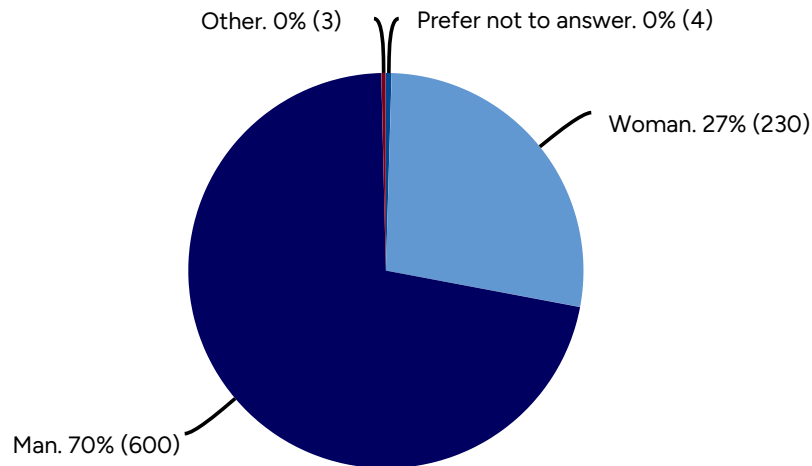


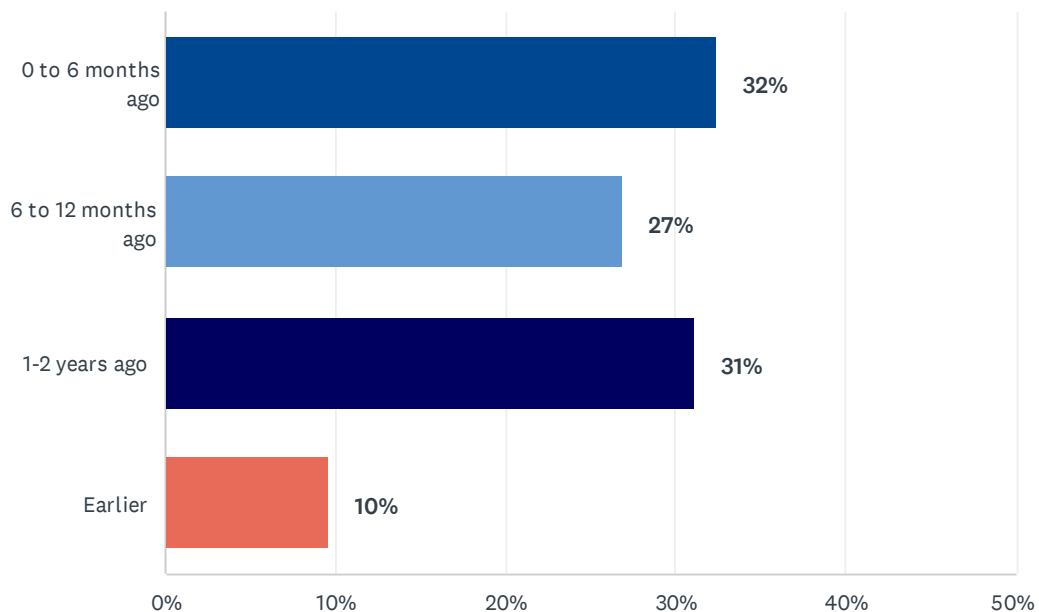
Q26 Gender

Answered: 837 Skipped: 93



Q1 When did you start searching for universities abroad?

Answered: 930 Skipped: 0

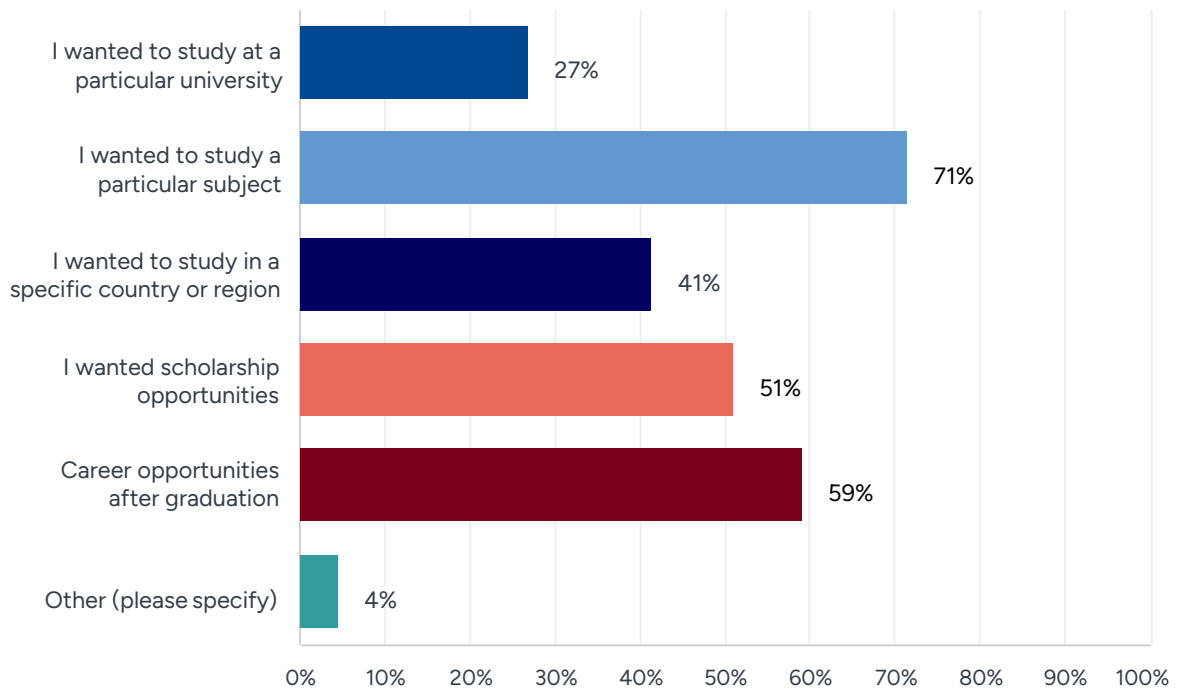


Reflections from ISR

- There are fewer female answerers than the percentage of admitted students. This is because a higher number of female applicants are admitted.
- Our current activities are important both in the coming years and now.
- It is important to collect leads throughout the year as around 70 % or more start their journey long before the application period opens.
- Important to cater both to those who apply this year and in upcoming years.
- Could be good to have a clear strategy for lead management, how we keep them, if they opt-in again after the application round, etc.

