

Social media analysis of the UK's prospective international students

Malaysia deep dive

July 2022

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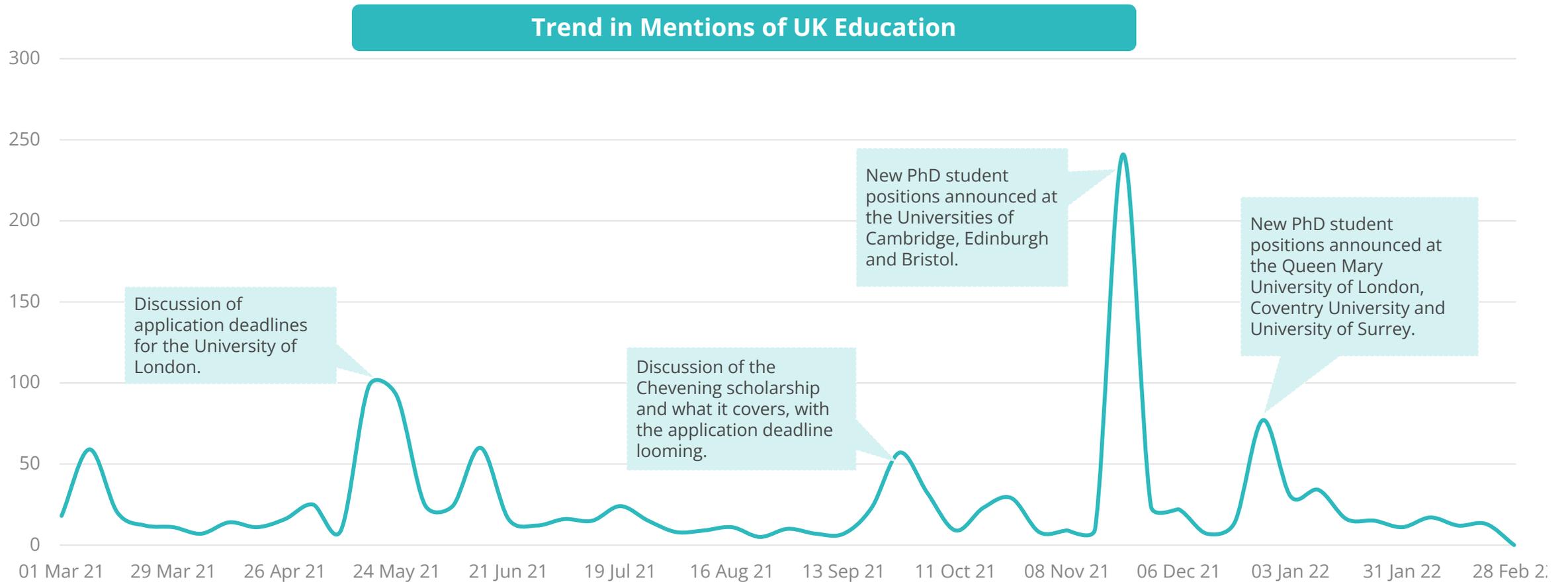
MALAYSIA DEEP-DIVE



**Social media listening:
MALAYSIA**

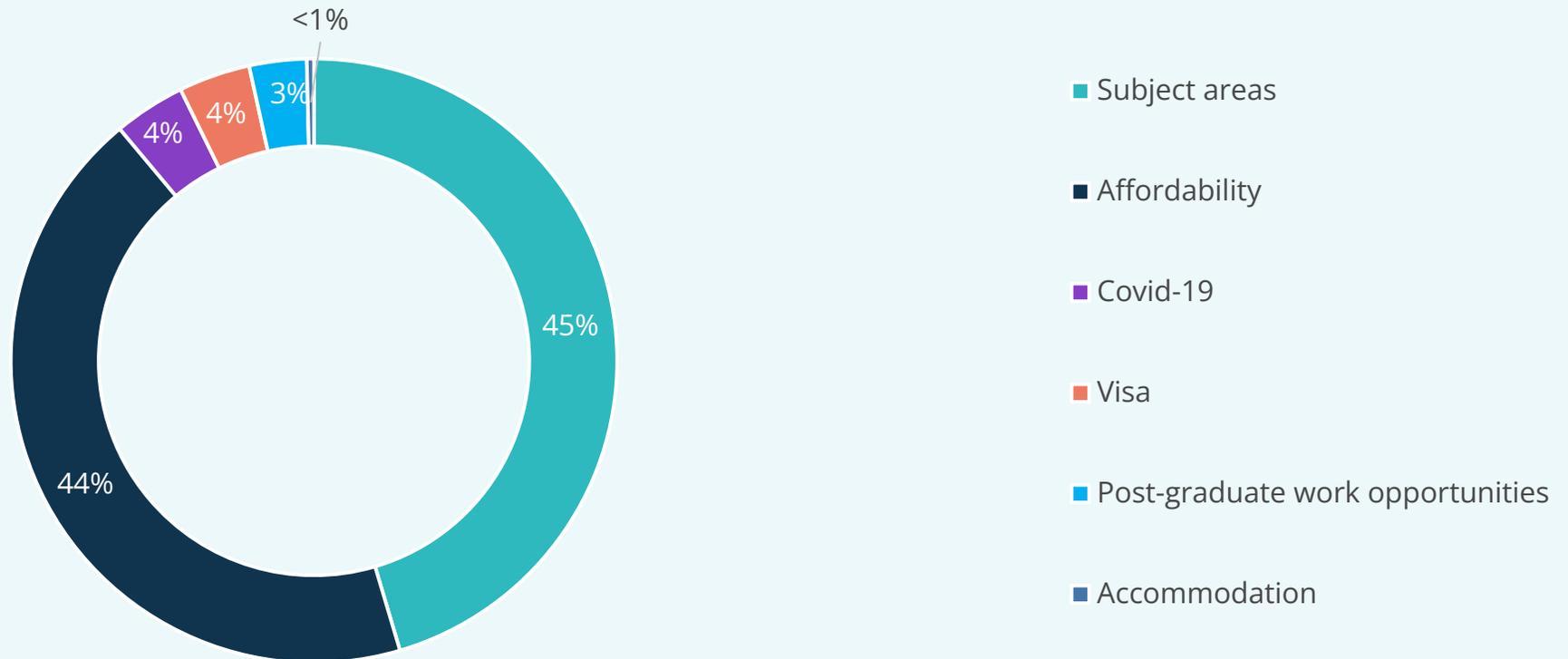


Peaks in conversation are driven by people sharing news of newly available PhD positions at several universities



