



SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

What international students are thinking: An inside look at Student Insight

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www.britishcouncil.org/siem

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Student Insight

Global Survey & Reports

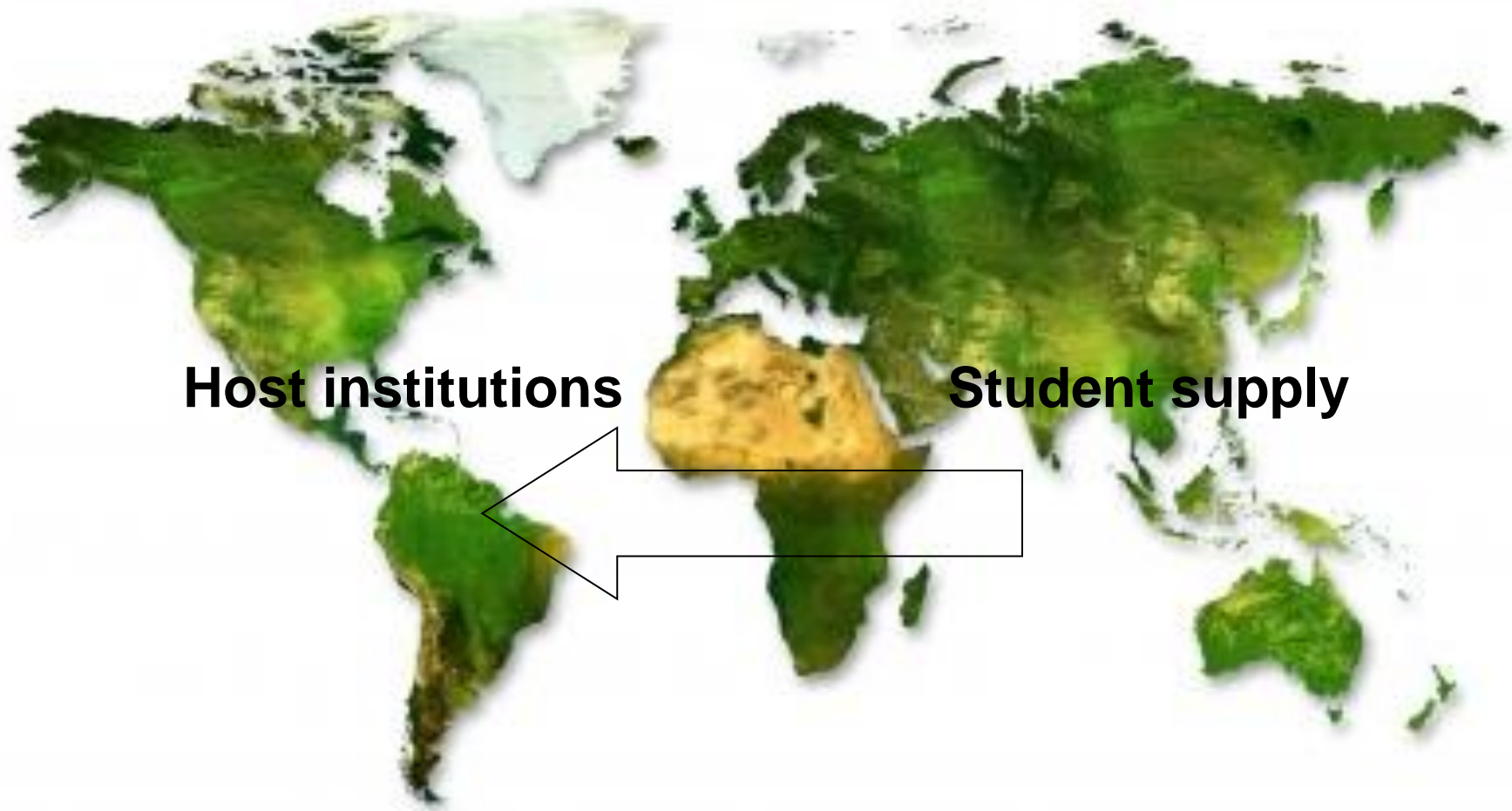


- Collected through BC network and strategic partners
- Administered since February 2007 – almost 6 years
- Over 163,000 responses collected to date
- Global coverage, no destination country bias
- Offered in 16 languages
- Depth of data: city level
- Informs *Student Insight* country reports and *Student Insight Hot Topics*

