

International Student Barometer Entry Wave 2010

Uppsala University logo and i-graduate logo.

Hot Topics in Swedish International Education

- Tuition fees: lesser candidates =but more motivated and better equipped international students?
- Application fees: if the choice is between 'similar' countries and some charge upfront application fees and others not ...
- Image/Branding: Why would international students opt for study in Sweden?
- Adjust marketing: Provide them with the answers as to why opt for Sweden!

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National Picture: Sweden

- highly recommend the international study experience in Sweden
- other study destinations considered are Scandinavia, UK, US, Germany and Netherlands
- but ... 75% opted for Sweden as a first choice
- cost of study is the second most important reason for this cohort to opt for Sweden (!)
- however teaching quality is more important and research quality follows closely (no.3)
- **Strengths:**
 - 94% satisfaction on personal safety,
 - teaching and research quality,
 - social atmosphere
- **Weaknesses:**
 - in the area of careers advice and employability (very low use of careers service)
- **Opportunities:**
 - showcase the strong learning atmosphere,
 - enhance the careers part

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Management Summary

Overview of key findings & things to action for **Uppsala University** this wave

- What are the main highlights?
 - Average in Learning section performs quite well: 'Expert Lecturers' scores for instance 2nd in Sweden (no.53 in ISB).
 - Career Support issues are outperforming in the Swedish benchmark ('Careers Advice' and 'Work Experience' both no.2).
 - However, if you compare the same two elements internationally, they score behind the benchmark (no.165, no. 177).
 - Accommodation elements are underperforming.
 - Although it isn't in the red level completely, the Arrival section seems to deserve some extra attention.
 - Social facilities & activities in the Living section are outperforming both benchmarks ('Social Facilities' no.1 in Sweden!)

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Recommendations

- If Uppsala University would like to compete internationally, improvement on Career Support issues is recommendable.
- Accommodation issues; managing expectations is key here.
- For international students, when studying abroad, the whole international experience counts. To improve this, Arrival elements like 'Accommodation condition' (no.158 ISB, no.15 Sweden) and 'First Night' (no.184 ISB, no.13 Sweden) might need extra attention.
- Maintain the way Uppsala takes care of the social life of their international students!

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Response

	Response	Population	Response Rate
Uppsala ISB	1,313	2,122	62%
Sweden Entry 2010 ISB	9,415	22,591	42%
Entry 2010 ISB	157,964	516,741	31%

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ISB Response Rate

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Would you recommend the University to others thinking of applying here?

Uppsala Uni (1111)		ISB (121487)	Sweden (7821)
43%	I would actively encourage people to apply	33%	36%
42%	If asked, I would encourage people to apply	47%	44%
12%	I would neither encourage nor discourage people to apply	15%	15%
2%	If asked, I would discourage people from applying	3%	4%
1%	I would actively discourage people from applying	1%	1%

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Would you recommend the University to others thinking of applying here?

Uppsala Uni (1111)		BA (246)	MA (847)
43%	I would actively encourage people to apply	61%	37%
42%	If asked, I would encourage people to apply	33%	45%
12%	I would neither encourage nor discourage people to apply	5%	14%
2%	If asked, I would discourage people from applying	2%	2%
1%	I would actively discourage people from applying	NA	2%

