

CAN AN ACADEMIC INSTITUTION AFFECT GRADUATES' RESIDENCE CHOICES? A COMPARISON OF PERCEPTIONS AND ATTITUDES OF GRADUATES OF THE ARIEL UNIVERSITY CENTER OF SAMARIA TOWARD THE SAMARIA REGION

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Abstract

This study examines the direct and indirect influence of the Ariel University Center of Samaria on the attitudes of its graduates who did not choose to settle in the geographic region in which the institution is located, compared to their counterparts who moved to and settled in the Samaria. According to consistent multi-annual University Center data, the majority (84.0%) of students at the Ariel University Center come from outside the region. Although students on campus focus on their academic assignments toward their degrees, students come into considerable daily contact with the region. Study findings indicate that a very small percentage of students who did not live or work in the region during their studies settled in their region after graduation. An interesting finding is that over two-thirds of all graduates (67.3%)- independent of whether or not they currently live in the Samaria - believe that an effort should be made to encourage graduates to live in the region. The study findings indicate significant differences in the typical profiles and values of graduates who settled in the Samaria region and those who settled outside Samaria after graduation. The theoretical and practical implications of this study are discussed.

Key words: attitudes, perceptions, graduates, tertiary education.

Introduction

This study examines the degree to which various college-related or environmental factors had a positive influence on the attitudes of college graduates towards the college region, and to what degree these factors contributed to graduates' decisions to settle in the area, comparing attitudes of graduates who relocated to Samaria and graduate who reside outside Samaria after their graduation. This study has special significance for the Ariel University Center (formerly, the Academic College of Judea and Samaria, or CJS), beyond the ordinary significance of an academic institution's influence on its graduates' decisions to settle in the region of the college. The special significance of this issue stems from the fact that the College's founding documents explicitly state the founders' intention to turn the institution into a tool that ultimately leads graduates to settle in the region (Bulletin of the College of Judea and Samaria, October, 2007, 16:1).

The Ariel University Center was established in 1982 as the Academic College of Judea and Samaria. In 1990, its academic activities were relocated from the settlement of Kedumim to Ariel. The College was certified by the Council for Higher Education (CHE) to award bachelor's degrees in over 20 departments in five faculties: engineering, architecture, social sciences and humanities,

natural sciences, and health sciences. By 2005, CJS had awarded degrees to over 4,500 graduates in the various departments. One of the advantages of CSJ compared to other academic institutions is its proximity to Israel's main metropolitan centers. In addition, the College in Ariel is easily accessible by public transportation and offers low-cost living for students who live in Ariel during their studies.

Ariel is quickly growing into a college town, dependent on academia. A total of 9,200 students study at the College in Ariel, and the population/student ratio is 2:1. The students' presence in the city is very noticeable. About 1,500 students live in the College dormitories in Ariel, and 500 students rent apartments in Ariel. An additional 500 students live outside Ariel in Judea and Samaria. The city is located in territory disputed by Israelis and Palestinians, and the political future of the region is uncertain. Finally, as a result its location, the city faces special security risks. The decision of the graduates to settle in the region must be viewed under these special circumstances. That is to say, the decision to live in **Samaria is not comparable to a decision to live in other regions** in Israel.

One of the advantages of the University Center in the higher education system was its proximity to the coastal plain and center of the country. Other advantages of the institution in Ariel include convenient transportation and low cost of living for students living in the area.

Under the influence of the Ariel University Center, the city of Ariel is quickly becoming a "college town." In 2007, 9,200 students attended the University Center, which is approximately one half of Ariel's population. The students' presence in the city is strong. Approximately 1,500 students live in the University Center dormitories in 2007, an additional 500 rent apartments in Ariel while an additional 500 students live in other towns in Judea and Samaria. Residents of the Judea and Samaria region account for no more than 15% of all graduates. Although Ariel is located in the center of the country, it is considered the periphery of the country. The institution's location is controversial and therefore an examination of its impact on the attitudes of its graduates toward the area is warranted.

Findings of previous studies indicate that a large portion of the students openly declared that their motivation to study at the institution was pragmatic – lenient admission standards, supportive institutional climate, and academic prestige (Davidovitch & Soen, 2004; Davidovitch & Dantziger, 2005; Sharlin et al., 2006). This study sought to examine whether the contacts that developed with the region in the course of students' studies (for example, during practical training sessions of social work students, or research projects of engineering students) contributed to graduates' attitudes toward the region.

This study has both theoretical and practical implications. Findings should contribute to Israeli literature on graduates' attachments to the locality of their academic institution. Findings should also shed light on a topic that has not yet been sufficiently investigated: the need of interaction between the *person* and the *place*, which is created through the academic institution. Findings may provide directions of action for institutions to encourage more college graduates to settle in their regions.

