

**The image of researchers
among Hungarian university students –
Results of a qualitative study**



UNIVERSITY |
of **SOPRON**

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About the study

Aim of the research: map what Generation Z, and more specifically university students, think about innovation.

First (qualitative) phase of the research: focus groups in 2021

Aim of the focus groups:

- 1) form the basis for the second phase, a targeted questionnaire survey quantifying the significant points of the problem
- 2) exploration of perceptions and attitudes providing concrete results that can be interpreted in themselves

The advantages of the focus group method

- Selected members of the target group participate in a joint interview.
- For methodological reasons, a group usually consists of eight people.
 - The advantage lies in the interaction of the participants in a lifelike group setting.
- The group situation provides an insight into how group members relate to, think about and feel about an 'object', product, service or concept.

Sampling

Setup of the qualitative, focus group study		
Group 1 (Sopron)	Group 2-3 (Budapest: METU, BME)	Group 4 (Kecskemét)
<ul style="list-style-type: none"> ➤ 18-24 years old ➤ Mixed composition in terms of the field of university education 	<ul style="list-style-type: none"> ➤ 18-24 years old ➤ Mixed composition in terms of the field of university education 	<ul style="list-style-type: none"> ➤ 18-24 years old ➤ Mixed composition in terms of the field of university education
<ul style="list-style-type: none"> ➤ Men and women mixed <ul style="list-style-type: none"> ➤ Even age distribution within the age zone in all groups ➤ At least 2 people per group who have participated in a Students' Scientific Association (TDK) <ul style="list-style-type: none"> ➤ At least 2 people per group who work alongside their studies ➤ At least 2 people per group who have their own business or are involved in a family business 		

Topics covered

- Attitudes of Generation Z towards innovation;
 - Meanings and perceptions of innovation;
 - Participation in innovation;
- Aspects of innovation promotion in the 18-24 age group;
 - Characteristics of innovative thinking;
- The meaning of the word startup and attitudes towards it;
 - Entrepreneurship and launching startups;
 - The ideal startup organisation;
 - Self-perceptions of Generation Z;
- and last but not least, perceptions of research careers.

GENERAL RESULTS: PERCEPTIONS OF A CAREER IN RESEARCH

Questions discussed

- "What do you think of a career in research? What do you think of the words research, researcher?"
- "How do you see research and the results of research affecting your immediate environment and your own life?"

First reactions - Primary associations

- A lot of work
 - Low pay
 - Excitement
- Lots of fiddling, going in many directions and lots of dead ends
 - Testing
 - Patience
 - Dedication, perseverance
- Learning new information, gaining experience
 - Very strong determination

First reactions - Primary associations

- *"Financially they are ... poor. ... Yes.";*
- *"There are some topics that are funded by grants, but not everything.";*
- *"A career in research, the problem is that someone comes up with something really good, but doesn't get there because they starve to death in the meantime."*
- *„A lot of research careers are that someone does research and if it's not that popular, then he/she has to work on something else besides it”*
- *„Minimum resources for living, minimum wage is likely. You have to be rather dedicated, you have to be more driven by the feeling that the person who wants to do it, does not necessarily do it because of such external material factors but because of their personal factors, I mean, people who are like that want to change the world.”*

Aspects that enhance the attractiveness of a research career

- The results of the research could be of breakthrough significance
- Research work is a creative activity – ambivalence about whether it can be afforded as a hobby (*"Very creative."; "When I'm on a stable footing, with a massive income, then."*)
 - It promotes development, innovation

Not attractive in a research career

- They see the life of the researcher as a lonely, isolated world, where the researcher misses out on a lot of things because he/she is solely focused on research
- It is risky in the sense that there is a lot of competition and the results may expire in a short period of time. The work invested will not pay off in that case.

**IMPERSONATION:
'THE TYPICAL RESEARCHER'**

Questions discussed – The „typical” researcher

- "Imagine that we are waiting for a typical researcher. Suddenly there is a knock on the door and here he/she is. Describe what he/she is like.
(Look, appearance, interior, marital status, financial status, health, gender, age, grooming, character, dress, style of behaviour, etc.)
 - How does he/she live?
 - What is most important to him/her?
 - Does he/she have goals and plans? What are they?
 - How successful is he/she, how satisfied is he/she with his/her life, is he/she happy?
 - What does he/she do in his/her spare time? Does he/she like to have fun? How? What does he/she spend his/her money on?
 - How does he/she behave: in a group of friends, with strangers, with men, with women?
 - How attractive is his/her way of life to you? In what ways would you like to be like him/her and in what ways would you not? Why?

Summary – How young people see researchers

- The typical researcher is a middle-aged male, 40+.
 - They are characterised by a sense of commitment to their work.
 - They are tidy, curious and passionate, especially about their work.
- Financially, they tend to have a modest existence, but this also depends on how current their research is.
- Their appearance is uncharacteristic, it can be shabby, casual, but very elegant as well.
- For the typical researcher, the most important thing is the success of his/her research and the recognition (professional, moral, financial) that this brings.
 - They are average characters who fit in socially but are not the centre of attention.
 - They talk a lot about their work, not interested in much else, being specialists.
- Their satisfaction and happiness depend mostly on how much appreciation they receive.