Prospective students in Malaysia often mention the subject areas they are considering, prioritising those that would allow them to remain in the UK post-graduation

KEY TOPICS SHARE OF CONVERSATION



There appears to be relatively low awareness of scholarship opportunities, with prospective students seeking information on loans instead

SUBJECT AREAS

- Prospective students who aim to stay permanently in the UK after graduating seek advice on which subject areas to pursue from the UK citizens.
- Some recommend studying Computer Science, saying that there are plenty of jobs in the UK for people with that degree.
- Other subject areas driving interest from prospective students include:
 - Accounting and Finance
 - Low Carbon Building and Design
 - Computer Science

“*For my graduate studies, I am planning to change my field to something in demand depending on which country I will be going and I know comm studies is pretty useless.*”

“*Have you perhaps considered the UK? London is one of the biggest tech hubs in Europe with quite a few software engineering jobs as well*”

AFFORDABILITY

- Many prospective students express concern about the high cost of tuition and living expenses in the UK, and they use forums to seek advice on how to access loans.
- Negative perception about studying in the UK is expensive and scholarship or student aid are rather limited.
- Malaysian students discuss a dearth of scholarship and financial aid for those considering studying in the UK, with this fuelling a negative conversation around the prospect. There may be a need to boost awareness of the funding opportunities available to students from this country.

“*Currently work for the govt but am determined to further my studies (in the UK) so am exploring my options with funding as that is my most significant obstacle. Would like some advice or experience if any of you money-ets have loaned money from a bank to study overseas before?*”

Prospective students from Malaysia worry about whether they will find work after graduation, and how lucrative it will be

COVID-19

- Prospective students from Malaysia were ambivalent about the impact of Covid-19 on their education in 2021, with little focus on the topic. While they recognised that it posed barriers to UK study, the situation was said to be similar globally.

“ Covid worries - nobody knows, I'm afraid to say, so.... who can say? ”

VISA

- Malaysians complain about the complicated and bureaucratic process of applying for a UK visa.

“ Im suggesting the UK because the H1b visa process for malaysians is a lottery system so even if you get a job you might lose the lottery (this happened to many of my malaysian friends and they ended up being relocated to europe / UK) whereas the UK visa is entirely point based ”

POST-GRADUATE WORK OPPORTUNITIES

- Prospective students from Malaysia discuss the limited opportunities for them to gain employment in the UK after studying. While having studied at a recognised UK institution is expected to bolster one's CV, students feel that due to Malaysia's fluctuating economy even this would not be enough to guarantee employment in their home country.

“ my friend who went to university in the UK ended up working said cashier job for 3 years before being an electrician for the government with a similar salary ”

Most of the frequently asked questions centre on affordability

KEY QUESTION TYPES

- What will the bank use to assess whether they will loan me the money?
- How long will the bank take to let me know my loan application result?
- What's the amount I should budget for cost of living for a student in London per year? Does £5000 enough to start a master degree in the UK?
- Which post-graduate course should I choose in the UK that would benefit me to completely migrate to the country?
- What is the process of applying for MMC registration/ applying to work as a surgeon in Malaysia after graduated medicine from the UK?

COMPETITOR COUNTRIES

- The UK is occasionally compared with the US.
- Although Malaysian students complain about the complicated UK student visa applications, they recommend the UK over the US for those hoping to get post-graduate work in the country where they study, saying that gaining a visa to work in the UK after graduating is much easier than gaining a US H-1B visa.

“ *The thing is UK universities are very expensive with little to no scholarship or aid available whereas US universities have tuition fees that are need based meaning that tuition fees are based on the household size and income.* ”

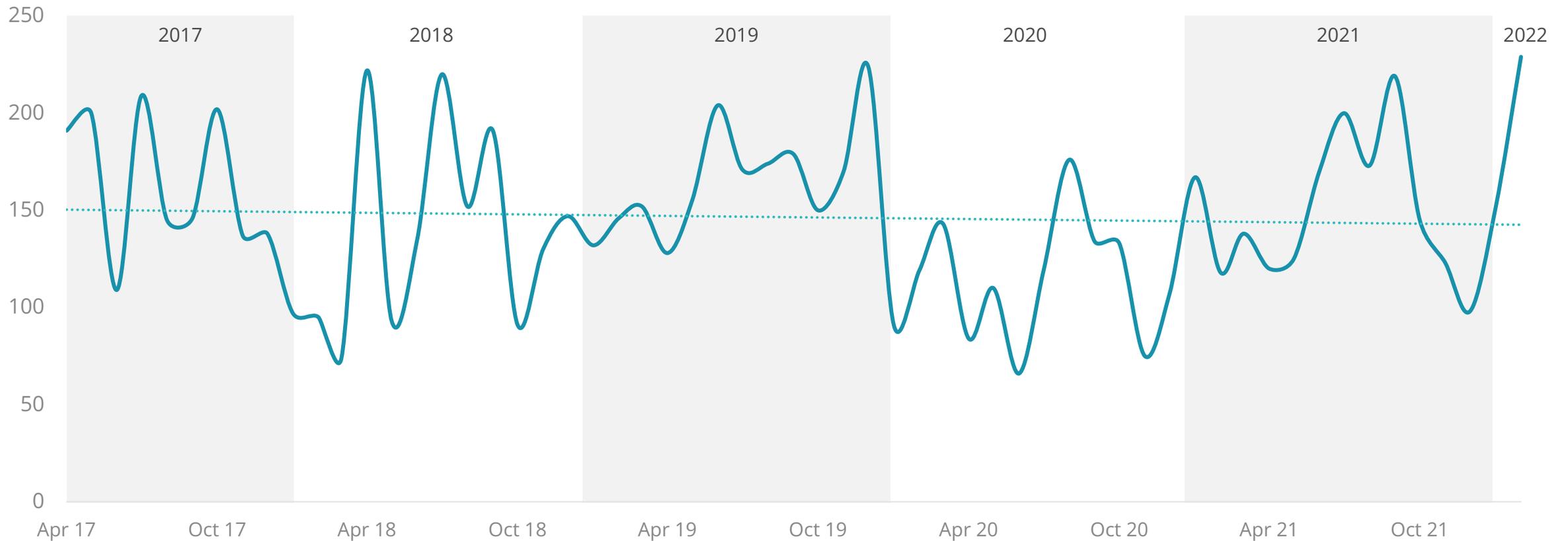
**Search & website traffic
analysis:
MALAYSIA**



Search trend analysis

Search activity in Malaysia is relatively erratic. Although there was a drop in searches in 2020, interest began to grow again in 2021 and has seen a surge to its five-year peak at the start of 2022.