Post-Graduation Residence Decisions (Review of Literature)

Place Attachment Theory

A college graduate's decision to settle in the Samaria area can be conceived as a stage in place attachment formation, a topic that has been studied in relation to man's relations with his surroundings (Francescato et al., 1976; Luger, 1996; Myers, 1987; Soen & Hovav, 1986). The basic assumption of this stream of research is that place attachment is a complex, multi-faceted construct (Makino, Soeda, & Ohno, 2001) reflecting the positive emotional connection that develops between an individual or a group to a place (Low & Altman, 1992). Settling in a place and the reciprocal social relations that develop create a *feeling of belonging to the place* (Agnew, 1987), and a successful fit between the person and the place also creates *identification with the place*. Nonetheless, not all residents feel similarly about their place of residence, and belonging may also be related to subjective feelings, which may be personally interpreted by the individual (Davies & Herbert, 1993).

There are three main types of factors that contribute to a person's satisfaction with his residential surroundings and to his place attachment: human factors, physical factors, and level of available services. Although it is commonly assumed that the human factor is the most decisive of the three

(Crothers, 1970; Fried & Gleicher, 1961; Greer, 1956; Lee, 1968; McMillan & Chavis, 1986; Schuler, 1996; Zehner, 1971), other factors that contribute to an individual's satisfaction with surrounding residence and place attachment should not be underestimated. For example, several studies show that the level of amenities has an important impact on satisfaction with residential surroundings (Forrest, La Grange, & Ngai-Ming, 2002; McCrea, Stimson, & Western, 2004; Rojo-Perez, Fernandez-Mayoralas, Pozo-Rivera, & Rojo-Abuin, 2001; Shields & Wooden, 2003; Varady & Carrozza, 2000). Other studies point to the contribution of physical factors to satisfaction and place attachment (Gallogly, 1974; Langlois & Anderson, 2002; Phillips, Siu, Yeh, & Cheng, 2004; Shields & Wooden, 2003).

The Relationship between Academic Graduates and their Location of Study

The contribution of educational institutes to graduates' decisions to settle in the city or the locality of the institution has occupied institutions and many entities in various countries (CSR Partnership, 2005; Gertler & Vinodrai, 2004; Hansen & Huggins, 2001; Perry, 2001). This issue has been of great interest in the United States where many students move from one state to another for their studies. In 1992/3 about 25% of the college graduates received degrees from academic institutions outside their home state (Perry, 2001). Sixty-four percent of the American students who completed their studies in 1997 at an institute of higher education outside their home state returned to their state after graduation. That is, over a third of the students *did not return home at the end of their studies*. Clearly, the college has some impact on where graduates settle after graduation. A study conducted on 1999 graduates of three universities in Pittsburg, PA, USA, revealed that about one-third of the students who grew up outside of Pittsburg found work and settled there after their studies (Hansen & Huggins, 2001). In other words, when appropriate conditions prevail, there is a good chance that graduates will remain in the vicinity of their academic institution.

Quality of Life Indices

Satisfaction with the Place of Residence

One of the significant motivations for settling in a region is the search for quality of life. Recently attempts have been made to develop indices to measure quality of life based on criteria from diverse domains (Hagerty et al., 2001). A person's satisfaction with his quality of life (Cummins, 1997) is commonly measured by the Comprehensive Quality of Life Scale (ComQol). This scale measures the degree to which a person succeeds in satisfying quality criteria in several life domains. Individuals' "genuine" needs are needs of quality (Andrews & Withey, 1976; Dalkey, 1972; Fayers & Machin, 2000; Rapley, 2003; Rokeach, 1973). A person utilizes the resources at his disposal in order to satisfy his needs. These resources include activities, other individuals, services, and physical surroundings (Enosh, Leslau, Andrius, Aderet, & Shacham, 1980). The residential settlement, the neighborhood, and the building itself are included in these resources that are expected to provide certain qualities for the individual (such as physical security, physical comfort, physical pleasantness, and good relations with neighbors) (Enosh et al., 1980), which contribute to the combined quality of his life. Thus this study first focuses on college graduates' satisfaction with their place of residence.

Social Connections in the Residential Area

Social relations between residents is one of the most significant indices of social integration (Campbell & Lee, 1992; Degenne & Forse, 1999; Filkins, Allen, & Cordes, 2000; Gracia & Herero, 2004; Guest & Stamm, 1993). Therefore we can conclude that social relations can serve as an indicator of an individual's integration in the region.

