NET NATIVES + idp connect

Welcome

LAUREN HARRIS-PUGH
Net Natives
Account Director

JONAH DUFFIN
IDP Connect
Director of External Relations

GEORGIA WEBB
Net Natives
Lead Creative

Agenda

Part 1

IDP Reviewing Reviews

Part 2

Net Natives Channel &
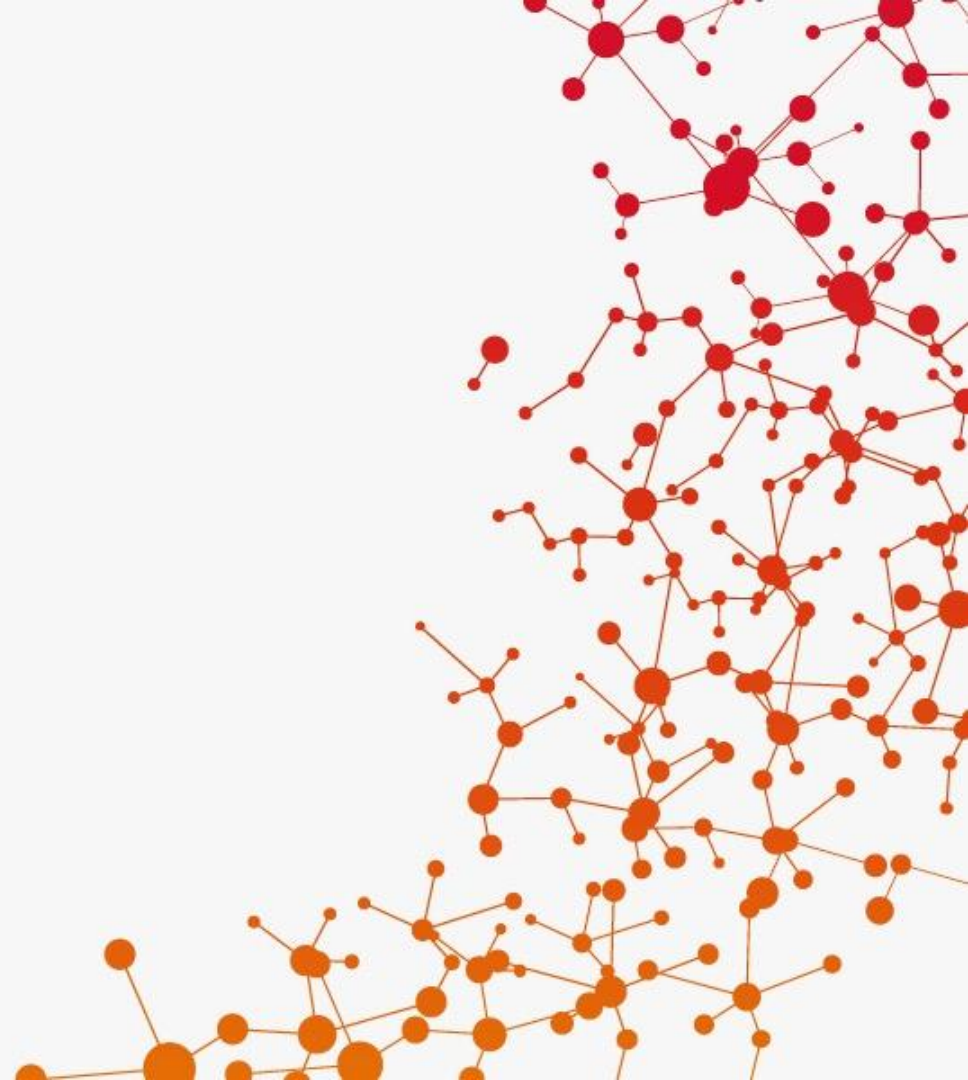Creative Exploration

NET NATIVES ✛ ☊ idp connect

REVIEWING REVIEWS

WUSCA 2023

Jonah Duffin
Director of External Relations

idp connect

DOMESTIC BRANDS

- 23 million combined UK annual site visits

- 1.5 million leads/enquiries generated for UK
  institutions

Real-time analytics:
Granular programme levels, subject searches, regional
trends, Clearing trends and competitor benchmarking

Analysis:
Analysing the impact of policy decisions, forecasting
areas of growth or decline, and comparing performance
in relation to competitor institutions

THEIR PURPOSE

Putting students first

- Body of tangible student reviews for prospective students.