Student Insight Hot Topics

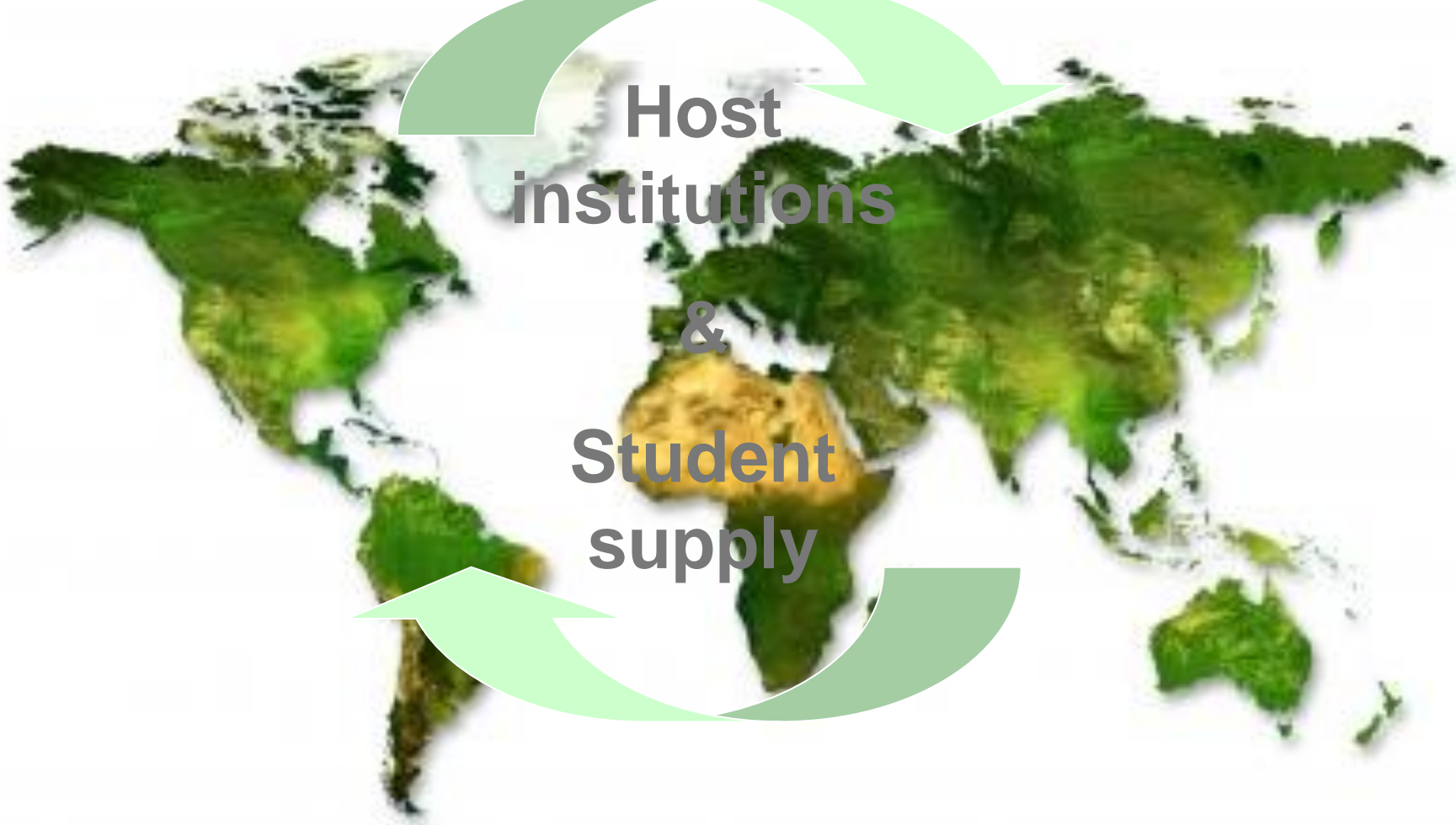
A comparative analysis of traditional host destinations and emerging education hubs

1st Generation



...previous assumptions can no longer
be assumed

- Developing to developed
- East to West, South to North
- Dominant hosts remain unquestioned
- Dominance of English language provision



Host
institutions
&
Student
supply

Traditional study destinations

- UK, USA, Australia, Canada, New Zealand
- Traditional modes of delivery
- Brand names
- World class reputations
- Visas
- Costs
- Experience
- Culture

Emerging study destinations

- Expanded local provision or education hubs
- UAE, Malaysia, Singapore, Hong Kong, China
- Ambitious
- Costs
- Visas
- None-cost factors: religion, safety, food
- Regional proximity

#1 National stereotyping – myth or reality?



