

SOCIO-PSYCHOLOGICAL REASONS AND MOTIVATION FOR CHOOSING ENGINEERING AS A CAREER UPON UNIVERSITY ENTRANCE

Project for cross-country investigation

1. Major opening question:

Why are so few women entering into and succeeding in engineering careers ?

2. Conclusions received by surveys in other countries.

3. Research concept and major issues.

4. Theoretical backgrounds.

5. Experimental design:

- Main goal and modules
- Hypothesis
- Sample and instrument
- Research plan

Project abstract:

The main purpose of the project is to explore the career choice of engineering students. This includes ascertaining the major socio-psychological reasons influencing the motivation for choosing engineering as a career, as well as the mechanisms affecting choice and decision-making processes.

The complexity of the problem requires research carried out on several levels with simultaneous experiments on different samples:

- investigation into sociological factors and psychological reasons influencing career choice regarding gender;
- survey of psychological mechanisms and models of career choice;
- studying the influence of the FIT program on the decision-making structures.

To realize the main goal of the research, two kinds of experimental methods are designed: a questionnaire comprising structured and unstructured questions and an open interview.

For understanding the motivational background of career choice and its cultural determination, a comparative analysis between Austrian and Bulgarian samples will be carried out. This would be an important contribution to finding out some of the special features involved in the career decision-making process, as well as its connection to social requirements. The results will provide opportunities to design programs through which it would be possible to influence the professional choice of young people in accordance with social needs. They would also help to determine the composition of engineering as a profession and the personal preferences of young people.