- Student reviews / peer to peer feedback is crucial in decision making.

- Offers relatable experiences and an authentic look into university life via the student voice.

- For universities it helps them make student centric and evidence based improvements.
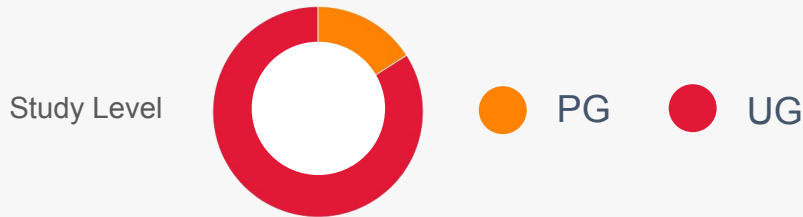
WHAT UNI?
STUDENT
CHOICE
Awards
2023

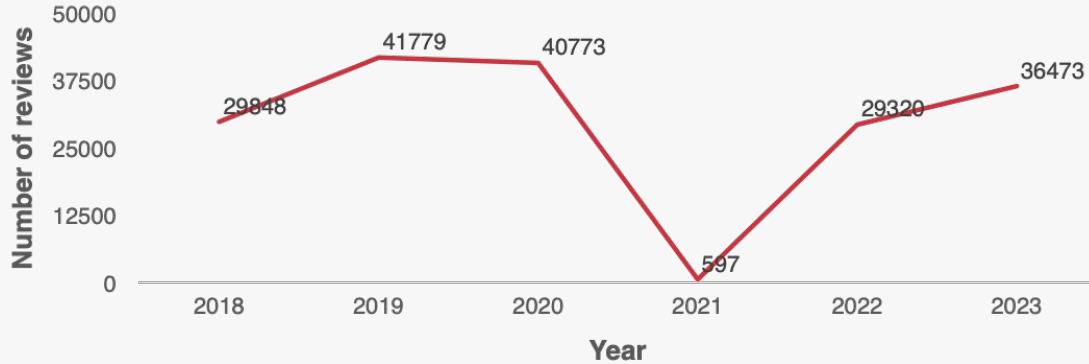# HEADLINE FIGURES

OVER 35,000 STUDENT REVIEWS

240 INSTITUTIONS GENERATED REVIEWS

HYBRID COLLECTION

SCALE

Respondents over time

Number of reviews

- 2018: 29848
- 2019: 41779
- 2020: 40773
- 2021: 597
- 2022: 29320
- 2023: 36473

Study Level
- PG
- UG

- Average of 35k reviews per year*

- 8 categories, including; Student support, Facilities and Student Union.

- Students are asked to rate each category on a scale of 1-5.

- Due to Covid 2021 cycle review data not collected.

