

## Analysis report of high school students' needs base on questionnaire of selecting colleges in Guangxi

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**Abstract:** Through stratified random sampling survey of senior high school students in Guangxi, the purpose of the survey is to explore their needs for school selection and its influencing factors, and the results of the survey provide some reference for college enrollment publicity and university brand building.

### 1. Introduction

In order to further explore the needs of Pu Gaosheng in the selection of college entrance examinations and the factors affecting the school selection, we conducted this sampling survey. The sampling frame extracted 38 ordinary high school high school and high school in 14 prefecture-level cities in the district. A total of 1,000 questionnaires were sent to the students. The total number of questionnaires collected was 863. After eliminating the invalid questionnaires with incomplete content and highly consistent options, the final remaining valid questionnaires were 751, and the questionnaire recovery rate was 87.02%. Using SPSS19.0 and Excel to analyze the data, the results are organized as follows:

### 2. Frequency analysis

The frequency analysis process can understand the distribution of a single variable by simple frequency distribution analysis.

First, the effective variables in the questionnaire, including the gender of the questionnaire, the selection of high-school science, the tendency of future professional choices, the level of the target university, the attitude of parents to the school, and the way of planning the university, are analyzed. The mean values of the variables are 1.500, 0.500, 2.820, 2.030, 1.950, and 2.060, respectively, and their respective standard deviation statistics are 0.500, 0.500, 1.337, 0.751, 0.772, and 0.674. And standard deviation statistic results.

At the same time, a frequency distribution table of each valid variable is generated, and the data analysis result is more intuitively presented in the form of a pie chart. According to the analysis, the survey on the school selection criteria for ordinary high school graduates, the male and female students accounted for 49.8% and 50.2% respectively in the gender of the surveyed subjects; in the liberal arts and sciences, liberal arts and science accounted for 49.9% respectively. And 50.1%.

#### (1) Professional type selection tendency

After analysis, this questionnaire survey on the selection criteria of ordinary high school graduates tends to select 20.8% of economics majors and 20.2% of mechanical professions in the survey of professional types. The proportion of majors was 33.2%, the proportion of agriculture and forestry economic management was 8.3%, and the number of other professions was 17.6%.

#### (2) Graduate target university level

After analysis, this questionnaire survey on the selection criteria of ordinary high school graduates, in the target university level setting of the survey target, 26.5% of the students target the university as a level, and 43.5% of the students have two colleges. For the goal, the remaining 30.0% of students set the level of the target university at the specialist level.

#### (3) Parents' attitude towards further studies

According to the questionnaire survey on the selection criteria of ordinary high school graduates, more than half of the parents of the respondents will let their graduates choose their own schools, accounting for 50.7%, and 28.6% of parents. It will provide guidance for graduates, 17.2% of parents will advise graduates to listen to the teacher's guidance, and the remaining 3.5% of parents hold other attitudes.

#### (4) Ways to plan for college

According to the survey statistics, 62.7% of the graduates tend to choose the method of college entrance examination, 17.2% will choose a single stroke, 17.3% will choose an adult college entrance examination, and the remaining 2.8%. Other ways will be considered.

### 3. Single sample T test

The single sample T test is primarily used to test whether there is a difference between the mean of a single variable and a given constant. The original questionnaire scale sets the six dimensions of transportation convenience, commercialization, tuition, teacher strength, popularity and city for the consideration of the school selection. The five-level scale is very important, and the score is 5, and the score is important. 4, generally give a score of 3, not important to give a score of 2, very important to give a score of 1. Here, when the single sample T test is performed, the test value is set to 3, that is, whether the test sample average value is a certain value (here, the intermediate value 3). If our summary result can be significantly different from 3, then our The survey is basically meaningful. In other words, we need to determine whether a set of data is significantly different from 3, and we need to use a single sample T test.

After testing, the original hypothesis has no difference between the mean values of each dimension and 3, the P value is less than 0.01, the small probability event does not occur, and the null hypothesis is rejected, so the mean value of each dimension is significantly different from 3. This can also reflect to some extent that the survey is basically meaningful. The results of a single sample T test for school selection considerations are shown in Table 1 below.

Table 1 Summary of single sample T test results for school selection considerations

	Test Value = 3					
	t	df	Sig.(bilateral)	Mean difference	95% confidence interval of difference	
					Lower Limit	Upper Limit
Convenient transportation	47.628	750	0.000	1.346	1.290	1.400
Commercialization	34.520	750	0.000	1.069	1.010	1.130
Tuition	29.525	750	0.000	1.031	0.960	1.100
Teacher strength	35.080	750	0.000	1.189	1.120	1.260
Popularity	30.811	750	0.000	1.035	0.970	1.100
City	26.128	750	0.000	0.983	0.910	1.060

The mean value of each dimension is obviously greater than 3, indicating that each dimension has a relatively important position as a factor to be considered by graduates to choose a school. The results of the single sample statistic of school selection considerations are shown in Table 2 below. The distribution of specific dimensions in each importance level shows that graduates are more concerned about the two factors of transportation convenience and teacher strength when choosing a school. The three factors of commercialization, tuition and popularity are considered to be less important than the former two, while the urban factor is more important.

