

Informed Decisions or False Impressions?

Attitudes and Motivational Factors Behind Business Students' Choice of Foreign Languages

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Kielivalinnat – Aims

- Determine attitudes towards foreign languages and plurilingualism
- Determine students' motives for choosing certain languages and not others
- Findings should help to develop adequate study-guidance and attractive selections of languages and courses



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Kielivalinnat – Timetable

12/2008-03/2009 Designing the questionnaire

04/2009 Conducting the survey

05-06/2009 Analyzing the results

08/2009 - 12/2009 Publishing the results

Kielivalinnat – Acknowledgment

- Grant by *Liikesivistysrahasto - Foundation for Economic Education*
- Help with access to students' addresses:
 - HSE, JY, KY, LUT
- Colleagues and students at OY, TuKKK, JY help with content and language feedback

Kielivalinnat – Survey

Webropol

25 questions; mostly closed, some open

Sent out to 6963 students from HSE, TuKKK,
OY, JY, LUT, KY

Kielivalinnat – Respondents

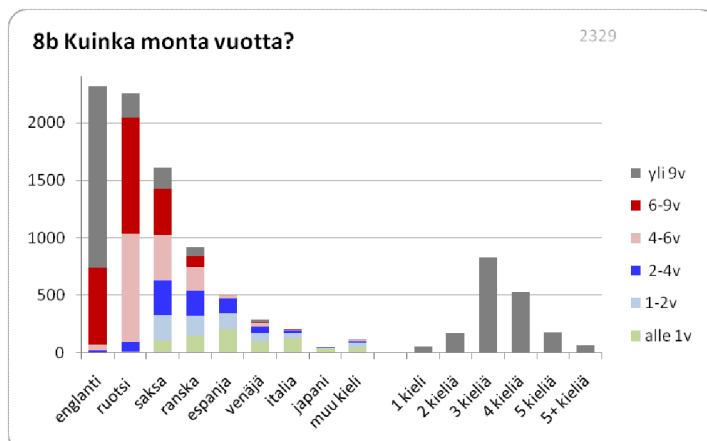
Korkeakoulu	Kysymykseen vastanneet:	palautus %:
	2412	34,6 %
HSE	794	39,6 %
Jyväskylän yliopisto	231	29,8 %
Kuopion yliopisto	17	32,7 %
LUT	367	33,7 %
Oulun yliopisto	247	22,0 %
TuKKK Turku	619	40,9 %
TuKKK Pori	131	32,7 %

Kielivalinnat – Findings

Language Background

L1 Finnish: 96 %

foreign language learning



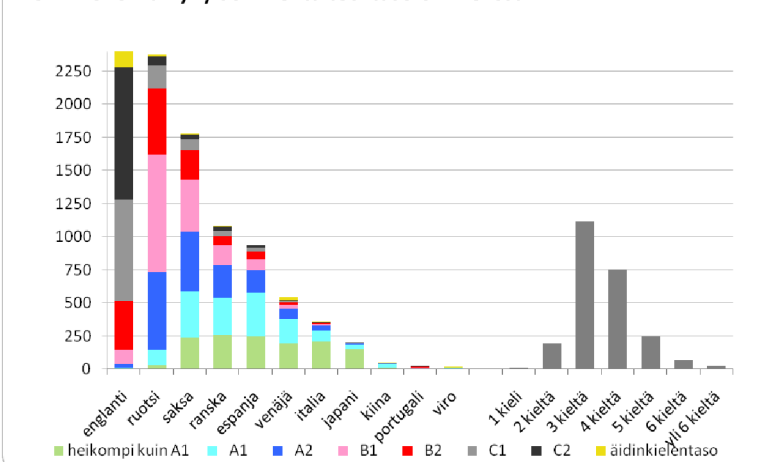
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Kielivalinnat – Findings

Language Background

10 Arvioi oma nykyisen kielitaitosi taso eri kielissä

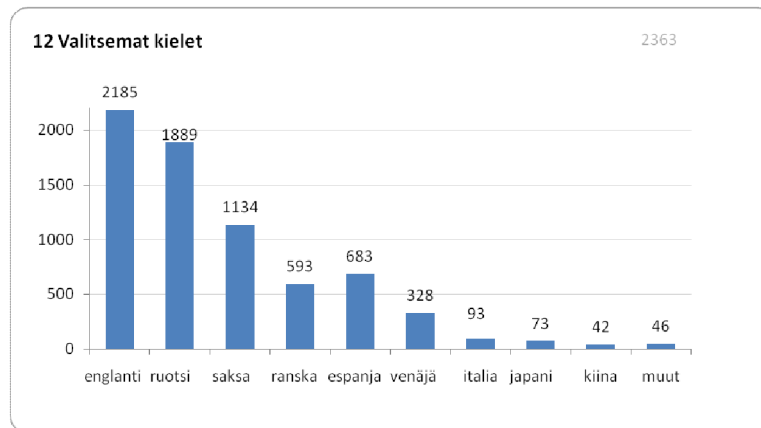
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Kielivalinnat – Findings