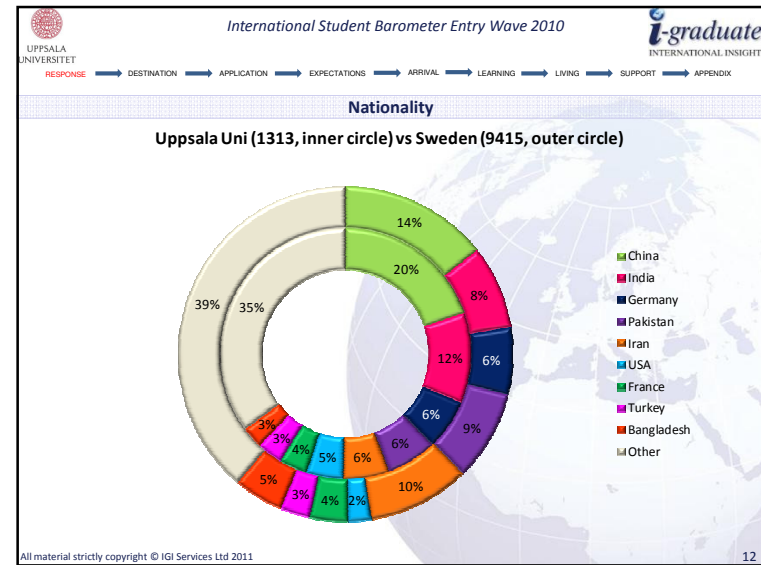
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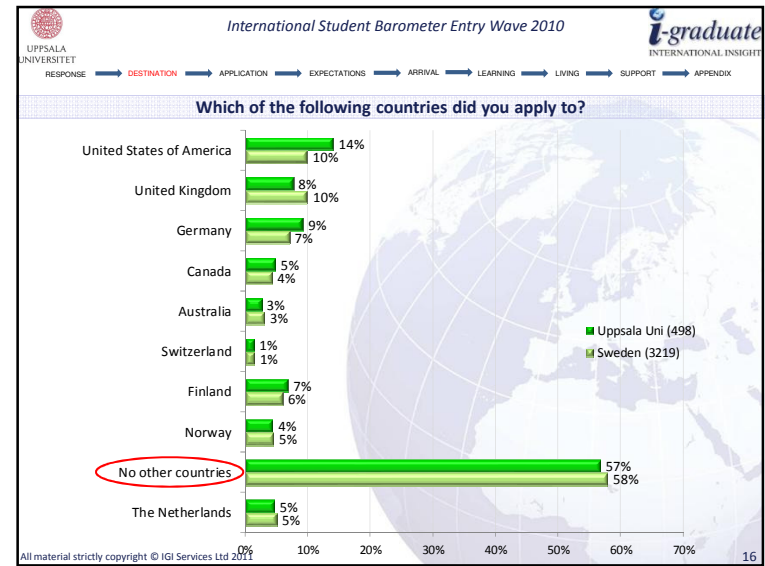
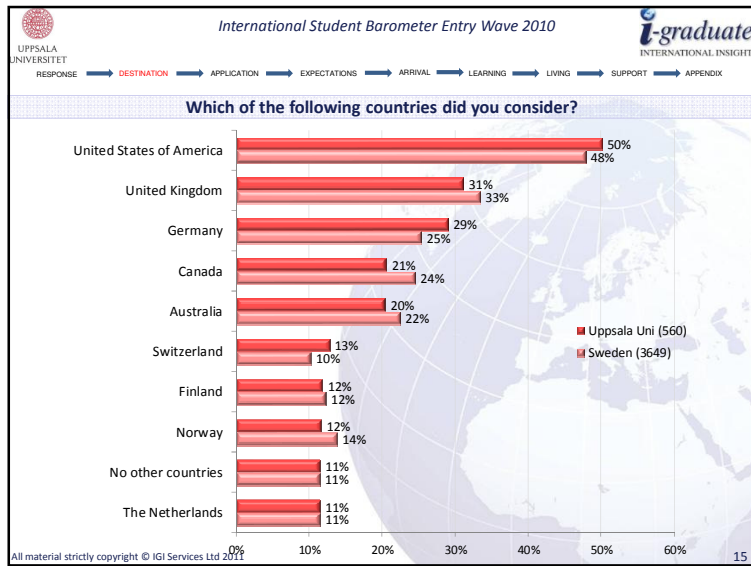
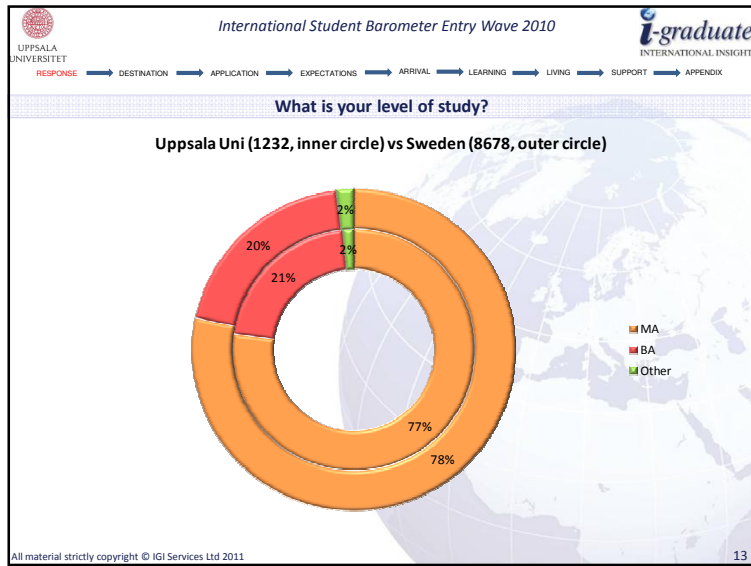
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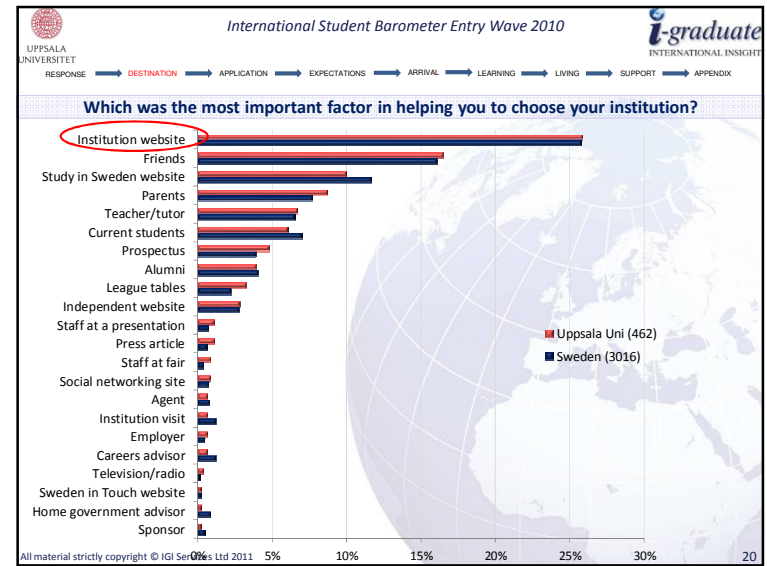
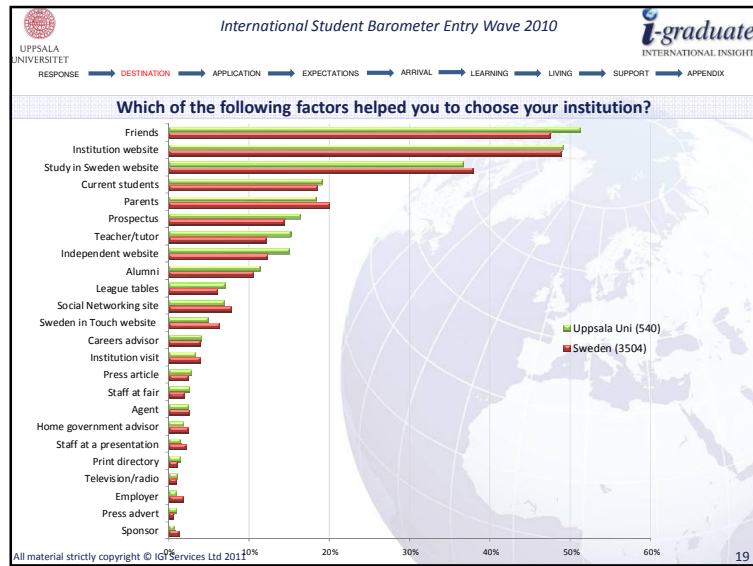
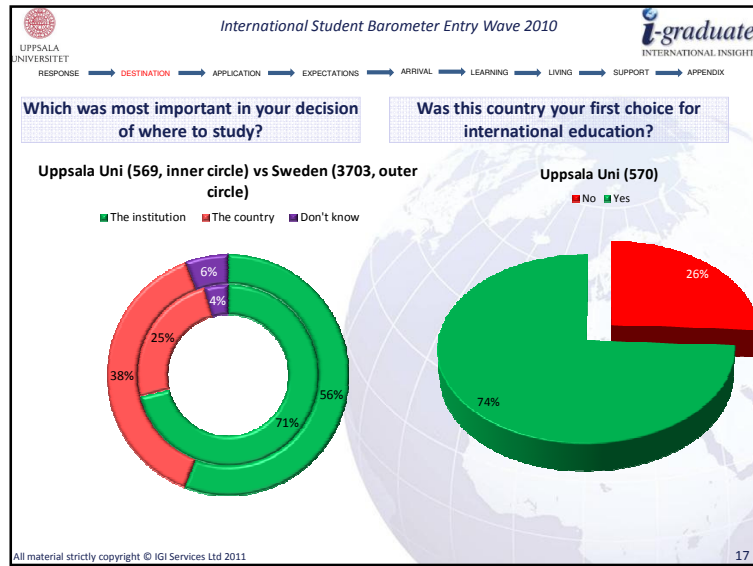
Would you recommend Sweden to others thinking of applying here?

Uppsala Uni (1103)		Sweden (7779)
42%	I would actively encourage people to apply	39%
37%	If asked, I would encourage people to apply	39%
16%	I would neither encourage nor discourage people to apply	16%
4%	If asked, I would discourage people from applying	5%
1%	I would actively discourage people from applying	2%

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Application

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How long did you wait from initial contact to response?

Average Days	Uppsala Uni	ISB	Sweden
MA	43	20	40
BA	36	21	34

% Satisfaction	Uppsala Uni	ISB	Sweden
MA	77%	83%	80%
BA	86%	84%	81%

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How long did you wait from application to offer?

