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Motivating Students Through the Use of Software Platforms in the Educational Process

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Abstract: *This article analyzes effective methods of motivating students through the use of software platforms in the educational process. The article demonstrates how motivation increases students' engagement and active participation in learning. In particular, the use of the "happy call" method in education and its role in encouraging student success is described in detail. This method not only allows students to present their achievements but also provides support by connecting with their parents. The article also discusses the importance of software platforms in tracking and monitoring students' development.*

Key words: *Software platforms, motivation, encouragement, educational process, happy call, student motivation, gamification, monitoring, achievements, student development.*

Modern education systems are evolving in harmony with innovative technologies. The use of digital platforms in the educational process serves as an important tool to increase student engagement and encourage them to learn. The widespread implementation of information and communication technologies creates a foundation for an interactive learning environment. In such an environment, students gain opportunities to strengthen their knowledge, develop independent thinking, and improve problem-solving skills.Software platforms enrich education through individualized approaches, gamification, and real-time feedback systems. This encourages students to actively participate in lessons and enhances their intrinsic motivation. Additionally, these platforms allow teachers to analyze students' mastery levels and choose appropriate approaches tailored to individual needs. Thus, the effective use of modern software tools has become one of the crucial factors in improving the quality of education.

Software platforms are digital tools that facilitate the organization, control, assessment, and effective communication with students during the learning process. They allow the presentation of educational materials electronically, assignment of tasks, analysis, and evaluation [1].

Given the increasing need for interactivity, differentiated approaches, and integration of digital technologies in education, the Nearpod platform stands out as an effective tool for modern teachers [2]. Nearpod is a web-based educational platform that enables teachers to manage lessons in real time, engage students, and monitor their knowledge levels [3]. Today, Nearpod is one of the widely used advanced educational tools. It allows conducting interactive lessons, quizzes, surveys, and video materials, increasing student participation. The system enhances digital communication between teachers and students and allows lesson personalization. Lessons created using Nearpod are not just presentations but involve active participation and analysis. This sparks student interest, encouraging independent thinking and active involvement. Another advantage is the ability to view and assess results in real time.

Teachers who advocate innovative approaches in education achieve increased lesson effectiveness and interactivity using Nearpod. Therefore, the positive impact of Nearpod on student motivation is

a relevant research topic.Another important feature of Nearpod is the ability to conduct lessons synchronously (Live participation) and asynchronously (Student-paced). This allows teachers to adapt lessons based on student levels and needs. Especially during the pandemic, Nearpod gained special attention due to its functional convenience for organizing remote learning.

Nearpod automatically analyzes collected results and generates reports on student activity. This enables more effective application of formative assessment approaches [6]. Furthermore, Nearpod integrates with other educational tools such as Google Classroom, Microsoft Teams, and Zoom, simplifying pedagogical coordination. Nearpod enriches lessons with modern technology and makes teaching interactive and student-centered. It also plays a significant role in developing students' critical thinking, problem-solving, and expression skills.

Motivating students in the learning process helps increase their motivation. Motivation encourages students to actively participate, enhance their knowledge, and become interested in learning. Using software platforms, individualized approaches can be implemented to increase student motivation by providing materials tailored to their interests and needs. These platforms personalize learning considering students' learning styles, pace, and mastery levels.

The approach based on Vygotsky's "Zone of Proximal Development" (ZPD) theory emphasizes the importance of providing adapted materials to students [4]. This approach helps students engage with more complex topics as they manage their learning through tasks suited to their development level. Software platforms effectively support this process by offering materials matched to students' mastery levels.

Gamification plays an important role in increasing student engagement. By introducing game elements into learning, gamification creates a desire for achievement through competition and rewards. Implementing this method in software platforms allows students to view their results and calculate achievements through points, badges, or levels. According to Deci and Ryan's motivation theory, to increase intrinsic motivation, students' needs for autonomy, competence, and relatedness must be fulfilled. Gamification is an effective tool to engage students and help them feel successful [5].

Software platforms often provide opportunities for collaboration and competition among students. Group work and participation in contests help develop social competencies. Learning from peers, exchanging ideas, and solving problems together enhances motivation and increases active involvement in education.

Software platforms enable students to track their achievements in the learning process. This helps them set new goals and continue to be motivated by receiving feedback on their successes. Based on analysis results, the development level of students is determined, ensuring continuity and effectiveness of education.

Motivation is not only about assessment or showing student achievements. Rather, it supports each success and encourages continuous active participation. Software platforms promote individual development by providing tasks adapted to each student's mastery level. This approach helps develop students' strengths and improve weaknesses, meeting individual needs.

Motivation encourages students not only for successes but also for every step taken in learning. Students are motivated for every new piece of knowledge, solved problem, or completed action. Using software platforms, teachers can quickly and accurately monitor each student's achievements and continuously analyze their progress. This allows teachers to apply more effective and personalized approaches in managing education.

Additionally, software platforms help evaluate student mastery in real time, allowing teachers to recognize achievements promptly and motivate students. Thus, the learning process remains continuous and effective, enabling students to constantly improve their knowledge.

Motivation plays a crucial role in increasing student activity and engagement in education. The "happy call" method is an effective and innovative way to motivate students. In this method, the

teacher calls the parents of the most active and participatory student during the lesson. Contacting the student's parents by phone and expressing gratitude in front of the class for the student's achievements motivates not only the student but also their family.

The main goal of the "happy call" method is to help students feel recognized and appreciated for their achievements. This method gives students the opportunity to demonstrate their success and feel more motivated. When students' achievements are acknowledged by both teachers and parents, it increases their self-esteem and encourages more active participation in education, leading to higher mastery levels.

Thus, using the "happy call" method through software platforms ensures positive evaluation of students' achievements. Software platforms display students' achievements clearly and in real time, allowing teachers to choose the right timing and methods for motivation. This method enables students to continuously view their successes and inspires them toward higher goals.

Moreover, the method benefits not only students but also parents. Informing parents about their children's achievements actively involves them in education and strengthens their motivational approach to their children. When parents see their children's success, they appreciate the teacher and help improve their children's attitude toward learning, enhancing educational effectiveness and inspiring new achievements.

Analysis shows that the effectiveness of the "happy call" method helps maintain a high level of student mastery and promotes healthy competition. Therefore, applying clear and personalized motivational approaches in education is important for encouraging students.

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