

The Internet and Social Media In International Higher Education

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Agenda

- Role of Internet and social media in student decision-making process

High stake, experiential service...

“...higher education is a professional service characterized by a high level of experience qualities which make the purchase risky and means that branding is important as a source of reassurance to students about the quality of what they will receive”

Mourad, Ennew, and Kortam (2010) Descriptive Evidence on the Role of Corporate Brands in Marketing Higher Education Services. *Service Science* 2(3), pp. 154-166.



Increasing choices & competition...

**International Students
(Inward Mobility)**

~ 690,000

+ ~140,000 (10 years)

**Study Abroad Students
(Outward Mobility)**

~ 260,000

+ ~115,000 (10 years)

IIE Open Doors (2010)

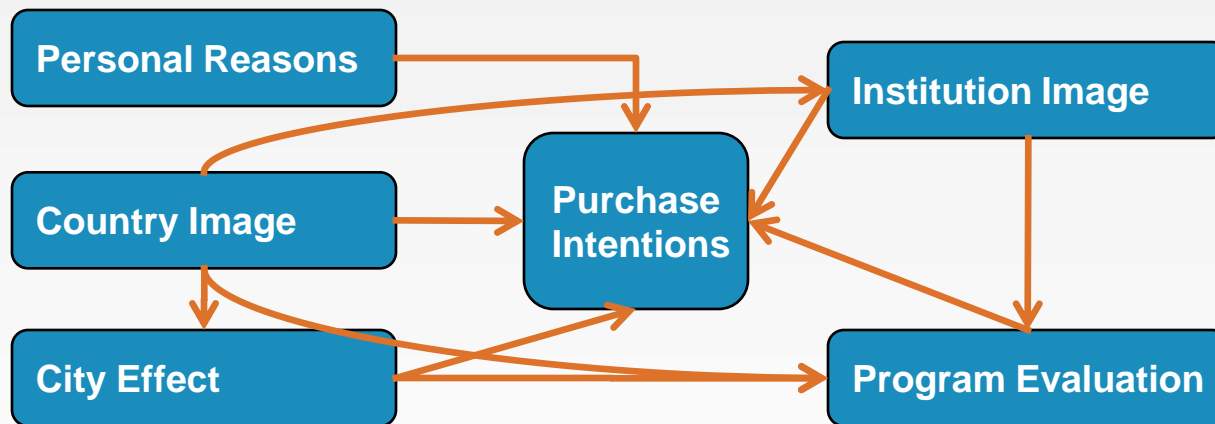


Increasing complexities...

Graduate admissions process is an extended decision process involving

- complex buying behavior
- high levels of involvement (time and money)
- significant brand differences
- infrequent buying

Source: Nicholls et al. (1995)



Adapted from: Cubillo, et al. (2006)

