности широкого внедрения кейс-метода в практику высшего образования.

Ключевые слова

образовательный процесс, учебная мотивация, кейс-метод, интерактивное обучение, внутренняя мотивация, критическое мышление, педагогические технологии

In the modern education system, enhancing students' learning motivation is considered one of the most important pedagogical challenges. Motivation is one of the key psychological factors that determines the effectiveness of the educational process. Students' internal activity contributes significantly to deep and meaningful knowledge acquisition. Therefore, the application of innovative teaching methods in education has become a necessity. Among such methods, the case method is regarded as one of the most effective pedagogical technologies. This method ensures active student participation and is based on real-life situations, which allows learners to engage directly with practical problems. Through the case method, students develop independent thinking skills and gain opportunities to analyze problem-based situations.

As a result, they learn to apply theoretical knowledge in practical contexts, which increases interest in learning activities and stabilizes educational motivation.

In psychology, motivation is explained through internal and external factors. Internal motivation is associated with a student's intrinsic need for learning, while external motivation is linked to rewards and assessment. The case method primarily strengthens internal motivation, as students become actively involved in the problem-solving process. This involvement makes the learning process more meaningful and engaging. One of the key advantages of the case method is its reliance on students' personal experiences. Each case is designed to address a specific pedagogical task, encouraging students to compare their existing knowledge with real-life situations. This process enhances cognitive activity, which is considered an important indicator of motivation. Consequently, the case method plays a significant role in strengthening students' learning motivation.

The case method also ensures interactivity in the educational process. In an interactive environment, students exchange ideas and actively participate in group discussions. Such collaborative activities foster social motivation and encourage students to defend their viewpoints, which enhances their sense of responsibility. Responsibility, in turn, is a crucial component of learning motivation. Within the case method, the teacher acts as a facilitator rather than a source of ready-made knowledge. Students independently search for solutions, and this process of self-directed inquiry activates internal motivation. As students perceive themselves as active subjects of learning, their attitude toward education becomes more positive. Furthermore, the case method contributes to the development of critical thinking skills, which form the foundation of deep learning. By analyzing problems from multiple perspectives, students develop flexible thinking, which further strengthens motivation and improves the overall effectiveness of the learning process.

The stability of motivation ensures the continuity of the educational process, and the case method supports this stability effectively. Each new case stimulates students' curiosity, which serves as the initial driving force of motivation. Active participation in classroom activities leads to higher levels of knowledge acquisition. The integration of theory and practice through the case method enables students to understand the real-life significance of theoretical knowledge. This understanding intensifies motivational processes and helps students clearly recognize the purpose of learning. As a result, learning activities become more meaningful. The case method also promotes creative thinking by encouraging students to propose innovative and unconventional solutions. This process strengthens self-confidence, which is an essential component of motivation.

In addition, the case method develops students' communicative skills by enhancing both oral and written expression. Active participation in discussions satisfies social needs, which significantly influence motivational processes. As learning becomes more dynamic and engaging, students perceive classes as interesting and psychologically comfortable environments. Reduced stress levels and increased psychological comfort further strengthen motivation and improve the quality of education. Assessment within the case method focuses not only on outcomes but also on the learning process itself. This approach allows students to reflect on their activities, supporting motivational growth through self-analysis and self-development.

The case method is also effective in developing problem-solving competence. By working with problem-based situations, students acquire decision-making skills and become aware of their intellectual potential, which leads to self-motivation. Moreover, the method creates an innovative learning environment that stimulates interest in novelty. Compared to traditional teaching approaches, the case method attracts students through its dynamic and engaging nature, reducing boredom and preventing motivational decline. Continuous activity and engagement ultimately enhance lesson effectiveness.

Motivation and activity are closely interconnected, and the case method strengthens this relationship. Increased student activity leads to higher motivation, while heightened motivation enhances learning effectiveness. The method also develops self-assessment skills, which support personal growth and reinforce internal motivation. By understanding the practical relevance of knowledge, students maintain long-term motivation rather than short-term interest. This sustainable motivation ensures continuous learning and supports professional development. Through engagement with real professional situations, students develop career-related motivation and become more goal-oriented.

Furthermore, the case method supports a competency-based approach to education by integrating knowledge, skills, and abilities. This integration enhances motivational processes and helps students perceive themselves as competitive future professionals. Reflective activities encouraged by the case method allow students to consciously manage their learning processes, leading to motivational growth and deeper self-awareness. Overall, the case method exerts a comprehensive influence on students' motivation by integrating cognitive, emotional, and social factors. The harmony of these factors ensures high educational effectiveness, student satisfaction, and stable motivation, ultimately leading to improved educational quality.

Conclusion

In conclusion, the case method possesses significant pedagogical potential in the educational process. It effectively enhances students' learning motivation by promoting active participation, independent thinking, and responsibility. The method supports a learner-centered approach and contributes to the formation of motivated, self-directed, and competent students, which aligns with the requirements of modern education. Therefore, the widespread implementation of the case method in higher education practice is both appropriate and necessary.

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