Average Days	Uppsala Uni	ISB	Sweden
MA	106	49	100
BA	47	47	72

% Satisfaction	Uppsala Uni	ISB	Sweden
MA	56%	73%	61%
BA	75%	76%	69%

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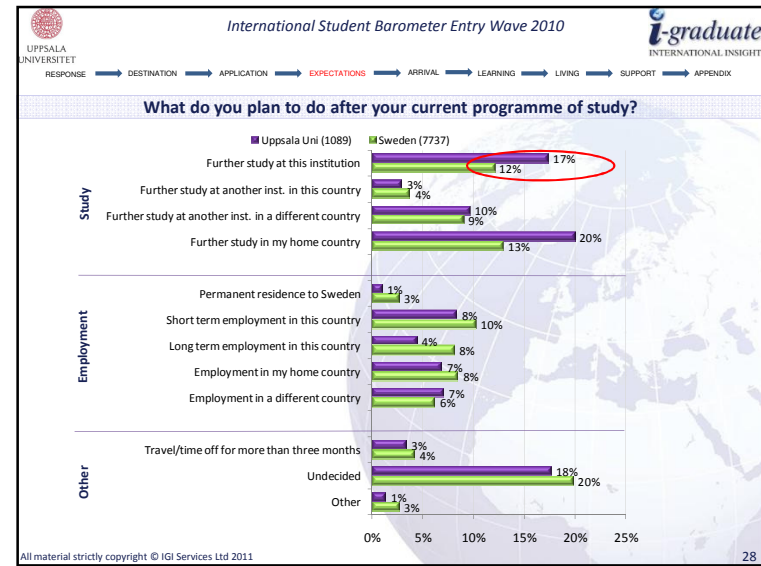
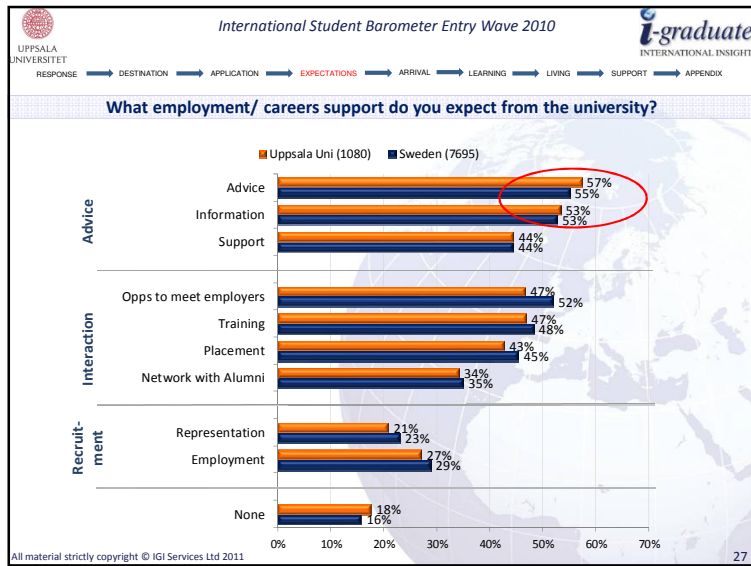
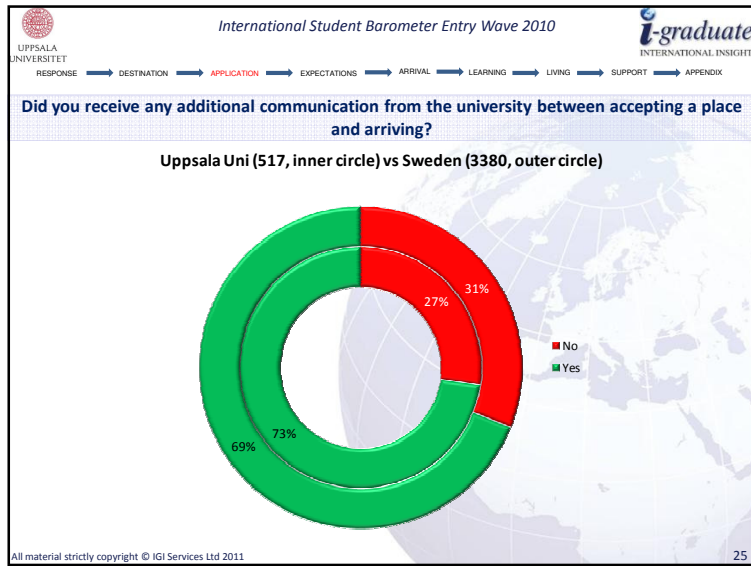
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How satisfied were you with accuracy of pre-arrival advice and information from:

Source	Uppsala Uni	Sweden
Education agents (398)	80%	81%
The host country government (362)	72%	73%
Your institution (504)	84%	85%

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Arrival

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Benchmarking – Arrival**

Arrival Element	% Satisfaction	p-value*	Uppsala Uni vs ISB	Uppsala Uni vs Sweden
Arrival Overall (S17)	72%	0.00	-13%	-5%
Arrival Average	75%	0.00	-7%	-1%
FUNCTIONAL				
Registration	88%	0.37	2%	1%
Formal welcome	84%	0.04	-3%	0%
First night	57%	0.00	-23%	-3%
University Orientation	85%	0.25	-1%	0%
Internet access	81%	0.97	0%	-2%
Local Orientation	81%	0.49	-3%	2%
Accommodation Office	61%	0.00	-18%	-8%
Condition of Accommodation	40%	0.00	-36%	-13%
Welcome	62%	0.00	-13%	4%
Bank account	68%	0.00	-6%	7%
SOCIAL				
Other friends	91%	0.01	3%	1%
Host friends	65%	0.09	-5%	8%
Home friends	90%	0.01	4%	1%
Meeting acad. staff	89%	0.66	0%	3%
Social activities	76%	0.05	-6%	4%
Study sense	83%	0.27	1%	2%

*Independent samples t-test, Institution versus Entry ISB, significant differences (p<=0.05) are highlighted in blue
 **Arrival elements asked to students who arrived in the past 4 months

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Open Comments – Arrival

"I was extremely dissatisfied with the amount of information I got before I left. The university might want to invest in sending out an information packet to new students in their home country, with things like student union applications, internet password sheets, etc."

"I did not receive any official help from my department on arrival. It was only a nice international student studying biomedicine who I got to know through international buddy program. However, I heard that at BMC the departments hired current students to help new students."

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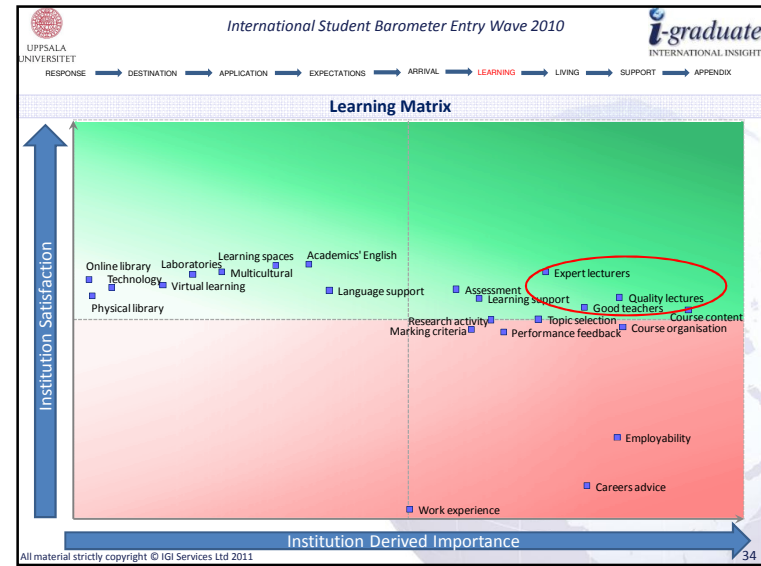
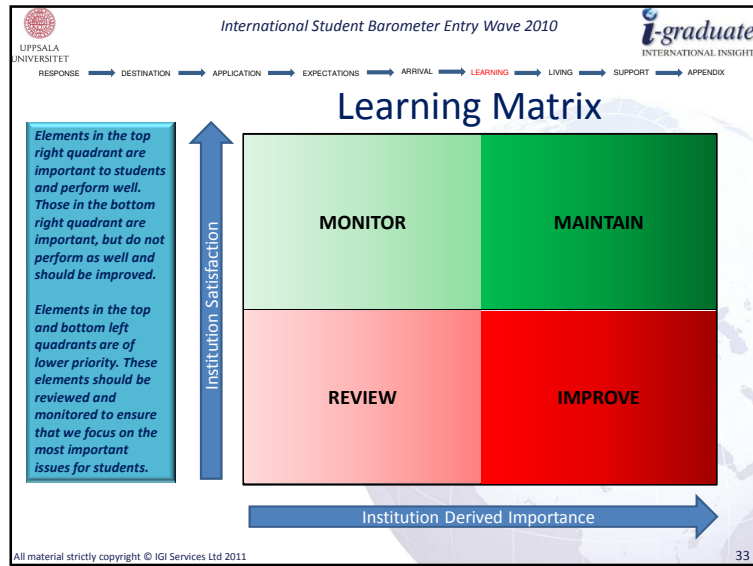
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Learning

