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In autumn 2012, EDU-CON Strategic Education Consulting GmbH conducted the second follow-up study about internet and social media behavior of students and prospective students in the field of academic orientation and presented the results at the Social Media Seminar on November 15th.

**Carry-over questions**
- How and where do students seek information about their academic options?
- How do they make their decision?
- What electronic devices and what internet channels do they use?

**Special focus 2012**
- What experiences do students have with professional personal student guidance?
- Does e-mail still play a considerable role for students?
- What role does Facebook play?
1. Method
2. Sample
3. Making an academic choice
4. Career guidance
5. University websites
6. Facebook
1. Method
Our survey

The data of the study was gathered by means of a standardized online questionnaire which has been made visible via the approximately 200 EDU-CON internet offers, such as information portals, communities like Facebook, MySpace or Twitter as well as e-newsletters for possible participants. The questionnaire was exclusively in the German language and available September/October. For the evaluation only the answer sheets were regarded which were able to fit into one of the following groups:

- Students who took up their studies not later than 2009 and
- Highschool students who strive for the ‘Abitur’ and like to study afterwards.

Moreover, considered were only those students who already have experienced internet for the purpose of career and degree choice.

According to these criteria, 1,764 responses were valid. Compared to the year prior, this is an increase of 80% (2011: n = 971). Another differentiation of the data shows that 35% (n = 625) of the respondents are prospective students and 65 % (n = 1,139) are already studying. The sex ratio is at 67% female to 33% male respondents.
How did we reach our target group?

1. Method
2. Sample
3. Academic choice
4. Career guidance
5. Uni websites
6. Facebook

Your Bachelor and Master Degree Programmes

Over 100 Websites
studieren-in-holland.de, derberufsberater.de, masterschmie.de, Country-Sites, Program-Sites, ...

Over 100 Facebook-Pages
studieren-in-holland.de, derberufsberater.de, masterschmie.de, Country-Sites, Program-Sites, ...

News + Testimonials + Events + Videos + Tweets + Posts

Newsletter +++ Video Channels +++ Blogs +++ Myspace +++ Twitter +++ Pinterest

Subscribers Viewers Readers Fans & Recommenders Friends Followers Members
Representativeness of data

Comparisons between 2011 and 2012 give evidence for the representativity of our data in relation to the EDU-CON target groups.
(n 2011 = 971/n 2012 = 1638)
2. Sample
Sample: 1764 valid responses

- Students: n = 1.139 (65%)
- Not-yet-students: n = 625 (35%)
Sample: Sex of responders
(n = 1,719)

- Male: 33%
- Female: 67%
Sample: Age of responders

(n = 1.719)
Sample: Country of studies
(n = 1,139 university students)

- Germany: 63%
- Other countries: 37%
Sample: When did you start studying?
(n = 1.139 university students)

<table>
<thead>
<tr>
<th>Year</th>
<th>Winter</th>
<th>Summer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>2010</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>2011</td>
<td>22%</td>
<td>4%</td>
</tr>
<tr>
<td>2012</td>
<td>40%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Almost half of the university students started studies in 2012, this can be either Bachelor- or Master-Beginners.
Students that started studied earlier than 2009 were‘nt included in the survey.
3. Making an academic choice
At what age did you make your academic choice?

- not-yet-students (n = 579)
- students (n = 666)
What do you choose first? (n = 1266)

Location (town): 10%
Subject: 78%
Type of Institute: 12%
What do you mind when you choose a university? (1)
(several answers allowed) (n = 1764)

- I'm familiar with the town: 7%
- Friends at the university: 7%
- University is close to my hometown: 16%
- Good leisure and sports programmes: 26%
- Cost of living is low: 30%
- Good university in rankings: 32%
- Study programmes aren't overcrowded: 40%
What do you mind when you choose a university? (2)
(several answers allowed) (n = 1764)

- location/town is cultural attractive: 40%
- tuition fees are not too high: 48%
- location/town has a good atmosphere: 59%
- feel well guided and informed by the university: 60%
- university has international contacts: 61%
- university has good equipment: 63%
- university has good reputation: 64%

When choosing for a university, services are crucial. 60% of the students mind, that they feel well guided and informed by the university.
Are there restrictive entry requirements for your degree programme?

students studying a full degree abroad (n = 224)

- 31% at ALL German universities
- 12% at MOST German universities
- 9% at SOME German universities
- 31% no
- 13% don't know
- 4% no answer

Many German students go abroad because of the shortage of capacities at German universities.

