

Factors Affecting Building Cognitive Image of Palestinian Universities among High School Students in Hebron Governorate

Prepared By: Heba Salah El Din Abu Zaror

Supervisor: Dr. Omar Salibi

Abstract

The study aims to identify the factors affecting the building of the mental image of the Palestinian universities in the general secondary school students in Hebron. The researcher used the descriptive approach. The study population is composed of 8154 students from all secondary schools in Hebron Governorate, Hebron, Hebron, and Yatta. During the academic year 2017-2018, the researcher selected a class sample of 807 individuals, ie approximately 10% of the secondary school students in Hebron. To achieve the objectives of the study, The researcher builds a maku questionnaire It has three dimensions: First, it relates to the knowledge dimension, the second is the behavioral dimension, and the third is the emotional dimension. The validity of the study instrument and its stability, which reached (0.94) .

The results showed that most of the high school students chose the university because of the availability of the specialization that secondary students wish to study, and that most secondary school students did not visit the future university which And most of the high school students did not follow the university's future news in the various media.

The results showed that there were differences between the respondents 'responses about the factors affecting the building of the mental image of the Palestinian universities among the secondary school students in Hebron governorate according to the gender variable. The differences were in favor of the females. There were also differences between the respondents' responses to the factors that affect the perception of the Palestinian universities Of high school students in Hebron governorate according to the variable of the current school location. And that the differences were for the benefit of those living in villages and camps in exchange for the inhabitants of the city. There were no differences on the factors affecting the construction of the mental image of Palestinian universities among high school students in Hebron Governorate according to the variable of the study branch.

Based on the previous results, the researcher recommends that the universities provide services to the students enrolled in them, which improve the mental image level, as well as bridging the gap between high school students and universities in relation to their mutual visits, the interest of students and their knowledge of the university as the future internal public of the university. The Public Relations Unit at the Palestinian universities provides programs directed to the external media. The information is provided to the public by the media. And the need to establish an independent management of the media activity, and strengthen the human potential specialized in various fields in order to introduce secondary students secondary branches and disciplines to which they can join.