



Student perspective

Tiina Niemi
Research and PR Manager
STUDYPORTALS

BachelorsPortal.com | MastersPortal.com | PhDportal.com | ShortCoursesPortal.com | ScholarshipPortal.com | DistanceLearningPortal.com
LanguageLearningPortal.com | PreparationCoursesPortal.com | STeXX.com



EUROPE

Bucharest, Eindhoven (HQ),
Istanbul, London, Manchester,
Stockholm



NORTH AMERICA

Boston



AUSTRALIA

Melbourne

StudyPortals



**BACHELOR
COURSES**



**MASTER
COURSES**



**PHD
COURSES**



**LANGUAGE
LEARNING**



**DISTANCE
LEARNING**



**SHORT
COURSES**



**PREPARATION
COURSES**



SCHOLARSHIPS



**STUDENT
EXPERIENCES**

Search for Bachelor degrees worldwide!

Discipline ▼

Subdiscipline ▼

What do you want to study?

Search



Browse Bachelor Degree Disciplines



Law



Engineering & Technology



Humanities & Art



Life Sciences, Medicine & Health



Natural Sciences



Applied Sciences, Professions & Arts



Social Sciences



Business & Economics

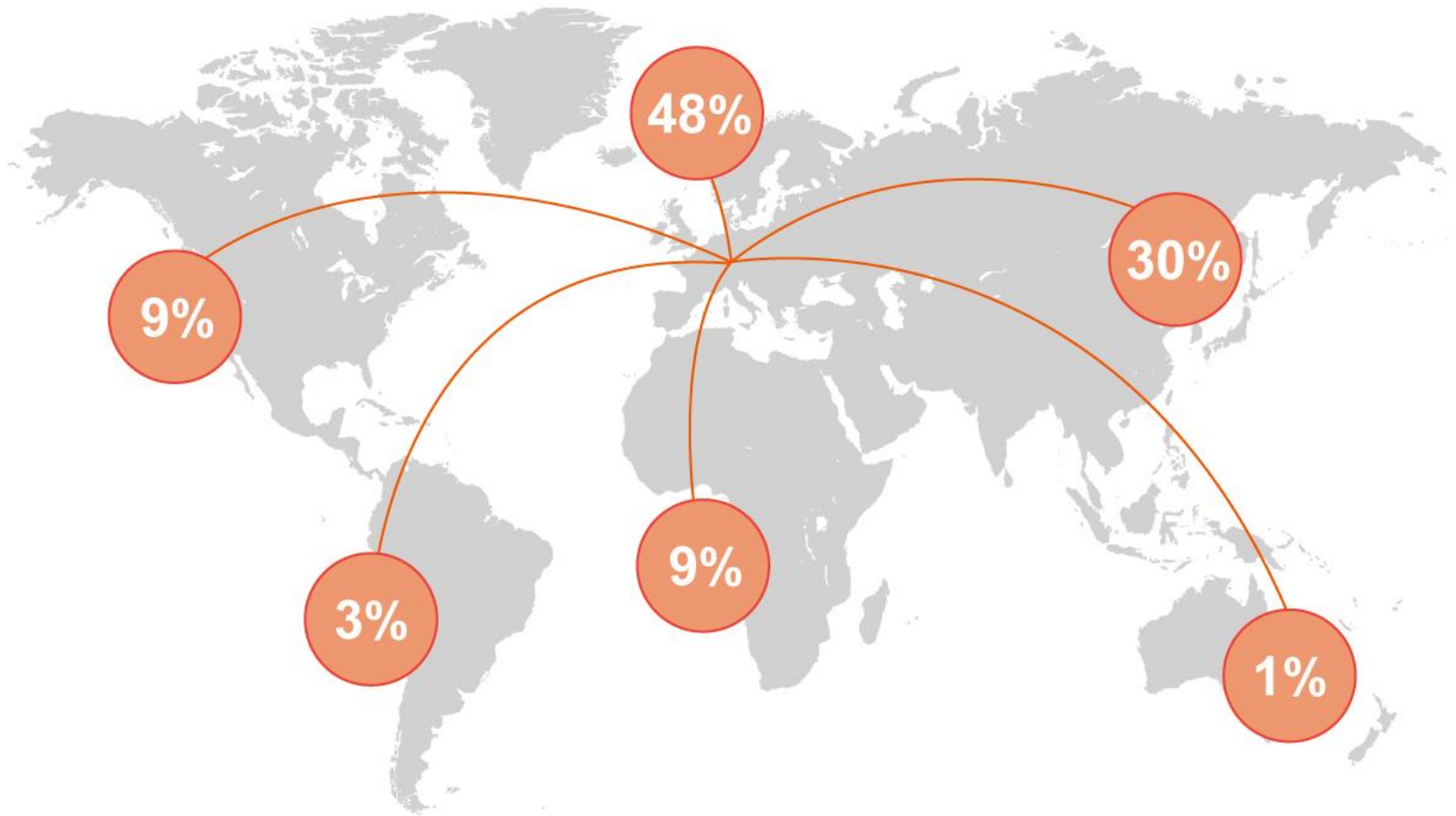


Environmental Sciences