HARVARD
UNIVERSITY

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UNIVERSITY OF
OXFORD



NEWS

> Blast trauma study suggests how to protect troops



#2 Quality remains a top consideration

- High quality courses
- Internationally recognised qualification
- Institutional reputation
- Good career prospects
- Scholarship opportunities

#3 Policy impacts across opinion

newzealand.govt.nz

IMMIGRATION
NEW ZEALAND



A SERVICE OF THE DEPARTMENT OF LABOUR

INFORMATION SHEET: IMMIGRATION POLICY CHANGES AFFECTING STUDENTS

28 June 2011

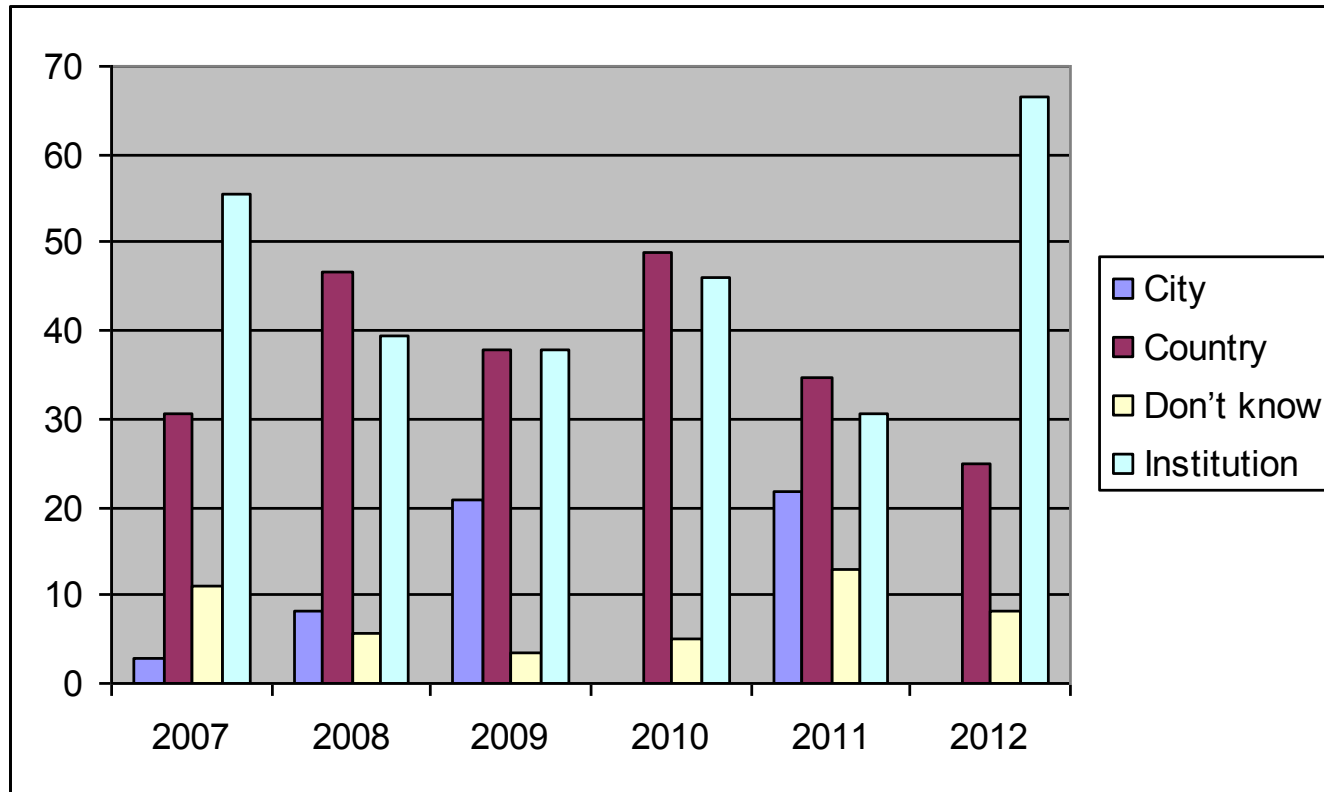
Education is one of New Zealand's top five export industries, contributing approximately \$2.3 billion to the New Zealand economy each year and supporting 32,000 jobs.

Changes to immigration policies are aimed at attracting more genuine international students, and enabling the best and brightest to stay in New Zealand so that they can help drive economic growth through increased productivity and innovation.

- Students will need to satisfy Immigration New Zealand (INZ) that they are supplying genuine evidence of funds for maintenance.
- Those who provide sponsorship and financial undertakings will be required to:
 - › be either friends or relatives (if they are individuals), and
 - › genuinely intend to support the student and hold sufficient funds for each student they are acting as a sponsor for.
- More flexibility for genuine students will be introduced.

