A NEEDS ANALYSIS OF SOCIAL RESPONSIBILITY, MORALITY, SELF-REFLECTION AND CONTROL USING BORICH PRIORITY AND LOCUS FOR FOCUS MODEL

Moon Soo Park
Department of Physical Education/Dong-eui University**, KOREA**
sport8688@deu.ac.kr

Man Kyu Huh*
Food Science and Technology Major /Dong-eui University, **KOREA**
mkhuh@deu.ac.kr

ABSTRACT

This paper assumes an education approach to explore the students' perceptions and attitudes at the D University towards corporate social responsibilty and ethics. The question of the social responsibility and morality consists of 20 questions. The question of the self-reflection and control consists of 17 questions. The mean values of some 'An honest life' such as 'I think I see harm if I act honestly' showed high score at social responsibility and morality aspects. The mean values of some 'Self-control' such as 'I think I am a happy person' showed high score at self-reflection and control aspects. After one semester class, students' perception changes were examined. 'An honest life', 'Responsibility', 'Self-reflection', and 'Self-control' were statistically significant difference. According to the locus for focus type model, it appeared as HH belonging to the third quadrant. This is the first priority to be considered.

Keywords: Locus for focus model, morality, self-control, social responsibility.