Attachment to the region and the background of the settlers

This study investigates whether and to what degree the academic institution has an influence on the attitudes of its graduates towards the region in which they studied, focusing on the case

study of Ariel University Center. The study analyzes the influence of institution on its graduates' attachment to the region. The study examines the influence of factors such as student dorms or other residence in the region, work in the region during studies, and exposure to the region as a result of the graduate's job, the atmosphere at the institute, the lecturers, encounters with other students, and personal, family, and economic background. The study will specifically compare the background of CJS graduates who settled in Samaria with the background of Ariel University Center graduates who settled in other areas of the country.

Methodology of Research

General Background of the Present Study - Graduates Living in Samaria

A study entitled *Hosting an Academic Institution as a Leverage for Alumni Immigration to the Region* (Davidovitch, Soen, & Sharlin, 2006) examined the issue of whether enrollment at the Ariel University Center affects the decisions of its students to settle in the vicinity of the institution after graduation, in view of the original ideological motive for the institution's establishment and the institution's continued strong commitment to the region. The study also took into consideration the uncertainty of the political future of the region, based on its controversial status. As a result, relocating to Samaria is necessarily a unique decision. The study also examined the decisive factor in the decision to settle in Samaria.

The findings of the 2006 study indicate that the Ariel University Center constitutes an unmediated factor of exposure to the region, and a mediating variable in familiarity with the region. University Center graduates who settled in the region point to the potential for students to settle in the region. However, the study did not identify any significant impact of the institution on graduates' decision to settle in the region. The study found that students who were familiar with the region before commencing their studies at the Ariel University Center had a stronger tendency to relocate to Samaria after graduation. Findings also hint that unmediated familiarity with the region through employment is a mediating variable that apparently promotes a decision to settle in the region.

The study highlighted two perspectives used to examine graduates' motives to settle in the region:

1. The impact of the Ariel University Center on decisions of its graduates to settle in the region. Apparently, the University Center's main influence on students who decided to settle in Samaria was imposed by creating an unmediated encounter between the students and the region. The students themselves did not consciously identify any strong influence of the University Center on their decision to settle in the region. Approximately 69% of the students who settled in Samaria noted that they became aware of the option of settling in the region independent of their studies at the University Center. Approximately 20% noted that they became aware of this option through their studies at the University Center. Less than 20% of the students who settled in Samaria noted that living in the student dormitories or in rented apartments in the area influenced their decision to settle in Samaria. 25% of this group lived in the dormitories during their studies, and 35% of the group worked in the area during their studies. This unmediated connection presumably had an impact. Approximately 15% of the graduates who settled in Samaria noted that the institution's climate played a role in their residence decision making process.
2. The decisive factor in graduates' decision to settle in Samaria. Findings of the 2006 study indicate that all the graduates' main considerations for relocating to the region are practical. Beyond this fact, their decision was influenced by an important additional variable that was not connected to the University Center: their previous familiarity with the region. 46% of the graduates who settled in Samaria declared that they had extensive or extremely extensive knowledge about the region before they attended the University Center. In contrast, approximately 51% of the graduates who did not settle in Samaria reported that they knew nothing, or knew very little about the region before they com-

menced studies at the University Center. A mere 23% declared that they had extensive or extremely extensive knowledge about the region. This implies that those who were familiar with the region before studying at the University Center had a greater tendency to settle in the region after graduation, and the University Center had no impact on this.

In view of these findings, the research team focused on a comparison of graduates who did not relocate to Samaria after graduation, and examine the impact of their familiarity with the region during their studies on their perceptions and attitudes toward the region. The percentage of students who moved to Samaria after graduation although they neither lived nor worked in the region during their studies accounted for a very small percentage of all the graduates who relocated to Samaria. The number of graduates who did not live in Samaria during their studies and had no intention of relocating to the region is seven times greater than the number of graduates who currently live in Samaria. According to the survey, only 7.8% of the graduates wished to live in Samaria permanently, 18.1% wished to examine the possibility of relocating permanently to Samaria, 22.3% wished to live in Samaria temporarily, yet 51% of the students did not express any desire to relocate to Samaria.

Purpose of the study, study population and research method

The study examined the extent of the influence of the following variables on the decision of Ariel University Center graduates not to settle in Samaria: Distance from metropolitan centers, poor public transportation services, lack of employment opportunities during studies, lifestyle in the region, financial state of the region, sense of insecurity, perceived lack of privacy, lack of spouse's support for the decision.

The study population comprises graduates of the Ariel University Center who graduated and either settled in the region or left the region after graduation. The study population was divided into four groups: (1) graduates who did not live or work in the region while attending the Ariel University Center; (2) graduates who lived in the dormitories while attending the Ariel University Center; (3) graduates who lived in Judea and Samaria while attending the Ariel University Center; (4) graduates who worked in Judea and Samaria while attending the Ariel University Center.