Q2 What did you consider most important when you started looking for studies? (Choose multiple)

Answered: 930 Skipped: 0



Other



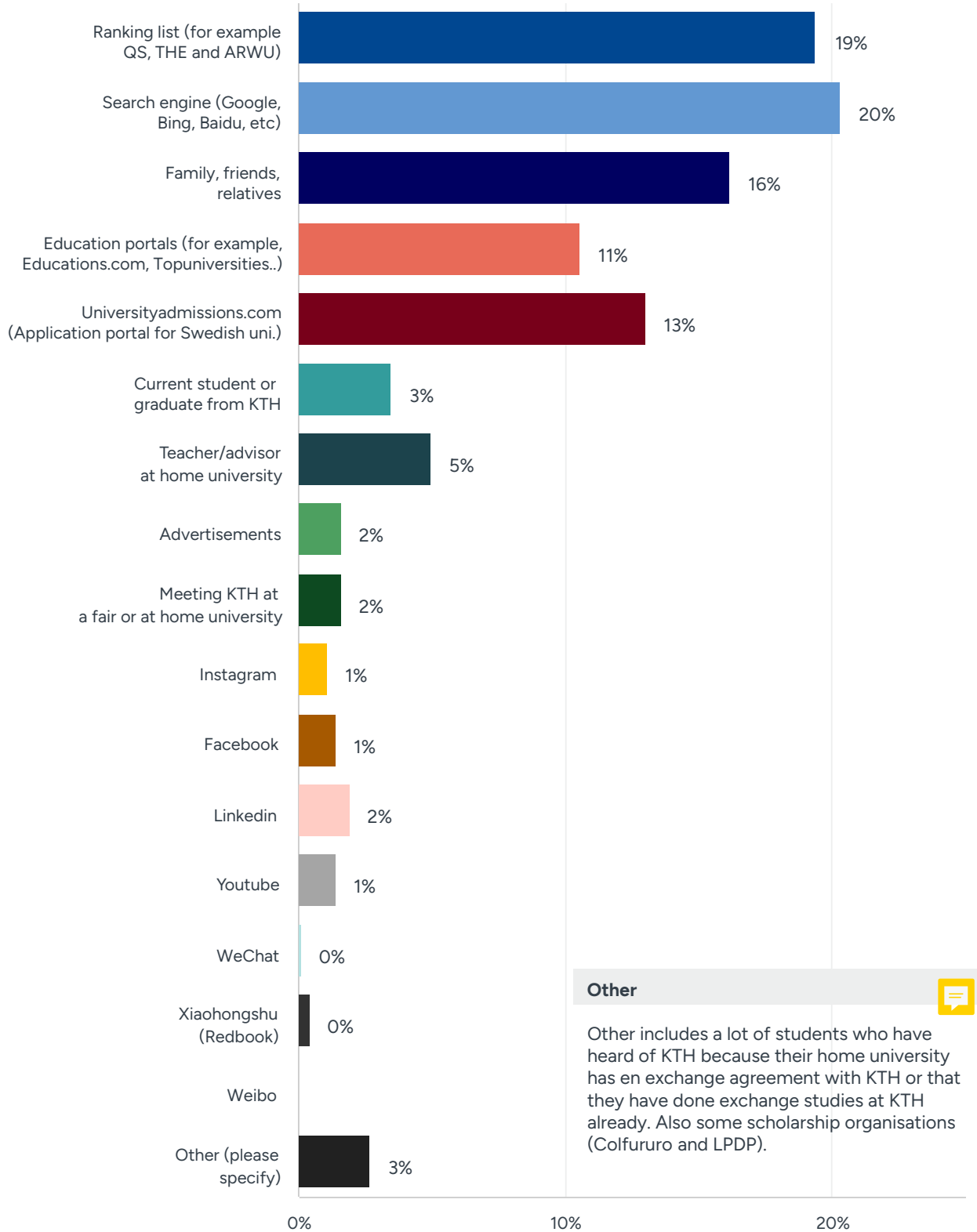
Varying answers, but not really any new prominent aspects. Everything from the reputation of the university, Sweden, funding opportunities, basically expansions of the aspects given above.

Reflections from ISR

- The numbers are similar to the international student survey.
- We could think about content related to the most important aspect but we could also consider where these people go to find information based on what motivates them.
- We can look into better career statistics and information about alumni.
- We can look into better using LinkedIn to showcase career opportunities, for example on our website. We could provide information about strategic partners or how we collaborate with them.

Q3 Where did you FIRST find out about KTH? (Choose one)

Answered: 930 Skipped: 0

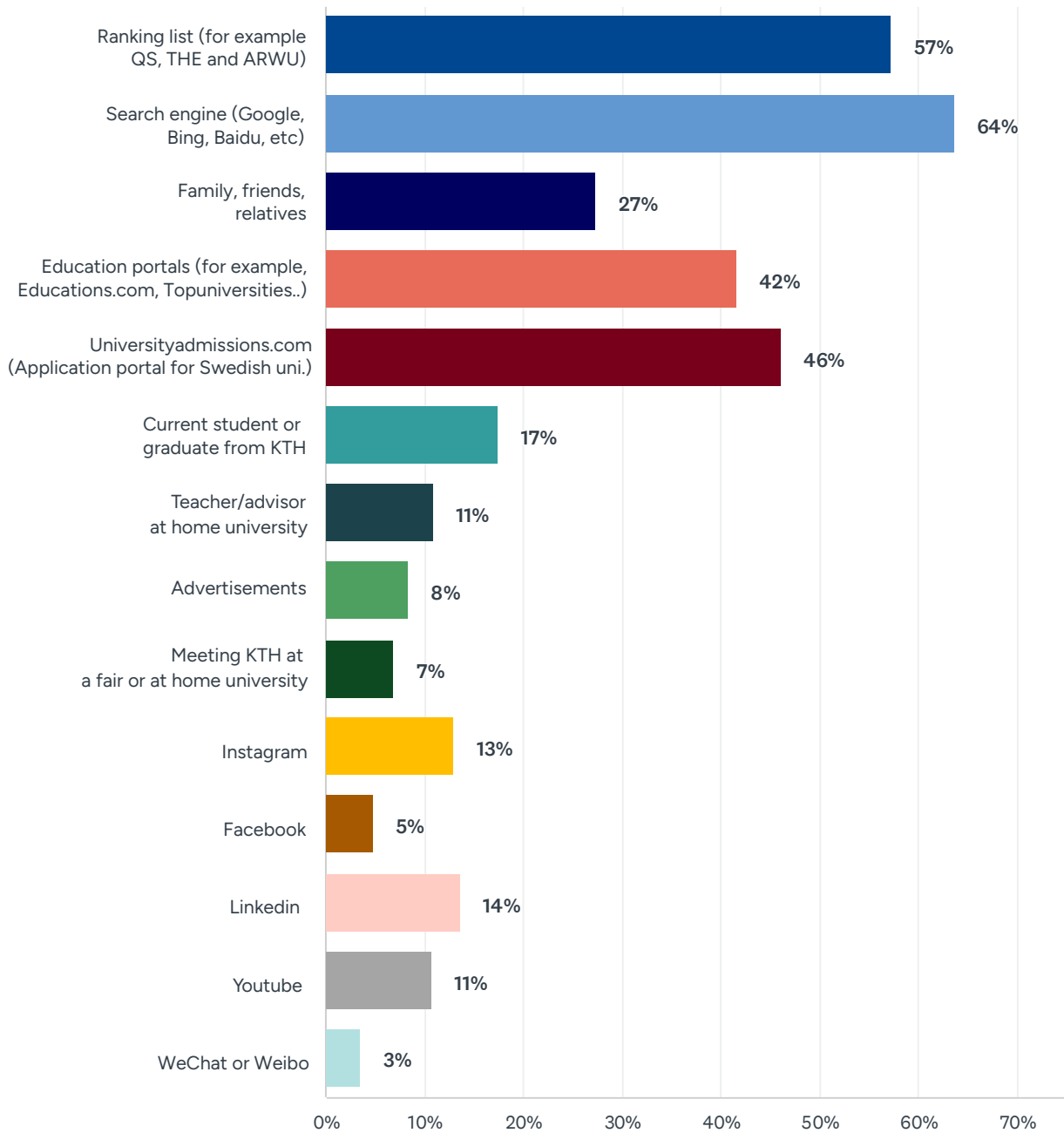


Reflections from ISR

- Also similar to the international student survey.
- Clear that the portals are still very important and a good priority going forward.
- Look into improving our university pages in THE and also ARWU.
- Also, look at our programme visibility on Universityadmissions since a lot of prospects find us there.

