

The Survey Study of Parents' Attitudes Toward the Choices About Young Children's Educational and Caring Institutions in Miaoli County

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Abstract

To deeply figure out the cognition attitudes about their choices toward early childhood educational and caring institutions, and provided the alternatives for the early childhood educational administrations to plan, develop, and transform the early childhood educational and caring institutions, this study focused on exploring their attitudes and preferences toward this issue, including of the ideal of early childhood educational institutions, the environment of early childhood education, young children's instructions, young children's performances, young children's special needs, parents' belief, context of society, and parents' choice for kindergartens factors, and considered the statistical differences by the implications of individual variables. Moreover, this study will employ qualitative research to interview some parents to recognize their realistic opinions about it. The individual factors of parents could influence their attitudes toward the questionnaire. Finally, researchers proposed some suggestions to be as references for the authorities concerned to develop the superior institutions.

Keywords: Miaoli county, Parents, Young children's educational and caring institutions, Attitudes toward choices

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苗栗地區家長對幼兒教保機構選擇態度 之調查研究

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摘 要

本研究為了深入描繪家長選擇幼兒教保機構的認知態度，提供幼教相關單位從事幼兒教保機構之規劃、發展與轉型的選擇，以苗栗地區幼兒家長為主要分析對象，探討其對於幼兒教保機構選擇態度之理解及其偏好，涵蓋機構信念、幼教環境、幼兒學習、幼兒才藝、特殊幼兒、家長理念、社會脈絡、家長選校等層面，思考在不同的個人基本資料背景變項之差異情形；同時結合試探性的質性研究，採立意抽樣方式選取訪談對象，更深入理解家長對此議題的真實想法。研究結果指出家長會因性別、年齡、學歷等因素，影響其在問卷態度上的差異，訪談內容也印證此結果。最後，研究者提出建議提供未來相關機構實務與學術研究之參照。

關鍵字：苗栗地區、家長、幼兒教保機構、選擇態度

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