Introducing the...

**international student barometer**

[Image of the Earth with the text 'international student barometer']
The International Student Barometer (ISB) is the largest annual study of international students in the world, with feedback from over 170,000 respondents each year, now more than 1.2 million responses since 2005.

The ISB has run at more than 700 institutions in 24 countries including UK, Australia, New Zealand, Netherlands, Belgium, Italy, Denmark, Sweden, Finland, Germany, Hong Kong, South Africa, Canada & the USA.

Tracks decision-making, expectations, perceptions and experiences of international students.

Institution-specific results compared against comparator groups, national and international benchmarks.

Reporting fully confidential and customised to each institution.
The ISB encourages a University-wide approach......

....but provides granular data to allow internal comparisons

The ISB offers valid comparisons through benchmarking

- Comparator schools in your network,
- A nationwide index group,
- An international (ISB) group.

The ISB starts with the application process, to look at how expectations are set,
then met,
and how things change over time
Participants ISB 2011

<table>
<thead>
<tr>
<th>Australia</th>
<th>Malaysia</th>
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</thead>
<tbody>
<tr>
<td>Canada</td>
<td>Netherlands</td>
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<td>Estonia</td>
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<td>UK</td>
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<td>Italy</td>
<td>USA</td>
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</tbody>
</table>

209,422 international students responded to the 2011 survey from 238 institutions in 16 countries.
Who takes part in the International Student Barometer?

Just some of the institutions working with i-graduate
USA ISB participants in 2011/12:

- University of Indiana Bloomington
- Indiana University-Purdue University Indianapolis
- University of Cincinnati
- Kent State University
- SUNY: Stony Brook, FIT, Albany, New Paltz, Oswego, Plattsburgh
- Arizona State University
- Colorado State University
- Michigan State University
- Western Michigan University
- De Paul University
- Iowa State University
- University of Pittsburgh
- George Washington University
- Drexel University
- Northeastern University
- Long Island University
How does the ISB work?

- Semi-standardized online questionnaire format, adapted and customized for each partner institution

- Email alert sent to students who click a hyperlink to access the questionnaire and complete on-line during the Fall

- i-graduate Research Team manage and monitor all data collection and analysis

- Confidential reporting through an in-person session during the Spring.
  Sample feedback follows:
Dimensions of the survey

- Arrival
- Learning
- Living
- Support

Students who have been at the institution less than 4 months
answer questions about

- How they decided to attend
- What factors/channels were important to them in deciding
- Their experience of the admissions process
Overview of feedback presentation session

Summary
- Survey Overview
- National Trends
- Key Findings
- Recommendations

Pre-Arrival
- Destination Choice
- Application
- Social Media

Experience
- Arrival
- Learning
- Living
- Support

Appendix
- Agents
- Additional Info
- Questionnaire

BREAKDOWNS BY:
- Age
- Gender
- Nationality
- Level of study
- Subject/major
- Location
In the ISB, we look at areas where the institution is doing well.......  

<table>
<thead>
<tr>
<th></th>
<th>Univ 1</th>
<th>ISB %</th>
<th>USA ISB %</th>
<th>Other %</th>
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<tbody>
<tr>
<td>LEARNING AVERAGE</td>
<td>87.8%</td>
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<td>70</td>
<td>35</td>
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<tr>
<td>LEARNING OVERALL</td>
<td>89.4%</td>
<td>85.6%</td>
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<td>84.6%</td>
<td>75</td>
<td>32</td>
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<tr>
<td>Technology</td>
<td>94.6%</td>
<td>87.3%</td>
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<tr>
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<td>90.2%</td>
<td>87.7%</td>
<td>88.9%</td>
<td>86.8%</td>
<td>85</td>
<td>37</td>
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<tr>
<td>Course organisation</td>
<td>87.1%</td>
<td>82.2%</td>
<td>84.9%</td>
<td>82.3%</td>
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<tr>
<td>Physical library</td>
<td>94.1%</td>
<td>87.4%</td>
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<td>89.1%</td>
<td>34</td>
<td>13</td>
<td>3</td>
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</tr>
</tbody>
</table>

Institution’s scores for each question

Measuring against comparators

And a ranking

Independent samples t-test, institution versus ISB, significant differences (p ≤ 0.05) are highlighted in pink **Postgraduate students only**
### Benchmarking learning

<table>
<thead>
<tr>
<th></th>
<th>Univ 1</th>
<th>ISB %</th>
<th>USAISB %</th>
<th>Other %</th>
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<tr>
<td>Quality lectures</td>
<td>91.6%</td>
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<td>43</td>
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<tr>
<td>Topic selection**</td>
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<td>118</td>
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<td>Good teachers</td>
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</table>

And areas where performance could be improved......

