

ELEMENTS FAVORING THE SELECTION OF UNIVERSITIES IN MEXICO CITY (IZTAPALAPA)

ELEMENTS THAT FAVOR THE SELECTION OF UNIVERSITY WITHIN MEXICO CITY (IZTAPALAPA)

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Abstract -- Upon graduating from high school, students in Mexico City have found it difficult to select a higher education institution and even more so to pursue a bachelor's degree, which is one of most important decisions in their lives. In this way, we intend to identify those elements that they consider in the selection of a University, presenting the results of a study that was conducted in Mexico City, within the municipality of Iztapalapa, where a survey was applied to 84 students between 18 and 21 years old who are currently studying, who consider that the selection of a University is based on social and economic factors.

Keywords: Higher Education, University, Education, Secretary of Public Education, Students, Undergraduate, Accreditation and Federation of Mexican Private Higher Education Institutions.

Abstract -- Upon graduating from Higher Secondary Education, Mexico City students have found it difficult to select a Higher-Level Educational Instance and even more so to pursue a Bachelor's Degree, being one of the most important decisions for their life. In this way, it is intended to identify those elements that they estimate in the university selection, presenting the results of a study that was carried out in Mexico City, within the Iztapalapa mayor's office, where a survey was applied to 84 students between 18 and 21 years currently studying, which estimate that the selection of a University is based on social and economic factors.

Key words -- Higher Education, University, Education, Secretary of Public Education, Students, Bachelor's Degree, Accreditation and Federation of Private Mexican Institutions of Higher Education.

INTRODUCTION

Education is a very important pillar in the development of a country and in the quality of life of its inhabitants, therefore, the possibility that a young person has to enter Higher Education definitely marks not only their future, but that of the entire country, because it is considered as a means to increase the intellect of societies, thus being able to continue on the path to a first world country where integrated people and graduates of a Bachelor's degree serve as an example for social contribution.

We live in an increasingly complex world with constant changes, in Mexico globalization has generated benefits and opened new paths, especially in Education. Given its importance, several studies have been carried out in reference to the Educational Levels: Basic, High School and Education. However, the present research work focuses on the Higher Level, which aims to analyze the factors that participate in the choice of the University in which the individual wishes to study. This choice is extremely important because it is at this stage where students will develop their skills and abilities, which will help them to face the competitive labor market.

Luna [1] considers that human beings make decisions of vital importance in their lives, one of which is: what is going to be their professional career, so that we can think that when students decide on their professional career, they may find it difficult to choose where to study. Although sometimes it can cause confusion, it is also true that they begin to live a stage in which their life project will begin to take shape.

This decision creates internal conflicts in the student, since, at the time of evaluating their admission, universities only analyze academic aspects, assuming a quick adaptation of new students to the cultural, social and academic environment. Letawsky et al. [2] mentions that frequently many students also wish to join sports activities organized by the institution, which is not analyzed from the beginning and can cause disappointment when they are unable to develop in parallel in some sports discipline.

Therefore, to avoid omission of factors and given that the decision to choose a university is not the responsibility of the prospective student alone, Warwick and Mansfield [3] recommend that this decision should include the parents, who have more experience and analytical capacity. A review of the literature related to the factors to be considered in the college selection process shows that there is no general agreement on what these elements should be.

Therefore, Table 1 shows a list of eighteen authors with recent and validated publications according to Colín's evaluation [4], in which each of the authors mentions different indicators; these articles helped us to determine the main elements in the selection of the university.

Based on the validated articles in Table 1, it can be seen that choosing a higher education institution is a complicated task, in which adolescents find themselves in a dilemma, since research on the subject is only based on the main indicators that are considered when making this of decision, so they are only recommendations.

Table 1. Evaluation of Colín.



The objective of this research work is to present the results of a study carried out in two Higher Education Institutions in Mexico City in the Iztapalapa district, which is focused on determining the factors that students considered when making the decision to join a university and to identify the levels of importance that these factors had for them.

BACKGROUND

The University is a space for reflection and creativity, which provides the necessary tools for social analysis, critical reflection and sustainability. For this reason, the National Education Program 2001-2006 mentions that Higher Education will be the driving force for social development, democracy and multicultural coexistence.