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Benchmarking - Learning

Learning element	% Satisfaction	p-value*	Uppsala Uni vs ISB	Uppsala Uni vs Sweden
Learning Overall (1166)	85%	0.01	-1%	-1%
Learning Average	84%	0.00	0%	2%
ACADEMIC				
Expert lecturers	93%	0.01	0%	2%
Course content	86%	0.96	-2%	0%
Good teachers	86%	0.18	0%	3%
Assessment	89%	0.00	2%	3%
Learning support	88%	0.00	2%	1%
Online library	91%	0.00	2%	0%
Physical library	88%	0.39	1%	0%
Performance feedback	82%	0.09	-1%	0%
Technology	90%	0.00	3%	-2%
Research activity	84%	0.08	-2%	1%
Learning spaces	94%	0.00	7%	2%
Laboratories	92%	0.00	2%	1%
Marking criteria	82%	0.24	1%	1%
Topic selection**	84%	0.13	-1%	2%
Course organisation	82%	0.11	0%	0%
Quality lectures	88%	0.42	0%	3%
Virtual learning	90%	0.32	1%	1%
Multicultural	93%	0.00	4%	1%

*Independent samples t-test, Institution versus Entry ISB, significant differences (p<=0.05) are highlighted in blue
 **Postgraduate students only

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Benchmarking - Learning

Learning element	% Satisfaction	p-value*	Uppsala Uni vs ISB	Uppsala Uni vs Sweden
Learning Overall (1166)	85%	0.01	-1%	-1%
Learning Average	84%	0.00	0%	2%
CAREER DEVELOPMENT				
Careers advice	53%	0.00	-14%	6%
Work experience	49%	0.00	-15%	6%
Employability	62%	0.00	-13%	1%
LANGUAGE SUPPORT				
Language support	89%	0.00	5%	3%
Academics' English	94%	0.00	4%	2%

*Independent samples t-test, Institution versus Entry ISB, significant differences (p<=0.05) are highlighted in blue
 **Postgraduate students only

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Open Comments - Learning

"The learning outcome is good. The teaching staff is good and very serious and committed."

The other one is that, there should be career guide and training courses or lectures given to help students make clear their career plan and find their way to success after study. Unfortunately, there is no such arranges either.

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Living

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Living Matrix

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Benchmarking - Living

Living element	% Satisfaction	p-value*	Uppsala Uni vs ISB	Uppsala Uni vs Sweden
Living Overall (1132)	79%	0.04	-7%	-3%
Living Average	73%	0.36	-4%	1%
CULTURE				
Similar friends	91%	0.00	3%	1%
Host friends	65%	0.20	-4%	10%
Other friends	91%	0.00	5%	2%
Host culture	79%	0.10	-2%	7%
CAREER DEVELOPMENT				
Good contacts	75%	0.24	-1%	6%
Earning money	24%	0.00	-27%	3%
RECREATION				
Sport facilities	65%	0.00	-13%	0%
Social facilities	81%	0.00	0%	5%
Social activities	79%	0.00	0%	7%
ENVIRONMENT & MOBILITY				
Safety	94%	0.00	5%	0%
Good place to be	94%	0.00	6%	1%
Transport links	84%	0.00	1%	-4%
Transport links uni	78%	0.05	-4%	-8%
Eco-friendly attitude	95%	0.00	6%	2%

*Independent samples t-test, Institution versus Entry ISB, significant differences (p<=0.05) are highlighted in blue

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Benchmarking - Living

Living element	% Satisfaction	p-value*	Uppsala Uni vs ISB	Uppsala Uni vs Sweden
SUPPORT SERVICES				
Financial support	42%	0.00	-16%	1%
Visa advice	64%	0.00	-13%	3%
LIVING & ACCOMMODATION				
Accommodation quality	75%	0.00	-9%	-7%
Accommodation cost	51%	0.00	-6%	0%
Living cost	42%	0.00	-21%	-4%
Internet access	84%	0.00	4%	-1%
WELFARE SERVICES				
Worship facilities	77%	0.05	-6%	1%

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Open Comments - Living

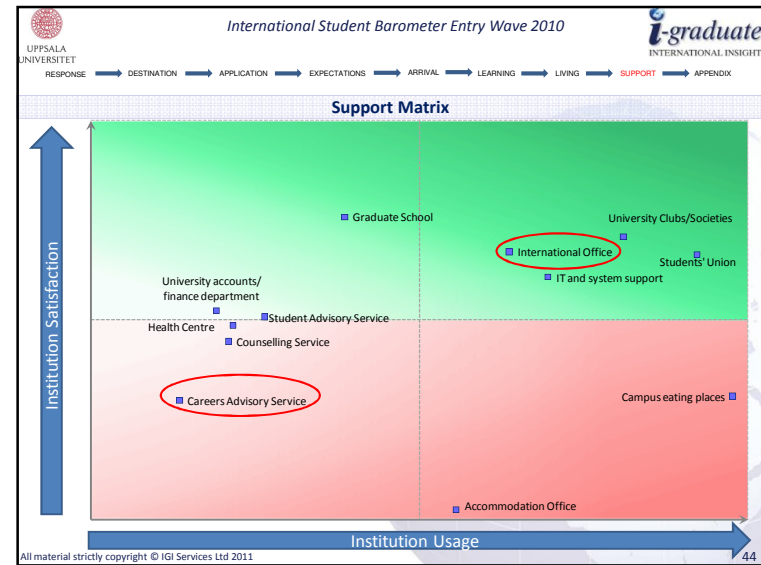
"I am very glad that I have chosen Uppsala University. Student life, social activities are very good and I believe Uppsala University has a very good reputation all over the world..."