- 43% of students abroad study a degree programme, that has a 'Numerus clausus' or else restrictive entry requirements at German universities.
- But another 44% chose programme, that has no 'NC' or the students don't even know.
Are you interested in studying abroad?

not-yet-students (n = 590)

- yes, in a full degree abroad: 49%
- yes, in a semester abroad or an internship: 41%
- I have already studied abroad: 11%
- no: 11%

students (n = 1010)

- yes, in a full degree abroad: 44%
- yes, in a semester abroad or an internship: 29%
- I have already studied abroad: 20%
- no: 7%
Why are you interested in studying abroad?

(Multiple answers allowed) (n = 586)

- To become familiar with other cultures: 69%
- To experience something new: 67%
- To improve my employability: 65%
- Degree not offered in Germany: 30%
- Restrictive entry requirements in Germany: 51%
- Financial reasons: 9%
How well do you feel informed about ...

(n = 1764)

- Financial assistance:
  - Very well: 7%
  - Well: 29%
  - Not well: 37%
  - Not at all: 21%
  - No answer: 0%

- Study abroad:
  - Very well: 13%
  - Well: 31%
  - Not well: 34%
  - Not at all: 18%
  - No answer: 0%

- Bachelor-Master-System:
  - Very well: 14%
  - Well: 42%
  - Not well: 30%
  - Not at all: 11%
  - No answer: 0%

- Application/admission procedures:
  - Very well: 16%
  - Well: 47%
  - Not well: 26%
  - Not at all: 9%
  - No answer: 0%

- Degree programmes:
  - Very well: 18%
  - Well: 56%
  - Not well: 21%
  - Not at all: 3%
  - No answer: 0%

- Study options:
  - Very well: 18%
  - Well: 59%
  - Not well: 18%
  - Not at all: 3%
  - No answer: 0%
4. Career guidance
Influence of the following persons/factors on academic choice
(n = 1764)
Influence on academic choice (n = 1764)

- Admission restriction
- University websites
- Information portals
- Parents
- Work placement/internship
- Situation of labour market
- Friends
- University rankings
- Alumni reports
- Siblings and relatives
- Uni career advisors
- Teachers
- Career advisors
- Social networks

Influence:
- Very high
- Moderately
- Low
- Not at all
- No answer

1. Method
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Influence on academic choice: alumni reports

not-yet-students (n = 625)

- Very high: 19%
- Low: 34%
- Moderately: 31%
- Not at all: 9%
- No answer: 7%

students (n = 1139)

- Very high: 45%
- Low: 24%
- Moderately: 20%
- Not at all: 5%
- No answer: 6%
**Influence on academic choice: parents**

**not-yet-students** (n = 625)

- Very high: 16%
- Moderately: 34%
- Low: 33%
- Not at all: 16%
- No answer: 1%

**students** (n = 1139)

- Very high: 19%
- Moderately: 31%
- Low: 36%
- Not at all: 13%
- No answer: 1%
Influence on academic choice

career advisors

not-yet-students (n = 625)

- very high: 6%
- moderately: 19%
- low: 34%
- not at all: 37%
- no answer: 4%

students (n = 1139)

- very high: 2%
- moderately: 8%
- low: 23%
- not at all: 64%
- no answer: 3%
Have you ever made use of career counselling? (n = 1638)

- 56% students
- 45% not-yet-students
Yes, I’ve made use of career counselling
(several answers allowed, n = 1638)

1. Method
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- at school
  - students: 15%
  - not-yet-students: 32%

- from Fed. Employment Agency
  - students: 23%
  - not-yet-students: 29%

- at university
  - students: 14%
  - not-yet-students: 6%

- from a private institute
  - students: 5%
  - not-yet-students: 5%
How was the counsel conducted?

