

CULTURAL AND PROFESSIONAL VALUES OF STUDENTS IN ROMANIAN TECHNICAL UNIVERSITIES

Goal of the project

The research aims to outline the iGeneration (iGen) profile – namely the profile of student population of Romanian technical universities – from the perspective of their values, of the way they perceive, learn, validate and use the media culture, as well as of their personal and professional expectations under the influence of the media culture

Short description of the project

Identifying the values and expectations of the young generation aspiring to an engineering career in the digital society.

Implementation period

01.02.2020 – 31.07.2020

Budget

47.600 RON (10000 EUR)

Main activities

- Theoretical and empirical objectives:
 1. Identification of consumption routines of students at technical universities regarding the media culture (practices and platforms) from the point of view of the shared cultural, citizen and professional values
 2. Determining students' expectations regarding the labour market and their own vocational training
 3. Defining strategies for negotiating the meaning of media messages
 4. Outlining the socio-professional value profile of the (I-Gen) student at a Romanian technical university

Activities:

1. Designing the survey tools and applying them online
2. Visiting university centres for data collection
3. Creating a database
4. Disseminating the results by publishing articles and participating in national and international conferences

Results

- 2 questionnaires were created and applied online
- over 3600 questionnaires were completed in 5 technical universities
- a database with representative samples for each university was created
- the 6 scientific articles were published:

- 3 articles are included in the ISI database:
 - 2 in VIRTUAL LEARNING – VIRTUAL REALITY, ICVL 2019, Bucharest University Press, ISSN: 1844-8933, WOS: 000506084800053
 - 1 in the BRAIN-LUMEN JOURNAL, Broad Research in Artificial Intelligence and Neuroscience – vol.no.10 / issue no. 4/December 2019
- the team members participated in 5 international conferences:
 1. Professional Communication and Translation Studies Conference, 4-5 April 2019 Timișoara
 2. Scientific Methods in Academic Research and Teaching, 7th Edition, Bușteni & Sinaia, Romania, 3-5 May 2019
 3. The International Conference PR-Trend Cluj-Napoca, 19.09-21.09.2019
 4. The 14th International Conference on Virtual Learning, ICVL 2019, 25 -26.10.2019, Bucharest
 5. 6th SWS International Scientific Conference Social Sciences 2019 24.08 - 2.09.2019, Albena, Bulgaria

Applicability and transferability of the results:

The obtained results helped to establish connections between domains, so that they allow the Romanian technical universities to issue forecasts regarding the graduates' behaviour in relation to the media consumption and the labour market.

The publication of the research results will take into account ARUT's specificity in the Romanian educational landscape, paving the way for extensive research on the relationship among technical universities, labour market and digital revolution.

Research team

Liliana CISMARIU, Daniel-Liviu CIUREL, Mariana CERNICOVA-BUCĂ, Mugurel – Gabriel Dragomir, Vasile GHERHEȘ, Simona ȘIMON

Contact information

Assist. Prof. Liliana CISMARIU, PhD
Faculty of Communication Sciences
Department of Communication and Foreign Languages
Address: Str. Traian Lalescu 2a, 300223 Timișoara, România
Tel. 0040-256-404011
0040-256-404013
E-mail: liliana.cismariu@upt.ro