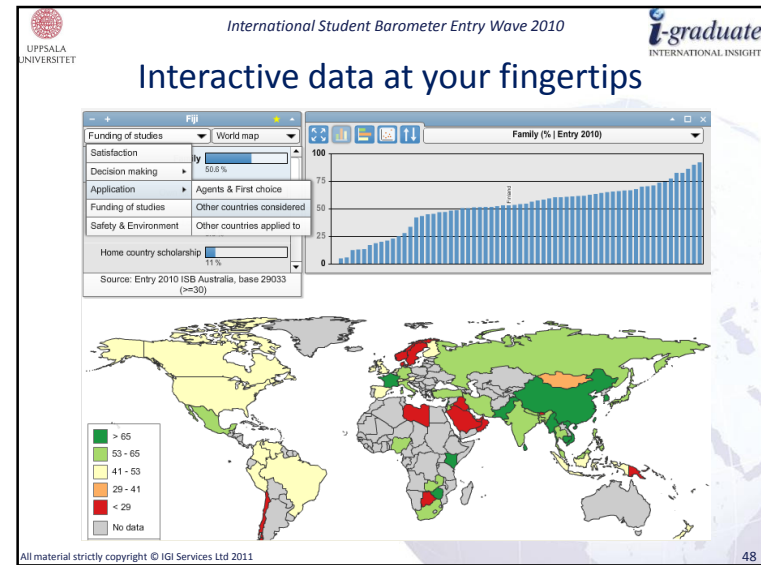
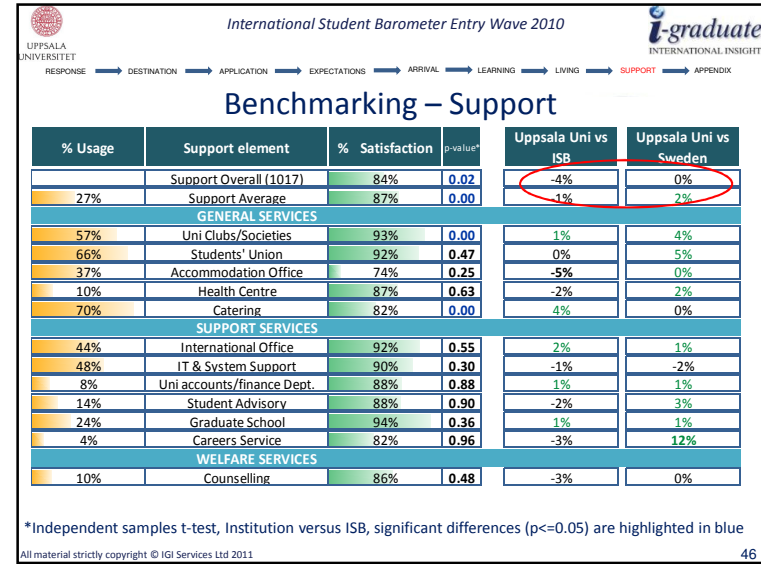
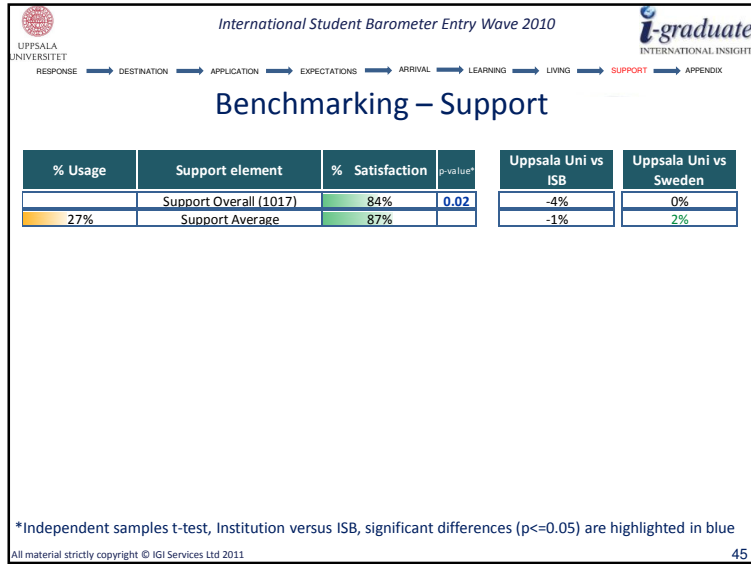
Most of my classmates have no Swedish friends, and only spent time with other international students.

"Housing situation...enough said."

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GlobalView ISB Online Maps

- GlobalView ISB map tool is an **interactive online map** containing detailed information about international students and their study choices
- The mapping tool can be used to understand how international students choose their study destination and how this differs by region
- The information will be particularly useful for those involved in:
 - International student recruitment
 - Internationalisation strategies
 - Developing regional marketing strategies
- GlobalView includes essential strategic information on key areas, including:
 - Factors that influence study choices in different regions
 - Channels that international students are using to apply
 - Where are students using agents and how do ratings differ by country
 - How students are funding their international education

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GlobalView - Decision making by country

Country	Percentage (%)
Syria Arab Republic	20.0
Kazakhstan	20.0
Israel	20.0
Saudi Arabia	20.0
Iran	20.0
Japan	20.0
Rep. of Korea	20.0
China	20.0
Taiwan	21.5
Turkey	25.0
Philippines	25.0
Iran	25.0
Nepal	25.0
Indonesia	25.0
Vietnam	25.0
Jordan	25.0
Bangladesh	25.0
Thailand	25.0
India	25.0
Lebanon	25.0
China	25.0
Brunei Darussalam	25.0
Sri Lanka	25.0
Pakistan	25.0
Malaysia	25.0
United Arab Emirates	25.0
Bahrain	25.0
Hong Kong	52.1
Singapore	55.0

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GlobalView - Agent use by country

Used agent/office to apply (%) | Autumn 2009

Agent rating: 25.2 % satisfied

Recommendation: 55.4 % would recommend

Helped to choose - Friends: 48.8 %

Source: Autumn 2009 UK/ISB; base 50984 (n=30)

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A member of the i-graduate Research Team will be in contact with details of your institution's online password-protected **Filestore** (www.i-graduate.org/filestore)

Filestore contains: full PDF presentation, open comments spreadsheet, institution breakdown sheet, ranking grids and ranking sheets

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THANK YOU!

☎ For questions regarding this presentation please contact Wytske Siegersma (wytske.siegersma@i-graduate.org)

☎ For further details of any of our other research services, please contact Nannette Ripmeester (n.ripmeester@i-graduate.org)

☎ International Graduate Insight Group Offices

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ISB (n= 157,964)

