

# 專科學生升學與選擇校系態度之研究=a study of junior college students'attitude to continuing their education and choosing

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## 摘要

本研究主要在了解專科學生升學與選擇校系態度的影響因素與類型，研究的對象涵蓋了專科應屆畢業生和二年制技術學院一年級新生。以一年的時間，運用交互驗證和對照的方式，探討研究旨趣所在。採用之工具，在質性研究方面是以BBS議題討論法、深度訪談法進行資料之蒐集。以內容分析法、言談分析法進行資料之彙整與分析。在量化研究方面採用之工具主要有：問卷、描敘性統計與統計推論。彙總研究主要發現分述如下：一、創新採用的資料蒐集方法「BBS議題討論」，經實際操作後，認為運用在初探性問題的研究是十分可行的方法。二、專科學生的升學態度明顯偏向升學，且以二技為主。三、專科學生選擇校系的態度有明顯的趨勢和方向：教學設備充實、畢業後就業情況良好、學費低、師資強和課程安排良好為其主要考慮的因素。四、專科學生對於就讀科系的態度具有矛盾現象，本研究認為這與技職體系學生自國中畢業即選定科系就讀，同時也受到科系極大的限制有關。五、專科學生升學態度的類型主要有六種：(一)探索人際型、(二)追求理想型、(三)團體動力型、(四)價值功利型、(五)效標參照型、(六)期望效應型。六、升學管道暢通情形、學校老師的指導、學校生涯輔導影響、對讀書的興趣等。本研究認為以上為管理專科學生升學態度最重要的依據。七、區別專科學生是否升學較強的變項是：是否補習？較強的影響因素是父母期望、心目中的學校吸引。八、影響選擇校系態度有五個主要因素分別為：(1)組織結構因素。(2)情感信念因素。(3)背景人際因素。(4)形象概念因素。(5)個人限制因素。九、選擇校系態度可分類為「名聲型」、「關係型」和「理智型」和「個人型」四種。十、性別、次文化和補習班等變項；符合宗教信仰、學校有良好聲望、原來就讀學校的勸說等因素，以及公私立、校址是否偏僻？本研究認為以上是管理專科學生選擇校系態度最重要的依據。十一、宗教信仰和補習班與影響專科學生選擇校系態度顯著相關，是創新的研究發現。十二、專科學生升學資訊最主要的來源有三：人際傳播、傳單簡章類和招生活動。父母、朋友、同學和兄弟姐妹是影響專科學生畢業後出路的重要他人，可作為技職院校選取的行銷和傳播策略的參考。

關鍵詞：專科學生；技職教育；BBS議題討論法；升學；選擇校系；態度

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