**Postgraduate students only**

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**Benchmarking learning**

To provide an overall picture......

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**Postgraduate students only

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Drilling down... (example)

Performance feedback:
Average 71% satisfied

School A | School B | School C | School D

SOCIAL SCIENCES
- School A: 95%
- School B: 88%
- School C: 73%
- School D: 72%

MGT
- School A: 92%
- School B: 86%
- School C: 88%
- School D: 83%

ENGINEERING
- School A: 78%
- School B: 80%
- School C: 72%
- School D: 72%

MEDICINE
- School A: 71%
- School B: 80%
- School C: 77%
- School D: 81%
Track changes over time...

Worse in Autumn Wave 2011

- Learning spaces
- Performance feedback
- Course content
- Marking criteria
- Quality lectures
- Multicultural
- Assessment
- Research
- Technology
- Learning support
- Good teachers
- Work experience
- Physical library
- Academics’ English
- Course organisation
- Careers advice
- Employability
- Expert lecturers
- Online library
- Language support
- Virtual learning
- Laboratories
- Topic selection

Better in Autumn Wave 2011

- Learning spaces
- Performance feedback
- Course content
- Marking criteria
- Quality lectures
- Multicultural
- Assessment
- Research
- Technology
- Learning support
- Good teachers
- Work experience
- Physical library
- Academics’ English
- Course organisation
- Careers advice
- Employability
- Expert lecturers
- Online library
- Language support
- Virtual learning
- Laboratories
- Topic selection
Following each presentation, participants receive:

- **Institution-specific data**
- **Detailed presentations**
- **Summary findings**
- **Verbatim comments**
- **Analysis by department/location**
- **Interactive mapping of aggregate data**

"Great university, great teachers, great accommodation, so many way to make English and foreign friends, a very beautiful place, ecologic. It's the best year of my life, i think I'm very lucky to study here and i will advice this university at everyone without any doubt!"
GlobalView is easily navigated via interactive menus

Hover over a region or country to learn more

Create charts

Plot scatterplots

Additional services...

UG, PGT, PGR splits for each country available on annual subscription basis
International Student Barometer
USA National Data
Fall 2011
ISB Survey
What factors are important in study destination choice?

Sample: International students, USA vs Global
Question: How important were the following factors when deciding where to study? (% important)
Wave: ISB Fall 2011
What factors/channels help students choose study destinations?

Sample: International students, USA vs Global

Question: Which of the following factors helped you to choose your institution? (% helped)

Wave: ISB Fall 2011
Sample: International students, Global ISB vs USA ISB
Question: Are you aware of this university's presence on any of the following social networking sites? (% aware)
Wave: ISB Fall 2011
Sample: International students, Global ISB vs USA ISB
Question: How helpful were the university's social networking sites in...? (% helpful)
Wave: ISB Fall 2011
Top Influencers over destination choice: Students from China

Chinese students in USA: Parents relatively more influential

- Friends
- Parents
- Institution website
- Agent
- Current students

Sample: Chinese students, USA ISB vs Global ISB
Question: Which of the following factors helped you to choose your institution? (% helped)
Wave: ISB Fall 2011
Top Factors/channels in destination choice

Sample: Indian students, USA ISB vs Global ISB
Question: Which of the following factors helped you to choose your institution? (% helped)
Wave: ISB Fall 2011

Indian students in USA: Friends and current students relatively more influential
Indian students in USA: Teaching quality and reputation factors more important

Sample: Indian students, Global ISB vs USA ISB
Question: How important were the following factors when deciding where to study? (% important)
Wave: ISB Fall 2011
Global ISB Learning – high & low satisfaction elements

Elements with lowest and highest satisfaction

- Expert lecturers: 93%
- Academics' English: 91%
- Online library: 89%
- Laboratories: 89%
- Virtual learning: 88%
- Marking criteria: 82%
- Employability: 76%
- Opportunities to teach: 72%
- Careers advice: 69%
- Work experience: 66%

Sample: International students, Global ISB (n= 209,422)
Question: Satisfaction with learning elements (% satisfied)
Wave: ISB Fall 2011
Global ISB Living – high & low satisfaction elements

Elements with lowest and highest satisfaction

- Campus environment
  - Good place to be: 91% satisfaction
  - Safety: 89% satisfaction
  - Eco-friendly attitude: 89% satisfaction
  - Home friends: 88% satisfaction

