

## The Investigation and Suggestions of Characters about Learning Need for College Students Nowadays in South West of China

Zheng XIANG<sup>1,a</sup> and Gui-Qing LI<sup>1,b,\*</sup>

<sup>1</sup>Department of Management Chengdu University of Information Technology, Chengdu 610103, China

<sup>a</sup>email: zgxzh@126.com, <sup>b</sup>email: e2001011@163.com

\*Corresponding author: Guiqing Li

**Keywords:** College students; learning need characters; countermeasures

**Abstract.** Need is the longing or seeking to a goal. Learning need is the internal passion to drive someone to learn and to get the studying aim. This research uses social science methods to investigate the learning needs of college students in nowadays. The results discovered the learning need curve is flat and students have not superiority need. The sequence of the learning need percentage from high to low is: job training, curriculum provision, comprehensive learning abilities, interactive learning and learning environment. According to these results, this research puts forwards three primary suggestions.

### Introduction

The commission of 12th plan for nation education is to revitalize China with scientific technology and education and human resource development. High education has taken the important tasks of cultivating professional talents, developing technological culture and promoting socialist modernization. Therefore, it is the fundamental thing to grasp the characters and needs of college students ultimately, which is useful to evoke their learning motivation and enhance the quality of talent cultivation to higher education.

### Method

Through the literature review, found that: first, a lot of documents are more about the learning motive and involvement of college students. Second, the topics of research focused on the learning needs of college students are less and the qualitatively research are more. Such as Guohua Liu(2013) discussed the cultivation learning needs about the course of ideological and political education. Third, there are lacking the empirical studying about the learning needs to college students. The representative and quantitative paper is about studying involvement of college students by Yashuang Wang (2013).Therefore, investigating the currently situation and contents about learning needs of college students can arouse the studying action, build the studying groups, enhance studying capacities and qualities, cultivate their initiative spirit and can improve the teaching management.

### Samples

According to the social investigation principle and rational sampling formula, Totaling 831 questionnaires were distributed and 714 copies were returned, with return rate of 86%.  $N=t^2/4e^2=831$  and  $t=1.96$ ,  $e=3.5\%$  and  $t$  means confidence and is sampling error. We investigated 9 universities which are Sichuan normal university, XiHua University, Chengdu University of technology, Southwest JiaoTong university, Chengdu University of information technology, Sichuan tourism technology, Chengdu University, Sichuan University of science and engineering and YiBin University. This section is used nameless questionnaire and the student interviews are recorded. Questionnaire was given by web and on the spot.

## Questionnaire Structure

The final investigation questionnaire had taken a long process. Opening questionnaire is referenced to the questionnaire about college students' need of Jianpu Shi and Wangjin(2005). After tested and amended, questionnaire is ultimately formed by two turns of expert's appraisal. Learning needs in this research are divided into five parts: job training, curriculum provision, comprehensive learning ability, interactive learning and learning environment.

There are four to six sub-factors are under the first factor. The first factor is job training who has four sub-factors, such as: graduate school exam, career certification exam, civil servants exam, and computer and English tests. There are four factors in curriculum provision: public compulsory course, professional course, optional course and the second degree. Comprehensive learning ability concludes six sub-factors: learning plan, confidence, self-control, perseverance, psychology and physical quality. Interactive studying factor has five sub-factors: teacher to student interaction, student to student interaction, interaction of students to students' organization, internet interaction and social group interaction. Six sub-factors under the first level factors about studying environment: classroom, computer room, library, laboratory and self-studying room.

