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A Practical Study on Motivated Strategies in Product Oriented Approach

Qichun Ma

Guangdong Songshan Polytechnic, Shaoguan, Guangdong, China, 512126

Abstract: This article first analyzes the concept and classification of motivated strategies, and elaborates their significance in education. Subsequently, it explores the specific implementation methods of motivated strategies in product oriented approach, including goal setting, reward and feedback mechanisms, and self-directed learning. Finally, through empirical research, the paper examines the impact of motivated strategies on students' learning motivation, academic outcomes, and teaching effectiveness. The results demonstrate that appropriate motivated strategies can effectively enhance students' learning motivation and achievements, and facilitate the successful implementation of product oriented approach.

Keywords: motivated strategies, product oriented approach, learning motivation, teaching practice, empirical research

Introduction

With the deepening of educational reforms, traditional teaching models have increasingly revealed limitations in meeting students' diverse needs. As a teaching method that emphasizes students' practical abilities and achievements, product oriented approach has gradually received attention from the education industries in recent years. This approach not only focuses on knowledge acquisition but also prioritizes hands-on practice in real-world projects, cultivating students' innovative thinking and problem-solving skills. However, a critical challenge in implementing product oriented approach lies in sustaining students' enthusiasm for learning and engagement over time. The application of motivated strategies — particularly through appropriate goal setting, reward and feedback mechanisms — can effectively stimulate students' enthusiasm and maintain their persistent drive during learning. Therefore, this study investigates the application and practical effects of motivated strategies in product oriented approach, aiming to provide theoretical foundations and implementation strategies for teaching practices to enhance both educators' teaching effectiveness and students' comprehensive competencies.

1. Overview and theoretical foundations of motivated strategies

Motivated strategies refer to teachers stimulating students' learning motivation through teaching activities, improving their enthusiasm and participation, and thereby enhancing learning effectiveness. Based on their origins, motivated strategies can be categorized into intrinsic motivation and extrinsic motivation. The former stems from students' interest in knowledge and intrinsic needs, and the latter is driven by external incentives such as rewards, competition, and social recognition. In practice, strategies like goal setting, rewards and feedback, and self-directed learning are often integrated to sustain students' effective learning states. product oriented approach, a teaching model centered on actual product development, emphasizes task-driven learning, teamwork cooperation, and self-directed exploration, enabling students to solve problems through practice and develop innovative thinking and comprehensive competencies. Unlike traditional knowledge-delivery models, product oriented approach prioritizes students' capacity cultivation, aligning with modern

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educational demands for comprehensive literacy in practical skills, communication and collaboration abilities, and independent thinking abilities.

2. Implementation of motivated strategies in product oriented approach

2.1 Goal setting and motivated strategies

Goal setting is the most fundamental and critical component of motivated strategies. In product oriented approach, clear learning objectives can not only help students better plan their learning process, but also enhance their learning motivation. By applying the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) framework, teachers ensure students establish and achieve well-defined goals during project progress. This approach is helpful to enhance students' self-management abilities, avoid their confusion and anxiety during the learning progress, ensure that students can focus on learning tasks, and achieve expected outcomes. For example, in project-based learning, teachers can help students set specific learning goals, such as designing a product prototype and conducting preliminary market research, guiding students to strive toward a well-defined direction[1].

2.2 Reward and feedback mechanisms

Reward and feedback mechanisms serve as another vital motivational strategy. In product oriented approach, they can motivate students in real-time to continuously pursue better results in project-based learning, enhancing their sense of learning achievement. Rewards can take various forms, such as phased rewards, team praise, and showcasing excellent results. At the same time, the establishment of feedback mechanisms is particularly important. Timely feedback can help students understand their progress in learning, identify and correct learning problems, and thus promoting the improvement of learning efficiency. By forming a virtuous feedback loop, students' learning motivation will be further stimulated and maintained. For instance, individualized feedback at different phases enables students to reflect and refine their work. Empirical data indicate that effective reward and feedback systems significantly boost students' participation and creativity in projects[2]. The following figure shows how to enhance students' learning motivation through diversified rewards and timely feedback (seen as figure 1):