Kalto University	Drexel University	Heriot-Watt University	Leiden University
Ngonquin College	Durham University	Hochschule Bonn-Rhein-Sieg	Linköping University
Nice Salomon Hochschule Berlin	Edith Cowan University	Hochschule Esslingen	Ludwig-Maximilians-Universität München
Anglia Ruskin University	Eindhoven University of Technology	Hochschule für angewandte Wissenschaften Ingolstadt	Lund University
Arcada University of Applied Sciences	Erasmus University Rotterdam	Hochschule für angewandte Wissenschaften München	Macquarie University
Arizona State University	Fachhochschule Brandenburg	Hochschule für Technik und Wirtschaft Berlin	Mälardalen University
Aston University	Fachhochschule Köln	Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen	Malmö University
Australian Catholic University	Fachhochschule Münster	Hochschule Heilbronn	Michigan State University
Bauhaus-Universität Weimar	Fachhochschule Regensburg	Hochschule Ostwestfalen-Lippe	Mid Sweden University
Bergische Universität Wuppertal	Fanshawe College	Humber Institute of Technology and Advanced Learning	Middlesex University
Birkbeck, University of London	Fashion Institute of Technology	Imperial College London	Murdoch University
Birmingham City University	Flinders University	Indiana University Bloomington	Nelson Mandela Metropolitan University
Brandenburgische Technische Universität Cottbus	Friedrich-Alexander-Universität Erlangen-Nürnberg	Indiana U-Purdue U Indianapolis	Newcastle University
Brunel University	Friedrich-Schiller-Universität Jena	Institute of Education	Niagara College
Cardiff University	Georg-August-Universität Göttingen	James Cook University	North Karelia University of Applied Sciences
Centennial College	George Brown College	Jamk University of Applied Sciences	Northeastern University
Chalmers University of Technology	Glasgow Caledonian University	Jönköping University	Northumbria University
Charles Darwin University	Goldsmiths College, University of London	Karolinska Institute	Nottingham Trent University
Charles Sturt University	Gottfried Wilhelm Leibniz Universität Hannover	Keele University	Otto-Friedrich-Universität Bamberg
Christian-Albrechts-Universität zu Kiel	Griffith University	Kent State University	Oulu University of Applied Sciences
City University London	Haaga-Helia University of Applied Sciences	King's College London	Oxford Brookes University
Coventry University	HafenCity Universität Hamburg	KTH Royal Institute of Technology	Private Universität Witten/Herdecke gSmbH
CUUniversity	Hague University of Applied Sciences	La Trobe University	Queen Margaret University
De Montfort University	Hank University of Applied Sciences	Lahore University of Applied Sciences	Queen Mary, University of London
Deakin University	Handelshochschule Leipzig	Lappeenranta University of Technology	Queen's University
Delft University of Technology	Heinrich-Heine-Universität Düsseldorf	Laurea University of Applied Sciences	Queensland University of Technology
Diakonia University of Applied Sciences	Helsinki Metropolia University of Applied Sciences	Leeds Metropolitan University	Rheinische-Friedrich-Wilhelms Universität Bonn

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ISB (n= 157,964)

Robert Gordon University	The University of Adelaide	University of Birmingham	University of Southern Queensland
Roehampton University	The University of Edinburgh	University of Bristol	University of St Andrews
Royal Holloway, University of London	The University of New England	University of Canberra	University of Stirling
Ruhr-Universität Bochum	The University of New South Wales	University of Central Lancashire	University of Surrey
ryerson University	The University of Newcastle	University of Cincinnati	University of Sussex
Savonia University of Applied Sciences	The University of Queensland	University of Derby	University of Tampere
Saxion University of Applied Sciences	The University of Sheffield	University of East London	University of Technology, Sydney
Sheffield Hallam University	The University of Toronto	University of Eastern Finland	University of the Sunshine Coast
Sibielius Academy	The University of Western Australia	University of Exeter	University of the West of England, Bristol
Southern Cross University	Tilburg University	University of Glasgow	University of Turku
Spenden University	Turku University of Applied Sciences	University of Gothenburg	University of Twente
Stockholm University	Umeå University	University of Groningen	University of Vaasa
Stony Brook University	Universita Cattolica del Sacro Cuore	University of Helsinki	University of Wales, Institute, Cardiff
SUNY New Paltz	Universität Bayreuth	University of Huddersfield	University of Wales, Newport
SUNY Plattsburgh	Universität Bremen	University of Lapland	University of Warwick
Swedish Institute of Agricultural Sciences	Universität Flensburg	University of Leeds	University of Waterloo
Swinburne University of Technology	Universität Hamburg	University of Leicester	University of Western Sydney
Tampere University of Technology	Universität Hohenheim	University of Luxembourg	University of Westminster
Technische Universität Bergakademie Freiberg	Universität Kassel	University of Northampton	University of Windsor
Technische Universität Berlin	Universität Mannheim	University of Nottingham	University of Wollongong
Technische Universität Dortmund	Universität Osnabrück	University of Oulu	University of Würzburg
Technische Universität Hamburg-Harburg	Universität Passau	University of Oxford	University of Wurt
Technische Universität München	Universität Regensburg	University of Plymouth	Uppsala University
Teesside University	University College Dublin	University of Reading	Victoria University
Thames Valley University	University College London	University of Skövde	Wageningen University
The Hong Kong Polytechnic University	University of Amsterdam	University of South Australia	Westfälische Wilhelms-Universität Münster
The Royal Melbourne Institute of Technology (RMIT)	University of Bedfordshire	University of Southampton	York University
The University at Albany			

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Participating Institutions

Sweden (n=9415)
Chalmers University of Technology
University of Gothenburg
Jönköping University
Karolinska Institute
KTH Royal Institute of Technology
Linköping University
Lund University
Mälardalen University
Malmö University
Mid Sweden University
University of Skövde
Stockholm University
Swedish Institute of Agricultural Sciences
Umeå University
Uppsala University
University West

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Support Base Numbers

Element	Institution base number
Catering	704
Students' Union	678
Uni Clubs/Societies	567
IT & System Support	455
International Office	442
Accommodation Office	338
Graduate School	145
Student Advisory	129
Health Centre	100
Counselling	85
Uni accounts/finance Dept.	50
Careers Service	33
Halls Welfare	26
Faith Provision	23
Disability Support	15

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About i-graduate

- The International Graduate Insight Group (i-graduate) is an independent benchmarking and research service, delivering comparative insights for the education sector worldwide: *your finger on the pulse of student and stakeholder opinion*
- The ISB is the largest annual study of international students in the world, with feedback from over 150,000 respondents each year
- Used throughout the sector to target resourcing and investment in improving services, teaching and support for students
- i-graduate provides research services for over 700 education institutions worldwide
- Running in 22 countries across 5 continents

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How does the ISB work?

- Semi-standardised online questionnaire format, adapted and customised for each partner institution
- Tracks decision-making, expectations, perceptions and experiences of international and/or domestic students
- i-graduate Research Team manage and monitor all data collection and analysis
- Institution-specific results compared against sector, comparator groups, national and international benchmarks
- Reporting: in person, confidential and customised to each institution



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Benchmarked insights beyond the ISB...

Applicants

- **StudentPulse™: Understanding Tomorrow's Students Today**
Examining the decision-making processes and institution awareness of prospective international students in key markets
- **Applicant Barometer™: Feedback from students who accept and decline your offers**
Insight into the perceptions of international applicants: what factors make them accept or decline your university?