The study analyzed in the following paper is based on two random samples based on the alumni contact list. The study was conducted in two phases: The first group comprises 172 graduates living outside the region (it was the researchers' intention to interview 200 graduates from this group to achieve a sampling error of 7%. However, due to technical difficulties, 30 of the graduates in the original list comprising 15% of the sample did not complete the study.). The second group comprised 81 graduates, constituting slightly over 50% of all graduates who settled in Samaria, after filtering from this group the graduates who had lived in the area before attending the Ariel University Center.

Following a field study, during which 252 questionnaires were distributed, completed and collected, selected graduates were interviewed. Graduates who settled outside the region were interviewed first. In the second stage, graduates who settled in Samaria were interviewed.

The study sought to answer the following questions:

- a. Did various variables relating to the institution affect the graduates' attitudes toward the region, and if so, to what extent?
- b. What were the decisive factors in the graduates' decision not to settle in Samaria?

Variables were measured on 5-point Likert scales (i.e., not at all, slightly, moderately, strongly, very strongly). These categories were collapsed into the following three groups during data processing: (1) not at all or slightly; (2) moderately; (3) strongly or very strongly. A nominal scale (yes/no) was used for a small number of questions. Survey data were collecting between November 2005 and January 2006.

The study was conducted on two groups of graduates: graduates who were permanent residents of Samaria at the time of the study, and graduates who did not relocate to Samaria after graduation. The second group comprised 171 graduates of the Ariel University Center who were not residents of Samaria at the time of the study, 78 female (45.6%) and 93 male (54.4%). These graduates com-

menced their studies in Ariel between 3 and 15 years prior to the study. On average, graduates commenced their studies in Ariel 7.5 years prior to the study ($SD=2.45$).

Results of Research

In a series of questions in the interviews with graduates who did not relocate to Samaria, the researchers attempted, directly and indirectly, to explore the network of connections that tied the graduates to the region during their studies, in terms of their attitudes toward the region, despite their decision not to reside in the region.

Several findings emerged from the interviews: (1) Usage of the University Center's transportation service during studies by graduates residing outside Samaria at the time of their studies was four times greater than graduates residing in Samaria (25.4%). (2) The employment connection of graduates residing outside Samaria at the time of the study was also significantly weaker than that of graduates residing in Samaria. Approximately 35% of the students who relocated to Samaria had been employed in the region during their studies. Among the graduates residing outside Samaria, this proportion is much lower. (3) Only 17% of all graduates worked in the region during their studies. Typically they worked at temporary jobs as youth counselors, research assistants, substitute kindergarten or elementary school teachers, or participated in the Perach program.

The decisive factor in deciding to reside outside Samaria

Beyond the indirect questions used by the team to explore why graduates residing outside Samaria made their residence decision, participants were requested to complete a **12-item questionnaire** comprising direct questions on this topic. Responses were rated on a 5-point Likert scale from 1 to 5.

Findings show that the most important factors influencing graduates' decisions to reside outside Judea and Samaria were: lack of suitable employment (3.05), distance from the metropolitan (2.97), and poor transportation (2.89). Almost one-half of the respondents (48%) noted that the lack of suitable employment significantly contributed to their decision not to reside in Samaria. Approximately 38% noted that poor transportation made a large contribution to this decision. Other factors which had a smaller impact on their decision were "you meet the same people all the time," and "there is no privacy in the settlement," "I don't like the lifestyle."

Based on a factor analysis of the data, the following three significant factors emerged as related to graduates' choice to reside outside Samaria after graduation: income level, distance and security, lifestyle, lack of privacy, and spouse's opposition. These factors together explain 59.4% of the variance in the choice of place of residence. Three measures were constructed on the basis of the factor analysis: decision due to financial reasons, decision due to lifestyle and privacy issues, and decision due to spouse's opposition. To examine the differences between the various factors, a two-tailed analysis of variance was performed with repeat measures. Significant differences were found. Based on the results of a Bonferroni test, the lifestyle and privacy issues had less of an impact on the decision than financial reasons, distance and security, and spousal opposition.

Attitudes of graduates on the institution's role in encouraging graduates to settle in the region

Graduates were asked about what they believe are the advantages to the region of promoting graduates to relocate to Samaria. Graduates who relocated to Samaria and graduates who did not relocate to Samaria after graduation differed substantially in what they perceived to be the advantages for the region of a policy to encourage residence in Samaria. Graduates also ranked the advantages in the order of their perceived importance.

The two main advantages to the region noted by graduates not residing in Samaria were an additional skilled academic manpower and enrichment of the cultural and social life of the region. The least important advantage to the region was perceived to be a source of inexpensive labor. On this point, graduates residing outside Samaria see eye to eye with graduates residing in Samaria. Two factors emerged in the factor analysis: enrichment of cultural and social life, and a supply of

inexpensive labor. These factors explain 61.96% of the variance.