Likewise, it will provide Mexicans with the elements for their integral development and will train scientists, humanists and professionals in all areas of knowledge, bearers of cutting-edge knowledge and committed to the needs of the country, since they are social institutions that perform strategic functions for cultural, scientific and technological development, as well as for the consolidation projects of a society [5].

It is in this way that Tarrillo [6] considers that higher education is an opportunity to contribute to the country and personal formation, therefore it is important to have the necessary information to make the best decision when choosing the institution in which to study.

Most Human Beings at the time of selecting a University are not aware of

They are simply driven by prestige or social issues.

Most of the students express that, in the process of selecting a university, they focus only on economic reasons and that this avoids frustration when they have to drop out of an educational institution due to lack of resources [7].

In Mexico, according to the Ministry of Public Education (SEP), there are about 3,800 universities and thousands of different professional careers that can be studied, however, only 33 percent of young people do so, and upon graduation, only 50 percent believe that upon graduation they improve their employability.

The Secretary of Public Education points out that 65 percent of adolescents choose a professional career because of social pressure, family tradition or image, and this adds to the failure in their employability and their tuning with what the labor market demands, therefore, the choice of a university should be adjusted to their needs, but if young people choose this type of circumstances they would be choosing by pressure more than by taste.

Where is the problem? Our Educational System is badly planned from its origin, the main causes of this crisis are derived from a bad Vocational Guidance.

Of the 3,800 Higher Education Institutions in Mexico, about 1,200 are public and the rest are private, of which only 103 belong to the Federation of Private Mexican Institutions of Higher Education (FIMPES) and are subject to higher accreditation standards than those of the SEP. Most of the other 2,600 are universities that are not affiliated or are in the process of becoming affiliated.

It is considered that the appropriate age to choose a Higher Education Institution is approximately 17 to 20 years old and contributes to the confusion, since in our country there are no established activities to guide choice of a University and they are only based on those with the highest demand.

Mexico has many challenges at the educational level, mainly to recognize national diversity and focus educational efforts on real results.

and quality of life to be able to choose a university regardless of its origin, whether it is public or private.

When it comes to choosing a career, between 30 and 40 percent of young Mexicans make mistakes, and far from their aptitudes and interests, they are motivated by economic issues, prestige or pressure from parents and friends, according to reports from the Institute for Research in Clinical and Social Psychology (IIPCS) and Vocación Central, an institution that provides Vocational Guidance Services in Mexico. Another problem that can be a factor in this important decision making process is the lack of excellence of a Vocational Guidance that allows guiding people about the Institution that best suits the abilities, needs and economy of the student.

Therefore, it is necessary that Vocational Guidance facilitates the student to interact with his own and professional characteristics, as well as to enable him to manage with efficient instruments, an internal and professional world that is more and more changing and complex every day [8].

The risks of a bad choice are multiple and range from frustration, school dropout and later underemployment, since each year approximately 450 thousand young people graduate from universities in the country, but six out of ten cannot develop the knowledge they acquired in the classroom, according to the National Survey of Occupation and Employment and the Undersecretary of Higher Education of the SEP.

THEORETICAL FRAMEWORK

Education is an essential issue in society, we are currently in a time of constant technological, moral and educational changes and advances, in which human beings have to adapt to the basic needs of a new world.

Picardo [9] mentions that the word education etymologically has a Latin origin. According to most specialists, the Latin expression *Educatio* comes from two verbs: *educere* and *educare*.

In Higher Education Institutions especially, *educare* can be said to refer to teaching, instructing, and *educare* to learning, or the

personal construction of knowledge and experience. Ibáñez [10], considers that education has as its objective the formation of capacities and attitudes of individuals for their integration into society as beings who are capable of regulating and at the same time transforming social reality. Therefore, the task of higher education is "the formation of competent professionals; individuals who solve social problems creatively, that is, in a novel, efficient and effective manner".