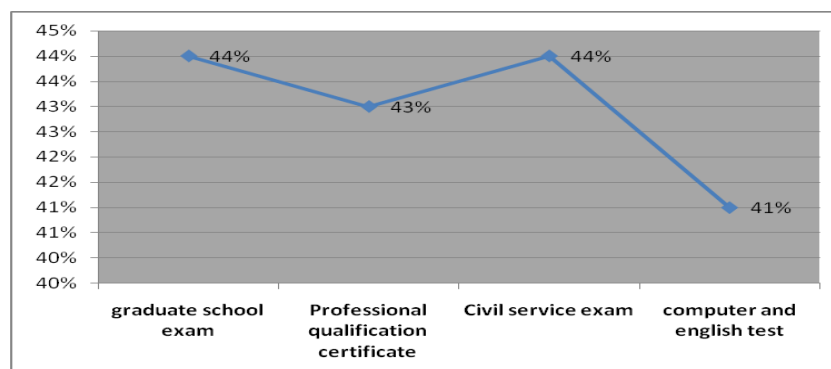
This questionnaire is by adopting 5-point Likert Scale, and request tester to choose among "very important", "important", "common", "not important", and "unimportant", scoring 5,4,3,2,1 and counts the every number's sum. The statistic data were tackled with EXCEL 7.0. To ensure reliability and validity in this research, it is also made a depth interview with the student representatives.

## Findings and Analysis

### Need Analysis of about Job Training

College students have already understand and they sure that they will have a bright future is just on the strong career skill and professional quality. Graph 1 shows: Needs of graduate school exam and civil service exam are higher relatively and is 44%, qualification certificate is 43%, NCRE and CET is 41%.

College students think that going to graduate will has a better development and living quality in the future. To be civilian can have a stability working environment. Having job certification is proved to be competent for job and can get returns in a better job and better income. So, college students pursue many qualification certificates. Students pay attention to the degree certificates of computer and English, which are the basic requirement to employment.

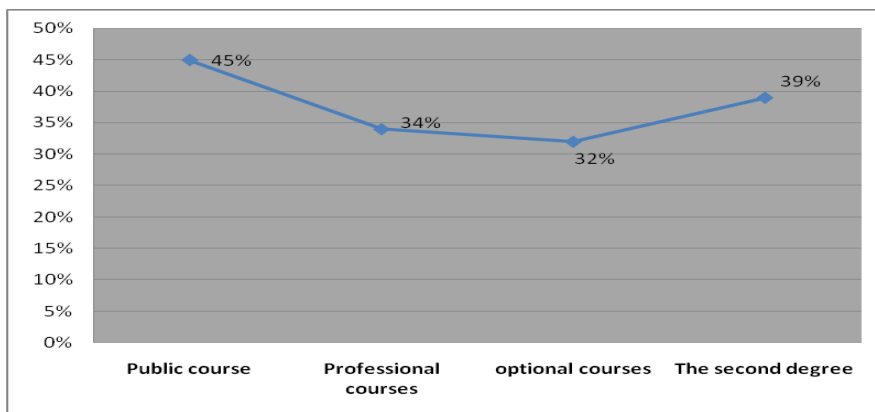


Graph 1. Needs percentage of job training.

### Needs Analysis of Curriculum Provision

To construct logical knowledge structure and system for college student, curriculum setting up is abide by the principle from basic to profession, breadth to depth. Data shows: public compulsory

course is 38%, optional course which is the highest need in the sub-factor is 45%, and the second degree is 39%.

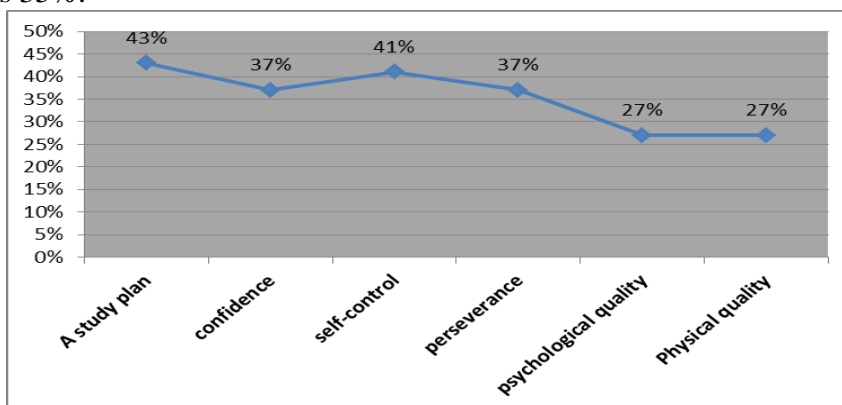


Graph 2. Need percentage of Curriculum Provision.