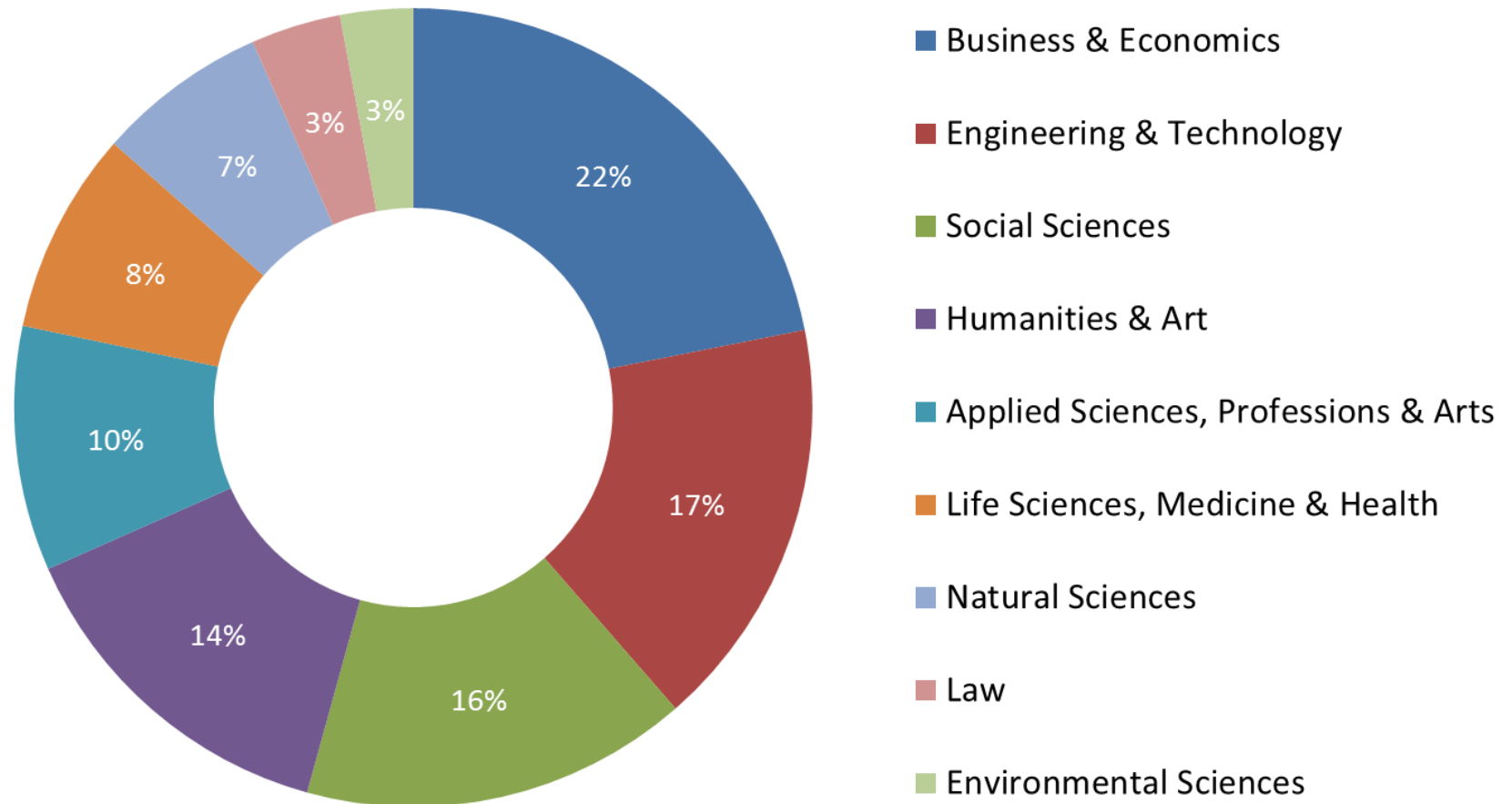


Show all

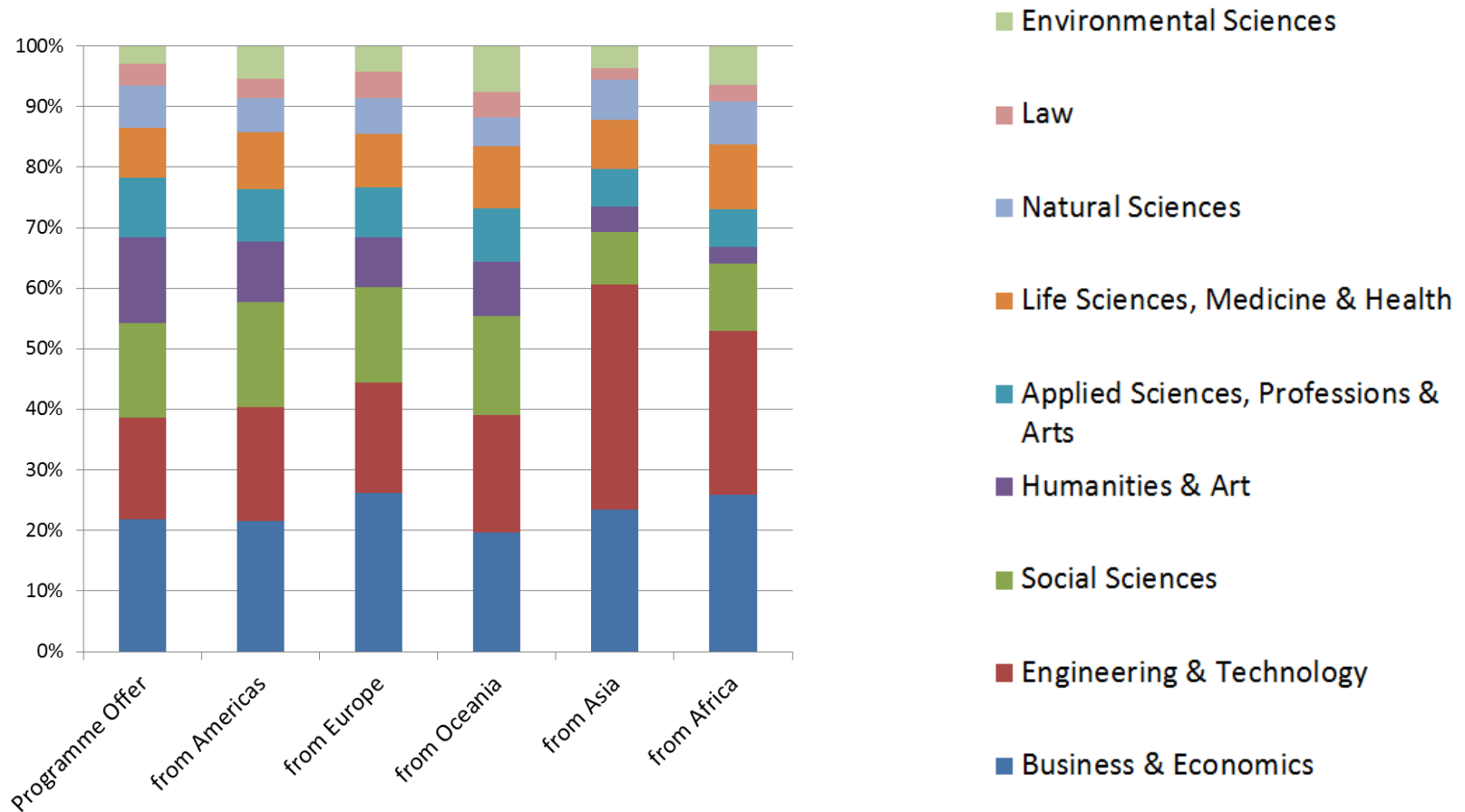
3,079,850 visits per month



Bachelors & Masters in Europe



Student interest: study disciplines



Student interest: study disciplines



Western countries

High interest in Social Sciences, Humanities & Arts

Drive: personal interest?

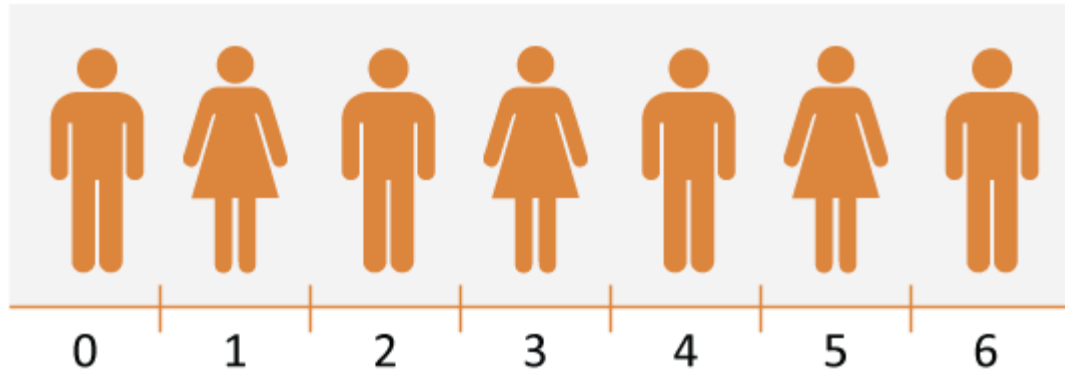
Africa & Asia

High interest in Engineering, Technology, Business

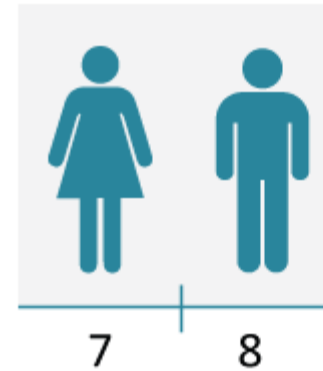
Drive: job & salary prospects?

Would you recommend?