What type of residents are the people in Samaria interested in?

The study attempted to compare perceptions of graduates residing outside Samaria and graduates residing in Samaria regarding what they believe to be the most desirable type of population as potential Samaria residents. Findings indicate that the perceptions of these two groups differed significantly. While the first group believes that the two most desirable groups to the residents are traditionalists (traditional or religious Jews) and supporters of right-wing politics, actual Samaria residents stated that the most important group for Samaria residents is the group of young, affluent families, followed by Jews with a link to tradition.

Problems for veteran Samaria residents created by graduates - newcomers to the region

The study also explored the opinions of graduates residing outside Samaria on the problems that the influx of graduates as new residents of Samaria creates for the veteran residents of the region. Issues related to employment, religion and housing (in this order) were perceived to be the gravest problems, according to the graduates residing outside Samaria. The opinions of graduates residing in Samaria on this issue did not differ significantly with their counterparts living outside Samaria, with the exception of the fact that the employment issue was perceived to be much more important to graduates residing outside the region than to the graduates residing in Samaria.

Table 1. The distribution of perceived problems created by the influx of graduates to the region, as perceived by graduates residing outside Samaria.

Problem	M	SD	N	No problem / slight problem	Moderate problem	Serious / very serious problem
Housing	1.59	0.87	166	83.1	13.3	3.6
Employment	2.50	1.18	167	51.5	27.5	21.0
Quality of life	1.37	0.68	166	92.2	6.0	1.8
Religion	1.67	0.97	166	83.7	9.0	7.2
Security	1.28	0.63	166	94.0	4.2	1.8
Zionism	1.50	0.92	165	87.3	7.9	4.8

Factor analysis shows that employment explains 52.32% of the variance.

Satisfaction

Due to the potential ideological implications, researchers sought to compare satisfaction from place of residence in both groups of graduates – those residing in Samaria and those residing outside Samaria. No difference was found between the groups in this aspect. In both groups 70% of the participants were satisfied or very satisfied with their place of residence.

The research team sought to examine the satisfaction level of groups of graduates residing in and outside Samaria on a series of issues relating to their place of residence. Comparison of the findings of both groups points to no significant differences between these two groups in general, with the exception of satisfaction from the state of security, which is significantly higher among graduates residing outside Samaria.

Graduates living outside Samaria noted a high level of satisfaction from the following areas of life: general family life, overall life, and state of health. More weakly linked to satisfaction were factors including the state of the environment, cultural life and social life. In this context it is worth noting that

family life and overall life are two variables that were also ranked high among graduates residing in Samaria. This is true for cultural life and social life, which also emerged as weak points for graduating residing in Samaria.

The factor analysis performed to gain a sharper understanding of the findings indicated three factors underlying satisfaction: quality of life; security, employment and health; and cultural and social life. These factors explain 65.86% of the variance in satisfaction.

To examine the differences between satisfaction levels from the various areas in life, a two-tailed analysis of variance with repeat measures was performed. Significant differences were found. According to a Bonferroni test, graduates are satisfied with the cultural and social life in their place of residence much less than with the quality of life, security, employment or availability of healthcare services.

Finally, graduates living outside Samaria were asked whether life in their chosen place of residence was consistent with their expectations. 19% noted that the situation exceeded their expectations, 75.6% noted that the situation was consistent with their expectations, while only 5.4% noted that the situation did not meet their expectations. In all, we may state that graduates residing outside Samaria are very satisfied with their place of residence.

Concern over current events

The research team sought to explore and compare the everyday issues that concern graduates residing outside and in Samaria. In this area, differences emerged in the rankings and perceptions of both groups, although these differences are not dramatic.

The issues that most concern graduates residing outside Samaria involve the quality of life, the social situation, and the economic situation in Israel. Apparently the social situation in Israel similarly vexes both groups of graduates. In contrast, both groups place different weights on the social and economic life in the state. Quality of life was ranked in fourth place of all the issues distributing graduates residing in Samaria – and was ranked in first place by graduates residing outside Samaria. The issues that concern graduates residing outside Samaria to a lesser degree include insecurity about the future, political uncertainty, and family life. Insecurity about the future and family life are of little concern to graduates residing in Samaria, although political uncertainty is a serious concern of these graduates.

A factor analysis indicated two factors that concern the graduates: the economic situation in the country, and family/economic life. These factors explain 68.2% of the variance.

Effect of attending the Ariel University Center on students' consideration of Samaria as a potential place of residence

Table 2 presents results of the attempt to examine the extent to which studying at the Ariel University Center inspired students to consider relocating to the region.

Table 2. Distribution of institutional influences on consideration of relocating to the region: graduates residing outside Samaria.

