

Task Value and Research Culture of Southern Luzon State University

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Abstract : This study assessed the subjective task value and research culture of SLSU faculty. It used the sequential explanatory mixed-method research design. For the quantitative phase, a questionnaire on the research culture and task value were used. While in the qualitative phase, the data was coded and thematized to interpret the focus group discussion outcome. Results showed that the dimensions of the subjective task value, intrinsic, got the highest rank while the utility value got the lowest. It is worth mentioning that all subjective task values were "Agreed." From the FGD, faculty members valued research and wanted to be involved in this undertaking. However, the limited number of faculty researchers, heavy teaching workload, inadequate information on the research process, lack of self-confidence, and low incentives received from research hindered their writing and engagement with research. Thus, a policy brief was developed. It is recommended that the institution may conduct a series of research seminar workshops for the faculty members, plan regular research idea exchange activities, and revisit the university's research thrust and agenda for faculties specialization and expertise alignment. In addition, the university may also lessen the workload and hire additional faculty members so that educators may focus on their research work. Finally, cash incentives may still be considered upon knowing that the faculty members have varied experiences in doing research tasks.

Keywords : task value, interest value, attainment value, utility value, research culture

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