Monthly searches for 'Study in UK' over the past 5 years

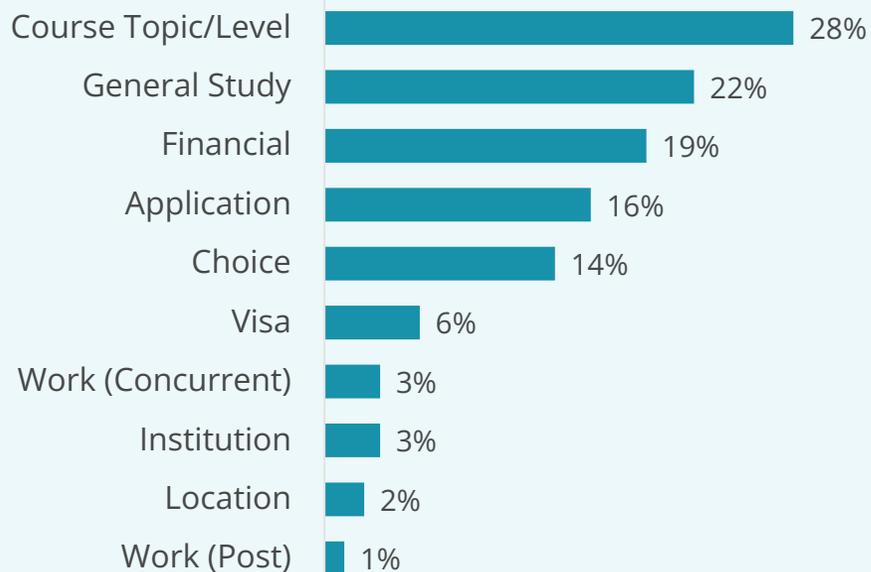


Search & website traffic analysis Overview

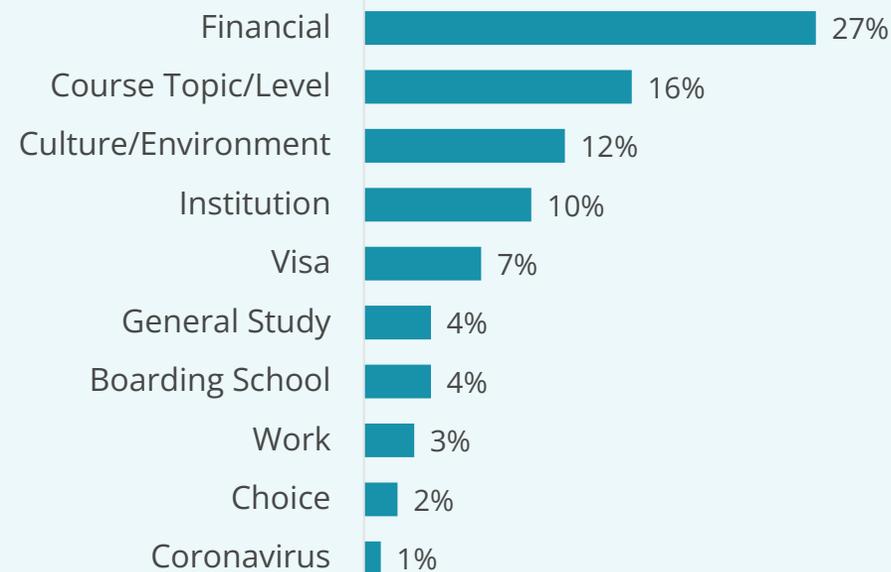
People in Malaysia are most likely to visit the Study UK website seeking answers to questions around finances – most often scholarships.

Although application requirements and information on the process drive a fair share of search activity, this does not seem to be a significant topic driving website traffic. It may be possible to boost website traffic from people seeking information on applications through search engine optimisation, including website keyword refinement.

Most Common Search Topics



Search Topics Driving Website Traffic



Search Data: Google.

General search topic data is from the last 12 months, while search topic data for website traffic is from February 2022. Because multiple topics may be included in a single search, percentage data may not equal 100%.

Search Analysis

The prominence of searches for top universities and of the cheapest places to study suggests that people in Malaysia prioritise a high quality education and the least financial burden. Affordability and benefits of studying in the UK are compared to other English-speaking countries, including the US and Canada.

Course Topic/Level (28%)

- Course topics are mentioned in search questions, often to identify 'top universities' and 'requirements' during the application process
- Medicine (e.g. biomedical science, medicine, nursing) and science (e.g. microbiology, computer science), language, law and business and communication are often searched subjects

General Study (22%)

- Generic questions around 'study in the UK' as Malaysian students and 'how to' study abroad are common
- Also, searches for 'study experience' and safety in the UK

Financial (19%)

- Financial topics are mainly centred on scholarship opportunities and the costs of study
- Searches for 'cheapest' city and university might indicate the need to mitigate the financial burden of studying and living in the UK

Application (16%)

