A Study of Students’ Awareness on Private Regular Universities — Based on Qingdao Binhai University in China

Graduate School of Education, Waseda University (早稲田大学大学院)
Shao Jiangwei (邵 姜魏)

Background
After Open and Reform, especially with the establishment of Law of the People’s Republic of China on Promotion of Privately-run Schools in 2002, the development of private universities enters a new stage. By 2012, of all higher institutions which could award certificates, private universities share a ratio of 27 per cent. Obviously the quantity growth could be seen in last three decades; however the quality aspect could not be easily valued by observing the quantity change. Many aspects could be variables in evaluating the quality of private universities, and family-income is one of the most often used variable. As well based on the family-income variable, this paper will identify questions as follows: what is the domination reason in private university enrolling? How much are students satisfied with the private university environment? What is the first impression of private universities? What had promoted the development of private universities so far? What is fairly idealistic structure of university system in China? And henceforth what factors are necessarily needed for the development of private universities?

To give answers to questions above, this paper will be centered with awareness of students in Qingdao Binhai University, which is a private regular universities nowadays located in east China, Shandong Province. Two foundational reasons of choosing this university could be given: one is Qingdao Binhai University takes a high position in the ranking of Chinese private universities, the other is local government pays great patience on promoting the development of private universities in this area.

Literature review
Associated with private universities research, many studies could be found. Within my abilities, papers of Japanese, English and Chinese could be examined. Of Japanese literatures, Bao (2006) clarified the social needs mechanism in promoting the development of private universities. Of English studies, Ruth (2011) stated three private universities and analyses in aspects of both history and finance. Hardly awareness of students could be seen in two studies mentioned above. In another English paper, Li (2007) mentioned that both long-term family effects and short-run financial constraints effects impact college attendance and college choice. Obviously awareness of students could be seen in this paper; however it is based on the awareness of students in national universities. Private universities are not mentioned or argued at all. Yang (2006)
studied higher education equity, and claimed enrollment opportunities in higher education; as well it is only on the aspect of national universities. Furthermore papers in Chinese are mainly focus on establishment of school, school history or international comparative ones, rarely studies associated with students' awareness could be found.

**Samples, data and variables**

I designed and conducted the "Awareness Research about Private Universities Questionnaire" in September 2012. Three private universities were chosen, which exactly stands for three samples of Private Regular University, Private College and Independent Institution. Qingdao Binhai University is exactly the one for Private Regular University. Since questionnaires were issued one by one, the ratio of collection is 100 per cent. In Qingdao Binhai University, 96 students assisted with my research, however family-income is seen as an important variable in this paper and 3 students did not give a clear answer, hence 93 students will be seen in this paper.

During analyzing, this paper will give out data with the help of IBM SPSS Statistics 21. Based on variable of family-income, five levels as low income group, lower-mid group, middle group, high-mid group and High income group will be divided. While comparing five levels of students' family-income, questions mentioned in Background part will be argued.

To depth the argument and give further details or explanations about student's awareness in this paper, comments of students would be mixed in process.

**Conclusion and Discussion**

Firstly, on the reason of private university enrolling, students from high-mid and high income levels have stronger awareness of future job-hiring than other three levels. As well the attractive of private university name draws more attention from high income level students. Secondly, expect high income level, students show high agreement on promoting development of private universities. Meanwhile, students are highly unsatisfied with private university environment. Thirdly, Students from low and lower-mid income levels claim that private university is one option when students fail in national university enrolment. Fourthly, the scale of current private universities the traditional opinion upon private universities affected the development of private universities so far. Fifthly, the idealistic structure of university system in China is while promoting private universities' development, no change with the national ones share half above. And finally, to ensure the development of private universities, the governmental fund support and the establishment theory of private universities are two factors highly called for. Of further comparison between five family-income levels will be shown in presentation.

**References:**

- 吳（2006）「中国の私立高等教育機関－社会ニーズとの対応－」，東信堂。
- 社会科学院（2012）「教育藍皮書－中国教育發展報告－」，社会科学文献出版社。