Q4 Which of the following platforms have you seen us on? (Choose multiple)

Answered: 930 Skipped: 0

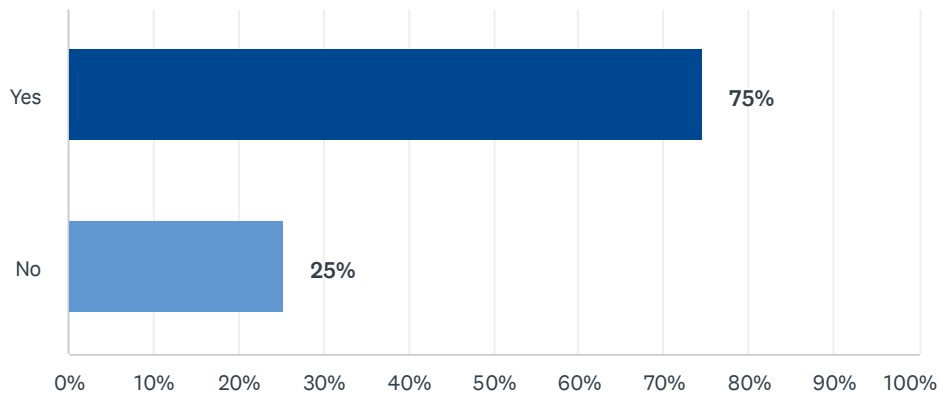


Reflections from ISR

- LinkedIn is very well used and should probably be considered more internally.
- Facebook clearly falls behind the other channels. Youtube is popular, we should make sure it caters well to prospective students and that it is easy to find well-produced content when searching for KTH on the platform.

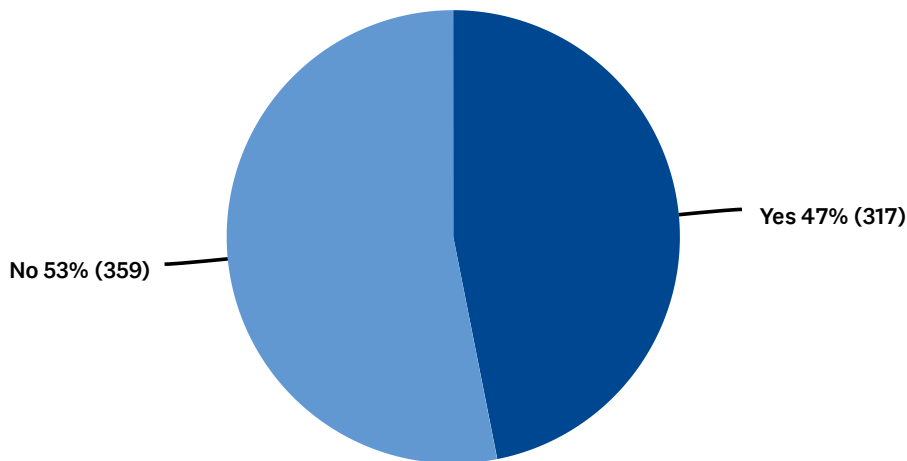
Q5 Do you use Instagram?

Answered: 930 Skipped: 0



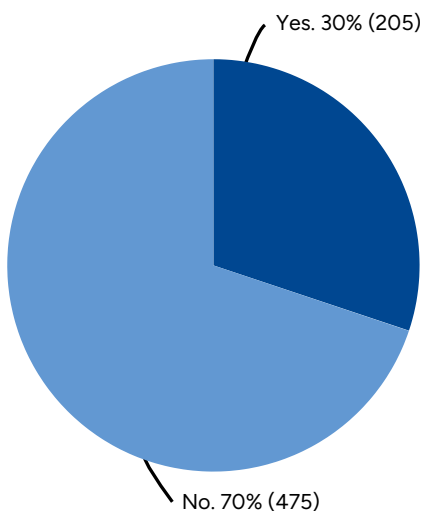
Q6 Do you follow us on Instagram (@KTHUniversity)?

Answered: 676 Skipped: 254



Q7 Do you follow any other universities or study-related accounts on Instagram (that you are currently not a student at)?