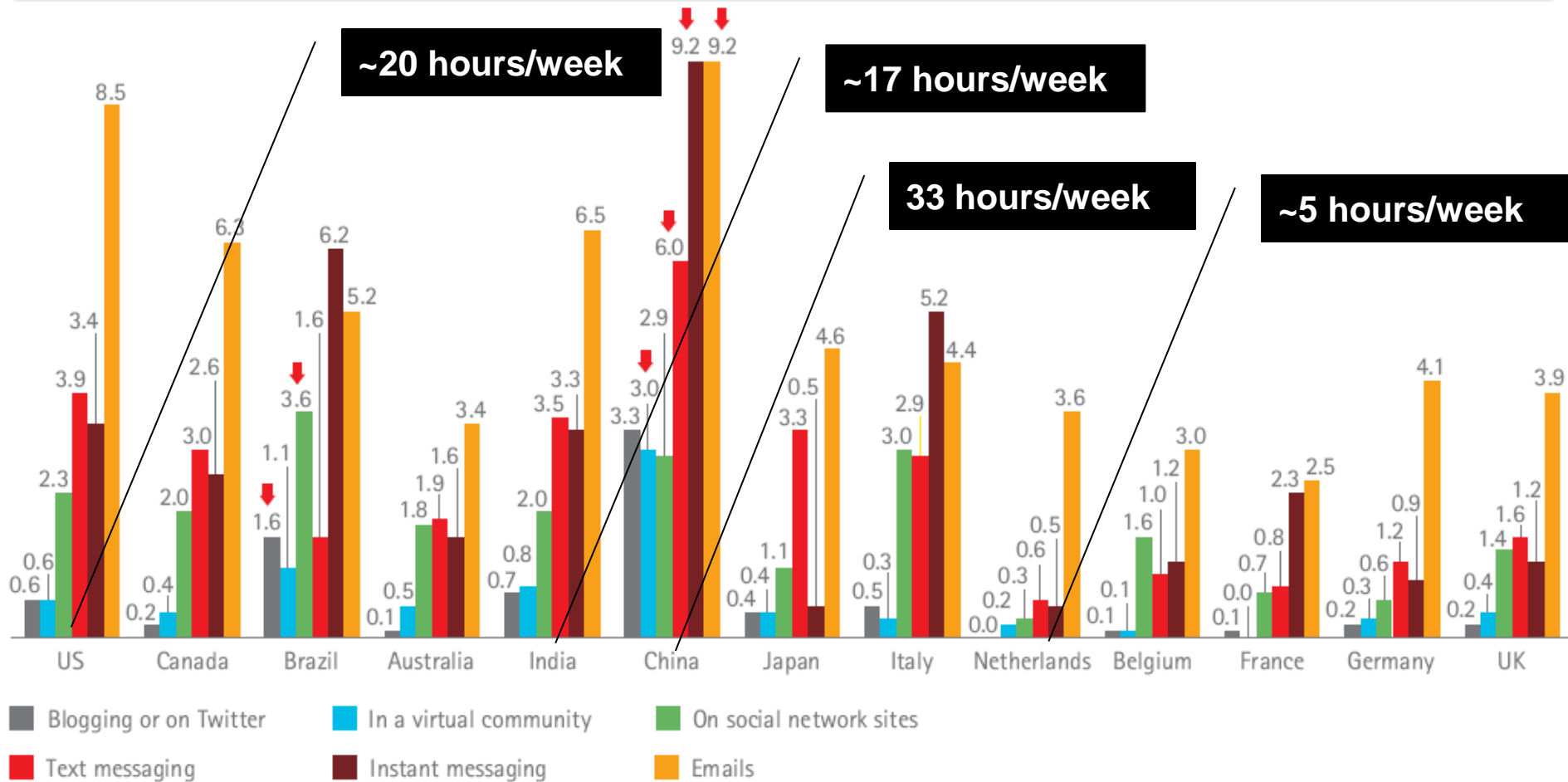
Unlock the potential of social media...

“...tame the fundamentally unpredictable and serendipitous nature of word of mouth without losing what makes it so valuable in the first place—its *authenticity*.”

Michael Zeisser (2010, August). Unlocking the elusive potential of social networks, McKinsey Quarterly.



