

Young people make higher education decisions under imperfect information – they do not know, which college has the highest teaching quality, and which major will let to find interesting and well-paid job in the future. In recent years, there is a significant improvement in access to information which colleges offer the best value and which majors are most in demand. This is associated with numerous studies and publications analysing situation of college graduates in the labour market, monitoring graduates careers by universities and greater availability of the Internet access.

The objective of the study is to characterize the phenomenon of imperfect information in the higher education market in Poland and to estimate how imperfect information affects educational choices of people beginning studies. It is planned to analyse changes in the access to information about the benefits of higher education in the last 15 years. The study will show, whether published information about value of studying by major, affects changes in structure of educational choices and will let to identify prospective students information needs about the benefits from education.

The project has innovative character, because of the subject which has not been analysed before, creative combining data from different sources on individual level and because of using for the first time in educational study in Poland, Google Trends tool, which let to analysed the most popular search-terms on higher education on the Internet. The project will be used to write the doctoral thesis and the outcomes will be disseminated in scientific journals and at the international conferences.