

Ready for Departure: An examination of an international student's expectations prior to studying overseas



ISANA
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What we will cover:

A student's journey to study overseas

Pre departure

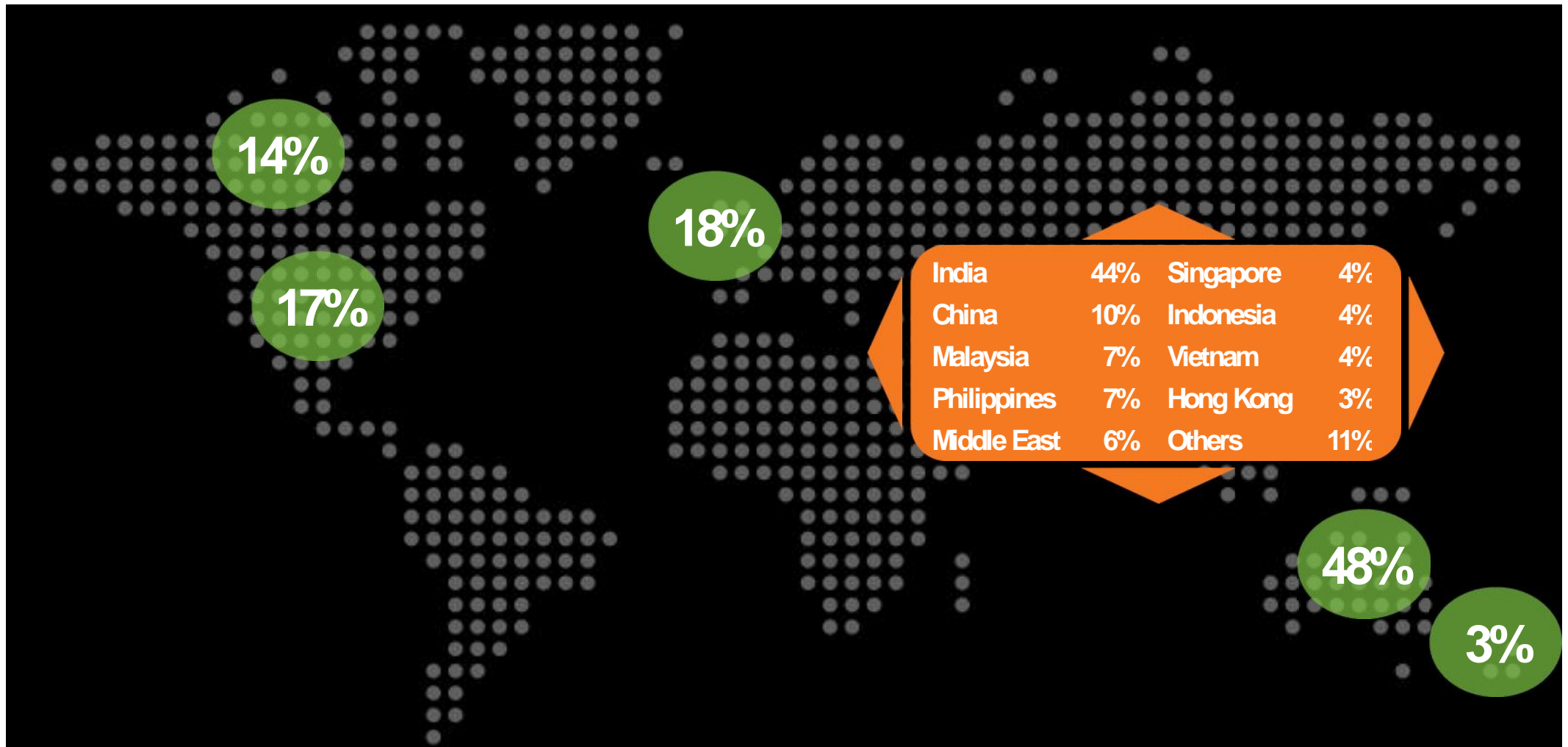
- Perceptions of Australia as a study destination
- Information access
- Influence of online technology

Post arrival

- Experience vs. expectations
- Benefit of hindsight

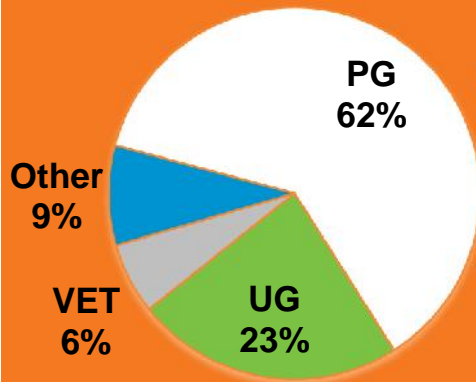
IDP International Student Buyer Behavior Research 2013 – Who responded?