Table 2 Summary of single sample statistic results for school selection considerations

	N	mean value	standard deviation	Standard error of mean
Convenient transportation	751	4.350	0.775	0.028
Commercialization	751	4.070	0.849	0.031
Tuition	751	4.030	0.957	0.035
Teacher strength	751	4.190	0.929	0.034
Popularity	751	4.030	0.920	0.034
City	751	3.980	1.031	0.038

#### **4. Independent sample T test**

An independent sample T test was used. Here, it is necessary to analyze whether the importance of each school choice factor for graduates is different due to gender. The independent sample T test essentially measures whether the average of the two sets of samples on a variable is equal. In the specific SPSS operation, the six dimensions of transportation convenience, commercialization, tuition, teacher strength, popularity and city are put into the test variables, and the gender is put into the grouping variable. Here, it is tested whether the boys and girls are in the six dimensions. There is a significant difference in the score of the item. The specific results show that for the convenience of transportation, commercialization, tuition, teacher strength and city, the sig. value of the Levene test of the variance equation is greater than 0.05, so the two groups of gender (boys and girls) are in these dimensions. The sample variances are homogeneous and there are no significant differences. The factor of popularity differs between boys and girls in choosing a school.

#### **5. Summary**

This paper analyzes the single variables of the high school entrance examination volunteers in the affected area through the simple frequency distribution process: the gender of the survey subjects, the choice of high Chinese science, the tendency of future professional type selection, the target university level, the attitude of parents to the school, and the plan. The distribution of variables such as the university's mode; a single-sample T test is used to test the differences between individual variables such as transportation convenience, commercialization, tuition, teacher strength, popularity, and the mean of the city and the given constant; An independent sample T test was also used to test for significant differences between the mean values of the two independent variables. To study the relationship between the intrinsic motivation and the influencing factors of the college entrance examination students in the affected areas, and provide some reference for the colleges and universities in the region to enroll themselves and colleges.

#### **6. Suggestions on the recruitment work of colleges and universities in the district**

(1) Catering to the preferences of students in the network social environment, establishing a system of enrollment work media

According to the survey results, 50.7% of the families in the district will let their children promote their own universities and majors. Parental guidance accounts for 28.6%, and family members account for 80% of the factors. Therefore, universities should study how to implement the behaviors affecting students and their parents. 50.7% of the data shows that candidates are the main preferred influence and target. The network social environment has an important influence on the post-90s students. They communicate with them in a way that they are willing to accept after 90, and grasp their interest preferences in time. The way it relates to the future of learning, life and even work is passed on to them. In this regard, the establishment of a recruitment work media combination system, new media and traditional media, different platform channels integration, complementary advantages to establish a sound media combination communication system, is conducive to improve the effective arrival rate of information, better serve candidates. For example, the advantages of time-space advantages of emerging media and the strong sense of participation of offline activities can be combined with online and offline activities. Before organizing the campus open day and on-site Q&A activities, we will notify you on the various platforms, organize online registration, and conduct live broadcasts. After the event, we will publish the contents and meanings of the activities in the paper and official website, WeChat, and online communities, report in detail, take turns to spread, and expand activities. Influence, to achieve a win-win result that promotes more comprehensive information and higher publicity coverage.

(2) Innovative ways of social publicity and interaction in colleges and universities

At present, the existing social propaganda methods in Guangxi include: small caravans (individual propaganda teams organized by various colleges and universities), high-tech advocacy teams, and

three schools for publicity. All institutions participate in or adopt these limited types. Ways to make competition converge. In this regard, differentiated publicity methods will make each institution unique. One of the most important points is to engage school and professional candidates through a variety of interactive activities. Take the WeChat public account as an example, you can design a collection of praise activities, forward advertisements about advocacy and propaganda to a circle of friends, collect a fixed number of praises in exchange for school-made souvenirs, or design a photo contest of related topics for evaluation. To show the outstanding abilities of the school and the students; to scan the code to pay attention to comments and awards, etc., to enrich the type of activities of the public number, so that the followers can actively understand the basic situation of the school, so as to attract more candidates to pay attention to the enrollment of the school. Activity 3. Vibrato, small video, etc. are the interest points of the students after the 90s. As a result, they will produce small videos that satisfy their preferences, causing attention, praise, commenting and forwarding, and forming a viral spread for schools and professions. Conducive to the breadth and depth of social propaganda in colleges and universities.

(3) Higher vocational colleges and colleges should strengthen the construction of specialised channels

According to the survey results, 30% of the candidates' colleges and universities are specialists, and 70% of the candidates are still taking one and two books. Therefore, we should pay more attention to the construction of colleges and universities, and become the highlights of attracting 30% or even some undergraduate candidates. It is reported that the current colleges and universities are all based on the overall reputation of colleges and universities. Or the influence of the profession in the same batch of colleges and universities as the basis of negotiation choice, so the colleges and universities must be featured in the professional positioning, professional skills competition, professional construction, strengthen the participation of famous enterprises in the personnel training process, and realize the student profession. High starting point and deep development, training high-quality undergraduate talents, and strengthening publicity, as a bargaining chip to attract top-ranking undergraduate institutions.

(4) Strengthening self-building in colleges and universities in the region

In the survey of college entrance examination candidates, the convenience of transportation and the strength of teachers are the first reason. The popularity of the city where the university is located is also an important factor in the application. Therefore, the colleges and universities in the region should update their concepts with the times and make people-oriented. Focus on students, increase investment in running schools, strengthen the infrastructure construction of schools, and improve their competitiveness; schools should strengthen their campus culture to enhance their soft power on the basis of improving their hard power 2 and create their own unique The advantage is to create your own brand and show unique appeal in the competition.

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