Answered: 680 Skipped: 250

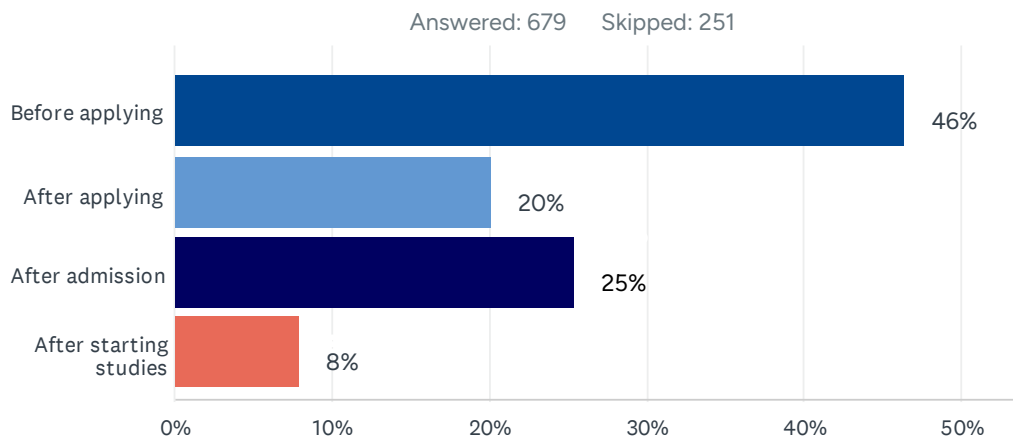


Most mentioned accounts in freetext answers

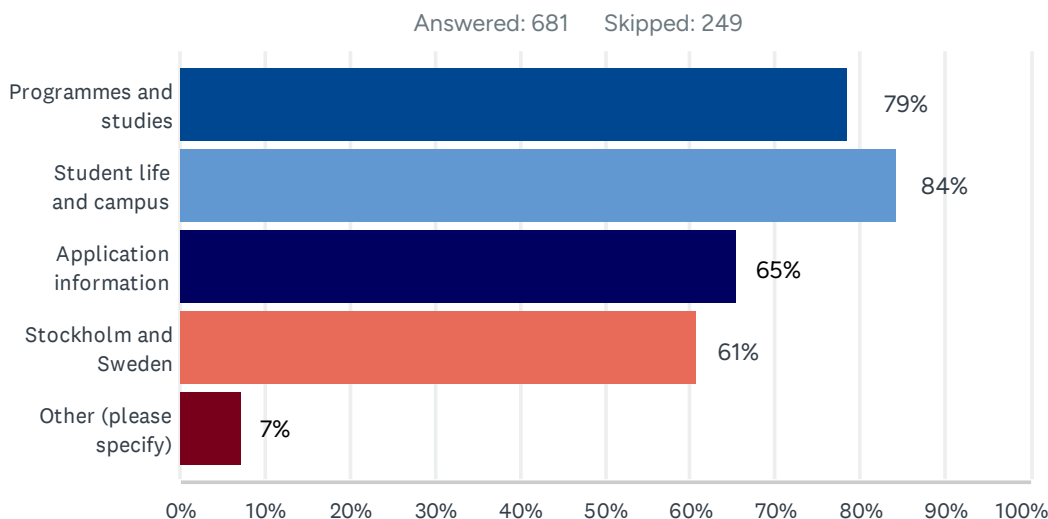


- Chalmers University (16)
- Lund University (12)
- Uppsala University (10)
- ETH Zurich (9)
- TU Delft (8)
- Oxford University (7)
- Harvard University (6)
- Massachusetts Institute of Technology (MIT) (6)
- Aalto University (5)
- University of Cambridge (5)
- Technical University of Munich (TUM) (4)
- Stockholm University (4)
- University College London (UCL) (4)
- Politecnico di Torino (3)
- Cranfield University (2)
- Dalarna University (2)
- Durham University (2)
- EPFL (2)
- Georgia Tech (2)
- IE University (2)
- International Hellenic University (2)
- Linnaeus University (2)
- Monash University (2)
- National University of Singapore (NUS) (2)
- Politecnica Madrid (2)
- RWTH Aachen University (2)
- Seoul National University (2)
- Stockholm School of Economics (2)
- Technical University of Denmark (DTU) (2)
- The New School (2)
- University of Melbourne (2)
- University of Salamanca (2)
- University of Twente (2)
- University of Waterloo (2)

Q8 When would you say you are most likely to start following a university on Instagram?



Q9 What type of content would you like to see on KTH's Instagram?(Choose multiple)



Other, what subjects was mostly mentioned in the 50 free text answers



Based on the feedback provided by prospective students, here are 5 actionable recommendations for subjects to cover on your university's Instagram account, prioritized by the most mentioned subjects:

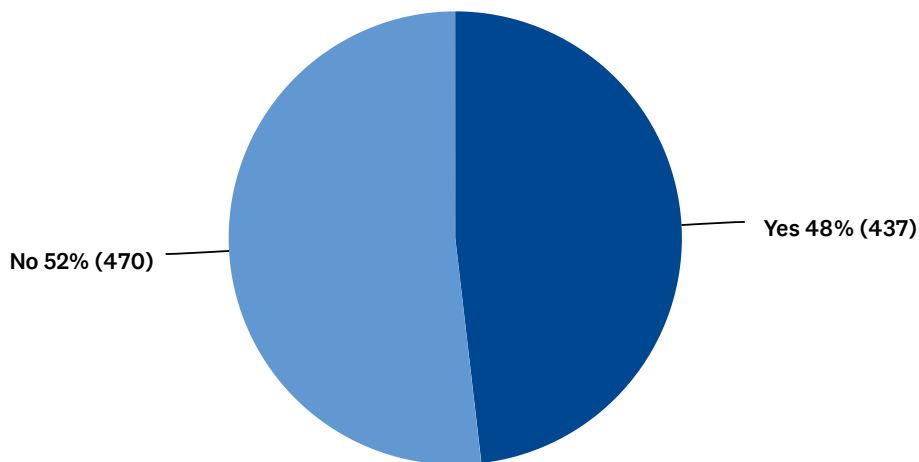
- Program Information Breakdown:** Provide a comprehensive breakdown of your programs to give prospective students a clear understanding of what to expect from each course. Highlight program details, structures, and unique features to help students make informed decisions. (Mentions: 7)
- Accommodation Insights:** Share information about accommodation options, including tips, facilities, and the overall living experience in Sweden. Addressing the practical aspects of living arrangements is crucial for international students. (Mentions: 6)
- Alumni Experiences and Success Stories:** Showcase alumni experiences, projects, and success stories to provide inspiration and insight into post-graduation career paths. Conduct interviews or share testimonials to highlight the achievements of your graduates. (Mentions: 6)
- Career Opportunities and Networking:** Focus on career-related content, including job opportunities for international students, career post-studies, and networking events. Highlight collaborations with companies, job fairs, and industry connections. (Mentions: 6)
- Scholarship Information:** Cover scholarship opportunities, eligibility criteria, application processes, and coverage details. Prospective students are keen on understanding the financial support available for their studies. (Mentions: 12)

Reflections from ISR

- Surprisingly high following on Instagram compared to the previous question (Q4).
- The list of other accounts the prospects follow can provide inspiration for us.
- The list of other accounts could also be used to target new prospects that not yet follow us.
- Programme and studies is important, we could look at ways of showing that but its also hard to highlight 1/63 programmes
- There is no KTH account for current students, most students stay with our account.
- Professor takeover could be a fun idea since people react well to, for example, Erik from ABE, and we usually highlight Sweden as a non-hierarcical society.

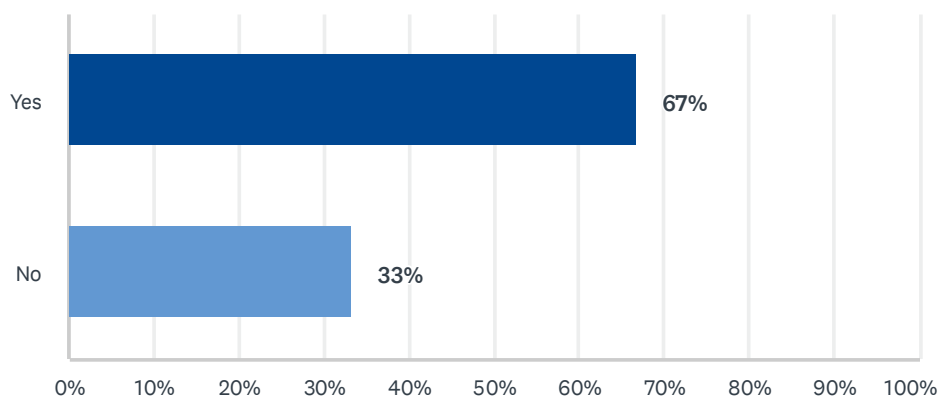
Q10 Have you read KTH's International student blog (www.kth.se/blogs/studentblog)?

Answered: 907 Skipped: 23



Q11 In KTH's International student blog, are there any particular topics that were extra useful for you?

Answered: 429 Skipped: 501



If yes, what are those topics?