› In August 2013, we surveyed online, over 1,100 students who used IDP services



Who responded: a bit more detail

Majority surveyed were postgraduates



Engineering and business most popular courses of study



Prospective students

50%

Current students

50%

6 in 10 students are/ intend to be 1st family member to study overseas



67% of students rely on parents wholly or partially to fund their education





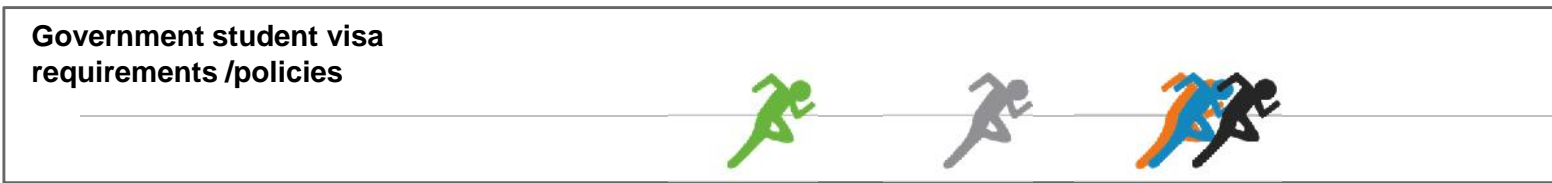
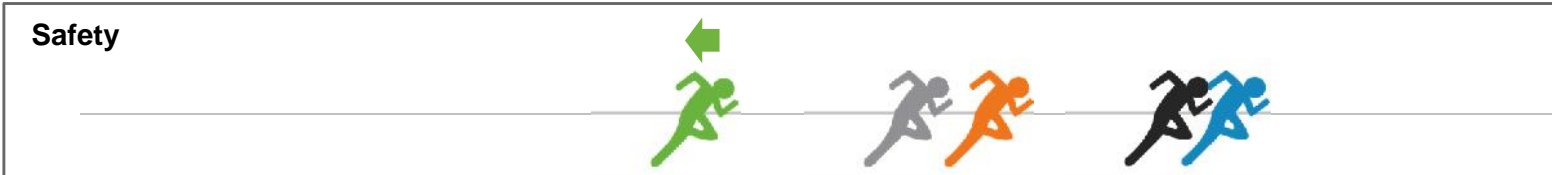
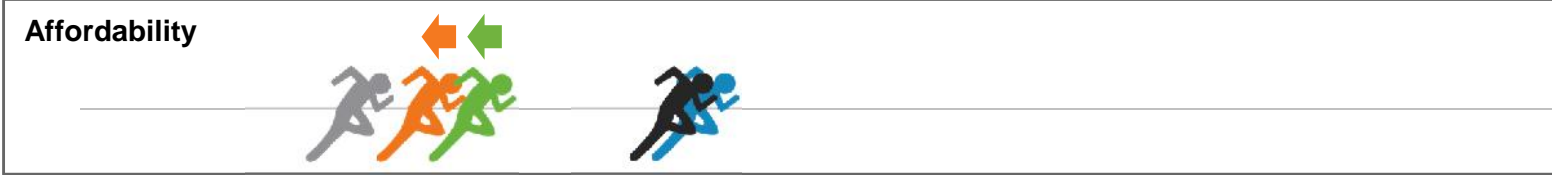
Pre departure

- Perceptions of Australia as a study destination
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Destination perceptions: All students

Students were asked to rate their perception of each country on the following:

