



HOW TO MOTIVATE HUMANITIES STUDENTS TO STUDY SOCIAL SCIENCES

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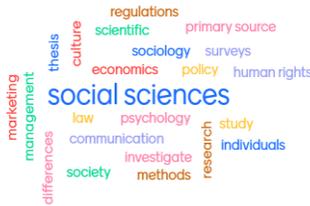
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Research purpose. Preparing students for the business world is one of the main functions of universities of applied sciences, and developing students' skills for career and life is essential. That is why the Language Centre of the Faculty of Arts and Education of Kaunas University of Applied Sciences, among general collegial courses, offers the students of Humanities social, digital, and entrepreneurial study courses. However, it is necessary to find out how Humanities students feel about studying these courses, whether they perceive their benefits, and what motivates them to study them. The research aims to find out the opinions of the students of the Language Centre of the Faculty of Arts and Education about the need and benefits of studying courses in social sciences.

Keywords: motivation, social sciences, study quality.

Research Methodology. The object of the research is the opinions of the students of the Language Centre of the Faculty of Arts and Education on the need and quality of studies of social sciences and the ways of increasing motivation. All students of the Language Centre were interviewed anonymously. The data obtained were processed using statistical analysis methods.

Results / Findings. The results show that most respondents acknowledge the opportunity to improve their performance and knowledge. Their motivation depends on the lecturer's personality and timely feedback. The main encouraging factors for studying social sciences are the ability to express personal ideas boldly, a respectful relationship with the lecturer, and the lecturer's ability to arouse interest in the course taught. Respondents felt that the course content and the lecturer's personality could both motivate and demotivate students to study social sciences. If students are properly motivated, the quality of their studies improves, their perception of self-esteem increases, their activity and moral satisfaction with their studies increases, and the likelihood of terminating their studies decreases.

Practical implications. Students at the Language Centre share the idea that courses in social sciences are necessary for their careers and lives. However, the academic staff need to invest in the content and more varied methods to motivate them to participate actively in lectures. Based on the research findings, recommendations will be developed for the academic staff teaching social sciences to improve the quality of their lectures and workshops with Humanities students.