The majority of students entering undergraduate programs are young people at the of 18, who, during a period of 3 to 6 years, depending on the study plan, are trained for professional practice in a specific discipline or occupation. Therefore, Higher Education Institutions are responsible for the education of young people and their characteristics are closely related to the quality of their students' education, considering that quality refers to a system where the main factors are the individuals who are able to organize themselves efficiently to achieve the expectations of the educational organization [11], therefore, their function is aimed at the development of creativity and innovation in themselves, providing an educational environment that addition to solving current social problems together with the students, also helps to prepare better professionals for the future.

Due to the student demand, Higher Education has become a great global business, , the different Articles that are pointed out in the Declaration allude that each person should be able to take advantage of the educational opportunities offered to satisfy their basic learning needs. Therefore, it is considered an opportunity to contribute to the country and personal formation, it is worth mentioning that it is an important factor to have the necessary information to choose a University.

Choosing a university is one of the most important decisions to be made by those who wish to study a career, it is considered a relevant issue for education, since most students express that in the selection process of a Higher Education Institution they base their decision only on economic reasons, leaving aside Vocational Orientation.

Ballinger [12] points out that this choice should be relevant and fun academic experience, so there is no reason to be afraid of researching additional information related to the Universities that are of interest, nowadays technology is a tool that facilitates the search through web pages. It is worth mentioning that choosing the institution is not only a responsibility of the future student, Warwick and Mansfield [13] recommend that this decision should include the parents, who have more experience and capacity for analysis.

Therefore, it is estimated that the research is based on a qualitative method, given that direct information will be carried out with students from different universities, therefore, it will be considered to apply a validated instrument in order to collect data and identify the factors that university students take into account before choosing an institution in which to study, so it has been worked in different stages, which are described below.

Likewise, it is considered descriptive because its main objective is to learn about situations, customs and prevailing attitudes through the exact description of activities, objects, processes and people. Its goal is not limited to data collection, but to the prediction and identification of the relationships that exist between two or more variables.

First stage: This phase was based on a literature review to identify research related to the problem and determine the main factors that are considered when choosing a university, therefore, a validated questionnaire was acquired, to which modifications were made according to the needs of the research, this instrument contains 18 items and is applied to a total of 84 students from two different institutions of higher education located the Iztapalapa district, Mexico City.

The questionnaire is based on a Likert scale, comprising values between one and five [14], indicating that one is the unimportant attribute for the university student when choosing the university and five represented extreme importance.

Second stage: In this stage, the Directors of different Universities of the Iztapalapa Municipality were asked for authorization of the

The students agreed to the application of the instrument without any problem. The choice of the sample was randomly classified, only the age range was considered, therefore, they were applied to the first semesters of the different Bachelor's Degrees, due to the fact that these students had just completed the selection process of an Institution.

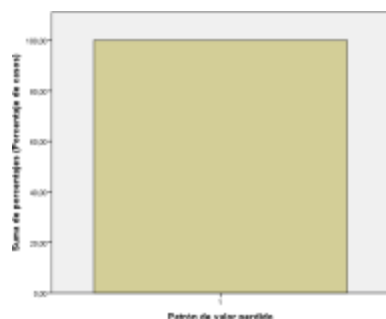
Third stage: In this phase, the information was captured in the SPSS software and the descriptive analysis of the information was carried out, in order to arrive at the result and seeking a confidence level of 90%.

ANALYSIS OF RESULTS

A validated questionnaire was acquired, which modifications were made according to the needs of the research, this instrument contains 18 items and is applied to a total of 84 students from two different Higher Education Institutions located in Iztapalapa, Mexico City, Table 2 shows the approval that all questions were answered.

The questionnaire is based on a Likert scale, comprising values between one and five, indicating that one is the unimportant attribute for the university student at the time of choosing the university and five represented extreme importance.

Table 2 Validation of 100% of questions answered.



According to the analysis, the academic quality of the Study Center is considered as the main factor for the choice of a Higher Education Institution, in general terms, another factor to consider is the administrative part.

In relation to the mode, it can be observed that the most repeated values in each of the attributes were five and four.

In general terms, all attributes are important or very important to the majority respondents.

Table 3 shows the values obtained for the KMO index, which was .716, higher than the KMO index of .716.

.71 established as the cutoff point. In addition, Bartlett's test of sphericity, the degrees of freedom and the significance level, which has a value of zero, are indicated. Based on these two values, it is concluded that the factor analysis technique is viable.