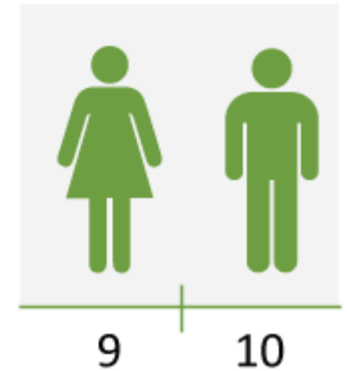
DETRACTORS



PASSIVES



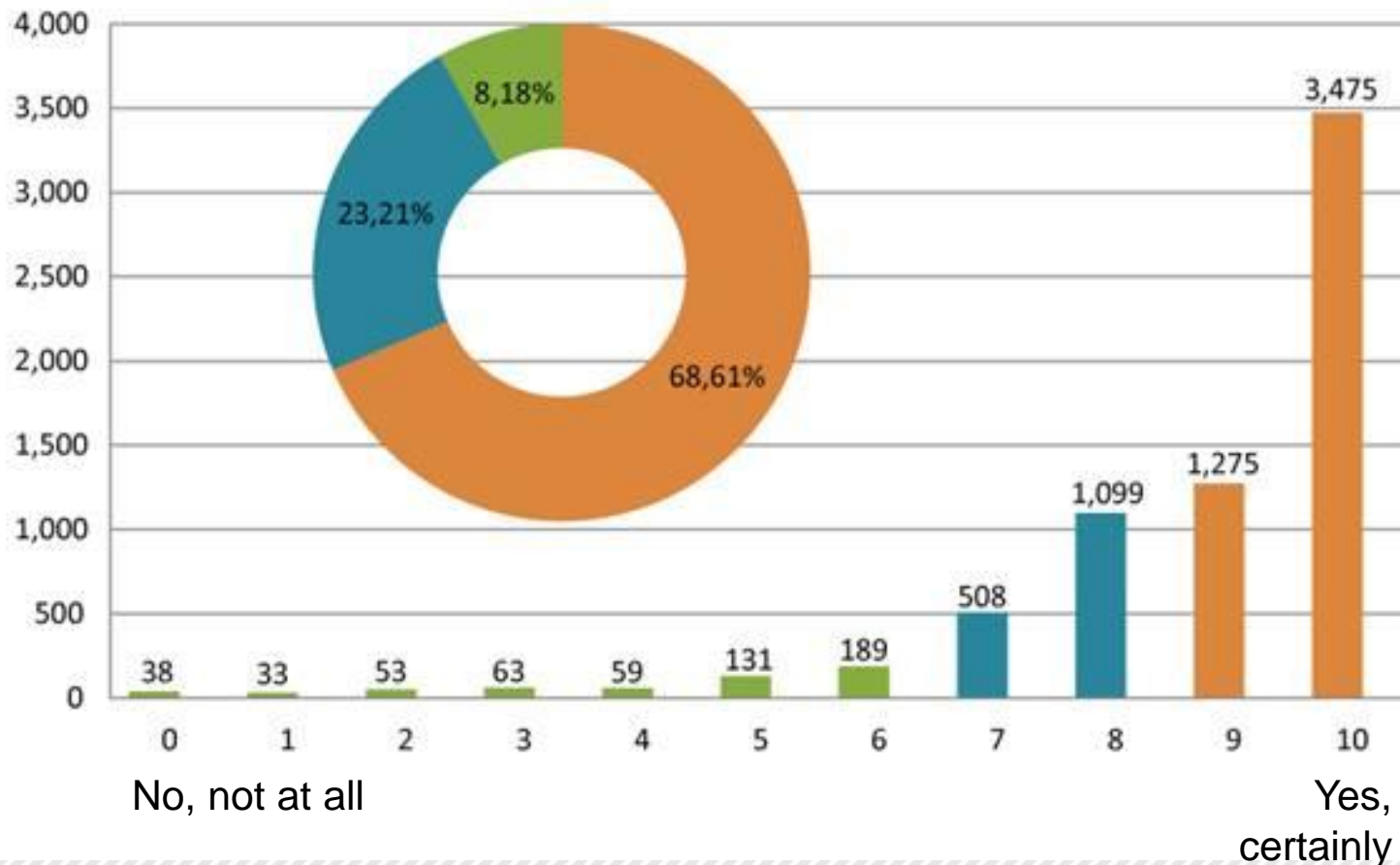
PROMOTERS



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

International student satisfaction

Would you recommend your study experience?





Academics

Language of instruction
Level (high & low)
Recognition
Reputation
Research
Subject
Teachers
Teaching



City & culture

City atmosphere, looks & size
Culture
Infrastructure
People
Security



Cost

Financial aid
Living costs
Tuition fees



Overall impression

Overall impression



Personal & professional development

Career prospects
Discovering new cultures
Language
Personal growth



University services

Accommodation
Bureaucracy
Campus atmosphere
Equipment
Facilities
International services



Social life

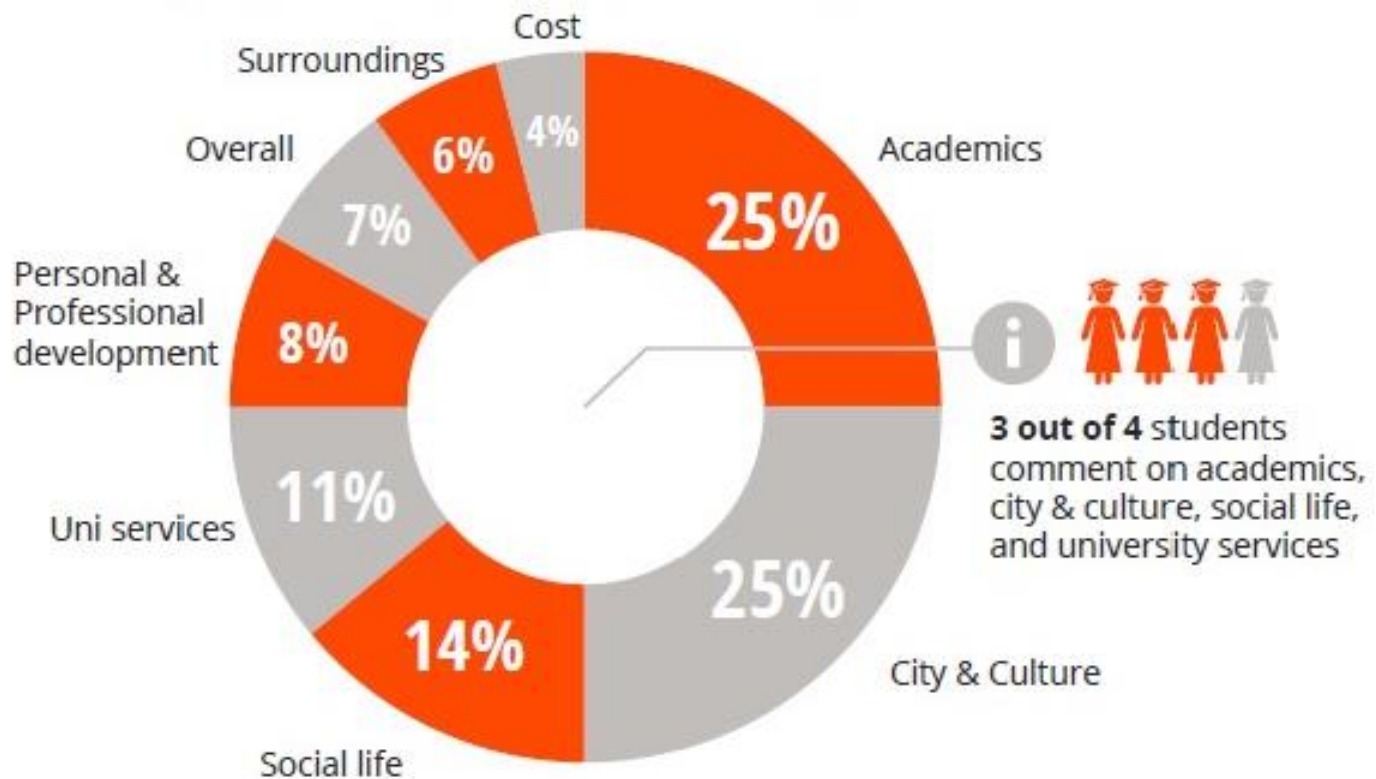
Activities
International atmosphere
Making new friends
Nightlife