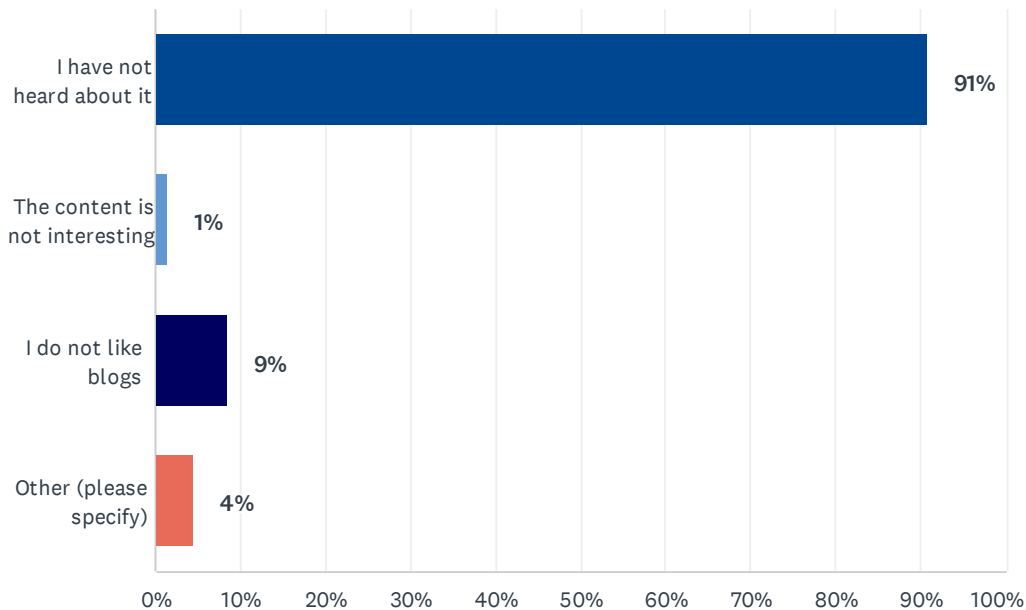


Based on the feedback provided by prospective students, here are 5 types of content that were found extra useful in your student blog, prioritized by the most mentioned subjects:

1. **Application and Admission Process:** Prospective students highly value content related to the application and admission process. Tips, FAQs, and personal experiences related to successful applications, CV tips, motivation letter writing, and insights into the admission journey were particularly appreciated. (Mentions: 65)
2. **Student Life at KTH:** Content showcasing daily life at KTH, including experiences of current students, a day in the life of a student, and insights into campus living. Students are interested in understanding the challenges and duties that come with being a student at KTH. (Mentions: 61)
3. **Scholarship Information:** Information regarding scholarships, financial aid options, and details about the scholarship process was highlighted as valuable. Prospective students are keen to understand the financial aspects and aid available for international students at KTH. (Mentions: 41)
4. **Cost of Living in Stockholm:** Content addressing the costs of living in Stockholm in 2023, including accommodation, monthly expenses, and budgeting tips, was deemed important. This information helps students plan their financial aspects when considering studying at KTH. (Mentions: 28)
5. **Cultural and Campus Life:** Content related to the cultural aspects of studying in Sweden, the Fika experience, and insights into the vibrant campus life at KTH was appreciated. Prospective students are interested in understanding the cultural and social aspects of life in Sweden and on campus. (Mentions: 24)

Q12 Why have you not read the blog? (Choose multiple)

Answered: 468 Skipped: 462



All freetext answers for Other

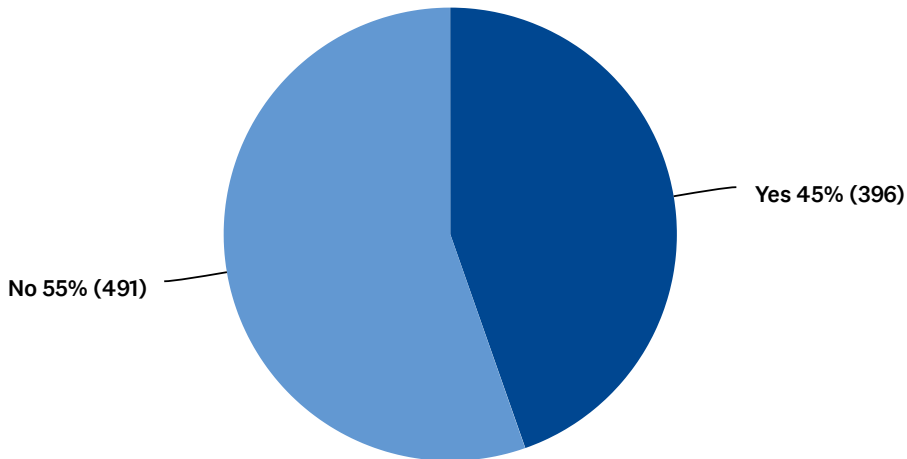
- I am yet to visit the blog site.
- I didn't know about this
- I don't find it
- I have gotten some information from the blog but haven't read most of it. I also applied at other universities and they also have blogs. After applying for 8 universities it gets hard catch up with each blog.
- I have not had the time
- I have read the blog but not it's entirety
- I haven't seen it
- I haven't yet started them. I will look into them soon
- I heard of it later, so I just gave it a quick read.
- I read it sometimes
- I wanted to have little time
- I was busy mostly. But, I have read one or two articles.
- I was unaware of it but will definitely start reading the blog.
- I will read it
- I will read it now
- Mo reason
- My focus is taken by chalmers university of technology
- My programme is not there
- NIL
- Still prioritizing program pages (curriculum, faculty, research)
- Yet to

Reflections from ISR

- Sofia is considering doing fewer, longer and higher quality blog posts based on the topics covered.

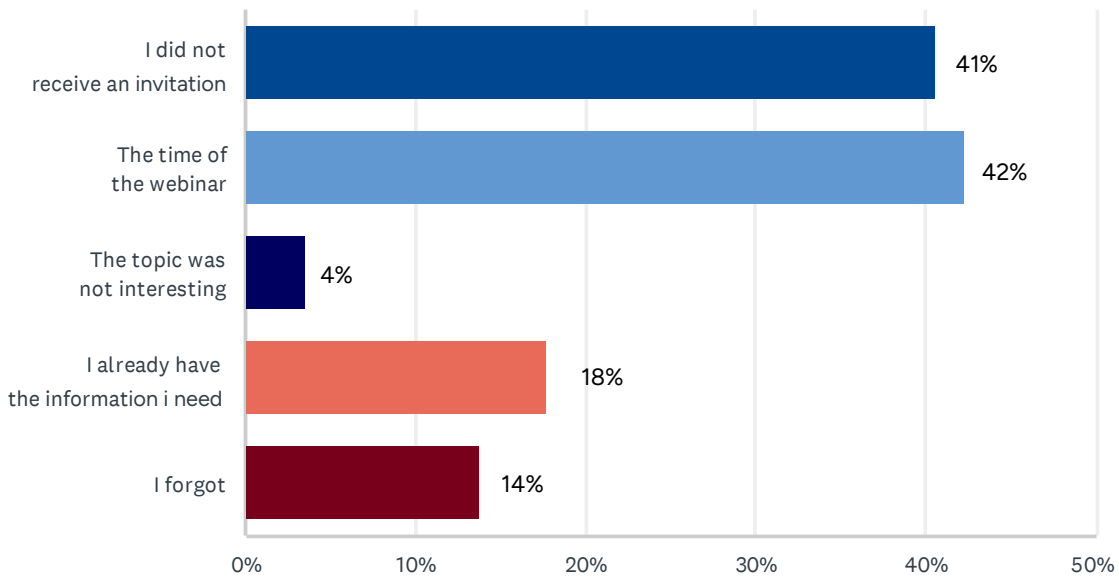
Q13 Have you attended any of our webinars?