-  Australia
-  Canada
-  USA
-  UK
-  NZ

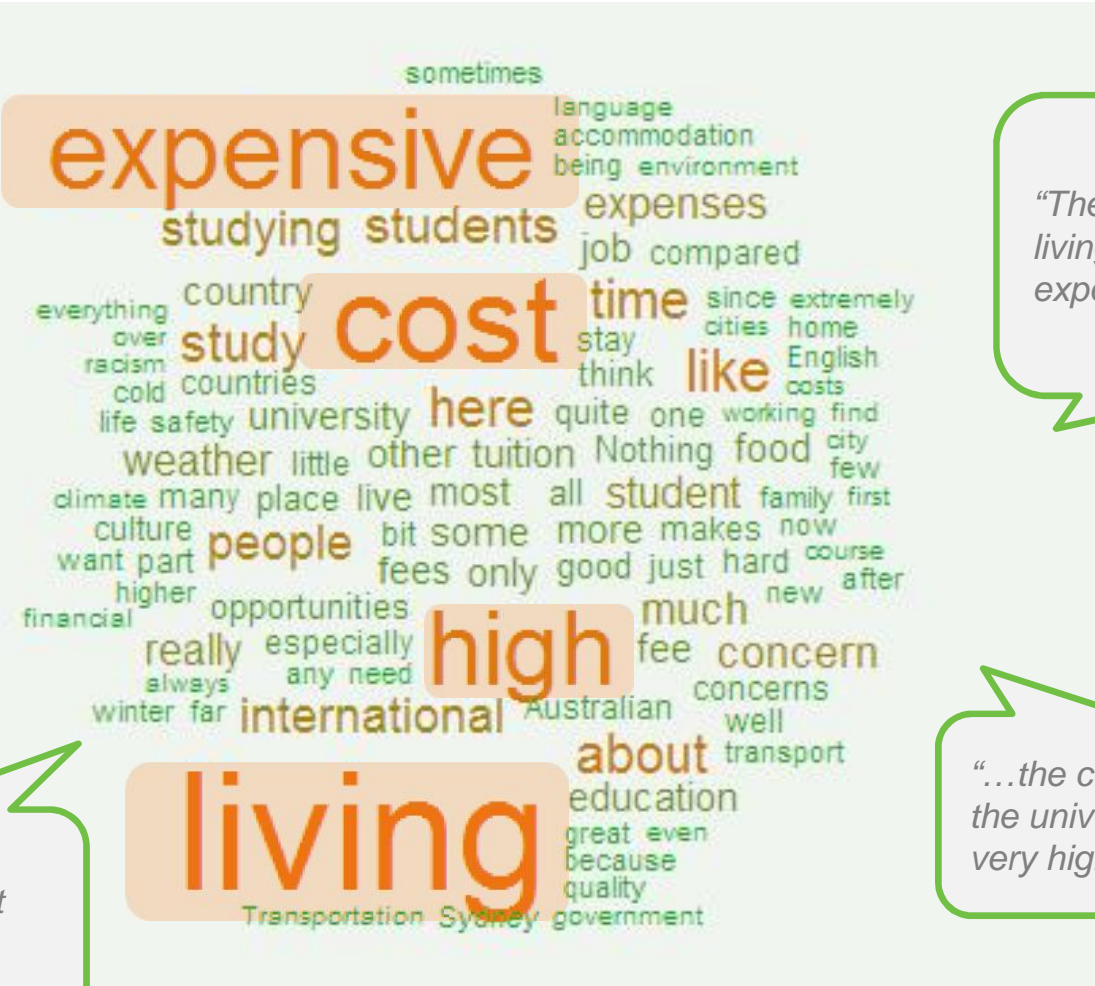


Worst ← ————— → Best

Student perceptions: Australia

Concerns or dislikes about studying or living in Australia

"Cost of living is high and getting around is not easy" (Singapore)



"The accommodation and living costs are too expensive." (China)

"...extremely cold weather when we first arrive in the winter" (Cambodia)

"...the cost of living and the university fees is very high." (India)

Information needs prior to departure

*Pre-departure information on
general living and academic life
were seen as most useful...*

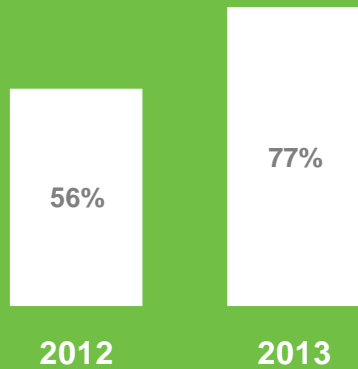


Key information sources:

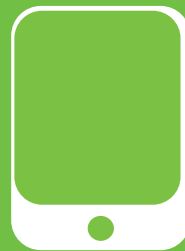
- Education agents
- Institutions – *mainly Academic life and Safety & health info*
- Family & friends in study country
- Online