**MAKE SCIENTIFIC RESEARCH
AS A CAREER INTERESTING**

Questions discussed

- "What do you think are the ways to make scientific research as a career interesting for the 18-24 year old generation Z?"

Tartalom előállítási modul

Vizsgált témakörök:

- Az innováció fajtái
- A siker kritériumai
- A vállalkozói kompetenciák
- Miben más egy startup, mint egy vállalkozás?
- Az influencers világa - hogyan innoválnak a magyar ökoszisztéma szereplői?
- A közösségi média algoritmusai, befolyásolása - miben nyújtanak innovációt ezek a platformok?
- Milyen innovációkat keresnek a kockázati tőkebefektetők?

A podcast műsorvezetője Nagy Dorottya 23 éves, végzős egyetemi hallgató, Tudományos Diákköri Konferencia pályázó, junior tartalommarketing szakember volt.

Innocast - Vendégek:

Kovács Attila - szociálpszichológus, kutató
Vedres Tamás - ex startupper, vállalkozó

Faragó Tibor „The Reel Crew” - influencer, tartalomgyártó

Csiki László - üzletfejlesztési tanácsadó, mentor, ex startupper, kockázati tőkebefektető

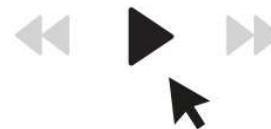
Békéssy Olga - vállalkozó, mentor

Dr. Bokor Tamás - digitális médiaszakértő



Innocast podcast

Összesen több mint 80 ezer hallgató



A csatorna eléréséhez kattints!

Faragó Tibor
The Reel Crew

INNOCAST PODCAST
A social média úttörői

1.EPIZÓD

Csiki László
Bizdev.hu

INNOCAST PODCAST
Az innováció vagy a fejlődésre való igény születik meg előbb?

3.EPIZÓD

Dr. Kovács Attila

INNOCAST PODCAST
Vajon a fiatalok miért tartanak az innovációtól?

4.EPIZÓD

Békéssy Olga
Női Változás

Vedres Tamás
Playsic

INNOCAST PODCAST
Léteznek egyáltalán sikertelen vállalkozások?

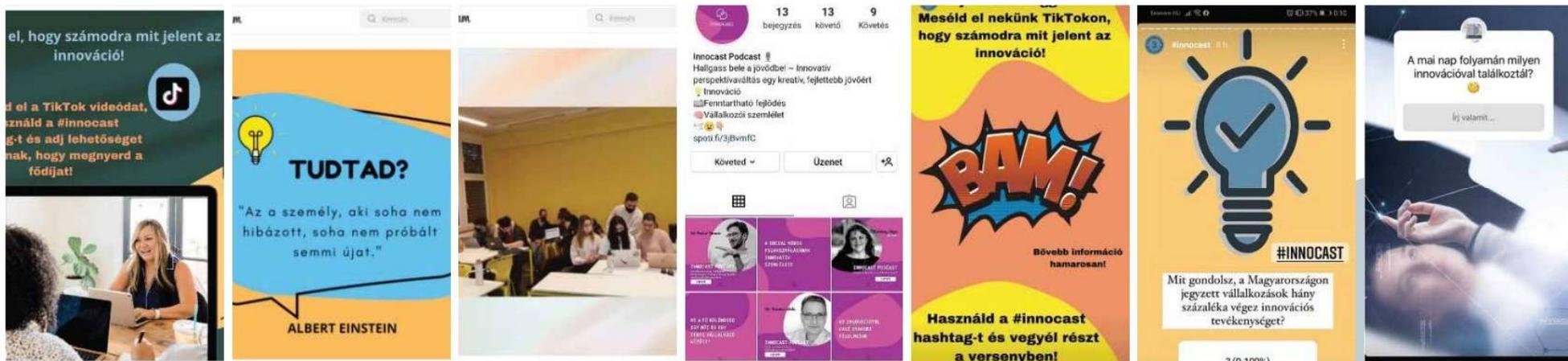
2.EPIZÓD

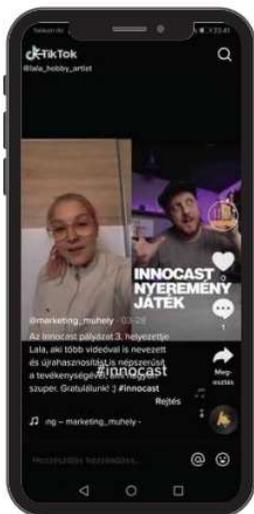
Dr. Bokor Tamás

INNOCAST PODCAST
Innováció a social médiában mesterséges intelligencia egy digitális átlátszó szemével

6.EPIZÓD

Instagram - összesen több mint 250 ezer aktivitás





Brigosz



**Molnár Janka Sára
„@csak_azert_is”**

**TikTok
összesen több
mint 350.000
fő elérése**

Az aktivitásba
bevont influencerek



The Reel Crew



Noémiontheway

A TikTok platformon egy kihívást indítottunk el a célcsoport számára melyben arra kerestük a választ, hogy mit jelent a fiataloknak az innováció.

Thank you!



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