(n = 788, number of counsels 877)

- Face-to-face: 84%
- Via internet (skype, chat etc.): 10%
- Via telephone: 6%
5. University websites
Have you ever accessed a university website on the internet? (n = 1638)
How do you rate the following statements about university websites?

(n = 1638)
Statement about university websites: “I understood the used terms well”

85% of the students agreed to the statement: They understood the terms used in the university websites well.
Statement about university websites:

“Finding the wanted information didn’t take much time”

But only 43 % stated, that finding information didn’t take them much time.
Statement about university websites:
Finding the wanted information didn’t take much time - findings 2011 and 2012

Most of the findings are very similar to the prior year – unlikely this statement. In the view of students findability of information has worsened. 2011 half of the students stated that finding the wanted information didn’t take much time; in 2012 it were only 43%.
Statement about university websites:
I found the menu guidance clear

Most students looking for academic orientation are novices in the world of universities. 48% of them stated, that the menu guidance was not clear to them.
Statement about university websites:
All my open questions could be cleared up by the website

- Yes: 20%
- No: 73%
- No Answer: 7%
Statement about university websites:
The information were short and satisfactory

- 46% yes
- 45% no
- 9% no answer
Statement about university websites:
I find the design pleasing

- 59% yes
- 30% no
- 11% no answer
Statement about university websites:
Website information were liven up through multimedia

- 47%
- 42%
- 11%
- Yes
- No
- No answer
6. Facebook
How often do you use Social Networks? (n = 1764)

- 73% daily
- 18% several times a week
- 4% less
- 4% not at all
- 1% not at all
- 1% no answer
What are you doing in social networks? (n = 1764)

- **pictures**
  - usually: 25%
  - often: 50%
  - seldom: 25%
  - not at all: 0%
  - no answer: 0%

- **meet friends**
  - usually: 25%
  - often: 50%
  - seldom: 25%
  - not at all: 0%
  - no answer: 0%

- **chat**
  - usually: 25%
  - often: 50%
  - seldom: 25%
  - not at all: 0%
  - no answer: 0%

- **networking**
  - usually: 25%
  - often: 50%
  - seldom: 25%
  - not at all: 0%
  - no answer: 0%

- **look for information**
  - usually: 25%
  - often: 50%
  - seldom: 25%
  - not at all: 0%
  - no answer: 0%

- **create contents**
  - usually: 25%
  - often: 50%
  - seldom: 25%
  - not at all: 0%
  - no answer: 0%

- **study orientation**
  - usually: 25%
  - often: 50%
  - seldom: 25%
  - not at all: 0%
  - no answer: 0%

- **look for university place**
  - usually: 25%
  - often: 50%
  - seldom: 25%
  - not at all: 0%
  - no answer: 0%
Do you follow a specific university via Facebook?  
(n = 1638)

- Yes: 38%  
- No: 56%  
- No answer: 6%
Do you follow a specific university via Facebook?

**not-yet-students**
(n = 599)

- Yes: 20%
- No: 73%
- No answer: 7%

**students**
(n = 1039)

- Yes: 49%
- No: 45%
- No answer: 6%

→ 4 % more followers than last year.
→ Increased followers only in the group of students.
My university has a Facebook page (n = 1039)

- Yes: 65%
- No: 5%
- Don't know: 28%
- No answer: 2%
I already gave my university a like on facebook (n = 622)
The Facebook page of my university is convincing and well done (n = 602)

- Very well done: 41% (487 respondents)
- Well done: 37% (371 respondents)
- Moderate: 13% (132 respondents)
- Not so well done: 7% (77 respondents)
- Not at all well done: 2% (24 respondents)
Thank you!

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