The investigation results show that: first, the need of public compulsory course meets not well because the classroom is contrary to the student’s expectation. From the depth interview, they express that the teaching contents are boring or update and they haven’t learned practical knowledge and skills. From the course quantities, they found the theory studying is more than practice and they hope the proper rate is 50% to 50%. At the same time, nowadays students want the classroom can be full of with vitality, scientificity and innovation and unique. Second, with the high requirement of employer, some students want to have the second degree in college life, which means they are more competent to position. This phenomena cause self-esteem lacking and made new conflicts in their college lives. So, students need the professional guide to make the right choice and to eliminate their anxious.

### Need Analysis of Comprehensive Study Abilities

Comprehensive study abilities are more profound than professional ability, which college student can cope with the challenge and difficulties gracefully. Through analysis, need of comprehensive learning ability is 35%.

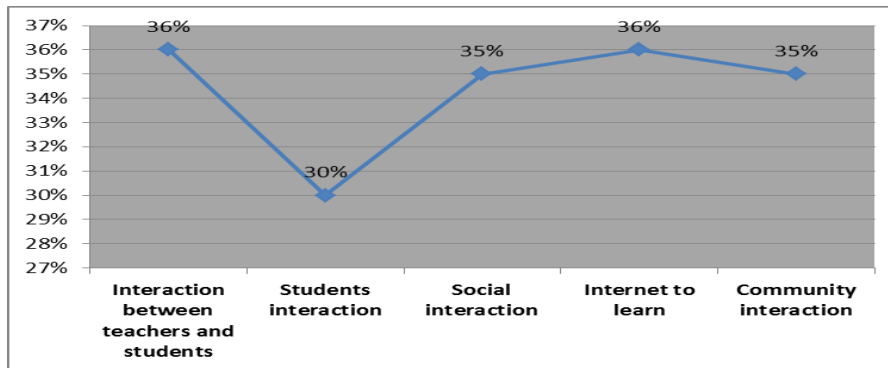


Graph 3. Need percentage of Comprehensive study abilities.

Graph 3 shows the sub-factor percentage. Study planning is 43%, self-control is 41%, confidence and perseverance needs are 37%. These needs prove that studying management, objective management and personal quality should be improved. How to study and what to learn and how to improve their strength are ambiguous in their mind. Many students were regretted about the youth passing by in the last college year. The famous scientist Einstein had said person’s difference comes from the amateur time. From investigation, the course about career plan had given to students in the fresh year and students also think career planning is very important in their cognition. However,

they lack the perseverance to pursue their goal. Some students have the aim but drag on it. Internet has distracted college students studying efficiency in classroom, let amateur studying alone.

### Analysis of Interactive Learning Needs



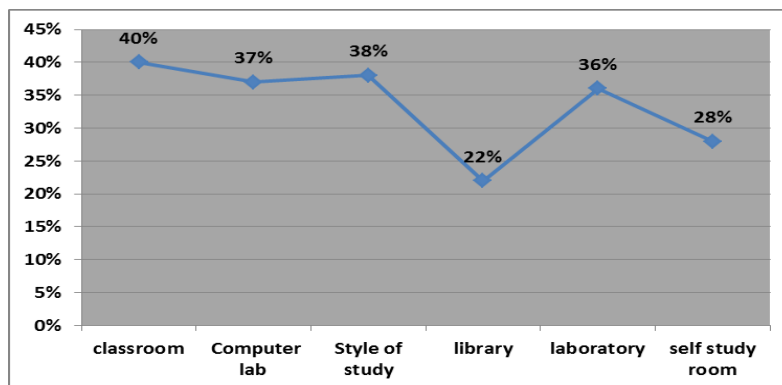
Graph 4. Interactive learning needs percentage.

