

Abstract (in English):

In this thesis, I investigate preferences of humanities-oriented 3rd year students of grammar schools in their choice of university they would apply for.

The theoretical part provides a summary and data for a content analysis of previous research, which I use to identify key features of universities, which may affect the choices made by students.

In the methodological part, I introduce and define the conjoint analysis, which is a tool best suited for capturing the decision making process. The analysis shows that the most important factors are reputation and atmosphere. Other rather influential attributes include those proposed by other authors such as distance from home, location, peer influence and communication of the university with the prospective students. In contrast to findings from other countries though, the influence of the entry exams has been found only for students with excellent grammar school study results. This is directly contrary to the effect of this attribute in previous research.

Another distinct feature of my research is the inclusion of the possibility to study abroad as an attribute, which has been completely ignored in previous studies of this type. In this case, it is the fourth most important attribute.

There are tendencies which suggest that future research should look closer into the role of socioeconomic status and it can be expected that higher status applicants will choose from among more prestigious universities.

Similar tendencies are also displayed by boys when compared to girls and better performing students when compared to their worse performing peers. Furthermore, the distance of the university from home functions analogously to how higher financial requirements of prestigious universities work for lower socioeconomic status applicants in other countries.

The results also include suggestions for a recruitment strategy for Faculty of Arts of Charles University.