The digital space

Increased usage of
2 or more devices
to access the internet



Growth of the
smartphone



>97% of students have an active
social network account

***BUT... Usage of social network
sites differs by country***



2 in 5 said
social media **influenced**
their decision to study
overseas

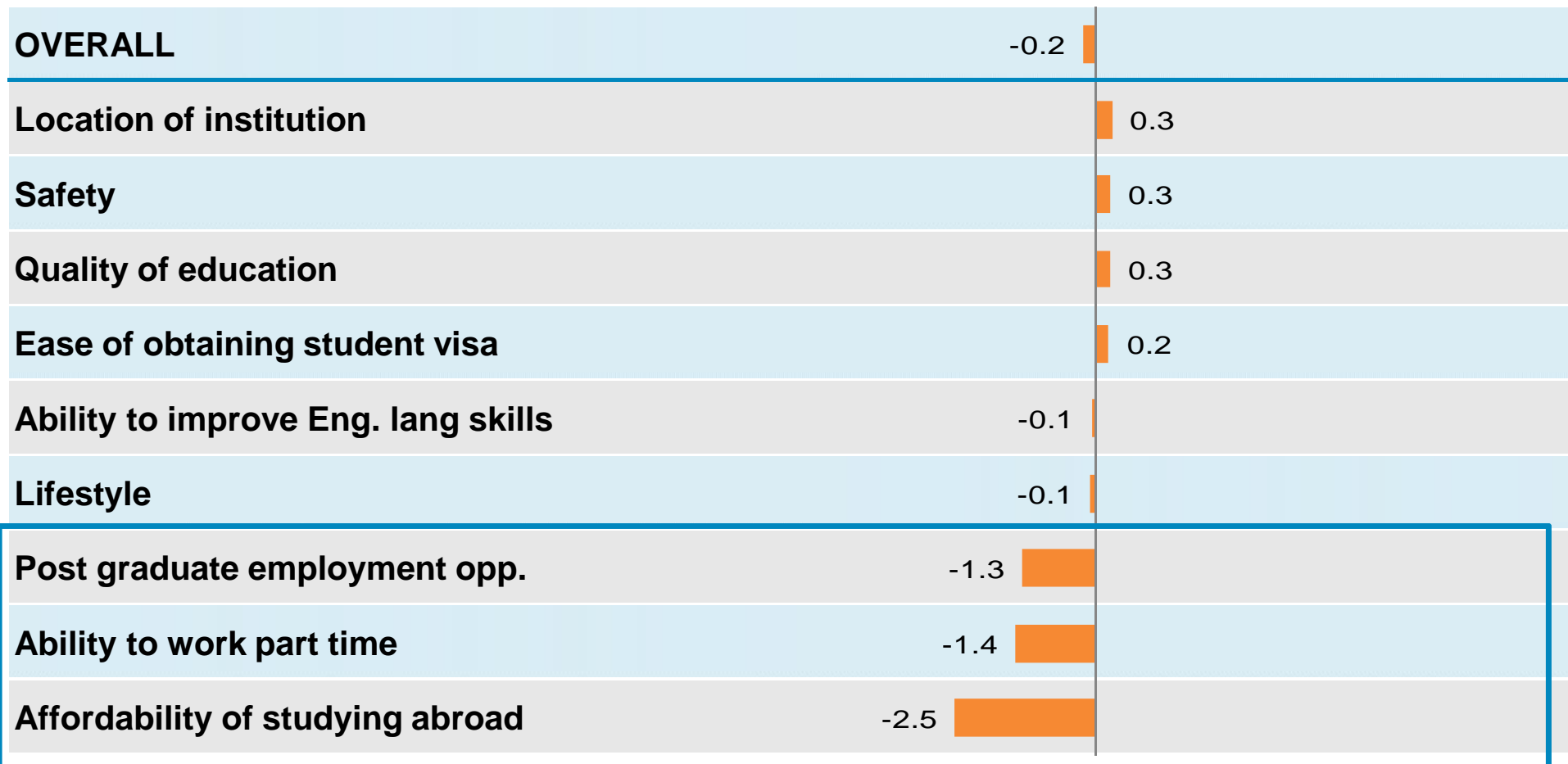


Post arrival

- Experience vs. expectations
- Benefit of hindsight

Experience vs. expectations

Gap between expectation and satisfaction



The benefit of hindsight...(Australia)

"I wish I knew differences of seminar, lecture and tutorial, and what Australian accent sounds like before I got here." (China)

"The university system of classes and exams." (Oman)

"I wish I did more research for another country, such as EU or Canada. The reason is it turns out to be really expensive to studying in Australia..." (Indonesia)

"I wish I knew that getting part time jobs is not that easy out here unless you have strong references and I never knew that I would feel so homesick after coming here." (India)

"I wish I knew that Australia would be so cold ...before I left." (Philippines)

"I wish I knew how to cook. Many of the residential halls here are self-catered, I struggled a lot when I first reached. From buying groceries to using cooking utensils..." (Malaysia)

"The life styles and employment opportunities for self funding my studies." (Mauritius)

"Firstly, phone plan and sim card option... paying much more than I expected ... Secondly, floor plan of the accommodation room and the things that are available in the room, so that I will not bring things that are unnecessary." (China)

"Nothing really. There was nothing new to learn. Everyday is a new adventure that I look forward to." (India)



Thank you

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