Impact on considering residence in Samaria	M	SD	N	None / very slight	Moderate	Strong / very strong
institutional climate	1.93	1.15	165	69.7	17	13.3
Instructors	1.59	0.87	165	79.4	18.2	2.4
Encounter with students	1.90	1.10	164	71.3	17.7	11.0
Living in the dormitories or in the area during studies	1.91	1.27	163	70.6	12.3	17.2
Employment as part of practical training, project or employment during studies	1.52	0.90	162	84.6	11.1	4.3
Convenience	2.12	1.23	165	63.6	20	16.4

Table 2 indicates that graduates residing outside Samaria were motivated to consider Samaria as a place of residence mainly due to convenience. On this point, they are very similar to graduates residing in Samaria. Two additional factors inspired them to consider relocating to Samaria: institutional climate and temporary residence in student dormitories or in the area. Nonetheless, it is worth noting that all these variables had no more than a marginal effect. Employment as part of practical training, projects, part-time employment during studies, and instructors had the least effect.

The ties of graduates residing outside Samaria to the region

Among the various parameters examined by the research team, an attempt was made to track the connections of graduates residing outside Samaria to the region and to their fellow graduates residing in Samaria. Two important conclusions emerged from an analysis of the questions posed to the participants. First, over three-quarters of all graduates stated that they would never relocate to Samaria. In other words, they are happy with their decision to reside outside Samaria. Second, two-thirds believe that the settlement in Judea and Samaria has a future, and initiatives should be taken to encourage graduates to relocate to this region. This is a very interesting picture in view of the fact that the vast majority of these graduates (70.6%) rarely visit the region.

Table 3. Distribution of responses of graduates residing outside Samaria to items relating to residence in Samaria.

Item	M	SD	N
Do you believe that you will move to Samaria in the future?	1.80	0.89	171
Should efforts be made to encourage graduates to settle in Samaria?	3.77	0.93	171
I believe that there is a future for Jewish settlement in Samaria.	3.68	1.10	171
Do you have social ties with alumni who live in Samaria?	1.89	1.13	171
Overall, is life in the area in which you live better than the lives of your friends living in Samaria?	3.43	0.81	149
What is the frequency of your visits to Samaria?	2.02	0.98	167

Only 3.5% of the graduates are certain that they will move to Samaria in the future, while 76% are equally certain that they will never move to Samaria.

It is interesting to note that the majority of graduates, who live outside Samaria (67.3%), believe that efforts should be made to encourage graduates to live in Samaria. Furthermore, 63.2% believe that the Jewish settlement in Samaria has a future. Only 11% of the graduates have extensive or very extensive social ties with alumni living in Samaria, and only 9% visit the region frequently or very frequently.

Differences in the profiles of graduates residing in Samaria and graduates residing outside Samaria

Findings points to significant differences in the profiles of the two participating groups of graduates – graduates residing in Samaria and graduates residing outside Samaria. The proportion of female graduates in these groups differed significantly: while female graduates constitute a minority (45.6%) of the group of graduates residing outside Samaria, they constitute a clear majority (61.7%) among the graduates residing in Samaria. Parents' educational attainment of graduates residing in Samaria was significantly higher than parents' educational attainment of graduates residing outside Samaria. Almost 54% of the mothers of the first group attended an institution of higher learning, compared to only 37% of the mothers of graduates residing outside Samaria. Approximately 51% of the fathers of the graduates residing in Samaria attended higher education institutions, compared to 41% of the

fathers of graduates residing outside Samaria. Among graduates residing in Samaria, married graduates constituted a significantly higher proportion than among graduates residing outside Samaria (83% and 70%, respectively). Of the graduates residing outside Samaria, 83.5% were employed full-time, compared to 65.5% of the graduates residing in Samaria. Of the graduates residing outside Samaria, 85.5% were Israeli-born, compared to only 69% among graduates residing in Samaria.

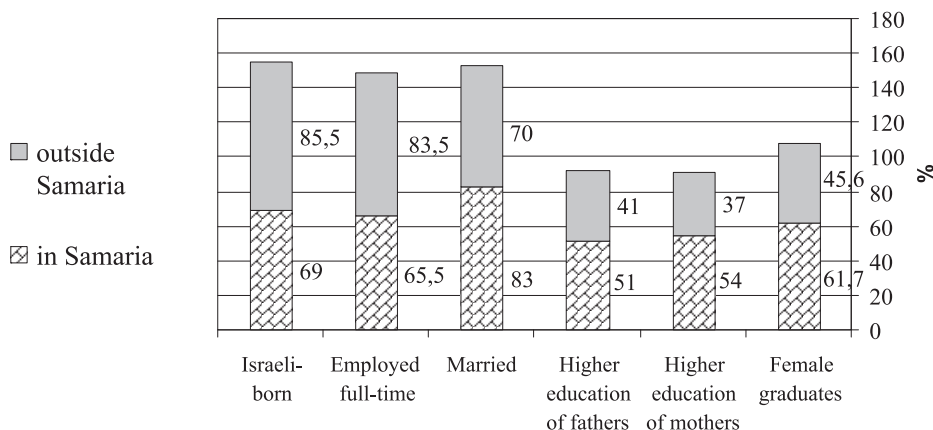


Figure 1. Differences in profiles among graduates residing in and outside Samaria.