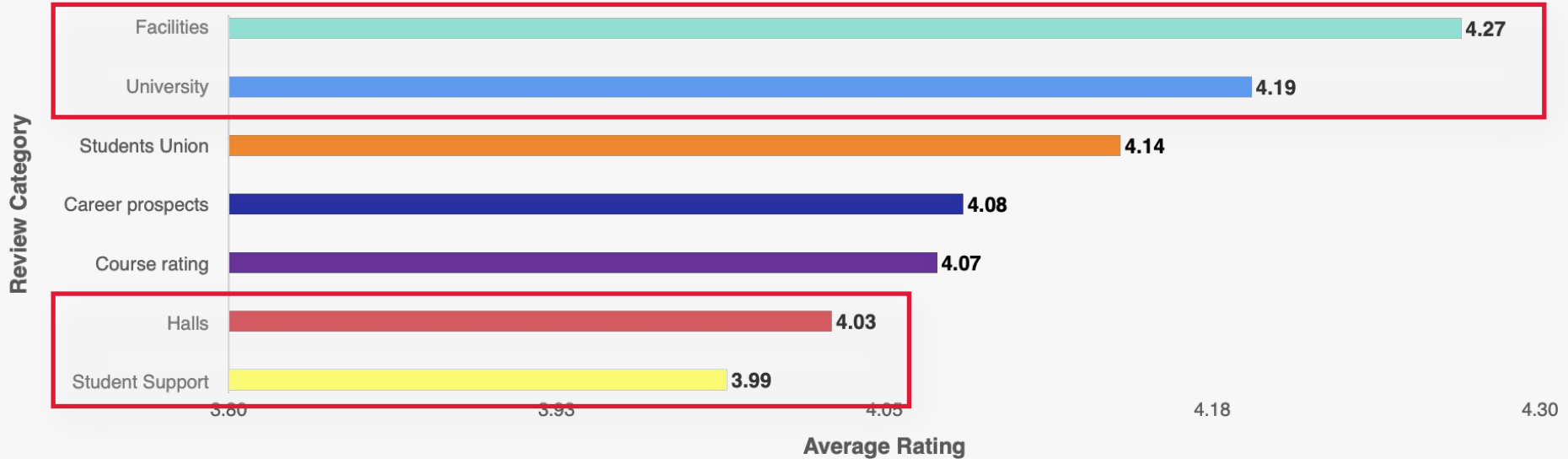- Predominantly UG focused, with 84.02% of reviews collected UG specific.

Excluding WUSCA 2021 data collection

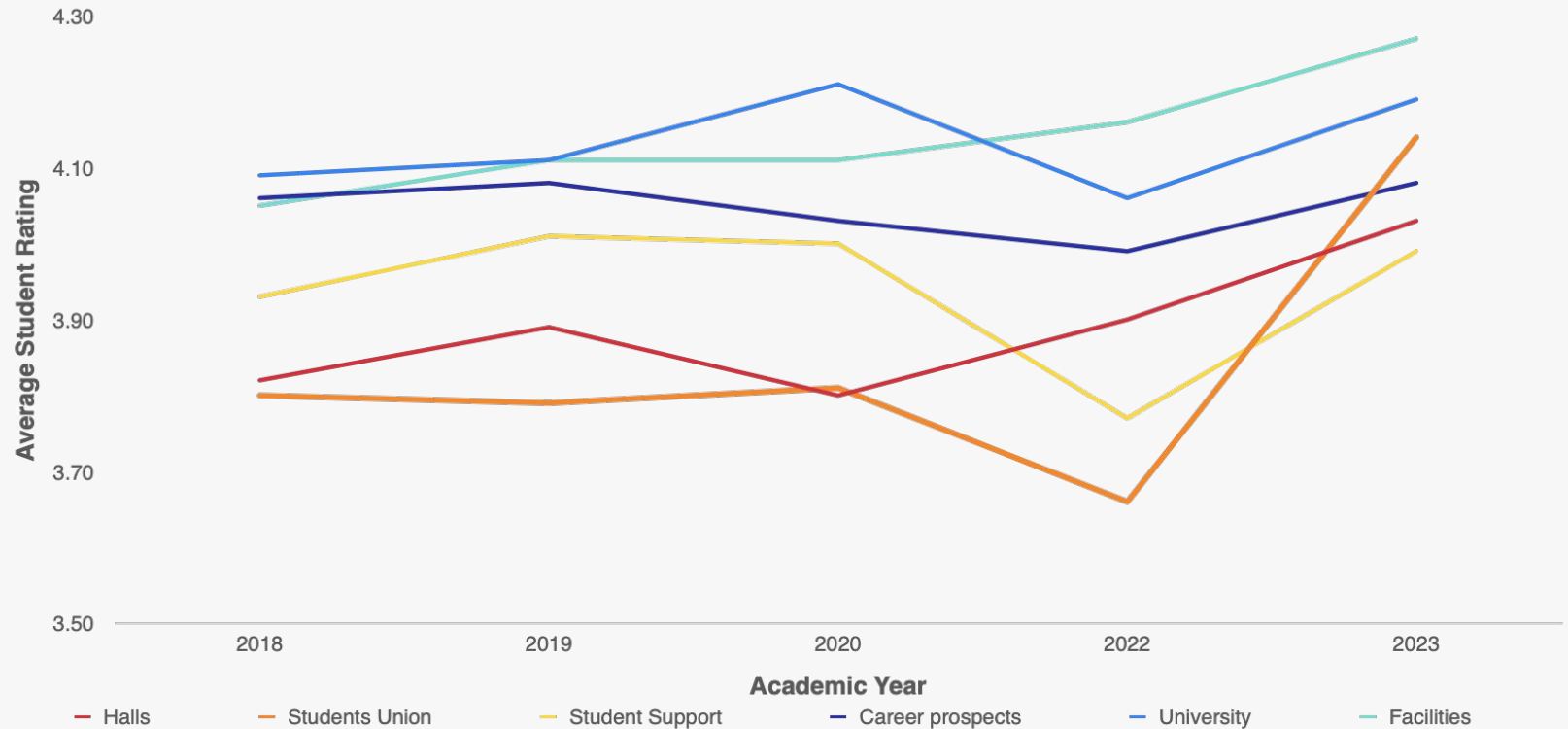# WHAT DOES THE 2023 REVIEW DATA TELL US ?

