

GETTING to the BOTTOM of SOCIAL NETWORKS - DISCOVER HOW INTERNATIONAL STUDENTS *really* USE THEM...

HOW IT INFLUENCES STUDENTS ALL THE WAY THROUGH their JOURNEY



- ACADEMIC?
- ACCOMMODATION?
- SOCIAL LIFE?
- FAMILY?
- FRIENDS?
- PEOPLE at HOME?
- PEOPLE in AUSTRALIA?



f WHAT'S GOOD? IN OWN LANGUAGE
 ACCESS LIMITED AT HOME
 WHAT PEOPLE DOING PRIOR TO ARRIVAL
 ADVERTISING from SCHOOLS ONCE ARRIVED.

in TARGETED JOB SEARCH (USE ONCE ARRIVED)
 PATH → professional
 → personal

WECHAT
WHATSAPP
 NEW CHANNELS on ARRIVAL
 DIFFERENT CHANNELS for DIFFERENT STUDENTS

INT. STUDENT vs CHANNEL
 COUNTRY CHANNEL

ALL HAD DIFFICULTIES, eg. ARRIVAL! ACCOMM 1-to-1 COMMUNICATION IS NEEDED.

WOULD BE VERY HELPFUL!

INFO GATHERING:

- 1 WEBSITE OWN RESEARCH
- 2 SOCIAL MEDIA
- 3 VERIFY W-FRIENDS/FAMILY

SUPPORT GROUPS V. IMPORTANT

stories ARE VALUABLE. WE WANT MEANINGFUL, AUTHENTIC CONTENT.
 HEAR from ACADEMICS NOT **MARKETERS!**

BROCHURES

FAMILY MEMBER FOR ME

I CHOSE to USE an AGENT (LIMITED ACCESS)

MY SUPERVISOR HELPED ME DECIDE