Association between measures and background data of graduates residing outside Samaria

Differences in measures by gender – A gender effect is apparent in the following measures for graduates residing outside Samaria. Compared to male graduates, female graduates attributed greater importance to the benefits that Samaria, as a region, gains from encouraging graduates to settle in the region. Female graduates attributed greater importance to the supply of inexpensive labor to the region than did their male counterparts. Finally, female graduates believed that the problems created by graduates relocating to Samaria were more serious than did the male graduates.

Differences in measures by marital status –The perception of spouse as the reason for deciding to reside outside Samaria was stronger among married graduates compared to single graduates. Married graduates expressed a higher level of satisfaction from the quality of life in their place of residence compared to single graduates. Married graduates expressed a higher level of satisfaction from their place of residence in terms of security, employment and availability of healthcare services, compared to single graduates. Single graduates were more extensively exposed to considerations of residence in Samaria, compared to married graduates. Single graduates were more certain than married graduates that they would relocate to Samaria in the future.

Differences in measures by employment status – More graduates who are employed full time believe that towns in Samaria are more interested in new residents who are religious, right-wing and new immigrants, compared to graduates employed part-time. Graduates employed part-time believe that the Jewish settlement in Samaria has a stronger future than graduates employed full-time.

Differences by home ownership - Differences were found in the following measures: lifestyle and lack of privacy. This factor was more decisive for graduates who own a home compared to graduates who live in a rented apartment. Graduates who are home owners also attributed more importance to the region's benefit from a source of inexpensive labor when encouraging graduates to reside in Samaria, compared to graduates who live in rented apartments. Graduates living in rented homes were also more extensively exposed to the thought of residing in Samaria compared to home-owning graduates.

Differences in measures by academic status - Graduates who did not continue studies toward advanced degrees believe that Samaria towns are interested in young, secular, and well-established residents, compared to graduates who continued their studies. Graduates who did not continue their

studies were more satisfied by the cultural and social life in their place of residence compared to graduates who continued their academic studies.

Differences in measures by academic degree – Differences were found in the following measures: Graduates with a bachelor's degree were more satisfied with the quality of life in their location of residence compared to graduates with a master's degree. Graduates with a bachelor's degree were more satisfied by the security, employment and healthcare services in their place of residence compared to graduates with a master's degree. Graduates with a bachelor's degree were more satisfied by the cultural and social life in their place of residence compared to graduates with a master's degree.

In summary, the study findings indicate that an association was found between gender and place of residence. The proportion of female graduates residing in Samaria was lower than the proportion of female graduates residing outside Samaria (45.6% and 61.7%, respectively).

As association was found between mother's educational attainment and place of residence. A greater percentage of graduates residing in Samaria had mothers who had post-secondary education (53.8%) than graduates residing outside Samaria (37.1%). The proportion of graduates residing in Samaria whose mothers did not have a matriculation certificate (31.3%) was lower than the proportion of graduates residing outside Samaria whose mothers did not have a matriculation certificate.

As association was found between personal status and place of residence. The proportion of graduates residing in Samaria who were married (82.7%) is greater than the proportion of graduates residing outside Samaria who were married (70.2%). The proportion of graduates residing outside Samaria who were single (28.1%) is greater than the proportion of graduates residing in Samaria who were single (11.1%).

As association was found between employment status and place of residence. The group of graduates residing outside Samaria contained a greater proportion of individual employed full-time than the group of graduates residing in Samaria (83.5% and 65.4%, respectively).

As association was found between location of employment and place of residence. 42.9% of the graduates residing in Samaria work in the region, while only 3% of the graduates residing outside Samaria work in Samaria. This implies that 60% of the graduates residing in Samaria are commuters who travel daily to their places of work outside the region.

An association was found between country of birth and place of residence. 30.9% of all graduates residing in Samaria are new immigrants, compared to 14.6% of all graduates residing outside Samaria. This figure is interesting in itself and warrants further investigation.

No differences were found in the ages and years of study of graduates of both groups. Differences were found in income levels. Graduates residing outside Samaria reported higher income levels ($M=4.31$) than graduates residing in Samaria ($M=3.83$).

We performed logistic regressions to examine the contribution of graduates' background data to their place of residence.