Current students

- **Integrated Survey Solutions™: Aligning all internal/external surveys into one instrument**
Integrating the ISB/SB with internal surveys to provide a consistent approach to communication with your student population. ISS provides more structured insight and better informs marketing and business strategies
- **TNE and DE Barometer™: Benchmark your non-traditional provision**
Two instruments measuring the student experience across modes of transnational delivery and distance education, providing insights for both teaching and awarding institutions

Graduates

- **Alumni Barometer™: Tracking International Graduate Outcomes (I-GO)**
Detailed insight into the destinations, reflections and connectivity of your UK and international alumni, by cohort
- **DLHE: Destinations of Leavers in Higher Education**
Free up valuable staff time by outsourcing your statutory DLHE data collection

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Questionnaire

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Questionnaire Flow

Background

- Demographics
- Accommodation
- Funding
- Level of study
- Area of study
- School/Faculty/Department
- Year of study

Pre-arrival

- Institution choice – factors & countries
- Enquiry & application

Arrival Experience

- Overall Satisfaction
- Rating on experience

Learning Experience

- Overall Satisfaction
- Importance & Satisfaction ratings

Living Experience

- Overall Satisfaction
- Importance & Satisfaction ratings

Support Experience

- Overall Satisfaction
- Usage of services
- Satisfaction with services used

Recommendation

- Recommendation to other students

Employment/ Careers support

- Expectations from institution

Future Plans

- Employment
- Study

Ethnographics

- Ethnicity
- Disability
- Faith/Religion

Not a full list of questions

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Terminology in Questionnaire	Terminology in Report
Welcome/pickup at airport, railway, coach station	Welcome/ pick-up
Academic registration	Registration
First night - getting to where I would stay	First night
Formal welcome at the university	Formal welcome
Internet access at my accommodation	Internet access
University orientation	University orientation
Orientation (finding my way around the local area)	Local orientation
University accounts/ finance department	Finance office
Setting up a bank account	Bank account
Accommodation office	Accommodation office
Condition of accommodation on arrival	Accommodation condition
The social activities	Social activities
Making friends from my country	Home friends
Making friends from this country	Host friends
Making friends from other countries	Other friends
Meeting academic staff	Meeting staff
Understanding how my course of study would work	Study sense

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Terminology in Questionnaire	Terminology in Report
The quality of lectures	Quality lectures
The subject area expertise of lecturers/ supervisors	Expert lecturers
The teaching ability of lecturers/ supervisors	Good teachers
The academic content of my course/ studies	Course content
The organisation and smooth running of the course (Undergraduate & Masters)	Course organisation
The level of research activity	Research
Academic staff whose English I can understand	Academic English
Getting time from academic staff when I need it/ personal support with learning	Learning support
Feedback on coursework/ formal written submissions	Performance feedback
Explanation of marking/ assessment criteria	Marking criteria
Fair and transparent assessment of my work	Assessment
Guidance in topic selection and refinement by my supervisor (Masters & PhD)	Topic selection
Confidence about managing a research project as a result of my experience so far (PhD only)	Managing research
The quality of the lecture theatres and classrooms	Learning spaces
The quality of laboratories (if applicable)	Laboratories
The physical library facilities	Physical library
The online library facilities	Online library
The learning technology (PCs, networking, etc)	Technology
Virtual learning environment (Blackboard/ WebCT/ Weblearn)	Virtual learning
Advice and guidance on long-term job opportunities and careers from academic staff	Careers advice
Learning that will help me get a good job	Employability
Opportunities for work experience/ work placements as a part of my studies	Work experience
Studying with people from other cultures	Multicultural
Help to improve my English language skills	Language support
Opportunities to teach (PhD only)	Opportunities to teach

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Terminology in Questionnaire	Terminology in Report
The quality of accommodation	Accommodation quality
The cost of accommodation	Accommodation cost
The cost of living	Living cost
Feeling safe and secure	Safety
Making friends from my home country	Home friends
Making friends from this Country	Host friends
Making friends from other Countries	Other friends
Opportunities to experience the culture of this country	Host culture
The sports facilities	Sports facilities
The social facilities	Social facilities
The social activities	Social activities
Internet access at my accommodation	Internet access
Making good contacts for the future	Good contacts
The facilities for religious worship	Worship facilities
The surroundings outside the university	Good place to be
The transport links to other places	Transport links (other places)
The availability of financial support/ bursaries etc.	Financial support
The opportunity to earn money while studying	Earning money
Immigration and visa advice from the university	Visa advice
Transport between university locations	Transport links uni
The university's eco-friendly attitude to the environment	Eco-friendly attitude

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Terminology in Standard Questionnaire	Terminology in University Questionnaire	Terminology in Report
Campus eating places	Campus eating places	Campus eating places
Students' Union	Students' Union	Students' Union
University Clubs/Societies	University Clubs/Societies	Uni Clubs/Societies
IT and system support	IT and system support	IT & System Support
International Office	International Office	International Office
Accommodation Office	Accommodation Office	Accommodation Office
Graduate School	Graduate School	Graduate School
Student Advisory Service	Student Advisory Service	Student Advisory Service
Health Centre	Health Centre	Health Centre
Counselling Service	Counselling Service	Counselling Service
University accounts/ finance department	University accounts/ finance department	Uni accounts/finance Dept.
Careers Advisory Service	Careers Advisory Service	Careers Advisory Service
Halls of Residence welfare support	Halls of Residence welfare support	Halls Welfare
Chaplaincy or multi-faith provision	Chaplaincy or multi-faith provision	Faith Provision
Disability Support	Disability Support	Disability Support

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Survey Changes

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Measuring Importance

Stated vs. Derived Importance

1. Students were previously asked to state the importance of each element to them in the Student Barometer
2. Importance is now 'derived' rather than 'stated'

Rationale

1. Stated importance only varies slightly by institution – therefore less useful at an institution level for understanding key priorities
2. Derived importance varies much more by institution
3. Questionnaire is significantly shorter reducing survey time for students
4. Outputs and insight will remain the same – i.e. the Student Barometer will still run satisfaction vs. importance matrices

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Measuring Importance

```

    graph TD
      A[STUDENT SATISFACTION  
(Learning & Living Elements)] <--> B[RECOMMENDATION  
OF UNIVERSITY]
      B <--> A
      C[DERIVED IMPORTANCE OF FACTORS]
      A --> C
      B --> C
  
```

How it works

- Students' satisfaction ratings on the Learning and Living elements are correlated with their likelihood to recommend their university.
- A higher correlation means that the *relationship* between the element and the likelihood to recommend the experience is strong.
- Derived importance thus shows which factors have the greatest impact on recommending the university to others.

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Sweden ISB Derived Importance – Entry 2010

What drives international students to recommend?

BA	MA	PhD
Social activities (0.37)	Quality lectures (0.39)	Good place to be (0.45)
Social facilities (0.36)	Good teachers (0.36)	Eco-friendly attitude (0.41)
Employability (0.35)	Employability (0.36)	Language support (0.39)
Good contacts (0.34)	Course content (0.34)	Transport links uni (0.39)
Good teachers (0.33)	Careers advice (0.33)	Host culture (0.35)
Careers advice (0.33)	Work experience (0.32)	Multicultural (0.35)
Quality lectures (0.33)	Expert lecturers (0.32)	Host friends (0.34)
Host culture (0.31)	Course organisation (0.32)	Employability (0.33)
Language support (0.30)	Good contacts (0.31)	Physical library (0.32)
Work experience (0.30)	Research (0.31)	Accommodation cost (0.31)

*Based on international students in Sweden, sorted by relationship with recommendation (r-value)

