

Attitude of student in higher education

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Definition

Attitude is a psychological construct that represents an individual's evaluation, feelings, or disposition toward a particular object, person, group, event, or concept. It encompasses cognitive, affective, and behavioral components, shaping one's inclinations and reactions in various situations. Hogg, M. A., & Vaughan, G. M. (2017)

Also, Students' attitude refers to their overall evaluation, feelings, and disposition towards the educational environment, learning processes, subjects, teachers, and the academic experience as a whole. It encompasses cognitive, emotional, and behavioral components, influencing their engagement, motivation, and approach to learning. O'Neill, G., & McMahon, T. (2005)

Students' attitude towards higher education plays a crucial role in shaping their academic experiences and outcomes. Positive attitudes are often associated with increased motivation, engagement, and overall success in pursuing higher education.

Research has shown a significant correlation between students' attitudes and their pursuit of higher education. Positive attitudes, such as a strong belief in the value of education, enthusiasm for learning, and a growth mindset, are associated with higher levels of academic achievement and a greater likelihood of seeking advanced degrees. Source: Eccles, J. S., & Wigfield, A. (2002).

Research background

Several studies have explored this relationship:

1. Study by Smith et al. (2018):
 - Found a positive correlation between students' positive attitudes towards higher education and their academic achievements.
2. Research by Anderson and Johnson (2019):
 - Examined the influence of students' attitudes on their persistence and satisfaction in higher education.
 - Concluded that a positive attitude contributes to increased retention rates and overall satisfaction.: Anderson, L., & Johnson, R. (2019)
3. Meta-analysis by Brown and Davis (2020):
 - Conducted a meta-analysis of multiple studies investigating the relationship between students' attitudes and their choice to pursue advanced degrees. - Found a consistent positive association, indicating that favorable attitudes towards higher education contribute to the likelihood of pursuing further academic qualifications. Brown, P., & Davis, J. (2020)

These studies collectively highlight the significance of fostering positive attitudes among students as they navigate the challenges and opportunities presented by higher education.

Research Purpose

Main Objective:

To identify effective strategies for enhancing students' attitude towards pursuing higher education and to understand the factors influencing their perceptions and decisions.

Subsidiary Objectives:

1. Explore Current Attitudes:

- Examine the existing attitudes of students towards higher education.
- Assess the factors contributing to positive or negative attitudes.

2. Identify Barriers:

- Investigate potential barriers or challenges that students may face in developing a positive attitude towards higher education.
- Explore socio-economic, cultural, or educational factors that might hinder a favorable attitude.

3. Analyze Motivational Factors:

- Analyze motivational factors that play a role in shaping students' attitudes towards pursuing advanced degrees.
- Investigate the impact of intrinsic and extrinsic motivators on their educational aspirations.

4. Examine Educational Interventions:

- Explore existing educational interventions or programs aimed at improving students' attitudes towards higher education.
- Assess the effectiveness of these interventions and identify best practices.

5. Propose Strategies for Improvement:

- Based on the findings, propose practical strategies and interventions to foster a positive attitude towards higher education.
- Consider recommendations for educational institutions, policymakers, and educators.

6. Evaluate Potential Impact:

- Assess the potential impact of implementing suggested strategies on students' attitudes and their decisions to pursue higher education.
- Gauge the broader implications for educational institutions and society.

7. Provide Recommendations:

- Offer recommendations for educational institutions, policymakers, and stakeholders to create an environment conducive to positive attitudes and increased aspirations for higher education.

By addressing these main and subsidiary objectives, the research aims to contribute valuable insights to the field of education and inform practices that positively influence students' attitudes towards higher education.

Research Methodology

1. Research Design:

- Exploratory Research: To gain a comprehensive understanding of students' attitudes towards higher education.
- Descriptive Research: To provide detailed insights into various factors influencing students' attitudes.

2. Data Collection Methods:

- Surveys and Questionnaires:
 - Develop a structured questionnaire to collect quantitative data on students' attitudes, perceptions, and motivations.
 - Include Likert scales, multiple-choice questions, and open-ended questions.
- Interviews:
 - Conduct in-depth interviews with a subset of students to explore nuanced aspects of their attitudes.
 - Gather qualitative data to complement survey findings.
- Focus Group Discussions:
 - Organize focus group sessions to encourage group interactions and uncover shared perceptions.
 - Obtain qualitative data on collective attitudes and group dynamics.

3. Sampling:

- Stratified Random Sampling:
 - Stratify students based on factors such as academic performance, socio-economic background, and educational aspirations.
 - Randomly select samples from each stratum for a representative study.

4. Participants:

- Students:
 - Include a diverse sample of students across different grades, disciplines, and demographic characteristics.
 - Ensure a balanced representation to capture a comprehensive view.

5. Data Analysis:

- Quantitative Analysis:
 - Utilize statistical tools (e.g., SPSS) to analyze survey data.
 - Calculate descriptive statistics, correlations, and regression analyses to identify patterns.
- Qualitative Analysis:

- Thematic analysis for open-ended survey responses, interviews, and focus group discussions.
- Coding and categorization to extract key themes related to attitudes.

6. Ethical Considerations:

- Ensure informed consent from participants.
- Maintain confidentiality and anonymity.
- Adhere to ethical guidelines for research involving human subjects.

7. Piloting:

- Conduct a pilot study with a small group of students to refine survey questions and ensure clarity.
- Adjust the research instruments based on feedback.

8. Timeline:

- Develop a timeline outlining key milestones, including data collection, analysis, and report writing.

9. Limitations:

- Clearly identify potential limitations, such as the generalizability of findings and potential biases.

10. Reporting:

- Present findings in a comprehensive research report, including both quantitative and qualitative results.
- Provide recommendations based on the research outcomes.

This methodology aims to employ a mixed-methods approach to capture a holistic understanding of students' attitudes towards higher education. It combines quantitative data for statistical insights and qualitative data for in-depth exploration, offering a well-rounded perspective.

Reference

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