Table 4. Logistic Regression Coefficients - the contribution of graduates' background data on place of residence.

Explanatory variable	b	Wald	Exp(B)
Age	0.02	0.43	1.02
Number of years of study	0.01-	0.01	0.99
Income	0.44-	8.51	0.65 **
Gender	0.43-	1.77	0.65
Degree	0.17	0.11	1.19
Continued studies	0.22	0.41	1.24
Father's education	0.28	2.31	1.32

Explanatory variable	b	Wald	Exp(B)
Marital status	1.16	6.35	3.20 *
Religiosity	0.02	0.01	1.02
Employment status	0.22-	0.49	0.80
Home ownership	0.14	0.12	1.15
Country of birth	0.80-	4.22	0.45 *

* $p < .05$ ** $p < .01$ *** $p < .001$

The following variables contribute to statistical prediction of place of residence:

Income (Odd Ratio=0.65, $p < .01$): the higher the income level, the lower the probability for residence in Samaria. This statistical association raises an important question of cause and effect. Does residence in Samaria lead to a low income level, or is the opposite true – does a low income level motivate graduates to live in Samaria where the cost of living is lower?

Marital status (Odd Ratio=3.20, $p < .05$): married graduates have a higher probability of residing in Samaria than unmarried graduates.

Country of birth (Odd Ratio=0.45, $p < .05$): Israeli-born graduates have a lower probability of residing in Samaria than graduates who are new immigrants.

In summary, all the above analyses were performed to examine differences between graduates residing in and outside Samaria. Two-tailed t-tests for independent samples were performed in addition to the above tests. Following are the main findings which point to statistically significant differences between the two groups of graduates.

Summary and Discussion

In this research we examined the impact of an institution of higher learning on the attitudes of graduates toward the region in which they studied, by monitoring the case of the Ariel University Center of Samaria (formerly, the Academic College of Judea and Samaria). The study examined whether and to what extent various factors affected graduates' attitudes on the region. In addition, the study compares background information on graduates residing in Samaria compared to graduates residing outside Samaria.

The findings of this study indicate that the University Center constitutes an unmediated influential factor in creating graduates' familiarity with the region. Graduates, both those residing in Samaria and those residing outside Samaria, pointed to the potential among graduates to relocate to Samaria, but they did not identify the institution's influence on their decision to permanently relocate to Samaria. The tendency to settle in the region originated from graduates who were previously familiar with the region. The background attributes of 74.6% of the graduates ostensibly point to a possibility of predicting place of residence.

Profiles of graduates residing in Samaria: Married graduates had a higher probability of residing in Samaria than unmarried graduates. The decisive factors in the decision to relocate to Samaria were lifestyle, community atmosphere and comfortable standard of living. Graduates residing in Samaria believe more strongly than graduates residing outside Samaria that locals are interested in right-wing residents. Graduates residing in Samaria are more satisfied by the quality of the environment than graduates residing outside Samaria. Graduates residing in Samaria express more concern over political uncertainty than graduates residing outside Samaria. Graduates residing in Samaria express less concern over the state of the economy than graduates residing outside Samaria. Graduates residing in Samaria are more satisfied from life in their place of residence than graduates residing outside Samaria.

Profile of graduates residing outside Samaria: The income level of graduates residing outside Samaria is higher. However, this statistical association raises an important question of cause and effect. Does living in Samaria generate a low income level, or is the opposite true – does a low income cause graduates to relocate to Samaria where the cost of living is lower. Israeli-born graduates have

a lower probability of residing in Samaria than graduates who are new immigrations. The decisive factors in the decisions of graduates to reside outside Samaria include lack of suitable employment, distance from the metropolitan, and poor transportation. Graduates residing outside Samaria believe, more than graduates residing in Samaria, that locals in Samaria are more interested in new residents who are religious or traditional. Graduates residing outside Samaria noted the problem of finding employment more easily than graduates residing in Samaria. Graduates residing outside Samaria are more satisfied from the security situation than graduates residing in Samaria. Graduates residing outside Samaria are more satisfied from the state of healthcare services than graduates residing in Samaria.

Since these data indicate that the income of graduates residing outside Samaria is not significantly higher than the income of graduates residing in Samaria, this indicates that both groups of graduates have different priorities and values.

No significant differences were found in the groups' satisfaction from their place of residence. The satisfaction of graduates residing in Samaria was similar to the satisfaction of graduates living outside Samaria.

The findings of this study have both theoretical and practical implications. The findings contribute to currently existing Israeli literature on graduates' ties to place, and explain a field that has not been sufficiently studied in the role of educational institutions in the relationship between individuals and place. Findings of the study may point to possible directions of action for those interested in attracting graduates of the Ariel University Center to relocate to Samaria.

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