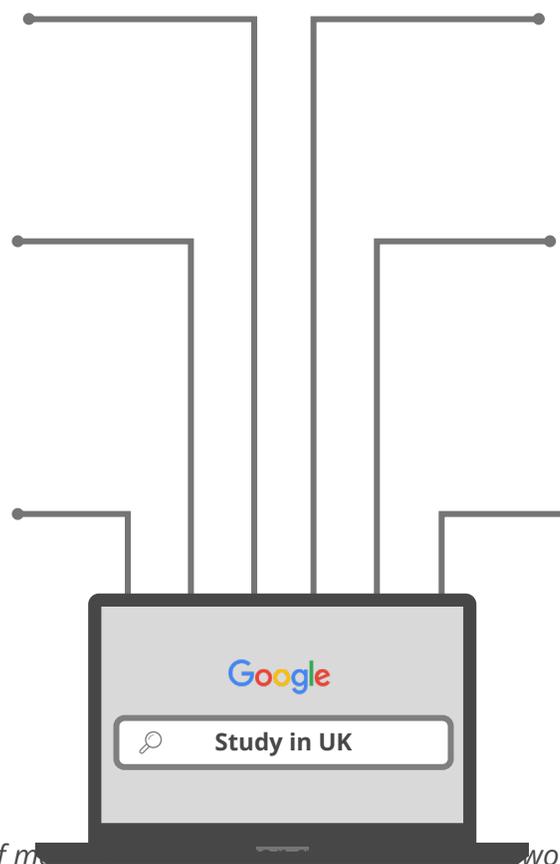
- Information on the application process and how to prepare for interviews
- Enquiries about application requirements and processes for international students, and how to study 'without IELTS'

Choice (14%)

- Generic questions about 'why' study in the UK, and 'advantages' and 'disadvantages'
- English-speaking countries, such as the US, Canada, Australia are compared to the UK in terms of affordability and benefits

Visa (6%)

- Visa-related questions focus on the possibility of obtaining permanent residency and work permits after the completion of studies
- 'How to apply visa', 'fees' and whether Malaysian students need visas to study in the UK are also searched for



Search Data: Google.

Search volume (%) by topic is based on the average number of monthly searches for each keyword over a 12-month period. Because multiple topics may be included in a single search, percentage data may not equal 100%.

Search Analysis: Sample Searches

Course Topic/Level

- *Top universities in UK for communication and media studies*
- *Best university to study biomedical science in UK*
- *Best place to study ACCA in UK*
- *Study microbiology in UK*
- *Study nursing in UK for free*
- *Study a level in UK for international students*
- *How long to study medicine in UK*
- *Study MBA in UK requirements*

Application

- *Why do you want to study in UK answer*
- *Study in UK requirements*
- *Study in UK without IELTS*
- *Do you need IELTS to study in UK*
- *Requirements to study medicine in UK*
- *How to apply study abroad in UK*
- *Average score for IELTS for studying medicine in UK*

General Study

- *Study in UK*
- *Study experience in the UK*
- *How to study in UK from Malaysia*
- *Is it safe to study in UK*
- *Study in UK for Malaysian student*
- *Continue to study in the UK*
- *Apps to download for studying in UK*
- *UK reputation in study*

Choice

- *Advantages of studying in UK*
- *Benefits of studying in UK universities*
- *What to study in the UK*
- *Why should I study in UK*
- *Is it good to study in UK*
- *Is it worth studying in UK*
- *Study in UK or Canada*
- *Study in US or UK*
- *Studying medicine in US vs UK*

Financial

- *Malaysia scholarship to study in UK*
- *Scholarship to study in UK*
- *Cheapest city to study in UK*
- *Full scholarship to study in UK*
- *Study loan for international students in UK*
- *Cost study in UK*
- *Scholarship to study English in UK*
- *Can I study in UK for free*

Visa

- *PR in UK after study*
- *Work visa after study in UK*
- *Do I need visa to study in UK*
- *How to get PR in UK after study 2020*
- *Staying in UK after studies*
- *Is it easy to get PR in UK after study*
- *Do Malaysian need visa to study in UK*
- *How to apply visa to study in UK*

Search Data: Google.

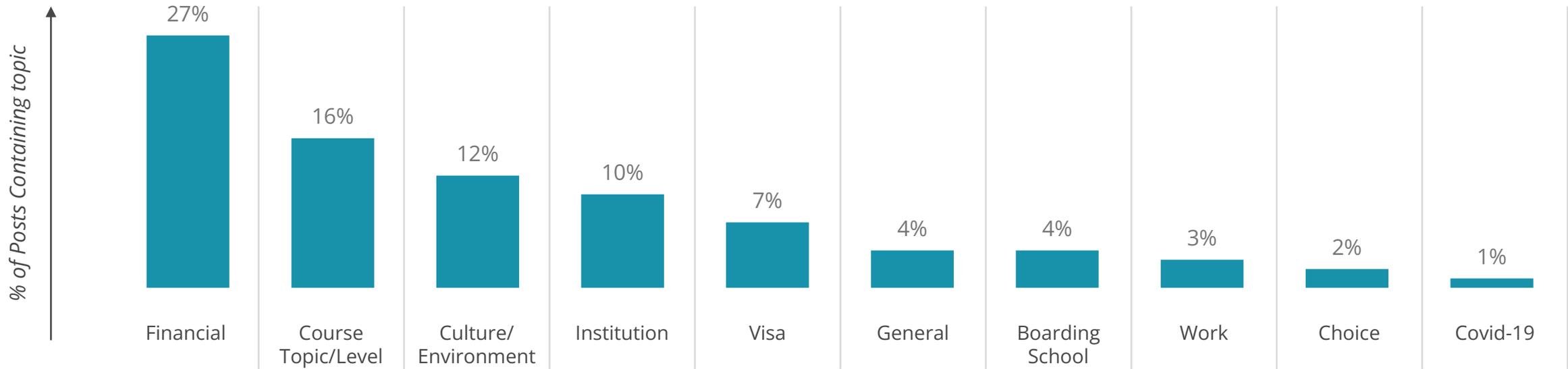
Search volume (%) by topic is based on the average number of monthly searches for a 'study in UK' keyword over a 12-month period. Because multiple topics may be included in a single search, percentage data may not equal 100%.

Website Traffic Analysis

People based in Malaysia visited study-uk.britishcouncil.org **3.2K** times in February 2022.