Answered: 887 Skipped: 43



Q14 Why did you not attend any of our webinars? (Multiple choice)

Answered: 480 Skipped: 450

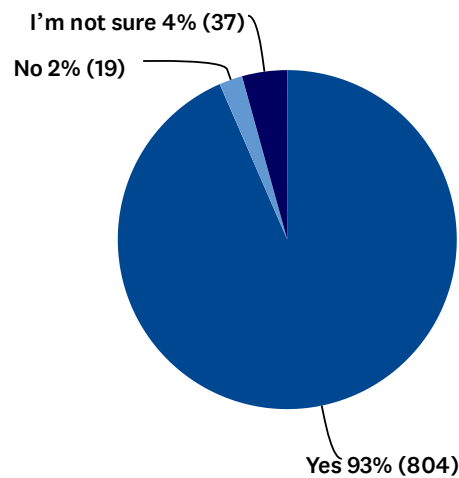


Reflections from ISR

- A surprisingly high number of students who think that they did not receive an invitation, could be explained by the fact that some applied after the school webinars.

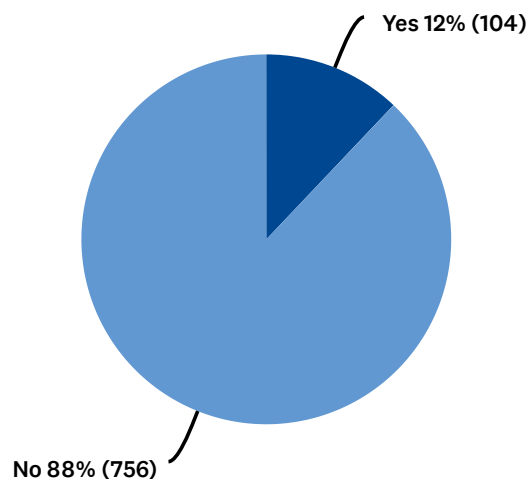
Q15 Have you visited our website (www.kth.se/en)?

Answered: 860 Skipped: 70



Q16 Is there any information you missed or did not find on the website?

Answered: 860 Skipped: 70



Most relevant types of information mentioned in the free text answers



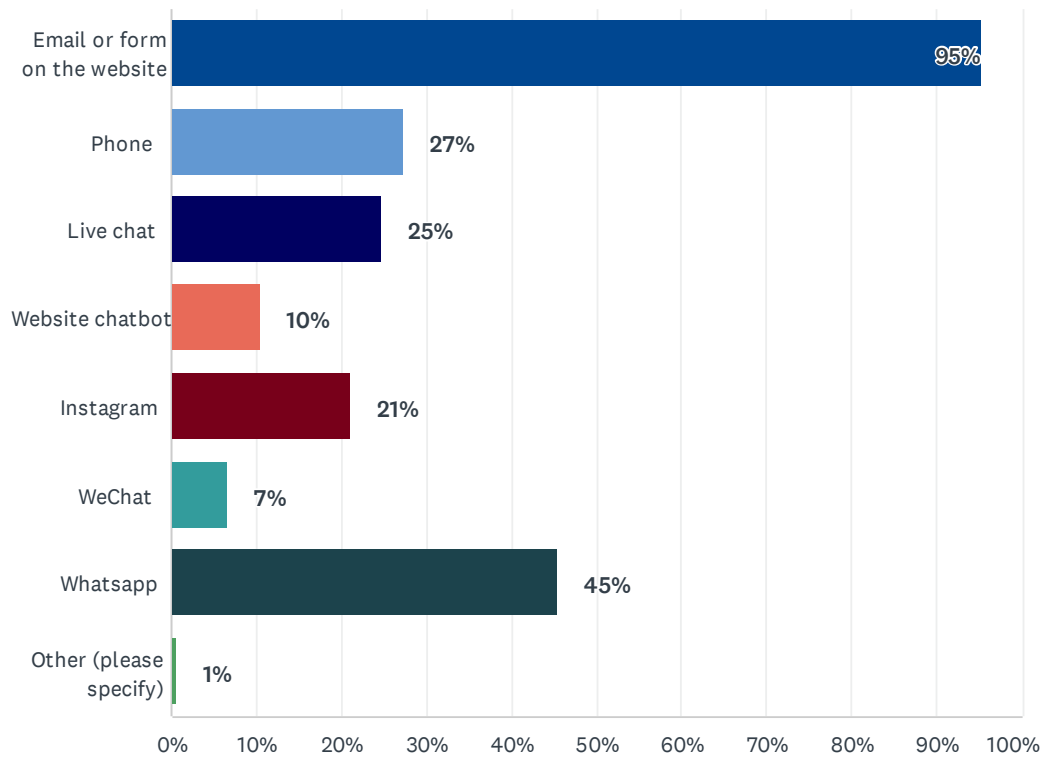
- Information on when during the academic year a specific course is offered
- Instructions on how to fill out summary sheet, specifically the programme specific requirements (usually a number of credits in a subject), and if it should be uploaded to universityadmissions.se
- Detailed document instructions, for example letter of motivation
- Instructions for EU citizens
- Student research groups or project clubs
- Application fee waiver
- Unclear the portfolio is to be uploaded to KTH, not sent to universityadmissions.se
- Exchange studies abroad during studies
- How the selection is conducted
- Converting local credits or GPA to ECTS
- If application submitted is correct or not
- Confusing with two separate deadlines for application and documents
- More scholarship opportunities

Reflections from ISR

- A low amount of prospects missed information on the website.
- Most other requested information were aspects outside of our control, but that we could still try to effect:
- Information of when courses are given during the academic year for each programme (currently not decided until January).
- Instructions on how to fill out the summary sheet.
- More detailed instructions for the letter of motivation.
- Why is the portfolio not uploaded as the other documents
- Why two application deadlines?

Q17 How do you prefer to get in contact with us? (Multiple choice)

Answered: 860 Skipped: 70

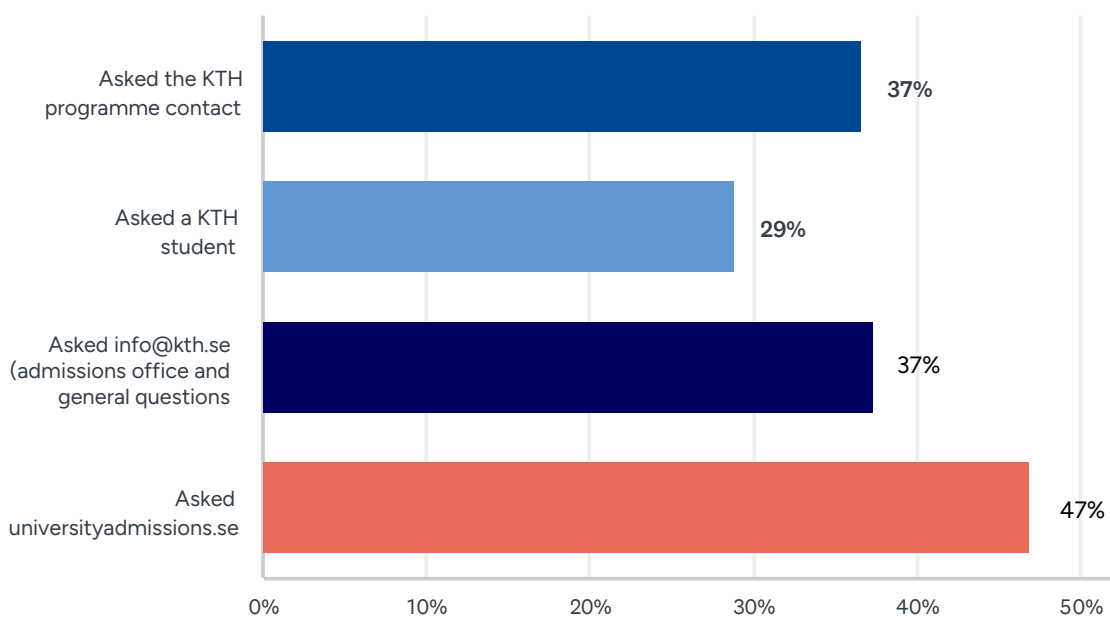


Other

No relevant answers

Q18 Which of the following have you contacted? (Multiple choice)