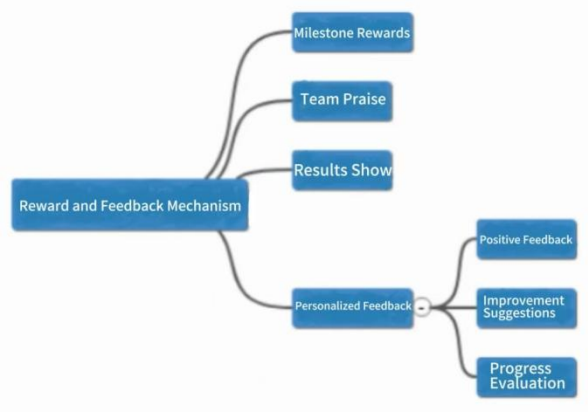

Figure 1 Reward and feedback mechanisms

2.3 Self-directed learning and motivated strategies

Self-directed learning is a critical competency in modern education, and motivated strategies play a pivotal role in fostering this ability. In the product oriented approach, students not only rely on the resources and guidance provided by teachers, but also need to have the ability to independently solve problems and engage in self-directed learning. Motivated strategies encourage students to explore independently in their studies, cultivating their awareness of self-directed learning and self-management abilities. For instance, assigning challenging and meaningful tasks motivates students to seek optimal solutions during their learning progress. Additionally, self-monitoring and reflection are indispensable components of self-directed learning. Motivated strategies can help students set small goals, record learning progress, and other ways to promote better self-evaluation and adjustment

3. Empirical research on motivated strategies in product oriented approach

3.1 Research design and methodology

To validate the effectiveness of motivated strategies in product oriented approach, this study adopted an empirical research approach. The research participants are two groups of students from a certain university: an experimental group and a control group. The experimental group was exposed to product oriented approach integrated with motivated strategies, including goal setting, reward and feedback mechanisms, and self-directed learning. The control group followed traditional teaching methods. The study adopted a combination of quantitative and qualitative research methods. The quantitative part collected data through questionnaire surveys and performance comparisons, while the qualitative part understood changes in students' learning attitudes and motivations through interviews and classroom observations. The study spanned one academic semester, with monthly assessments of both groups' learning motivation and academic achievement to precisely evaluate the impact of motivated strategies on learning outcomes. Through systematic data analysis, the research concluded that the application of motivated strategies significantly enhances students' learning motivation and academic performance in product oriented approach.

3.2 Analysis of empirical results

The results of empirical research showed that the experimental group performed better than the control group in terms of learning motivation and academic performance. The learning motivation scores of the experimental group increased by approximately 15%, whereas the control group remained at a lower level. Specifically, students in the experimental group exhibited stronger engagement, higher task completion rates, and greater creativity. Additionally, the academic performance of the experimental group improved by 10% relative to the control group. Analysis of interview data revealed that students generally realized that goal setting and reward mechanisms make them more clear about their learning direction and provide more support and encouragement when facing difficulties. In contrast, the control group lacked clear goals and continuous feedback, resulting in diminished motivation and lower-quality project outcomes. These findings indicate that the application of motivated strategies can significantly promote students' academic engagement and achievement[3].

3.3 Discussion and implications

The empirical analysis yields the following insights: Firstly, motivated strategies in product oriented approach demonstrate significantly positive effects. Mechanisms such as goal-setting, rewards and feedback, and self-directed learning can effectively stimulate intrinsic motivation, improving learning engagement and project quality. Secondly, motivated strategies not only enhance academic performance but also foster team collaboration and innovative capabilities. Through structured incentives, students can develop resilience in addressing challenges and exhibit stronger problem-solving skills. Finally, educators should adapt motivated strategies flexibly to align with students' needs and learning situations, ensuring their relevance and effectiveness. Future research should explore the adaptability and efficacy of diverse motivated strategies across disciplines and educational settings to provide more theoretical and practical frameworks for educational practice.

4. Conclusion

This study deeply investigates the application and empirical efficacy of motivated strategies in product oriented approach. The results show that these strategies significantly enhance students' learning motivation, academic outcomes, and innovative capacities. Through strategies such as goal-setting, reward and feedback mechanisms, and self-directed learning, students' intrinsic motivation can be effectively activated, their learning engagement and sense of achievement can be enhanced. In the implementation process of product oriented approach, motivated strategies not only help students clarify learning objectives but also promote their team collaboration and problem-solving skills. Critically, the

personalization and adaptability of motivated strategies are pivotal across diverse learning contexts, necessitating flexible adjustments by educators to maximize effectiveness. In conclusion, motivated stategy serve as a vital tool for improving teaching effectiveness, with broad applicability and value in educational practice.

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