There are 547K key search terms leading people to visit the website, and we conducted an analysis of the **top 100 search terms** (driving more than 99% of website visits). Within this data, we identified 10 search topics that lead people to visit the site:

Topic Footprint in Website Traffic Search Data



Data covering February 2022. Because multiple topics may be included in a single search, and searches consisting of single, unrelated words such as 'great' or 'commonwealth' were not included in the data reviewed for these slides, percentage data may not equal 100%.

Website Traffic Analysis: Sample Searches

Seeking information on available scholarships drives a significant portion of Malaysian Study UK traffic, often in relation to a specific level of study (e.g. Master's). People visit the website hoping to learn about UK religion, language and weather. There is also a notable interest in universities which have campuses in Malaysia, potentially indicating that people would like to get a 'UK education' without the associated high costs of moving to the UK.

Financial	Course Topic/Level	Culture/Environment	Institution	Visa	General
<ul style="list-style-type: none">• <i>Scholarships UK</i>• <i>How to get scholarship in UK</i>• <i>Commonwealth scholarship</i>• <i>UK scholarship for Malaysian</i>• <i>Scholarships for international students</i>• <i>Chevening scholarship</i>	<ul style="list-style-type: none">• <i>British Council scholarships</i>• <i>Master's scholarships</i>• <i>Master's in UK</i>• <i>UK law universities recognised in Malaysia</i>• <i>Postgraduate degree</i>• <i>Undergraduate degree</i>	<ul style="list-style-type: none">• <i>UK religion</i>• <i>Summer in UK</i>• <i>British language</i>• <i>UK temperature</i>• <i>UK seasons</i>• <i>England weather</i>• <i>When is autumn UK</i>• <i>Culture shock</i>• <i>UK winter</i>	<ul style="list-style-type: none">• <i>UK universities in Malaysia</i>• <i>British universities in Malaysia</i>• <i>University of Hull</i>• <i>UCL London</i>• <i>University of Manchester</i>• <i>Goldsmiths University of London</i>	<ul style="list-style-type: none">• <i>UK student visa</i>• <i>UK visa</i>• <i>UK visa application</i>• <i>Student visa</i>• <i>England visa application</i>• <i>Post work</i>• <i>UK work visa</i>	<ul style="list-style-type: none">• <i>Study in UK</i>• <i>Study agency</i>

Data covering February 2022. Because multiple topics may be included in a single search, and searches consisting of single, unrelated words such as 'great' or 'commonwealth' were not included in the data reviewed for these slides, percentage data may not equal 100%.

Website Traffic Analysis: Sample Searches

As in other countries, some people visit the Study UK website to learn more about boarding schools. Work-centred searches appear to focus on post-study work visas. Searches connected to student choice are relatively low in volume, but interest in the overall student experience is evident.

Boarding School	Work	Choice	Covid-19
<ul style="list-style-type: none">• <i>Boarding school</i>• <i>What is boarding school</i>• <i>Boarding school meaning</i>	<ul style="list-style-type: none">• <i>Work in UK</i>• <i>Post work</i>• <i>UK work visa</i>	<ul style="list-style-type: none">• <i>UK law universities recognised in Malaysia</i>• <i>Best student experience</i>	<ul style="list-style-type: none">• <i>Covid 19 UK</i>

Data covering February 2022. Because multiple topics may be included in a single search, and searches consisting of single, unrelated words such as 'great' or 'commonwealth' were not included in the data reviewed for these slides, percentage data may not equal 100%.

Leading Subdomains

Subdomain	Traffic
https://study-uk.britishcouncil.org/	1,239
https://study-uk.britishcouncil.org/id/pindah-inggris/kehidupan-mahasiswa/cuaca	450
https://study-uk.britishcouncil.org/scholarships/great-scholarships/malaysia	395
https://study-uk.britishcouncil.org/find/study-options/studying-uk-degree-outside-uk/malaysia	229
https://study-uk.britishcouncil.org/scholarships	206
https://study-uk.britishcouncil.org/find/study-options/boarding	138
https://study-uk.britishcouncil.org/moving-uk/student-life/weather	97
https://study-uk.britishcouncil.org/moving-uk/student-visas	97
https://study-uk.britishcouncil.org/moving-uk/student-life/religion	85
https://study-uk.britishcouncil.org/scholarships/great-scholarships	47

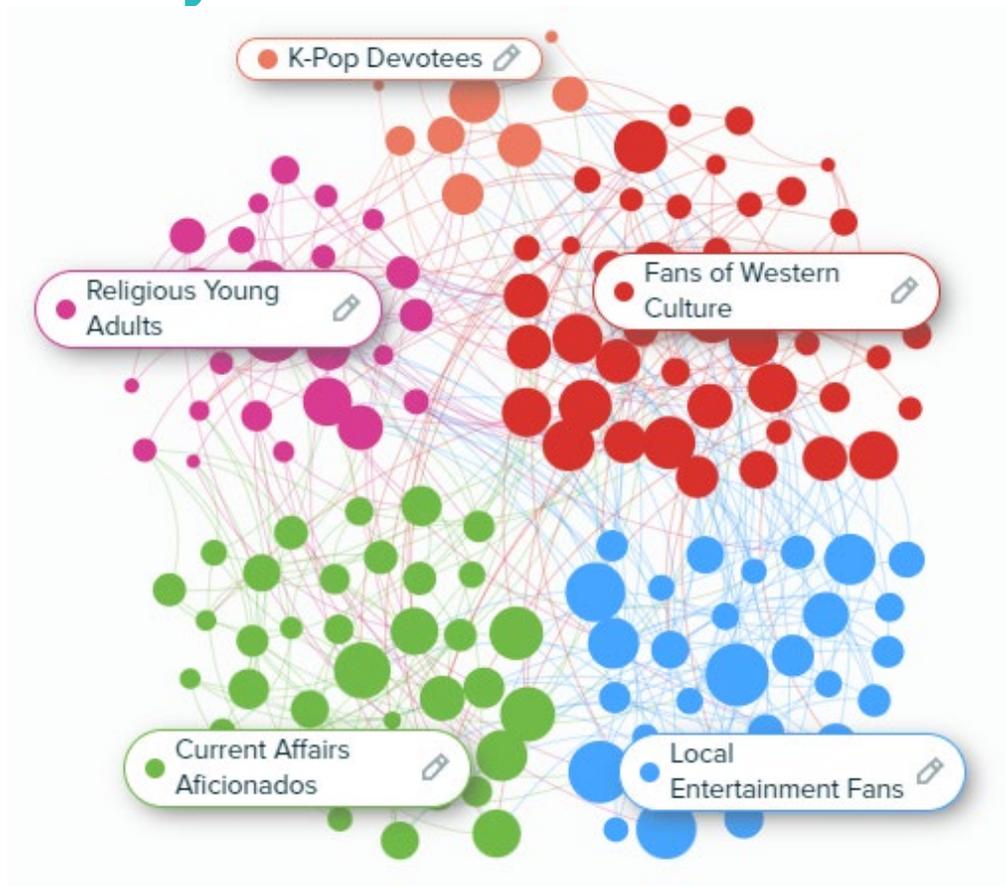
Subdomain	Traffic
https://study-uk.britishcouncil.org/scholarships/commonwealth-scholarships	45
https://study-uk.britishcouncil.org/find/subject-areas/creative-arts?utm_campaign=Study_UK_Awareness_2021	42
https://study-uk.britishcouncil.org/find/study-options/postgraduate	15
https://study-uk.britishcouncil.org/moving-uk/student-life/language	15
https://study-uk.britishcouncil.org/scholarships/chevening-scholarships	14
https://study-uk.britishcouncil.org/th	10
https://study-uk.britishcouncil.org/zn-hans/moving-uk/student-life/language	9
https://study-uk.britishcouncil.org/zn-hans/find/study-options/learn-english-uk	9
https://study-uk.britishcouncil.org/after-your-studies/post-study-work	8
https://study-uk.britishcouncil.org/zn-hans/why-study/succeed-your-career/volunteering	8