Surroundings

Location
Nature
Travel
Weather

Aspects that influence student satisfaction



Main findings

Continue to:



Expand the course offerings in English



Use student centred, interactive teaching methods



Modernize facilities and equipment

Improve:



Administration between home and host university



Avoid complicated, lengthy, bureaucratic processes



Provide (obligatory) language training to all student focused staff

Key satisfaction influencers

Negative reasons

Academics 35%

- Level (too low)
- Unorganized programme
- English level of teachers

University services 21%

- Accommodation
- Slow, bureaucratic processes

Cost 13%

- Living costs
- Lack of financial aid

City & Culture 12%

- City atmosphere, looks & size
- Unfriendly locals

Positive reasons

City & Culture 27%

- City atmosphere, looks & size
- Friendly & helpful locals

Academics 21%

- Clear but flexible structure
- Quality of teachers (approachable, helpful)

Social life 14%

- Activities (travel, sports, ...)
- Nightlife
- International atmosphere

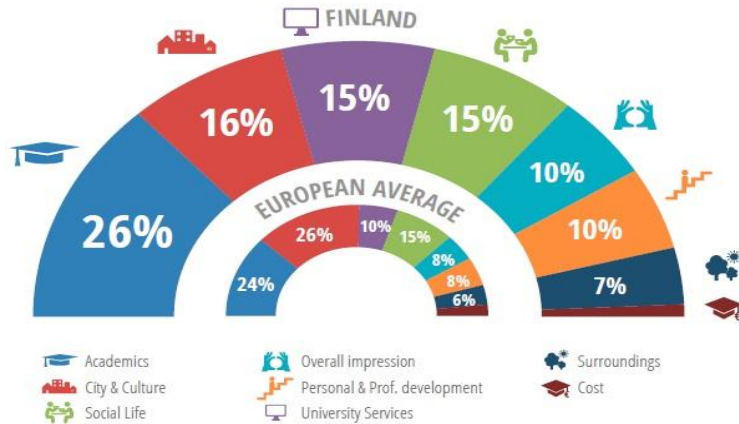
Personal & Professional development 11%

- Discovering new cultures
- Language learning

What international students like?

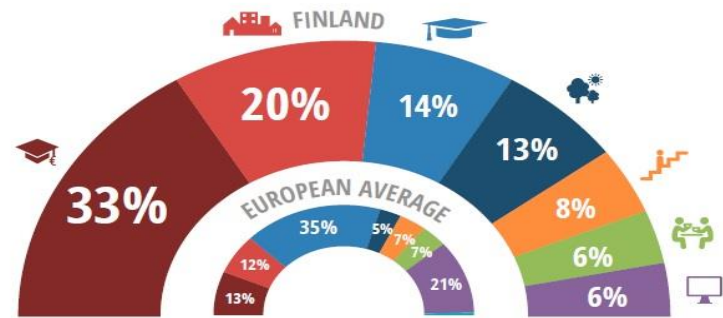
What international students **like** about studying in Finland

558 reasons to recommend Finland categorized by topic, compared to the European average



What international students **don't like** about studying in Finland

64 reasons not to recommend Finland categorized by topic, compared to the European average

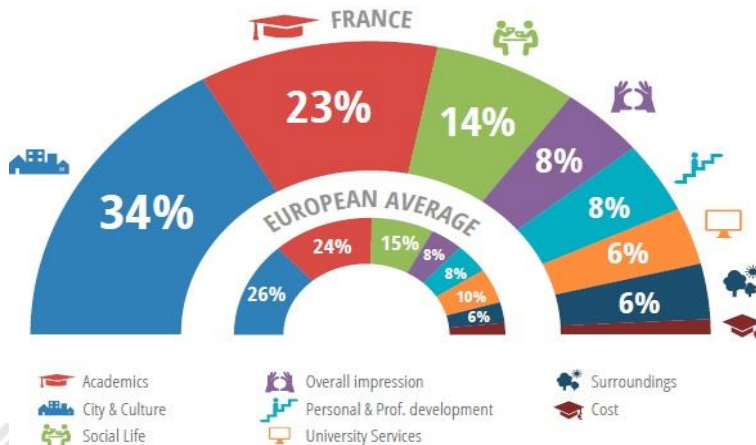


unicef

For every review on STeXX.eu, StudyPortals makes a donation to UNICEF's "Schools for Africa" campaign on behalf of the student. The goal: to fund the building of a school in Guinea-Bissau.