Language Choice



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Kielivalinnat – Findings

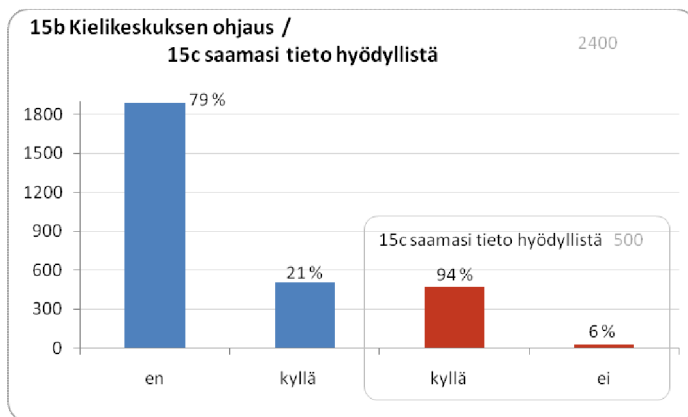
Language Choice



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Kielivalinnat – Findings

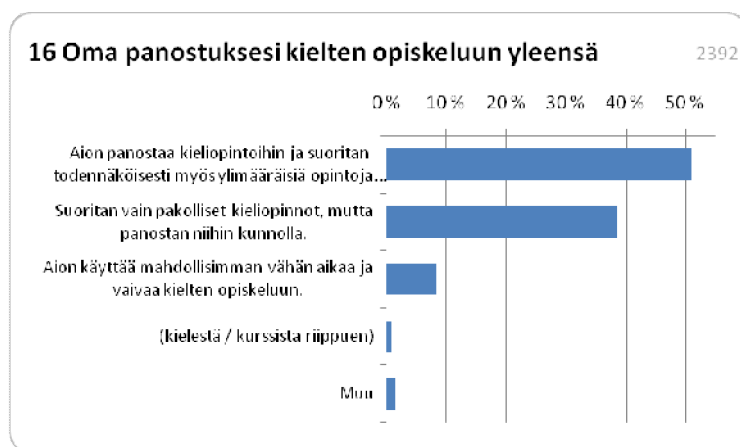
Language Choice