- Host friends: 71% satisfaction
- Financial support: 60% satisfaction
- Living cost: 60% satisfaction
- Accommodation cost: 56% satisfaction
- Earning money: 54% satisfaction

Sample: International students, Global ISB (n= 209,422)
Question: Satisfaction with living elements (% satisfied)
Wave: ISB Fall 2011
## Student Satisfaction – A Global Perspective

<table>
<thead>
<tr>
<th>Country 1</th>
<th>Country 2</th>
<th>Country 3</th>
<th>USA</th>
<th>Country 4</th>
<th>Country 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrival Overall</td>
<td>87%</td>
<td>88%</td>
<td>86%</td>
<td>85%</td>
<td>81%</td>
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<tr>
<td>Learning Overall</td>
<td>83%</td>
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<td>84%</td>
<td>88%</td>
<td>85%</td>
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<tr>
<td>Living Overall</td>
<td>86%</td>
<td>87%</td>
<td>86%</td>
<td>86%</td>
<td>83%</td>
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<td>Support Overall</td>
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<td>90%</td>
<td>86%</td>
<td>90%</td>
<td>83%</td>
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<td>Overall Satisfaction</td>
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<td>Recommendation</td>
<td>75%</td>
<td>79%</td>
<td>79%</td>
<td>81%</td>
<td>82%</td>
</tr>
</tbody>
</table>

Sample: International students, Global ISB by destination country
Question: Overall measures (% satisfied / % would recommend)
Wave: ISB Fall 2011
## USA ISB - What drives international students to recommend?

### Sample: International students, USA ISB Learning elements by level of study

### Question: ISB learning elements sorted by strength of relationship to student recommendation (r-value)

### Wave: ISB Fall 2011

<table>
<thead>
<tr>
<th>Undergraduate</th>
<th>Masters</th>
<th>Doctoral</th>
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<tbody>
<tr>
<td>Employability (0.27)</td>
<td>Employability (0.38)</td>
<td>Good teachers (0.34)</td>
</tr>
<tr>
<td>Course content (0.26)</td>
<td>Careers advice (0.38)</td>
<td>Work experience (0.34)</td>
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<td>Work experience (0.24)</td>
<td>Research (0.35)</td>
<td>Research (0.32)</td>
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Learning satisfaction

Sample: International students, Global ISB vs USA ISB
Question: Satisfaction with learning elements (% satisfied)
Wave: ISB Fall 2011
Sample: International students, Global ISB vs USA ISB
Question: Satisfaction with learning elements (% satisfied)
Wave: ISB Fall 2011
Sample: International students, Global ISB vs USA ISB
Question: Satisfaction with arrival elements (% satisfied)
Wave: ISB Fall 2011
Sample: International students, Global ISB vs USA ISB
Question: Satisfaction with arrival elements (% satisfied)
Wave: ISB Fall 2011
Sample: International students, Global ISB vs USA ISB
Question: Satisfaction with living elements (% satisfied)
Wave: ISB Fall 2011
<table>
<thead>
<tr>
<th></th>
<th>Country 1</th>
<th>Country 2</th>
<th>Country 3</th>
<th>USA</th>
<th>Country 4</th>
<th>Country 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrival Overall</td>
<td>87%</td>
<td>88%</td>
<td>86%</td>
<td>85%</td>
<td>81%</td>
<td>87%</td>
</tr>
<tr>
<td>Learning Overall</td>
<td>83%</td>
<td>86%</td>
<td>84%</td>
<td>88%</td>
<td>85%</td>
<td>87%</td>
</tr>
<tr>
<td>Living Overall</td>
<td>86%</td>
<td>87%</td>
<td>86%</td>
<td>86%</td>
<td>83%</td>
<td>88%</td>
</tr>
<tr>
<td>Support Overall</td>
<td>87%</td>
<td>90%</td>
<td>86%</td>
<td>90%</td>
<td>83%</td>
<td>90%</td>
</tr>
<tr>
<td>Overall Satisfaction</td>
<td>86%</td>
<td>89%</td>
<td>86%</td>
<td>88%</td>
<td>86%</td>
<td>90%</td>
</tr>
<tr>
<td>Recommendation</td>
<td>75%</td>
<td>79%</td>
<td>79%</td>
<td>81%</td>
<td>82%</td>
<td>84%</td>
</tr>
</tbody>
</table>

Sample: International students, Global ISB by destination country
Question: Overall measures (% satisfied / % would recommend)
Wave: ISB Fall 2011
THANK YOU

For further information about the International Student Barometer or i-graduate’s other research services, contact a member of the i-graduate Research Team (info@i-graduate.org) or on +44 207 222 7890

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