#4 TNE destinations have no clear unique selling point

Students who want to study in the UAE: What they choose first



#5 Safety issues are not mutually exclusive to one country

The screenshot shows a news website with a red header. On the left, there is a 'JAPANTODAY' logo and a 'CAPITAL TAX' advertisement for 'Small Business Tax & Accounting'. The main navigation bar includes 'BBC', 'News', 'Sport', 'Weather', 'Travel', and 'Future'. Below this, there are regional links: 'Home', 'US & Canada', 'Latin America', 'UK', 'Africa', 'Asia', 'Europe', 'Mid-East', 'Business', and 'Health'. A secondary navigation bar lists 'England', 'Northern Ireland', 'Scotland', 'Wales', 'UK Politics', 'Education', and 'Queen's Diamond Jubilee'. The main headline reads 'Chinese students beaten, robbed in Sydney Indian student fatally wounded in Self street shooting'. Below the headline, there is a 'WORLD APR. 24, 2012 - 06:21PM JST' timestamp, a 'Recommend' button with a '10' count, and a 'Tweet' button with a '13' count.

26 December 2011 Last updated at 12:49 ET

Los Angeles Times

ARIE

Students' slayings stun USC

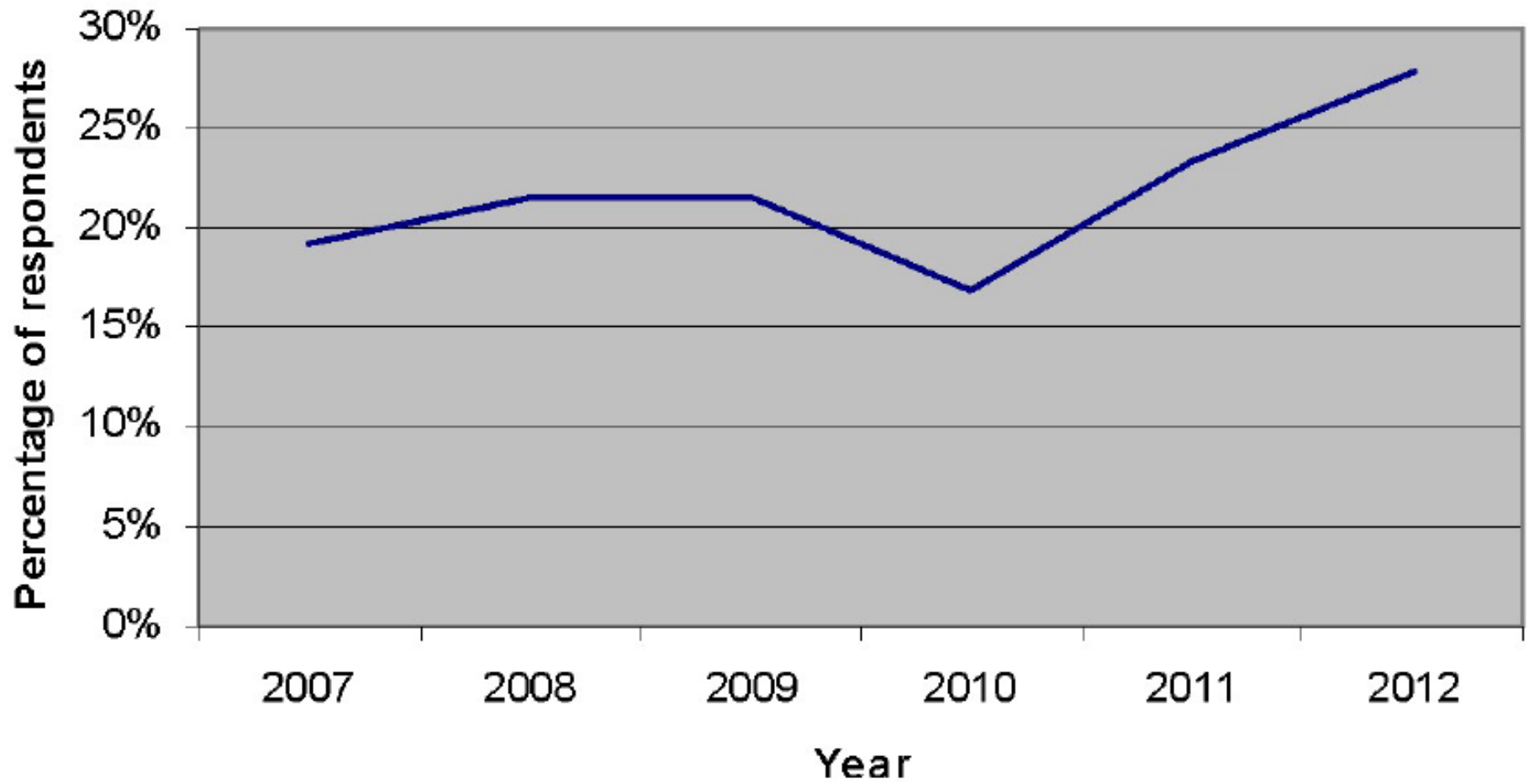
Concerns about the area's safety reemerge after deaths of Chinese pair