Data covering February 2022. Because multiple topics may be included in a single search, and searches consisting of single, unrelated words such as 'great' or 'commonwealth' were not included in the data reviewed for these slides, percentage data may not equal 100%.

**Student profile
estimation:
MALAYSIA**



Audience segmentation of young Malaysian Twitter users



Fans of Western Culture (18%)

A self-conscious, expressive group formed by a balance split of male and female audiences. They follow renown Western celebrities such as Lady Gaga and show an affinity for Western culture, entertainment and current affairs.

Current Affairs Aficionados (15%)

A young adult group centred in urban areas. They show high interest in politics and current affairs, both national and international. Media consumption is evenly heavy on both online and offline such as TV, radio and newspaper.

Local Entertainment Fans (12%)

This group prefers Malay-focused entertainment, following singers and actors such as Lisa Surihani and Zizan Razak. They appreciate local shows such as MeleTOP (an infotainment talk show and variety show) and are relatively introverted.

Religious Young Adults (11%)

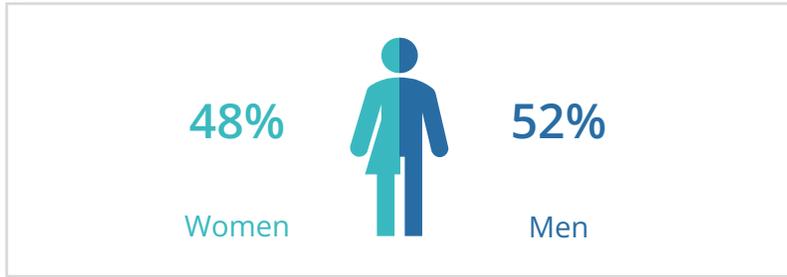
This group values religion highly, often following and being influenced by renowned pastors and Islamic scholars. They are relatively introverted and have conservative values.

K-Pop Devotees (6%)

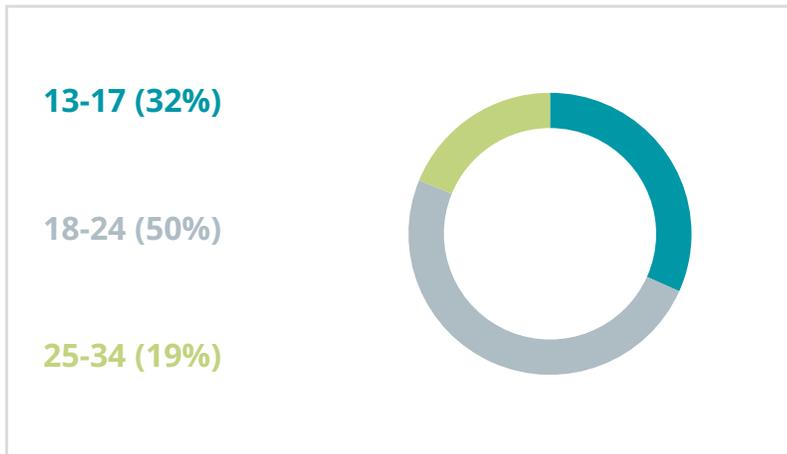
Teens who are big fans of K-Pop and K-culture, mostly female. They are vibrant, enjoy watching movies and listening to music through YouTube and Korean channels.

Who are young Malaysian Twitter users?