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Questionnaire Changes

- 1) The introduction of two new virtual learning elements:**
 - Virtual Learning Environment (Blackboard/WebCT/Weblearn)
 - The online library facilities (access to journals etc)
- 2) The introduction of additional learning elements:**
 - Explanation of marking/ assessment criteria
 - The organisation and smooth running of the course (Masters & Undergraduates)
 - The quality of laboratories (if applicable)
 - The quality of lectures
 - Guidance in topic selection and refinement by my supervisor (PhD & Masters)
 - Confidence about managing a research project as a result of my experience so far (PhD only)
- 3) The removal of one learning element:**
 - The flexibility to decide how I want to study
- 4) The introduction of one additional arrival element (also removal of duplicate questions)**
 - Condition of accommodation on arrival

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Questionnaire Changes

5) DL, Foundation and ELT students will be screened out of the standard ISB:

Institutions will now be able to survey these students using a separate instrument

6) Clarification of the decision making questions:

“Why did you choose to study in this country over other countries you considered studying in” has been removed. The elements from this question will now be covered under the question “How important were the following factors when deciding where to study”

This avoids confusion where elements cross over between the two questions

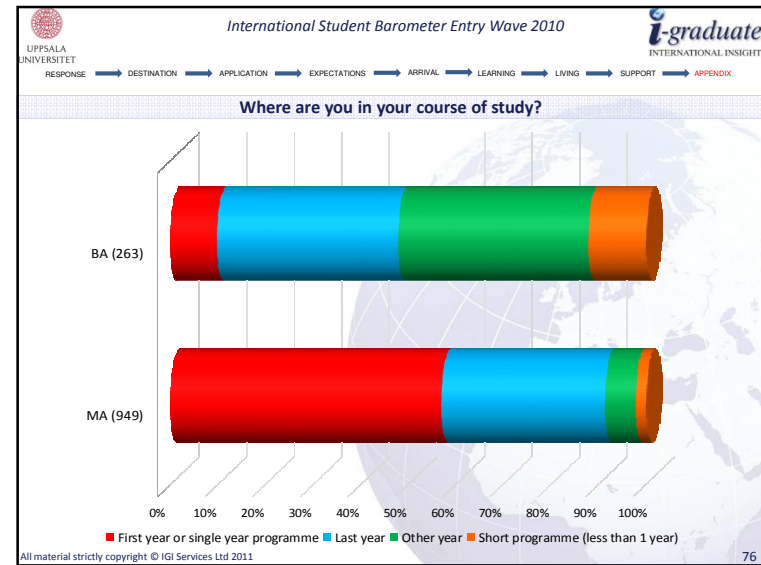
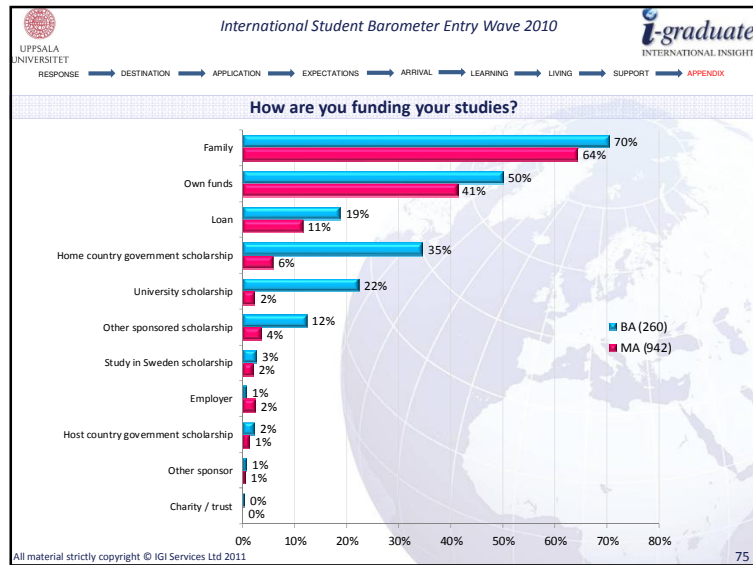
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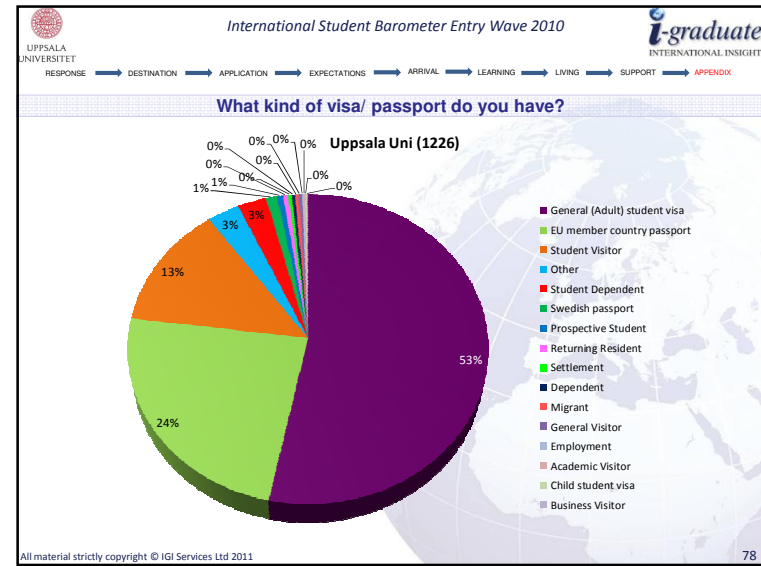
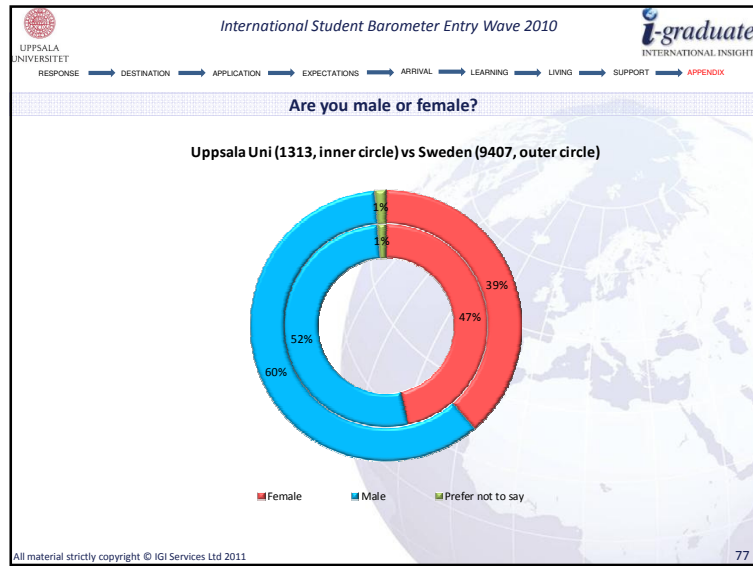
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Additional Information

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Technical Info

- 🌐 Independent samples t-test
 - 🌐 Compares two different means to see if they are significantly different from each other
 - 🌐 E.g. Comparing the mean of your institution against the overall ISB mean
 - 🌐 If your institution is significantly different than the ISB mean it is highlighted in blue
- 🌐 Displaying percentages on graphs
 - 🌐 All percentages are rounded to the nearest whole number
 - 🌐 Rounding can cause a discrepancy of 1% for trend graphs
 - 🌐 E.g. 78.7% (79% rounded) in 2007 and 79.3% (79% rounded) in 2010 equals a difference of 0.6% (or 1% rounded)

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