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Kielivalinnat – Findings

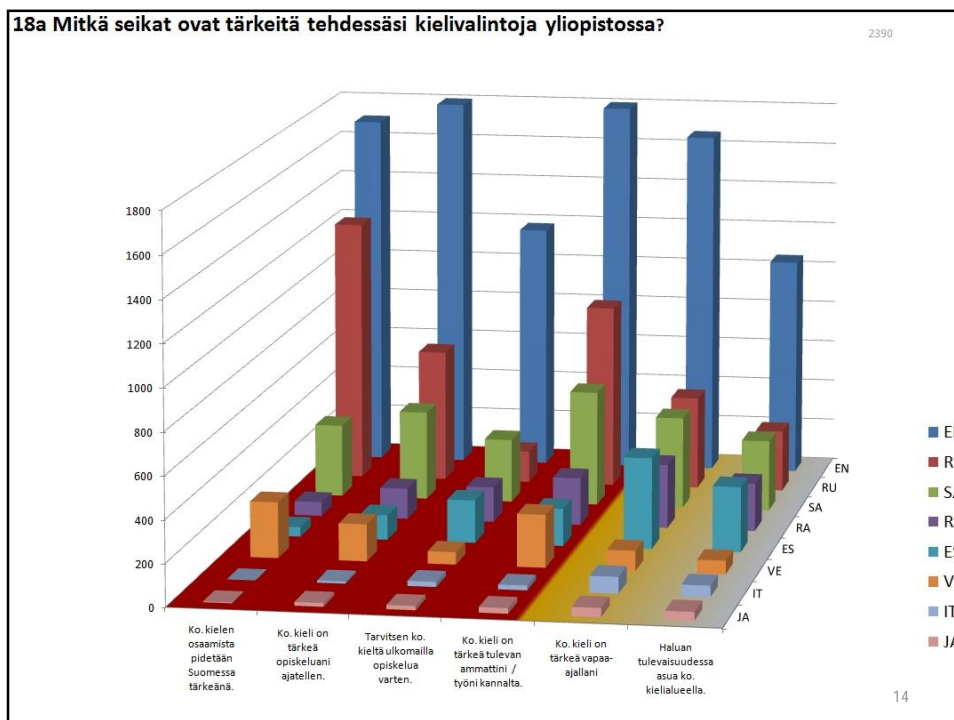
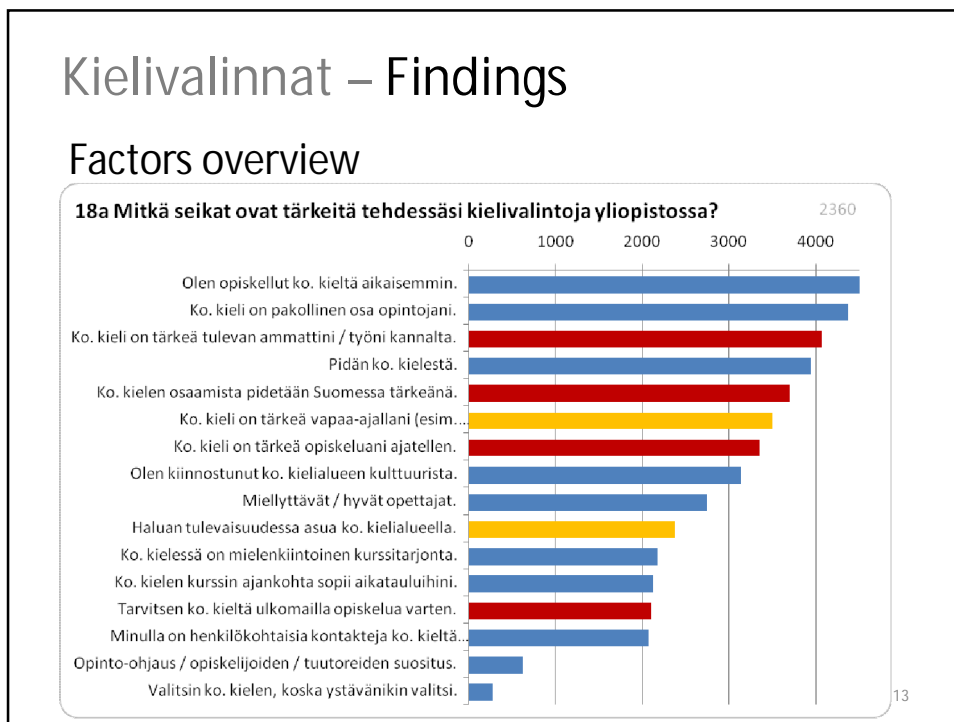
Attitudes



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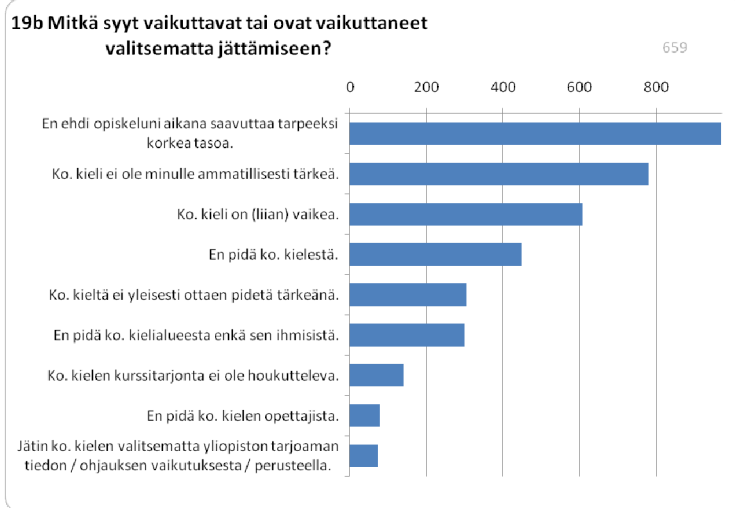
Kielivalinnat – Findings