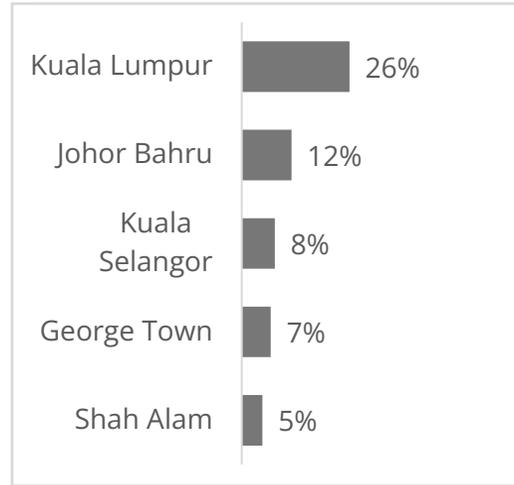
GENDER



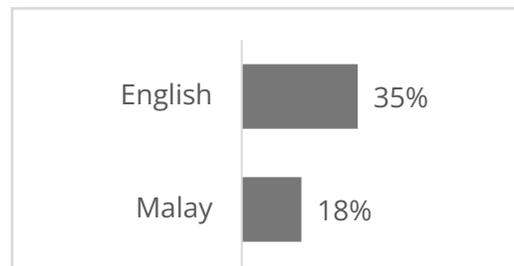
AGE



WHERE THEY LIVE



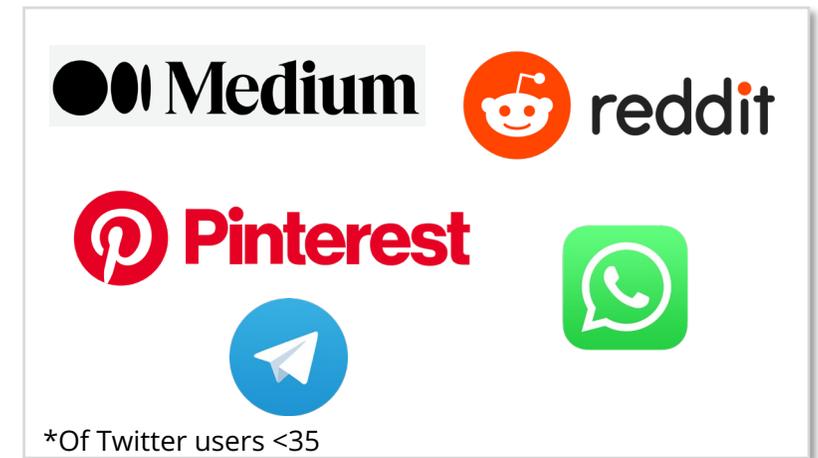
LANGUAGES USED*



WHEN THEY GO ONLINE (local time, based on last 30 days of data)



PREFERRED SOCIAL MEDIA PLATFORMS*



*Of Twitter users <35

The platforms listed are those for which this audience displays the strongest propensity to use in comparison to the country average. They are not the platforms with the highest penetration of platform usage among the audience analysed. Other platforms (e.g. YouTube will command higher penetration, but the audience does not significantly over-index on these compared to the average. Twitter does not feature as the sample is derived from users of the platform.

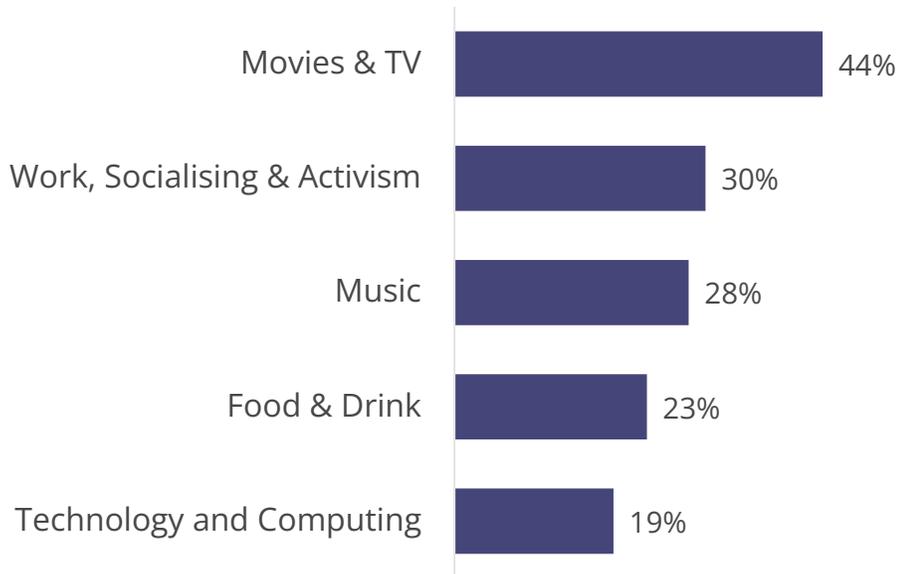
*Language use may not equal 100% as posts which consist only of links, user tags, emojis, pictures or videos have no language indicated. Languages are identified through machine learning algorithms which review user posts and bios.

What are young Malaysian Twitter users interested in?

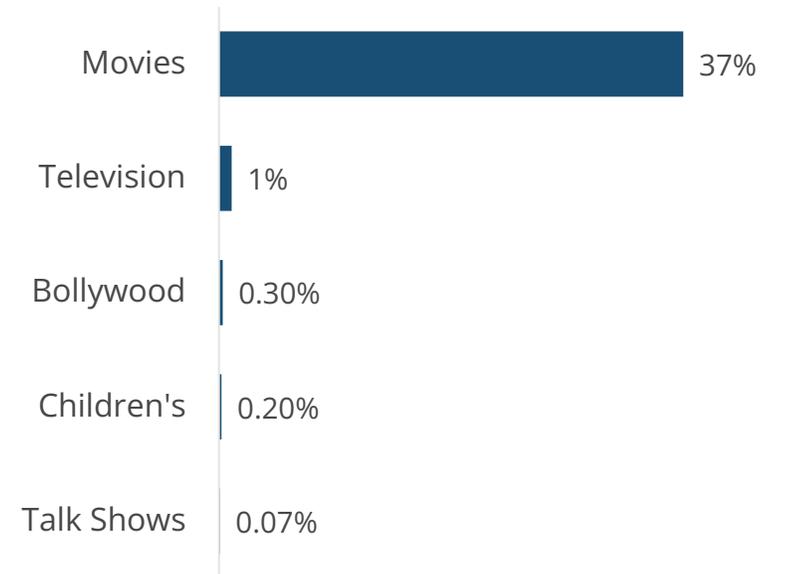
Audiences are predominantly interested in Movies & TV (particularly movies), followed by Society and Music.

