

## **Adjusted indicators for comparing universities in terms of attractiveness. Insights on differences between degree programs and curricula**

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In this work we investigate upon the determinants of students' university choices (where to study and which subject) by linking micro-data provided by the Italian National Student Archive (NSA) on a cohort of students enrolled for the first time at the university in a.y. 2014/15 with socioeconomic indicators related to the territorial areas and other information concerning universities, curricula (i.e. classi di laurea) and degree programs provided by national surveys on graduated students. The aim of the analysis is to propose a set of indicators of attractiveness of tertiary education institutions suitable to make comparisons among curricula and degree programs between and within universities. To this aim, students' choices to attend bachelor degree studies outside the region of residence have been modelled within the generalized mixed-effect models framework, showing how the setting of alternative model parametrizations and the adjustment for different sources of heterogeneity in the data enables us to build up measures addressed to investigate complementary aspects of institutions attractiveness and to pursue different knowledge purposes.

The results of the analysis enable to assess and split the role played by the university, the field of study and other factors endogenous to tertiary education institutions in determining the power to attract students from other regions.