Factors overview



Kielivalinnat – Findings

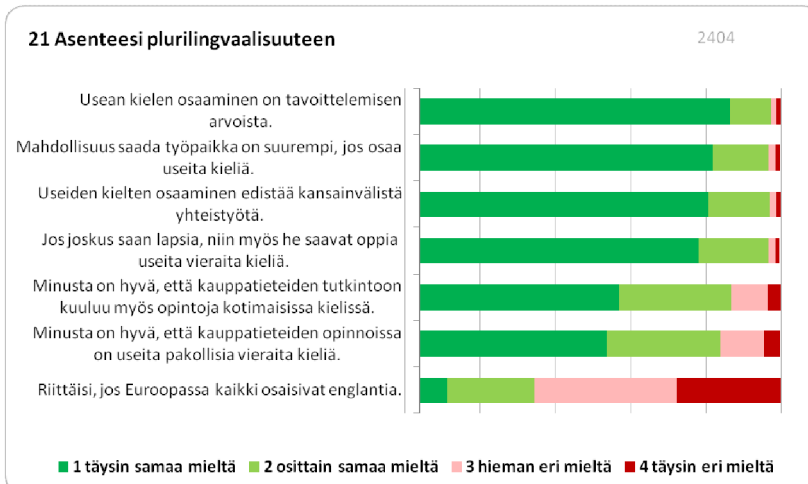
Factors



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Kielivalinnat – Findings

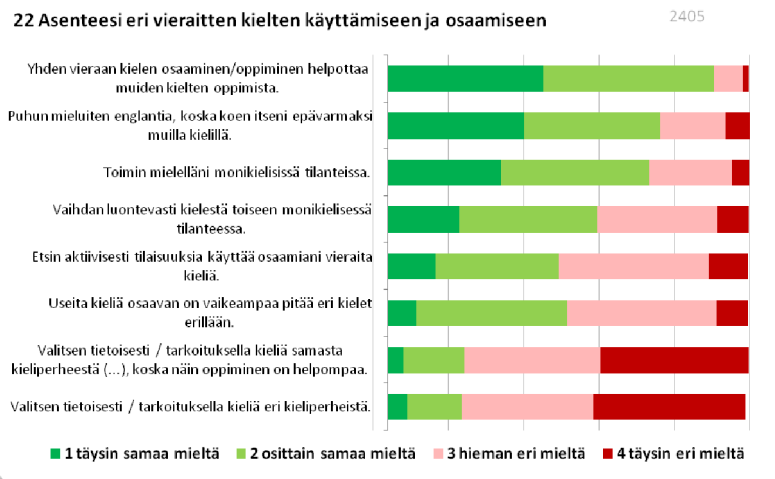
Plurilingualism (attitudes 1/2)



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Kielivalinnat – Findings

Plurilingualism (attitudes 2/2)



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Kielivalinnat – Conclusions

Positive attitudes towards foreign language learning and plurilingualism

- Languages are an important part of studies
- Problematic factors: problems with the timetables; time; combining working life and studies; language learning requires continuous effort; question of priorities

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Kielivalinnat – Conclusions

1. Most important factor for choosing a language: earlier experiences

Aim: reaching functional skills at least on CEFR-B-levels
in more than two languages,
difficult to reach, when starting at the university

- Study plans / degree regulations should support this goal
- Importance of schools

2. Importance of the languages for work and studies

Kielivalinnat – Conclusions

Only 10% made their language choice after
the introduction week/days

- Too late?
- To what extent / how is it possible to influence
students' choices?

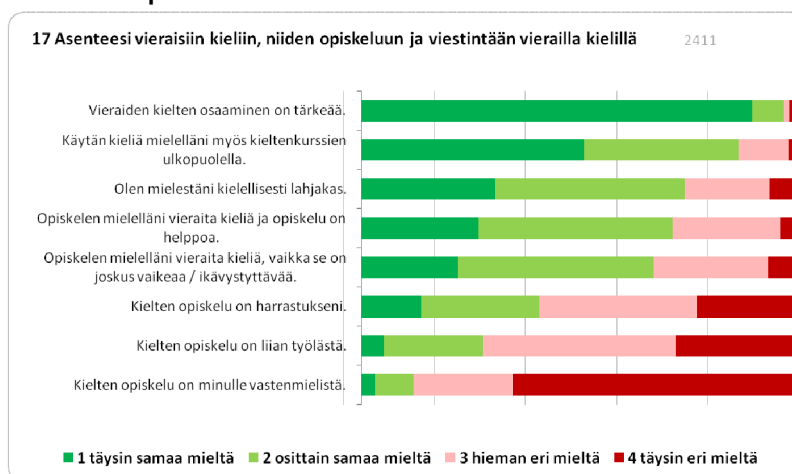
Kielivalinnat – Conclusions

Most students claim that they did not use LC's information, but if they did, they were satisfied with it

- Some expressed their wish for clearer information (content, goals, requirements, ...) and more information on the importance of certain languages in certain countries/regions/branches/professions

Kielivalinnat – Findings

... to keep in mind ...



More information → tinyurl.com/kielivalinnat