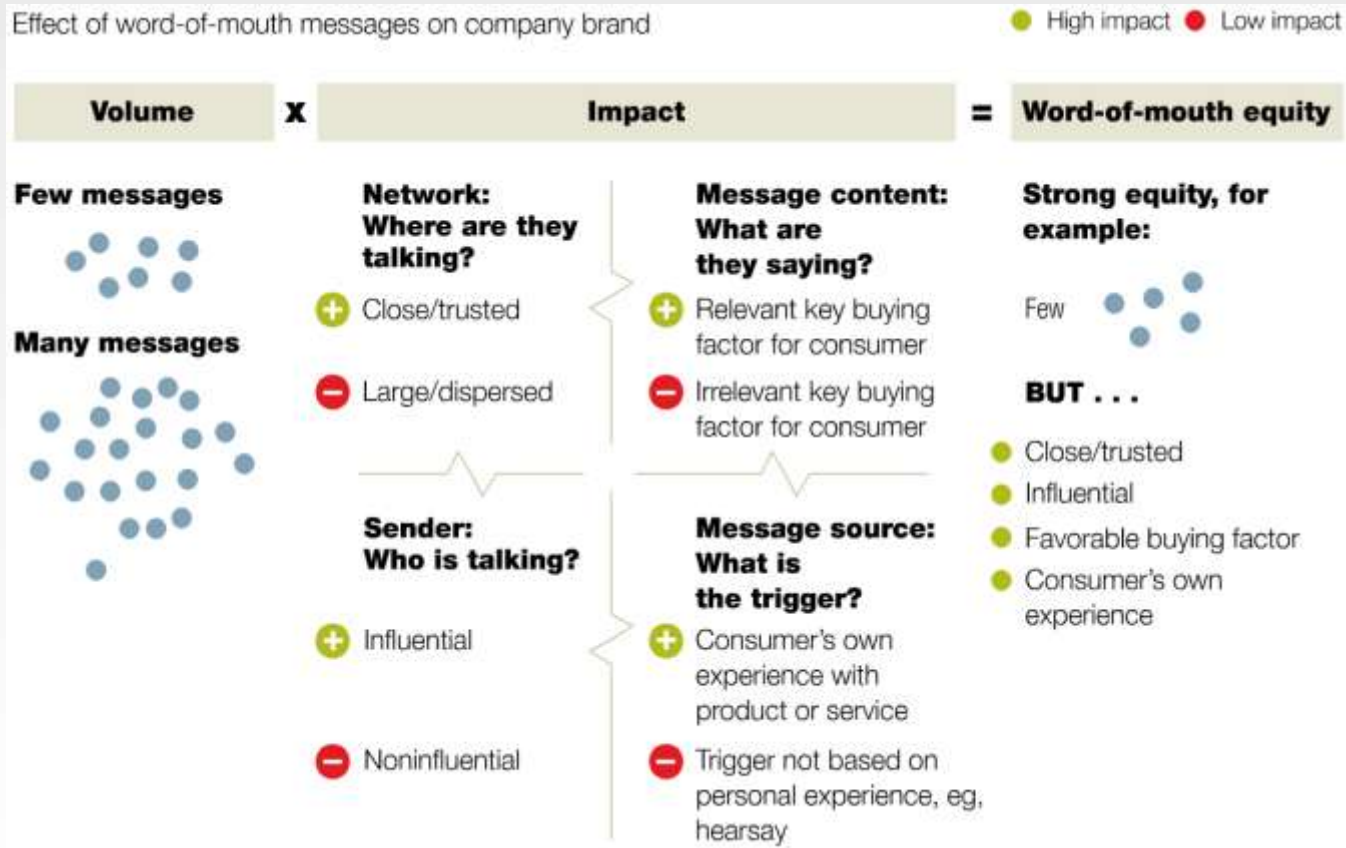
Millennials: Non-stop communication...



Accenture global research on Millennials' use of technology (2010)

Making communication work for you...

“Two things supercharge the creation of positive consequential word of mouth: interactivity and creativity.”



Summary

- Prospective students are ready for social media
- Students are seeking ways to bridge perceived risks and barriers of distances in their decision-making process
- Social media is an effective channel to engage in authentic communication with prospective students

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留学申请

论坛	主题/帖数	最后更新
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 欧洲MBA申请区 (今日: 1) 欧洲MBA申请 版主: shaoji, nnm	4271 / 38974	EDHEC的MSc项目面试会问些什么? ... By: zhangqy 27分钟前
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 商学院Master申请区 (今日: 32) 商学院Master申请专区, 包括: 学校介绍, 面试经验分享, PS/Resume准备, 录取汇报, 申请总结等。推荐:【Master申请面经大全】【2010录取汇报】 版主: shelleyxing, mky1986, 小佳, marsa1989, 1997kevin	39968 / 399662	同学们都想去投行吗? 投行招人的... By: ziye210 24秒前
 商学院Ph.D申请区 (今日: 3) Ph.D是一种生活方式..... 商学院Ph.D择校、申请、在读感想、回顾等 版主: ProfCPA, judydongxueni, joysource	5283 / 49699	会议paper怎么投? By: shgeorgeliu 2分钟前

GMAT考试

论坛	主题/帖数	最后更新
 走出GMAT困境 (今日: 4) 大牛指点: 团队复习; 高效备考; 快乐GMAT~ 推荐:【GMAT备考心经】 版主: bigskings, edmundshi	37824 / 343499	急问 谢谢谢谢 By: rudder26 3分钟前

Internet users: Targeted demographics

China

- 2/3rd of the users are less than 29 years old
- 1/3rd are students

India

- 3/4th of the users are between age of 19-35
- 1/3rd are students

Source:

China Internet Network Information Center (2008)

India – JuxtConsult (2008)

Internet: Reach

#	Country	Internet Users (m)
1	China	360
2	United States	228
3	Japan	96
4	India	81
5	Brazil	68
6	Germany	54
7	United Kingdom	47

Source: www.InternetWorldStats.com as on 09/30/09

Internet: Language

	China	India
1	baidu.com	google.co.in
2	qq.com	google.com
3	google.cn	yahoo.com
4	sina.com.cn	facebook.com
5	taobao.com	youtube.com

Source: www.Alexa.com ason 03/23/2010