Data in graph 4 shows: The needs of interactive learning are 34%. It is can be found in sub-factor that 36% students want to improve their abilities from interaction between teacher to student and internet. And, 35% students have the need of interaction in students' committee and social organization.

Statistics deployed that: college students are boring about the stern classroom, stiffly teaching style, unchangeable teaching method and over theoretical contents, which have heavily hindered their studying interesting and exploring, constraining their willingness to interaction with teachers and obstructing knowledge absorbing and thinking innovating.

Although some students' clubs meet their interactive needs partly, those clubs and associations lack resources, practical opportunities and programs. In so far as, some students' union are bad management and lacked standardization or incentive mechanism, which let students down, puzzle and quit.

### Needs Analysis of Learning Environment



Graph 5. Needs analysis of learning environment.

Learning environment has divided into soft and hard one. Hard learning environment is the site and facilities provided by college administration. For example: library, classroom, lab and extra. Good facilities can help students to study, but is not the all. In depth interview, students mentioned the classroom, which they like the small group and moving desks and chairs. They feel the stable desks and chairs are cutting off communication with teachers and students. Some students hope the classroom will become the topic classroom and background can be changed with different subjects, where can attract students' learning interests.

## **Countermeasures**

### **Meet the Rational Needs of Job Training**

The employment chance is so few and the pressure is full of all kinds media now, which give them and their parents more pressure and students worry about their future and survival. Therefore, their learning behavior is around the desirous of job training and their learning contents focus on how to improve the career abilities.

Results show that more job certificates having to college students are blindness. They really don't know what certificates are proper to them. For this reason, relative teachers or instructors should guide them to form a correct recognition about the job qualification certificate. Students also should have consideration and exploration before the choice. They should ask themselves how importance of those certificates and if they really like them from the bottom of heart. Otherwise, before they decide to have one, they should learn more information about that. For example, what method and what institution can have the license legally and so on. Before exam, they should have a good plan to arrange the time and adjust their mind.

### **Mend the Curriculum Provision Base on Promoting Comprehensive Studying Abilities**

Good career planning to college students is decided by the stabile abilities improving. Therefore, curriculum provision should be rationality, scientificity, practicalness and advanced, which can have a profound affect to attract students' learning interesting, efficiency, ability and involvement.

Data show that the relative high need to the public compulsory course and Suggestion given that: First, on the idea of students is the educational center, college administration should give more space to those teachers who innovating teaching and should encourage them to develop more practical course. Second, teachers also should have the same idea of students are the center and reform teaching. Connected with the professional course from first year to last year, teachers can design programs to cultivate the abilities of team working, analyzing, critical and tackling troublesome and communication and extra. After items or cases over, students should give a report or discuss with others. Meanwhile, teachers must give a feedback, which can improve their comprehensive ability.

Third on is: due to having a second degree is other road to promote integrated studying capacity. The related agencies should systematic propagate and guide students to make right choice. Fourth, More resources can be given to the education and teaching. There will be a path connected teachers with counselors and there will be a growing profiles of every students' improving learning abilities at every stage, which steadily and subjective data can be record students' learning interesting, ability and prospect. Through these files, teachers or counselors can understand the limitations and their learning goal and give students proper suggestion. At the same time, teaching faculty can establish a stimulation system based on students' difference, which can create new method from the difference and get multiple win to each other at last.

### **Set up an Interactive Learning System for College Students in Information Age**

Interactive learning is becoming favorite studying method to college students, for reasons that students can learn the subjects' request, key point and difficult point, knowledge system and logical connections. Interactive studying is not just asking and answering in traditional way and the studying space has been changed by the web. This investigation has proved that students' interactive learning needs are internet studying, group interactive learning and social interaction. They focus on the practical studying and like diversification of studying methods.