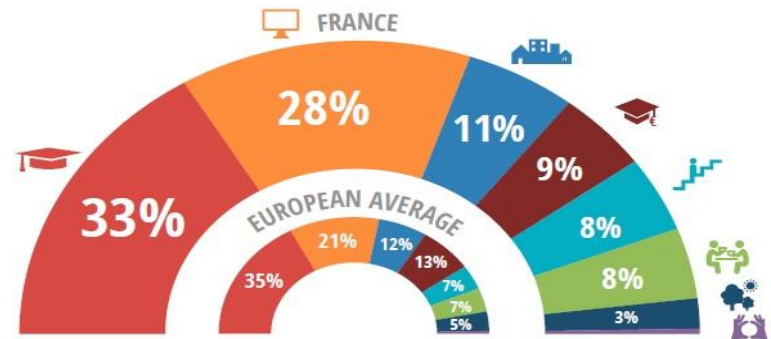
What international students **like** about studying in France

607 reasons to recommend France categorized by topic, compared to the European average



What international students **don't like** about studying in France

180 reasons not to recommend France categorized by topic, compared to the European average



unicef

For every review on STeXX.eu, StudyPortals makes a donation to UNICEF's "Schools for Africa" campaign on behalf of the student. The goal: to fund the building of a school in Guinea-Bissau.

Decision influencers

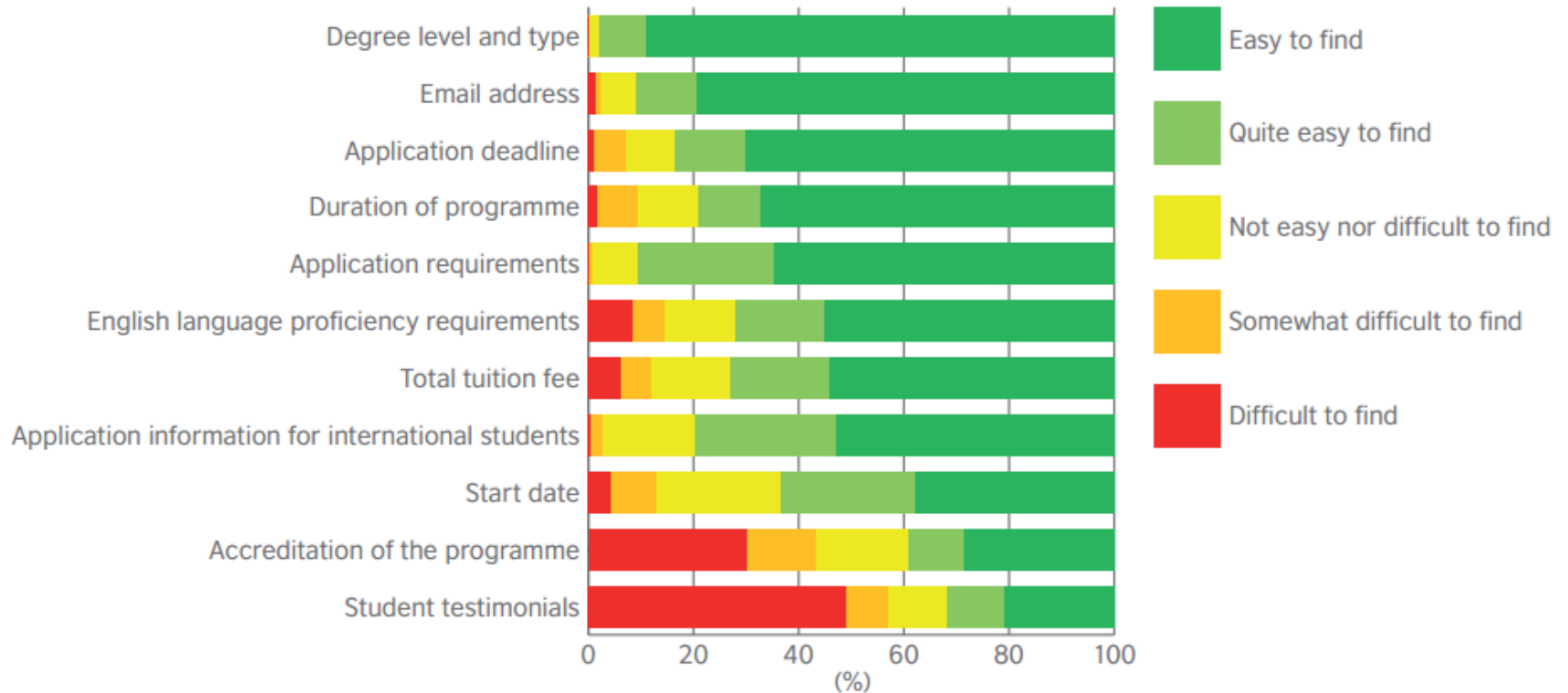
- › Study discipline
Job and salary prospects
- › Country/continent of origin
Historic ties, language
- › Academic aspects, university services
Language of instruction, level of difficulty,
quality of teachers, administrative processes
- › Cost
Tuition fee, living expenses
- › Destination country, city & culture
Local atmosphere & people
- › Institution website
Findability, quality of information, follow up on enquiries



