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THE INVESTIGATION OF FACTORS AFFECTING HIGH SCHOOL STUDENT'S CHOICE OF UNIVERSITY IN UKRAINE

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У статті розглядаються фактори, які впливають на вибір університету абітурієнтом. Також аналізується проведене соціологічне опитування студентів ТДАТУ за темою «Дослідження факторів, котрі впливають на вибір абітурієнта».

The factors which influence the student's choice of future university are lighted in the article.

Problem setting. Every year school graduates face to the problem of choosing the higher educational establishment for further studying. There are a variety of factors that influence a student's decision. First of all it is an advertisement in the media, billboards, and websites of universities. There you can find information about the cost of training, the availability of qualified teachers, conditions of living in hostels. Secondly, it is information which you receive from friends, parents, professors of university. But all this diversity forces us to make a difficult choice, influenced by many reasons, starting from advertising to geographical location.

Analysis of recent research and publications. The scientist Matt McFadden made an investigation and found several factors affecting students. Having studied them, we can say that these factors are suitable not only for American students but for Ukrainian ones.

According to his survey there are 5 factors that influence university choice for today's students.

«Geography – location is significant in many students' minds, either because they want to live in a certain part of the country or because of financial constraints. The New York Times posted a study by the National Association for College Admission Counseling that indicates that the education level, income, and travel experience of parents are the easiest ways to determine how far away a student is willing to go for college» [1] Still, according to the analytical center CEDOS, in 2015 almost 60,000 Ukrainian students were studying abroad. The most popular countries are Poland, Germany, Russia, Canada, Italy, Czech Republic, USA, Spain, Austria, France and Hungary [2].

«Financial – a recent survey by The Higher Education Research Institute shows that the availability of financial aid heavily influences college selection» [1].

«Academic Excellence and Reputation – students report that broader academic reputation leads their decision-making. And Inside Higher Ed (citing the book How College Works) says that faculty in particular plays an important role in university decisions» [1].

«Parents & Peers – as much as kids don't like to admit that their parents affect their decisions, parental input does matter. As expected, students are also affected by peers, but as a study by ACSD points out, that relationship is correlational. Researchers haven't determined whether like friendship affects university choices [1].

Marketing – Marketing still matters of course, but it's changing. The 2014 Social Admissions Report, a survey of college-bound high school students, shows that institutions' websites are the most heavily-accessed online resources, with 86% of respondents listing these as very or extremely useful» [1]

The purpose of this article is to accomplish a research via the conducting of sociological survey of Tavria State Agrotechnological University students and analyze the results.

Basic material research. We conducted a sociological survey among the students of Tavria State Agrotechnological University and results are represented in the table1.

Table 1.

1. Where are you from?	Melitopol 69%	Another city 23%	Village 8%	
2. Why did you decide to move? (if you choose "Another city" or "Village" in the previous question)	Decision of parents 12,5%	The desire to find a better life/ self- development 75%	I wanted to move away from my parents 12,5%	
3. Why did you choose TSAU?	Decision of parents 7,5%	Own solution 85%	Lack of finance for another uni- versity 7,5%	
4. Why did you choose this faculty/ the department?	Decision of parents 7,5%	I like/ I have the ability/ I think it's the best option 85%	I did not care 7,5%	
5. Did the financial problem affect your choice?	Yes 23%	No 77%		
6. Did you have the same opinion concerning the university with your parents?	Yes 65%	No 35%		
7. Why did not you go to the metropolis/ big city?	Fear 19%	Lack of fi- nance 23%	Pointless 46%	Parental prohi- bition 12%
8. Would you like to study at another faculty/ depart- ment/ university?	Yes 35%	No 65%		

According to the survey, we could have analyzed that firstly, a lot of students of TSAU are residential people; secondly, all our students made a decision to study at our university on their own and chose their future specialty after considering the advantages and disadvantages of chosen specialty; finally, they didn't regret about their choice.

Conclusion. There are a lot factors that influence students when choosing their academic careers, but their own solution was the decisive factor for students in this research. The choice of the course, apparently, is the result of an analysis of the costs and benefits of the student, which is perceived as the best option. In addition, one should not forget about factors that are not essential, but important, for example, the parents' opinion and the financial problem.

References

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