April 12, 2012 | Andrew Blankstein, Ashley Powers and Rosanna Xia

Student Insight Hot Topics

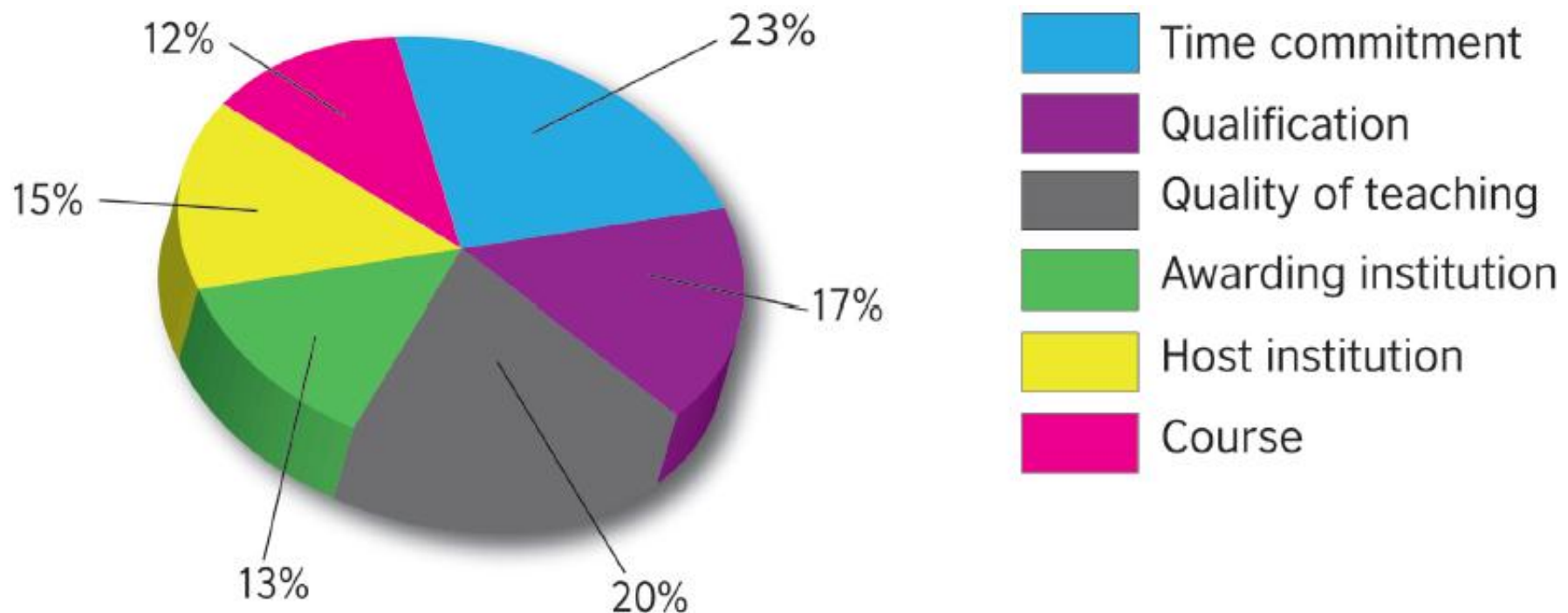
What defines today's transnational education student?

Student interest in TNE, by year



Source: Student Insight 2012

Factors of importance to TNE students



Source: Student Insight 2012

Time commitment

‘I had a full time job like everyone else on my programme, but was also establishing a start – up so I wanted a flexible class schedule’

TNE MBA graduate

Quality of teaching

“I wanted to make sure the programme had good teachers. I didn't want to learn from the book, I wanted to learn from the guy that wrote the book.”

TNE MBA graduate

“The materials are great but the on-campus students get better resources and have more advantages.”

Current TNE bachelor's degree candidate

Relevance of the qualification

“It doesn’t matter where you go as long as you have a recognized qualification. That’s what is most important to employers.”

TNE undergraduate student

Additional findings

- Practicality of the course is more important than reputation
- Face to face teaching and learning is irreplaceable
- Student experience was not a decision-making factor, but is the area in which students would most like to see improvement
- TNE students form distinct communities
- What is learnt from a TNE course is markedly different from what is learnt from its companion on-campus course

“TNE should be delivered for the students
and the community in which they live...”