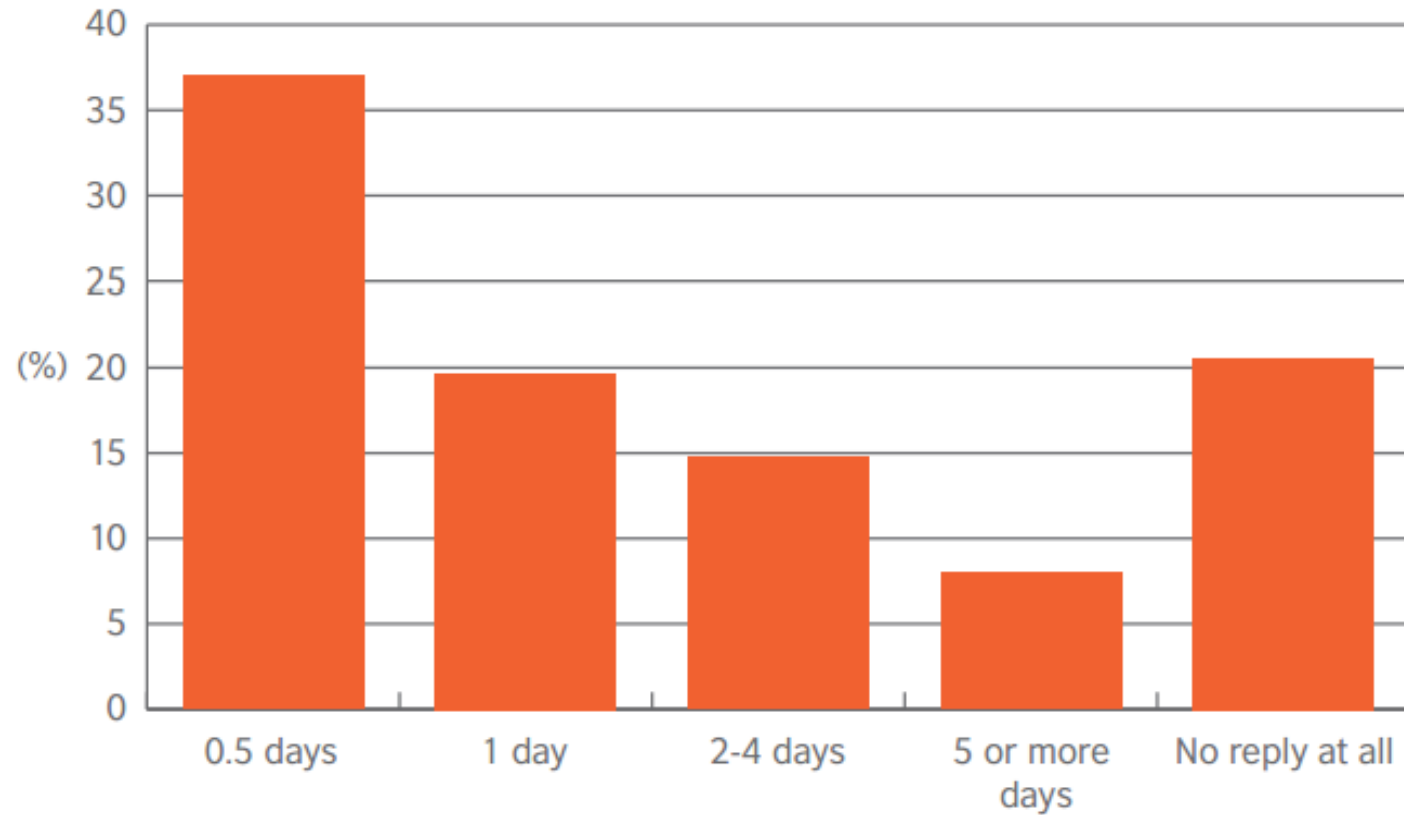
Attracting international talents

- › How good are top institutions to attract international talents?
 - › How good is your institution?
 - › Do you offer the information that students need?
 - › How easy is the information to find?
-
- › Mystery shopped the World's top 500 institutions -> Through Student Eyes -research