College authorities can do something to students' interactive studying in information era. First, developing outside strategy, teaching agency should collaborate with teaching faculties and teachers

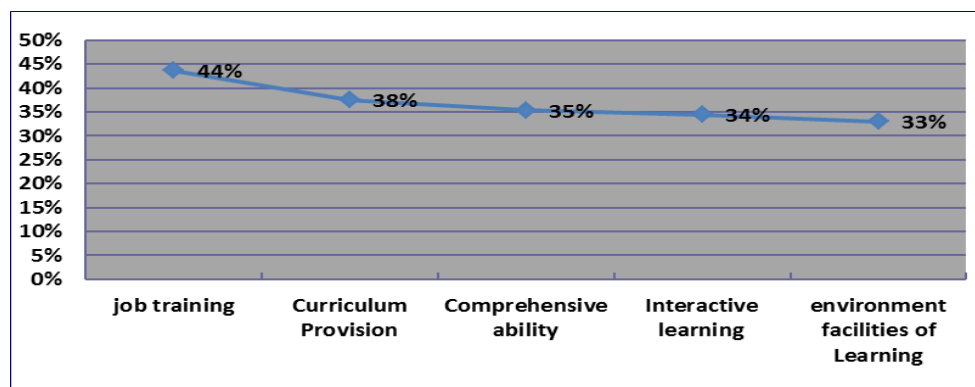
to provide or design more practical chance and give prize policies of out-classroom practice. Second, college authorities should support teaching faculties to cooperation with enterprise and public institution under formal regime and give investment to set up practice basement played an important role. Meanwhile, teaching departments and employment organizations can give or develop mutual programs to cultivate students, which employer can found talents, train talents.

Third, internet is indispensable to students' lives. How to guide students to use internet reasonably and how to help them growth but not to indulgence are particularly cared by college administrators. So, the second web-classroom opening is good to communicate and share between teachers and students. College administrators should make incentive systems to students who are very active and can also make students feel happy and confirmation.

The last suggestion is that students' committees' management should be enhanced. According to the informal management, periodic check can be taken to ensure that high standard are maintained and dialogue with the representatives or chargers of students' communities will be hold. Through these approaches, new management ideas and suggestion can be given and spread. College administrators can also give special reward to the management innovation, which satisfactory of inner and outer of students 'clubs all can be improved.

## Conclusion

It can be distinctly found in graph 6: the percentage about learning needs of college student is not high, the sequence of five learning needs is that: job training 44%, curriculum provision 38%, comprehensive ability 35%, interactive studying 34% and learning environment 33%. Need curve has no obvious inflexion and is relative plat. This phenomena prove the nowadays students whose character of learning needs of college students in south west of China has no superiority learning need and the gap is so small between every factors which is equalization.



Graph 6. Whole character of learning need percentage.

## Acknowledgements

This study is supported by the project of exploring and investigation of innovation growth discipline for local colleges based on the studying pattern optimization to local college. The project code is Y1013047. The research is also supported by project of National Natural Science Foundation of China: The work-family climate to support knowledge workers innovation behavior: a cross-cultural comparison between China and the U.S. (No.70272206).

We are especially grateful the specialists who come from ChongQing University, Xinan Sichuan normal University, Xinan University, Southwest JiaoTong University and they contributed through the questionnaire revising and results discussions. At the same time, we also thank students' team who implement the survey and log in data for 3 months.

## References

- [1] Zhizhong kai.(2012).The relation and situation research of learning motive and internet using for college students. Journal of China health psychology, 10, 1561-1563.
- [2] Yashuang Wang.(2013).The empirical study of learning involvement of college students. Journal of China higher education research, 1, 32-36.
- [3] Yuhuan Li. (2007).The researched the learning needs deficiency and evoking solutions to college students. Journal of technology college education, 8, 45-46.
- [4] Janpu Shi, Wang jin.(2005).The investigation about needs development of college students at present age. Journal of Teachers College Qingdao University, 1, 103-108.
- [5] Haijun Dong. (2012). Social investigation and statistic. (second ed.). WuHan College, (chapter 2).
- [6] Wen jing and Qiuheng Shi. (2013).The factors and structure about studying satisfaction of college students," J. Journal of macro-quality research,12, 87-94.