Answered: 860 Skipped: 70

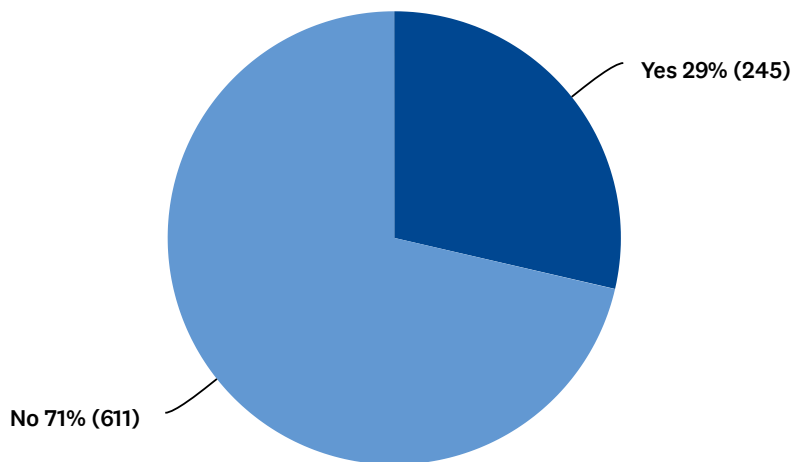


Reflections from ISR

- Ask NIMK to get universityadmissions.se to evaluate their support.
- Whatsapp could be a good addition.
- Chatbot is not as well perceived as helpful, but could be great if combined with email or contact form on the website, which is preferred by 95%.

Q19 Do you have any doubts or difficulties in the application process?

Answered: 856 Skipped: 74



If yes, that were your doubts or difficulties?



Based on the feedback from prospective students, here are 10 areas of doubts and worries, prioritized based on the most mentioned concerns:

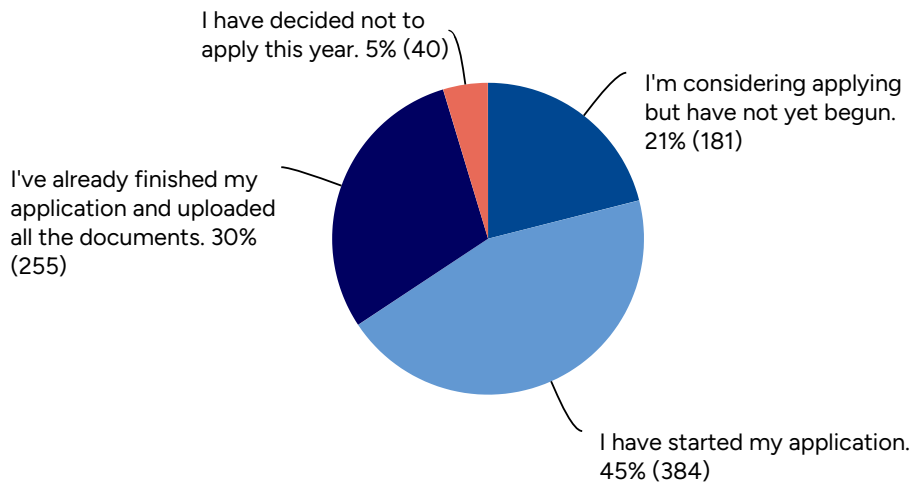
- Application Fee.**
 Examples: Concerns about the cost, potential financial constraints, and uncertainties regarding its impact on admission or scholarship chances.
- English Proficiency Certificate:**
 Examples: Questions about the validity of certificates, alternative proof, and clarity on meeting language requirements.
- Recommendation Letters:**
 Examples: Worries about the number of recommendation letters, preference for academic ones, and the impact on the application.
- Summary Sheet Layout and Instructions:**
 Examples: Difficulties navigating and understanding the layout of the summary sheet, especially for multiple program applications.
- Specific Requirements for Programs:**
 Examples: Lack of clarity on program-specific entry requirements, potential variations, and understanding the criteria.
- Confirmation of Application Status:**
 Examples: Concerns about the acknowledgment of submitted applications and the need for a progress status bar.
- Application Process Clarification:**
 Examples: Uncertainty about where to submit the application, confusion about standard PDF formats, and doubts about common document pools for multiple applications.
- Accommodation and Housing:**
 Examples: Worries about finding suitable accommodation, cost of living, and availability of housing options.
- Document Upload and Organization:**
 Examples: Challenges in uploading documents, confusion about the structure on universityadmissions.se, and concerns about organization and clarity.
- Scholarship Information:**
 Examples: Questions about the scholarship application process, eligibility, and doubts about the legitimacy of offered scholarships.

Reflections from ISR

- Some doubts about the potential financial constraints.
- Clear instructions in regard to documents could be helpful.
- How/what to upload if you apply for multiple programmes?
- Better information on finding housing on your own.
- Some doubts about the summary sheet.
- Some doubts about understanding the programme specific requirements and why they vary so much between programmes.
- Some doubts about whether all documents had been submitted correctly, often when applying to multiple programmes. And a need for a progress bar.

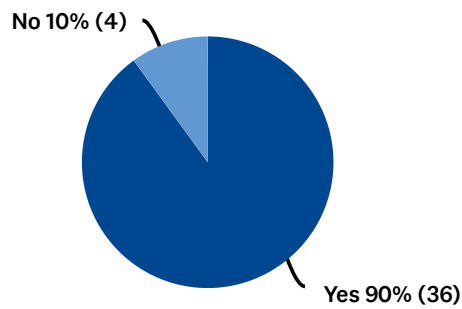
Q20 At what stage are you now? (Choose one)

Answered: 860 Skipped: 70



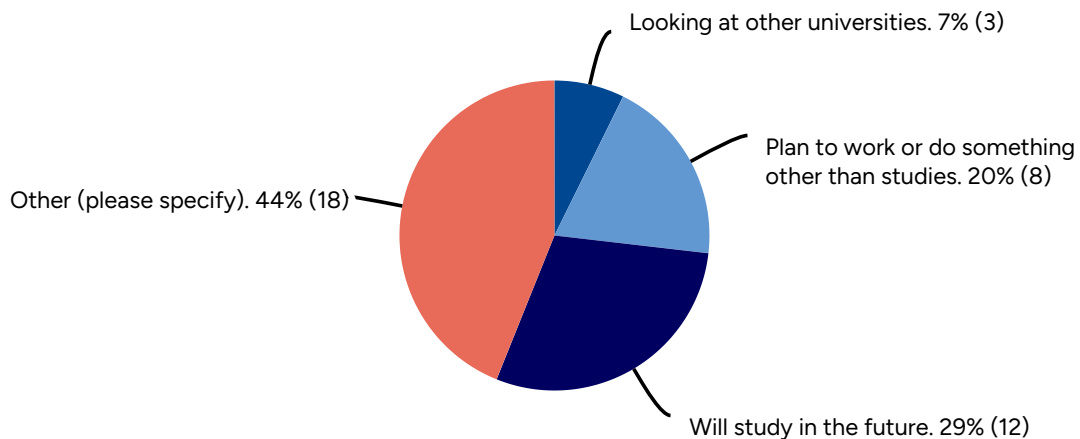
Q21 Will you consider applying in the future?

