

RESEARCH CLINIC

General information

Supervisor:	Judi Mesman
Title of clinic:	High school students' perceptions of LUC's profile
Number of students:	Max 4
Major (<i>if applicable and approved by the Major Convener</i>):	As elective only
(Pre)requisites (<i>if applicable</i>):	Speaking some Dutch is helpful but not a necessity

Research context

LUC aims to attract a more diverse student body in terms of both ethnic and socioeconomic background, but also gender. To investigate how our recruitment materials (brochures, website) are viewed by students of a very diverse high school in The Hague. In this project, we will show students our recruitment information and interview them on their perceptions of LUC afterwards. Would they consider going to LUC? Why (not)? What type of students do they think we're looking for, and what type of students study at LUC? Does LUC come across as difficult, inclusive, elitist, social, attractive, intellectual, etc..? The results of this study can help LUC rethink their recruitment materials to attract a more diverse student population in the future.

Students' tasks and activities

LEARNING AIMS

- Acquire skills in interviewing methods
- Understand the impact of text and pictures on student perceptions
- Understand the nature and importance of both implicit and explicit messages on diversity

TIMELINE AND ACTIVITIES:

- February-March:
 - background reading and discussion
 - designing the interview
 - training in interview skills
- March-May
 - conducting interviews
 - preliminary analyses of collected data
 - formulation of preliminary recommendations