Table 3. KMO and Bartlett's test.

Measure	Kaiser-Meyer-Olkin	from	.716
sampling adequacy			
Test	from	Approx.	683,
sphericity	from	square	231
Bartlett	gl		153
	Sig.		.000

Table 4 shows the total variance greater than unity, the explained variance and the accumulated variance. Five factors were found to explain 68.205% of all the variance contained in the 18 attributes analyzed.

Table 5 and 6 shows the Structural Equation Model, which groups the factors together with the 18 items.

Table 5. Rotated component matrix.

	Componente				
	1	2	3	4	5
VAR00001	.784	.217	.003	.008	-.107
VAR00002	.814	.112	.011	-.027	.032
VAR00003	.711	-.137	.338	.238	.068
VAR00004	.150	.095	.744	.284	-.362
VAR00005	.183	-.015	.782	.188	.238
VAR00006	-.047	.347	.809	-.340	.420
VAR00007	.511	-.028	.237	-.155	.262
VAR00008	.189	.615	.641	-.038	-.146
VAR00009	.225	.124	.667	.037	.237
VAR00010	.208	.068	.109	.163	.774
VAR00011	.307	-.097	.171	.334	.784
VAR00012	.690	.167	.179	.150	-.118
VAR00013	.016	.115	-.011	.844	.073
VAR00014	-.043	.079	.150	.863	.494
VAR00015	.158	.292	.307	.899	.116
VAR00016	.180	.675	.054	.362	.140
VAR00017	.082	.871	-.003	.157	-.009
VAR00018	.023	.823	.057	.830	-.080

Table 4. Total Variance

Componente	Autovalores iniciales			Sumas de extracción de cargas al cuadrado			Sumas de rotación de cargas al cuadrado		
	Total	% de varianza	% acumulado	Total	% de varianza	% acumulado	Total	% de varianza	% acumulado
1	5,340	29,667	29,667	5,340	29,667	29,667	2,774	15,413	15,413
2	2,200	12,222	41,889	2,200	12,222	41,889	2,546	14,701	30,114
3	1,902	10,566	52,455	1,902	10,566	52,455	2,521	14,008	44,122
4	1,547	8,592	61,048	1,547	8,592	61,048	2,275	12,639	56,761
5	1,288	7,157	68,205	1,288	7,157	68,205	2,060	11,444	68,205
6	,906	5,034	73,239						
7	,818	4,545	77,784						
8	,627	3,463	81,267						
9	,581	3,225	84,492						
10	,515	2,860	87,352						
11	,463	2,572	89,923						
12	,397	2,206	92,131						
13	,359	1,994	94,125						
14	,337	1,873	95,999						
15	,240	1,336	97,335						
16	,205	1,141	98,476						
17	,148	,823	99,299						
18	,126	,701	100,000						

CONCLUSIONS

The choice of a university is a complex process experienced by the young high school student, because, although he has chosen his career at a previous level, it is in high school where he confirms his decision; and this process is part of the process of building his identity ([15]; [16]).

This identity is shaped in the process relationships, encounters and experiences.

and analysis that the young person is carrying out. Identification models play an important role in shaping identity, and although parents, teachers and peers can play an important role, the media have joined this list.

The counselor is still an important element, but is not the main one and varies according to the school, therefore, it is important that the counselor forms networks with parents, teachers, tutors, in order to guide the guidance processes. It is evident that we are in a society of constant change and this influences the way we understand and act in the world.

It is important to accompany the student in process of searching for and analyzing information. Several Latin American and Mexican authors agree that the counselor's practice is still based on factorial models and on the essential need to take into account other perspectives, such as sociocultural ones ([17]; [18]; [19]).

We return to this idea to emphasize the need for the vision of networking and the need for the counselor to develop strategies to accompany the search, analysis and evaluation of information on the occupational world. There are differences among the factors that intervene in the students' choice of an educational institution. Based on the results of the analysis of a set of 18 items or attributes considered by 84 students at the time of selecting a Higher Education Institution to begin their Bachelor's Degree, it is concluded that the three main aspects taken into account are related to factors of an economic nature, quality or academic prestige.

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