TREND ANALYSIS OF THE EDUCATIONAL CHOICE OF UNIVERSITY ENTRANTS AS TOOL TO IMPROVE THE QUALITY OF EDUCATIONAL SERVICE

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ABSTRACT

In the conditions of development of modern Ukrainian society the questions related to educational space are extraordinarily actual. It is education that gives an opportunity for development and progress of personality and the quality of education in modern terms determines the competitiveness of university and national system of education on the whole. Mirroring the European experience of quality management of education a sociological estimation and examination of functioning of University teaching has gained importance with the aim of preventing off-grade services and general verification of accordance of educational services to the demand of consumers, state and society. Coming from it, it is becoming urgent to develop methodologies and measures to make complex sociological estimation of activity of university with the aim of upgrading educational services.

1   STATEMENT OF THE PROBLEM

The use of information technologies in the field of education, aspiration of consumers of educational services to get complete and clear state information functioning and development of educational establishments, adjusting of processes of algorithmization of administrative activity was entailed active research of the integrated functions of management, among that, - quality management of educational services on the basis of information technologies. In particular the special weight is acquired by determination of main instruments of improvement in educational services - from government control to the individual professional intentions of consumers of the educational programs (Kulik, 2015). To achieve this goal it is necessary to study and develop the technologies of sociological analytic geometry and forecasting of developments in educational space taking into account the upgrading of the offered product (knowledge, skills, practical abilities).

2   RELATED WORK

Researches of problems of education are related to the names of many prominent scientists, including the classics of sociology - M. Veber, E. Durkgaim, O. Kont, K. Manheim, P. Sorokin and others. Civilization conditionality of changes in the system of education was the object of previous research by foreign scholars – Z. Bauman, D. Bell, E. Vallershtain, F. Kumbs, O. Toffler.

The classics of structural-functional approach (R. Merton, T. Parsons) examined methodological principles of research into structure of higher education. Their tradition was continued by structuralists, neomarksizmists (in particular P. Burdie, G. Gintis, R. Collins, D. Coulman). K. Janks, D. Risman laid the foundations of education system as "hub" that builds modern society.

Considerable advance in research of problems of higher education was made by sound research in the field of philosophy of education, sociology of education, pedagogics of higher school, namely by the Ukrainian researchers: V. Andrushenko, V. Arbenina, V. Astakhova, V. Bakirov, V. Viktorov, L. Garasina, I. Kovalova, K. Korsak, S. Plaksiy, O. Podolska, L. Sokuranska, S. Schudlo and others.

3   STATEMENT OF RESEARCH RESULTS

It is worth mentioning, that in the conditions of dynamic reformation of the Ukrainian system of education a starting point is creating the model of home education adequate to the requirements and standards of world tendencies. In turn, of special value are European technologies of organization of educational space. The European system of quality management of education is based on the European standards and recommendations (ESG) that in turn are based on the following basic principles: personal interest of students, employers and also societies on the whole in high quality of higher education; key importance of autonomy of establishments and institutions, with deep awareness of that an autonomy bears within itself serious responsibility; the system of external quality assessment must fulfill its aim and not complicate the work of educational establishments more than it is necessary for implementation of the system's tasks (Enqa, 2015).

Leaning on an offer methodology of L. Teveno, well-known the Ukrainian researcher of education S. Schudlo distinguishes a few orders in the estimation of quality of education.

Civil order. In this case the source of criteria to estimate the quality of education is collective interest. The criteria of quality are determined by interests of society, appeal to the "eternal values". A legitimate model of quality of education is a model of socialization of individual.

Market order. The source of criteria of estimation is private (business) interest. The criterion of quality contacts with satisfaction of certain consumer. A legitimate model of education is a grant of service, where student and/or an employer appears in a role of client.

Professional order. In such order the source of criteria is presented by professional community. The criterion of estimation is a conclusion of expert about accordance of quality of object to the certain professional standards. A corresponding model of education is an appropriation of professional knowledge, abilities, skills, competenses.

Industrial order. Standard criteria and requirements are the source of criteria of quality. In order to estimate quality, the subject should not necessarily be an expert. The criterion of quality certifies accordance of process and result to certain standards and norms.

The specific feature of the described model is that for its realization there has to be previous work on development of criteria and indicators. The legitimate model of education is an appropriation of certain standard set of knowledge and abilities (Schudlo, 2016).

In research of quality of higher education the Ukrainian scientists rely upon the fact that quality of education characterizes the degree of accordance of education to the public queries addressed to it. Various demands of different subjects of educational environment are actualized in the same society and are formed by it. Thus, society sets specific reference-points correlated with education.

In this context we will stress that we suggest to interpret the term "quality of education" in two ways: as accordance, firstly, to the standards of education, secondly, to the queries of consumers of educational services. Quality in first case is interpreted from the point of view of producer, conforming of products or services to the requirements, standards or certification. The basic "producer" of educational services is the state through the network of educational establishments, and quality of education is estimated through the state mechanisms of licensing and accreditation.

The second accordance is quality from the point of view of consumer. The community of consumers of higher education is wide enough. Students and their parents, potential employers belong to it, society on the whole (Schudlo, 2016).

Today's realities reveal the problem, when student, making a mistake when choosing his potential university and degree, often can not change future speciality and is forced to adapt to a "sad" prospect of working in the future at undesirable work, to miss vocation. In an eventual result all of it results in absence of motivation to the studies, poor results of preparation within the framework of educational process, and, eventually, poor qualification at graduation, wheen the students do not want to in their field, which reduces general prestige of educational establishment (Kudirko, 2016).

Thus, we suggest to estimate entrants' expectations in relation to studies in the university as one of instruments of upgrading quality of higher education. Special attention should be given students' motivation for entering the university and factors of influence on choosing an educational establishment. In this context it is possible to use the methodology of trends analysis.

Trend analysis is an analytical and mathematical technique that allows to record slow changes in the parameters of the investigated process. In studying the trend, two tasks are solved: 1) they analyze the influence of factors on the resultant indicator (factor analysis in SPSS: z-transformation, Pearson' correlation coefficients, orthogonal rotation according to varimax method); 2) method of extrapolation helps predict the behavior of the resulting indicator in the next moments of time. In studying the trend they apply methods of moving average, alignment at several points, analytical alignment, the special case of which is the regression method, etc. The development of mathematical model of the trend allows to solve both problems: to conduct analysis and predict the dynamics of the resulting indicator. However, the basis of the model should be presented by some logical construction and its (model) must necessarily be checked for adequacy. A model is considered adequate if the determination coefficient (squared coefficient of correlation) is above 0.5.

The vertical analysis of trend allows to define specific power of influence of every factor on a professional choice. The horizontal analysis of trends provides for the definition of dynamics in indexes of influence on an educational choice. By means of these methodologies the results of the sociological researches conducted two years in succession were analysed. Research was devoted to the study of professional choice of university entrants of Dnipro city in 2016 and 2017. Research is undertaken by the department of sociology of the Oles Honchar Dnipropetrovsk national university.

The results received allowed to educe trends in orientations in relation to the choice of future professions, sentinel changes in the personal interest by tendencies in educational space, main differentiative factors of choice of university. Accordingly the obtained data give an opportunity to study quality of education based on opinions and expectations of direct consumers, and also effeciency of every separate university in relation to upgrading educational services. Among the instruments of analysis there were applied tools of specialized programs of *SPSS* and technologies of *Googletrend*. It allowed to connect the level of electronic information environment and ontological space of the problem.

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