Answered: 40 Skipped: 890



Q22 Why have you chosen not to apply?

Answered: 41 Skipped: 889



Other

Mostly aspects beyond our control such as not being finished with BSc and not having a passport.

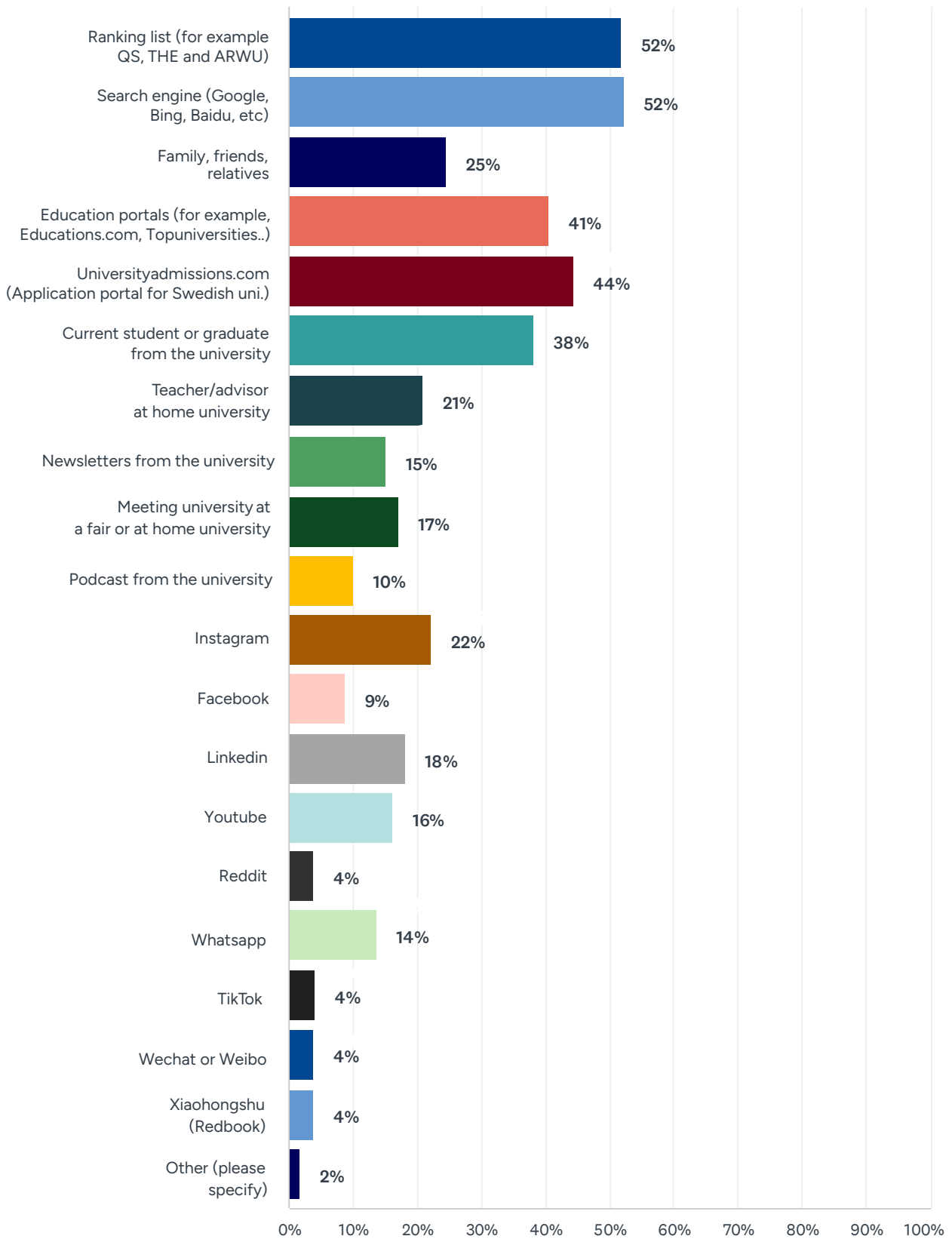


Reflections from ISR

- No big surprises but important that the ones that are waiting for coming rounds are kept in the loop.

Q23 Where do you prefer to further interact or investigate a university you might want to study at? (Choose multiple or write your answer)

Answered: 837 Skipped: 93

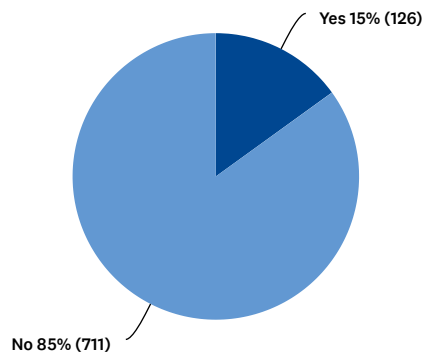


Other
 University website mentioned in most answers



Q24 Do you have any recommendations for our future activities?

Answered: 837 Skipped: 93



Yes, what are your recommendations?



Themes based on the feedback provided by prospective students:

Webinar Improvements

- More guidance on the document submission process.
- Conduct webinars for an overview of the university, department locations, and course introductions.
- Address accessibility issues for Chinese participants.

Accommodation Assistance

- Conduct webinars with EU students sharing experiences in finding suitable places to stay.
- Provide more support for accommodation hunting.

Cultural Diversity

- Introduce theme-based food activities to add more culinary options from different countries.
- Advertise the university in various international locations to attract a diverse student population.

Application Process Enhancement

- Consider application fee waivers, especially for needy African students.
- Address concerns about the correctness of applications and documents.
- Explore partial or full application fee waivers.

Information Accessibility

- Create a portal for prospective students to submit queries and receive assistance.
- Share program information on platforms like YouTube and Instagram, including videos of students and professors.

Inclusive Admission Criteria

- Consider factors beyond grades, such as work experience, completed certificates, extra languages, and active social life.
- Prompt students about their stage in the application process.

Transparency and Communication

- Disclose the background of students admitted in previous years for reference.
- Establish a linkage between master's graduates and employers in Sweden.
- Encourage direct communication through calls rather than relying solely on texts and emails.

Global Engagement

- Organize global hackathon events.
- Host education fairs in multiple countries.

Improving Presentation Quality

- Focus on improving the quality of presentations during webinars, ensuring professionalism.

Enhanced University Experience

- Increase the acceptance rate for a more inclusive university.
- Consider extending the duration of info sessions.
- Explore collaborations with other universities (SSE, SU, KI).
- Provide more information about student residence and financial aids.

These themes encompass the major suggestions and priorities highlighted by prospective students in the survey.

Reflections from ISR

- Lots of recommendations fall in line with the doubts and difficulties.
- Better information on finding housing on your own.