

## **ABSTRACT**

### **MICROECONOMIC FACTORS AFFECTING SUCCESS IN EDUCATION: AN EXAMPLE OF NAZILLI YGS**

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This study investigates the microeconomic factors affecting educational achievement or success. In the research, data set has been composed of data gathered from student surveys. In this context, survey has been applied to 1227 12th graders in Nazilli city center.

In view of the usage of cross-sectional analysis and the number of non quantitative variables, multiple regression analysis has been applied. According to the indications acquired as the result of analysis, the income of parents has a positive effect on educational achievement. The increase in educational level of parents also boosts success. Besides, attending private courses and studying longer hours at home stimulate success. On the other hand, the increase in the hours of using computers, internet and social media decrease educational success. By enabling the proper usage of IT tools, efficiency obtained from these tools and the promotion of educational success has been made as policy recommendations.

**KEYWORDS:** Education, Educational Success, Micro Economic Factors, Factors Affecting Success, Nazilli YGS Sample