Professor Dame Joan Stringer

Global Education Dialogues: The Asia Series

Kuala Lumpur

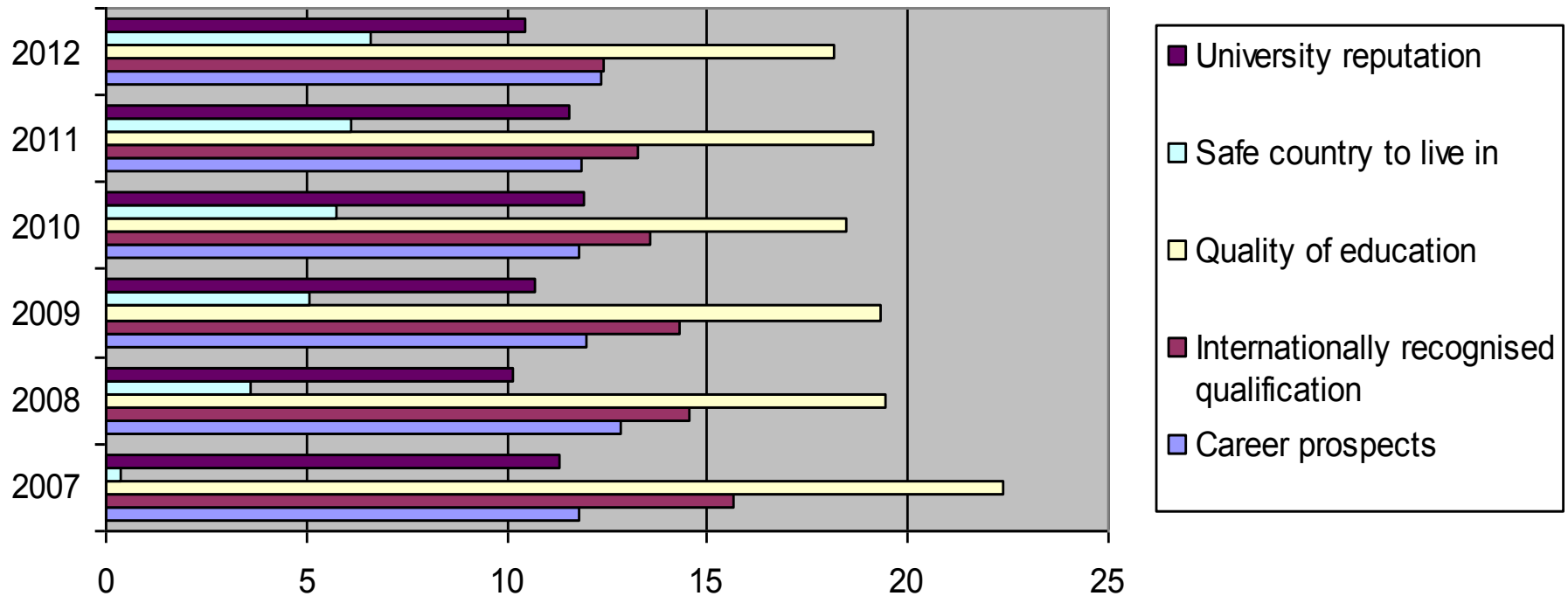
27 November 2012

Student Insight Hot Topics

Safety and integration of international students

Choosing a study destination

Most important factor when selecting an overseas destination country 2007 - 2012



Safety concerns are not mutually exclusive to one country



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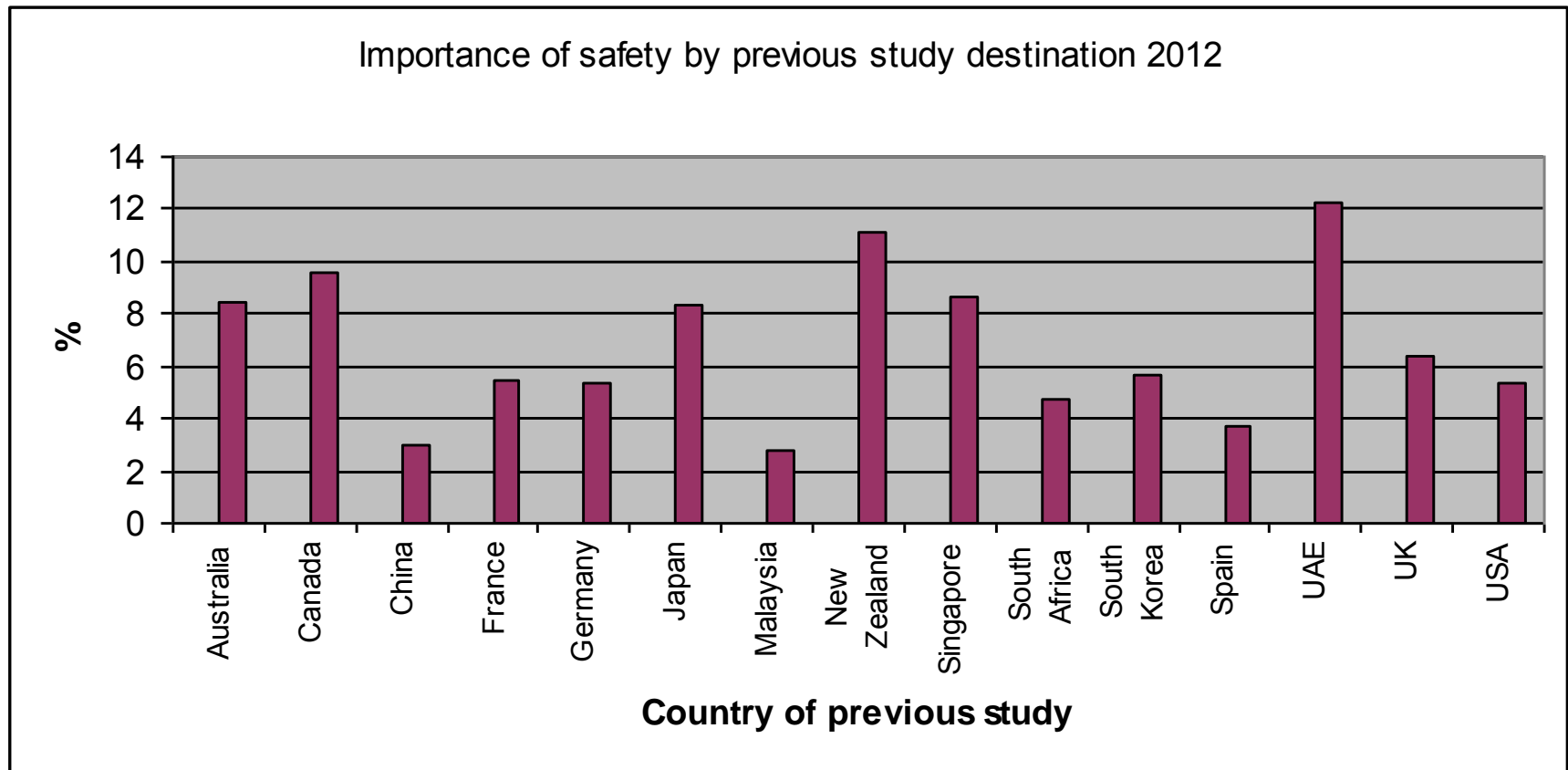
Los Angeles Times

Students' slayings stun USC

Concerns about the area's safety reemerge after deaths of Chinese pair

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Importance of safety to students



The Student Safety Poll

The Student Room

MARK WATSON THE INFORMATION TOUR
'A HUGE COMIC PRESENCE' THE TIMES 'A STAND-UP SUPERSTAR' TIME OUT
CLICK HERE FOR FULL TOUR DETAILS!

Home Forums Articles Revision help Personal statements University Health & relationships Postgrad Careers

You are Here: Home > Forums

TSR Forums

The Student Room has forums covering almost every area you could think of, here are some quick links:

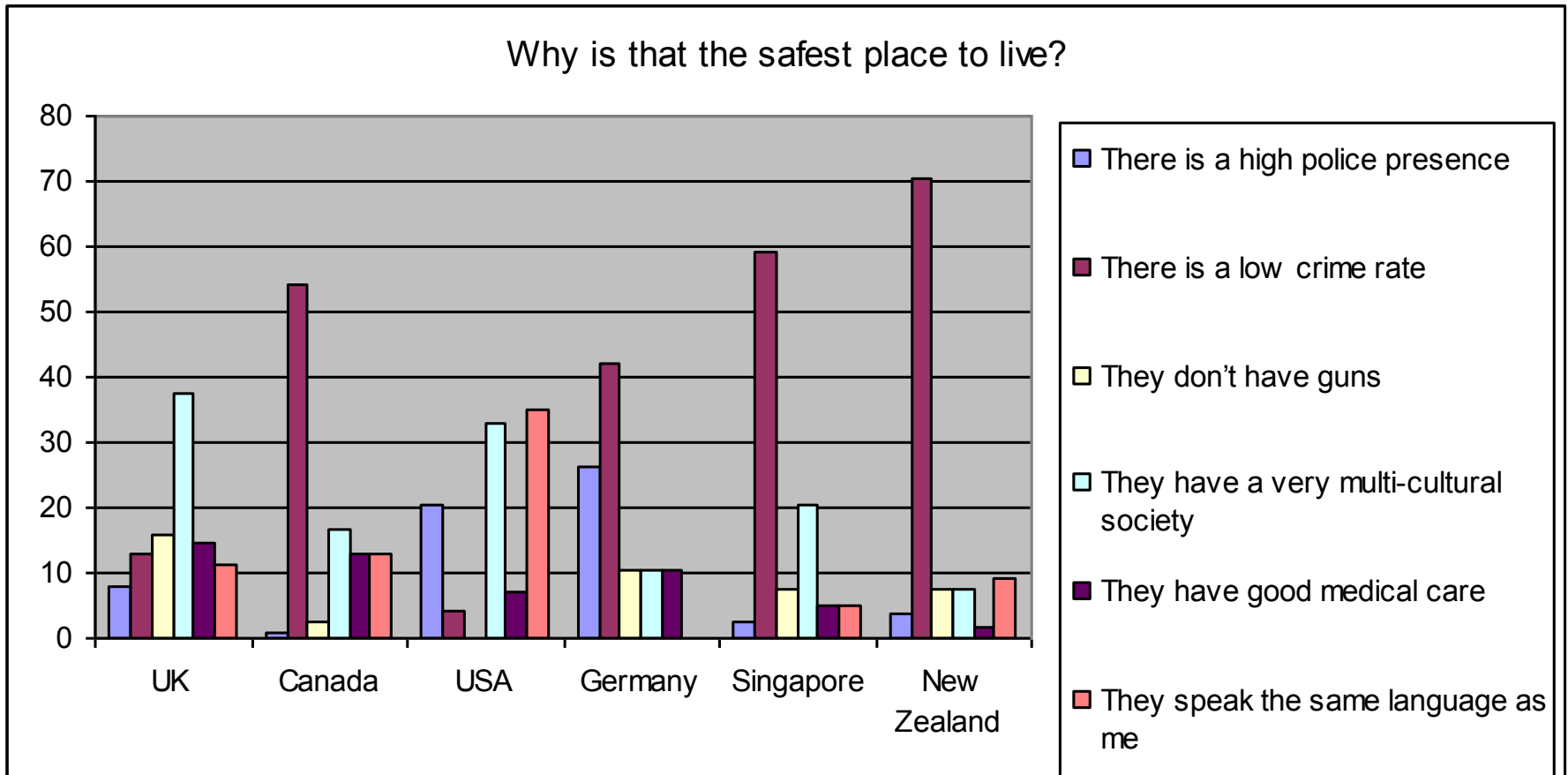
- What's hot... ▾
- Hobbies and Interests ▾
- University and University Courses ▾
- TSR Development and Moderation ▾
- TSR Community ▾
- Debate and Current Affairs ▾
- Universities and HE Colleges ▾
- Life and Style ▾
- Study Help ▾
- Careers and Jobs ▾

Want to join the conversation?
Start your own threads and post replies. Get advice, laugh, chat and debate with 1,044,117 GCSE, A-level and uni students.

Join The Student Room ▶

Student perceptions

Why is that the safest place to live?



The Results

- Safe or Unsafe - Building a picture of national characteristics
- USA – safe and unsafe

“I think America has a lot of police but everyone can carry guns so it’s tricky to know.”

Safety is a real issue

“Safety comes first before everything, if I am not safe I won’t be able to concentrate on my studies.”

What effects their views?

“Word of mouth is available on internet, but you don’t know these people, so you have to be clever.”

Depth of understanding

“I am equally safe in UK as in New Delhi at night, there are some people who are always looking for trouble, I wont do anything that will end me up in trouble.”

Existing legacy of previous incidents?

‘If they were not an international student we would not hear about it, it is the media making people scared’

No news is good news

‘Canada is a quiet place, a big place and there are lots of nationalities together’

Role of law

‘A single life, they value life a lot there (UK), they would do anything to save people, it is not much here, the focus isn’t the same here’

The importance of integration

“A mixed community of students is very important, cooking along side someone else in a kitchen is essential to understanding and trusting them as a person.”

“The locals will be able to guide us, in many matters, you can go to this place if you want to enjoy this or this, and they will guide us, you’ll get in put.”

Upcoming Student Insights

Search data analysis

Parents' views on student mobility

Reputation

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Country reports

Thank you!