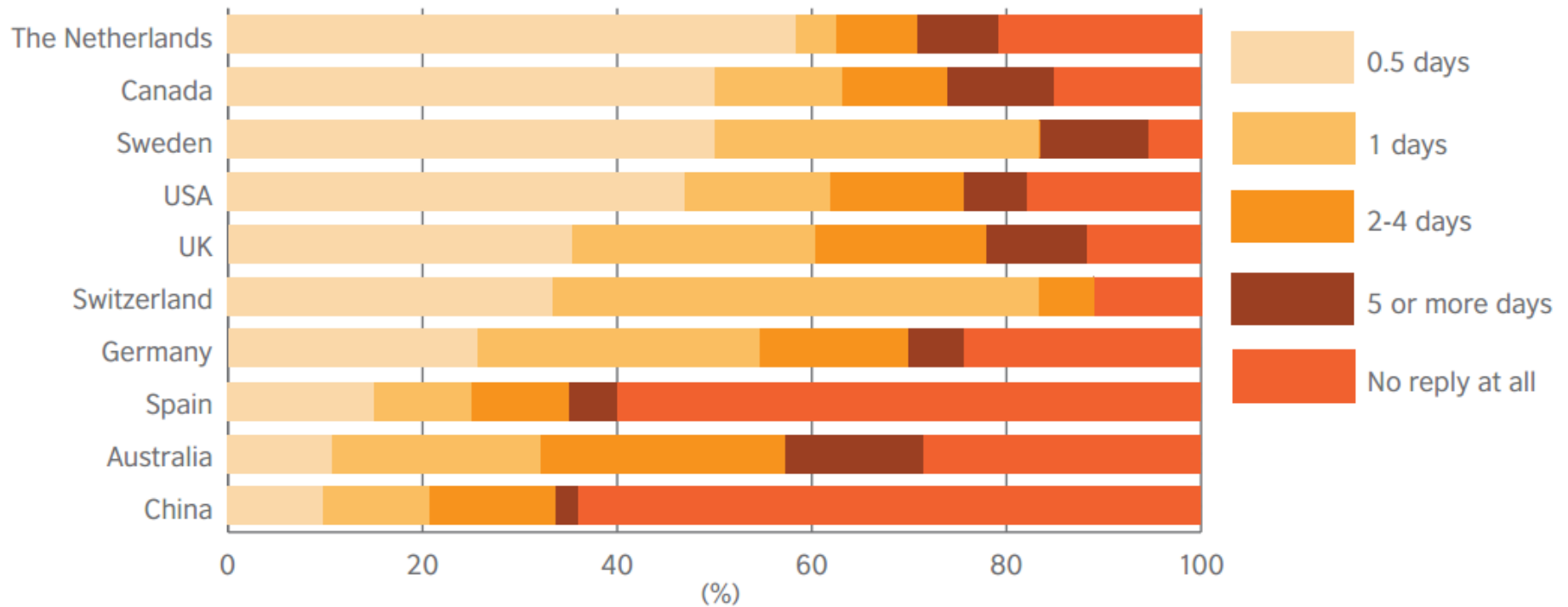
Ease of finding information



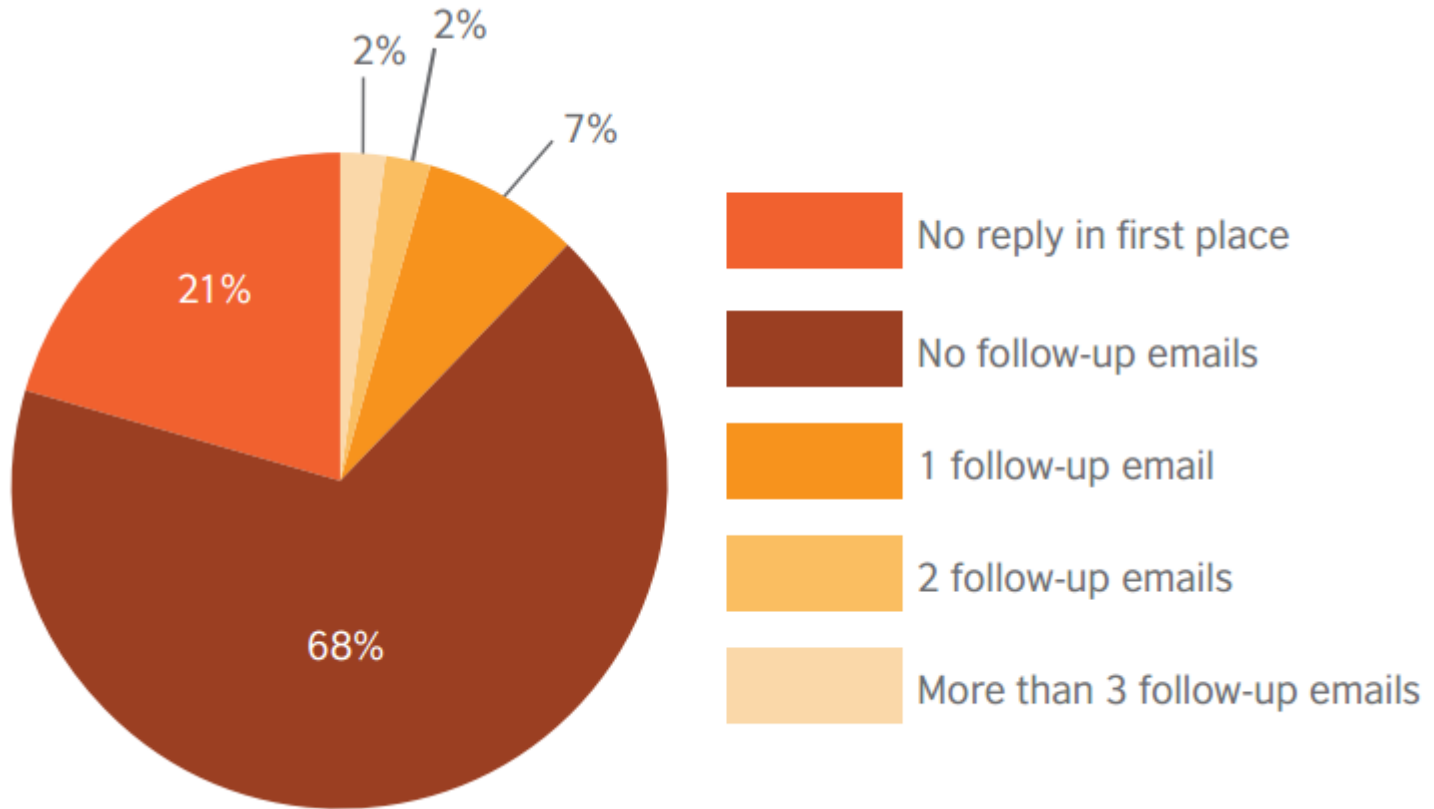
Enquiry response time



Enquiry response time per top 10 countries



Level of contact with prospective student



THANK YOU!

tiina@studyportals.com