Interests

Areas of Interest



Deep Dive on Top Interest



Accounts that influence young Malaysian Twitter users

	British Council MY	We build connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language.
	Mindvalley	Step into your greatness here.
	Mather Dance Company	
	Monash University	We're proud to celebrate 60 years since the first 347 students arrived at Clayton in 1961! CRICOS number 00008C
	AIESEC	A global youth-led organization that aims to develop the leadership potential of young people across 109 countries & territories #withaiesec

	UCSI University	UCSI University is a leading institution; built on the principles of audacity, perseverance, integrity and excellence.
	UITM MASSA	Official account of Mass Communication Students Association (MASSA) • Faculty of Communication and Media Studies
	MASSCOMM UITM	Akaun Rasmi @masscomm_UiTM. Gerbang infomasi bagi warga fakulti. Dilancarkan oleh Dekan Fakulti FKPM pada 29 Sept 2012.
	INTI_edu	Official Twitter page of INTI International Uni & Colleges. (Tweets by The Admin) #intifam
	University of Nottin	Follow us for up to date information on University of Nottingham Malaysia's news and events.

The media enjoyed by young Malaysian Twitter users

Other than news channels, audiences are highly engaged with American TV shows and drama series.

Most Popular TV



[CNN Breaking News](#)

24-hour news and information cable television network



[TV3 Malaysia](#)

Malaysian free-to-air television channel owned by Media Prima



[Astro Awani](#)

Malaysian paid television news channel



[MTV Asia](#)

Pan-Asian music paid-television channel



[Gossip Girl](#)

American teen drama television series



[All Songs Considered](#)

Home to new music and a community of fans to share opinions on the current music scene



[GLEE](#)

American musical comedy-drama television series



[Nightline](#)

Late-night television's news program



[RuPaul's Drag Race](#) American reality competition television series



[The Vampire Diaries](#)

American supernatural teen drama television series

Most Popular Digital Magazines



[Malaysiakini](#)

Online news portal published in Malay, English, Chinese and Tamil



[Berita Harian](#)

Malay-language daily newspaper published in Malaysia owned by the New Straits Times Press



[PeopleStyle](#)

Posts about style news and what celebrities are wearing and sale updates on major brands



[Someecards](#)

eCard sites which provides also branded advertising programs



[Ads of the World](#)

Creative advertising community



[Elite Daily](#)

Digital destination for millennial women who are discovering the world, and themselves in the process



[PhoneArena](#)

Website for new phone information such as full specifications, in-depth reviews, latest news



[iClarified](#)

News and tutorials to help you understand your iPhone, iPad, Mac and other Apple Products



[Michael Ausiello](#)

President and Editorial Director of TVLine.com



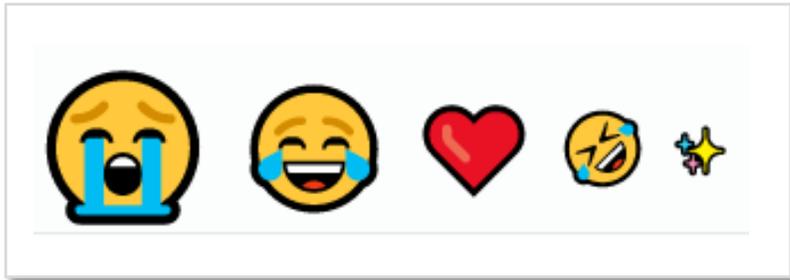
[Fast Co. Impact](#)

Business media brand, with a unique editorial focus on innovation in technology, leadership, and design

Content shared by young Malaysian Twitter users

Pictures are the most popularly shared post type in Malaysia; Popular hashtags mainly pertain to entertainment and sports.

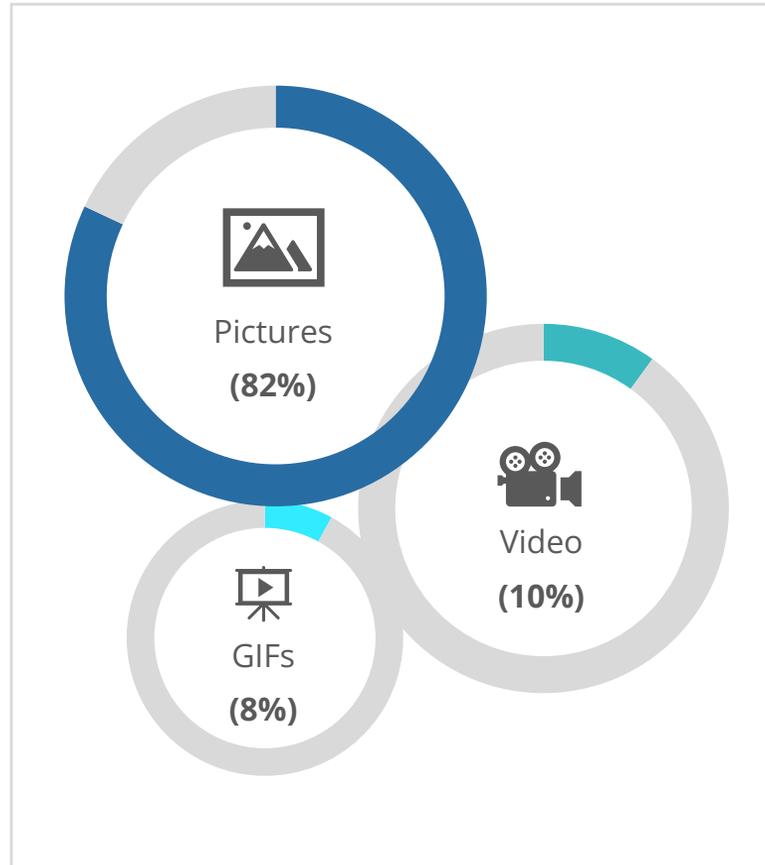
POPULAR EMOJI



POPULAR HASHTAGS

Hashtag	Meaning
#nft	Posts about non-fungible token (NFT) creator items
#bungahati	Malaysia drama series starring Jamal Khan and Che Mie
#batc2022	Updates about Badminton Asia Team Championships 2022
#junghaein	Posts about Jung Hae-in, South Korean actor drama/movie snippets and updates
#beast	Teasers about Beast, an upcoming Indian Tamil-language black comedy action-thriller

MEDIA FORMAT



DOMAINS THEY SHARE LINKS TO

- Youtube.com
- Instagram.com
- Cnnindonesia.com
- Opensea.io
- Swarmapp.com
- Discord.com
- Bernamea.com
- App.pentas.io
- Linkedin.com
- Malysiakini.com