OVERVIEW OF 2023 RESULTS

2023 average rating by category

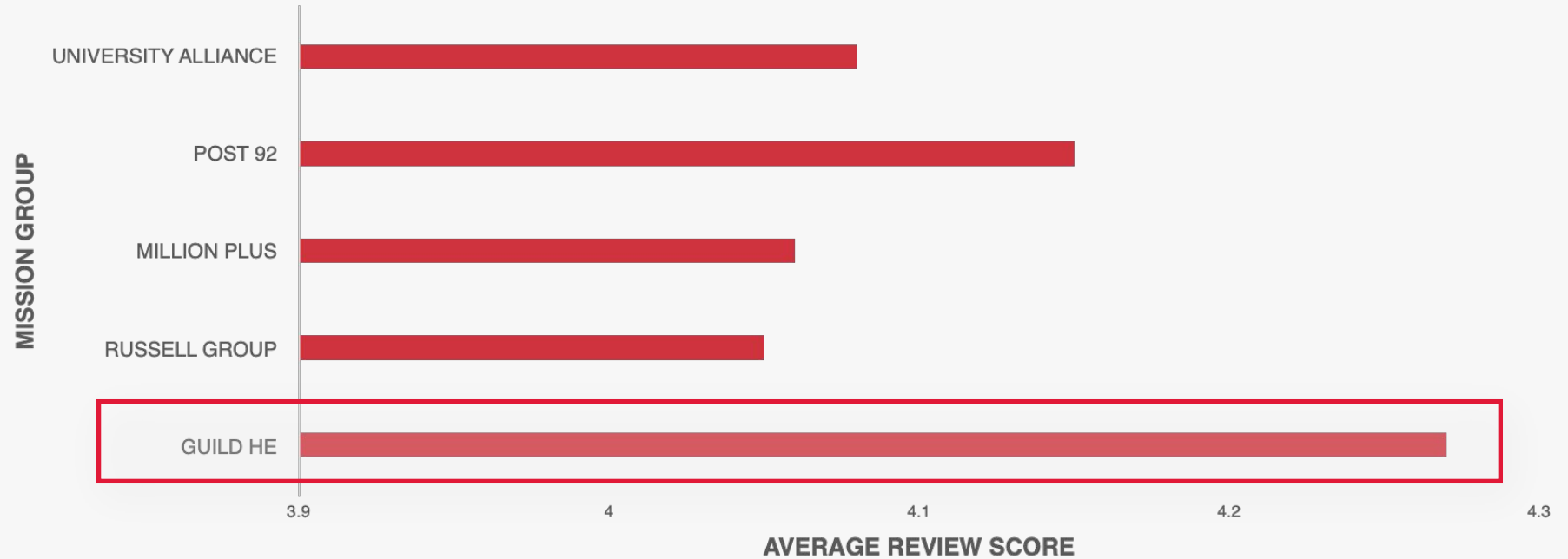| Review Category	Average Rating
Facilities	4.27
University	4.19
Students Union	4.14
Career prospects	4.08
Course rating	4.07
Halls	4.03
Student Support	3.99

YoY CHANGE IN CATEGORY RATINGS
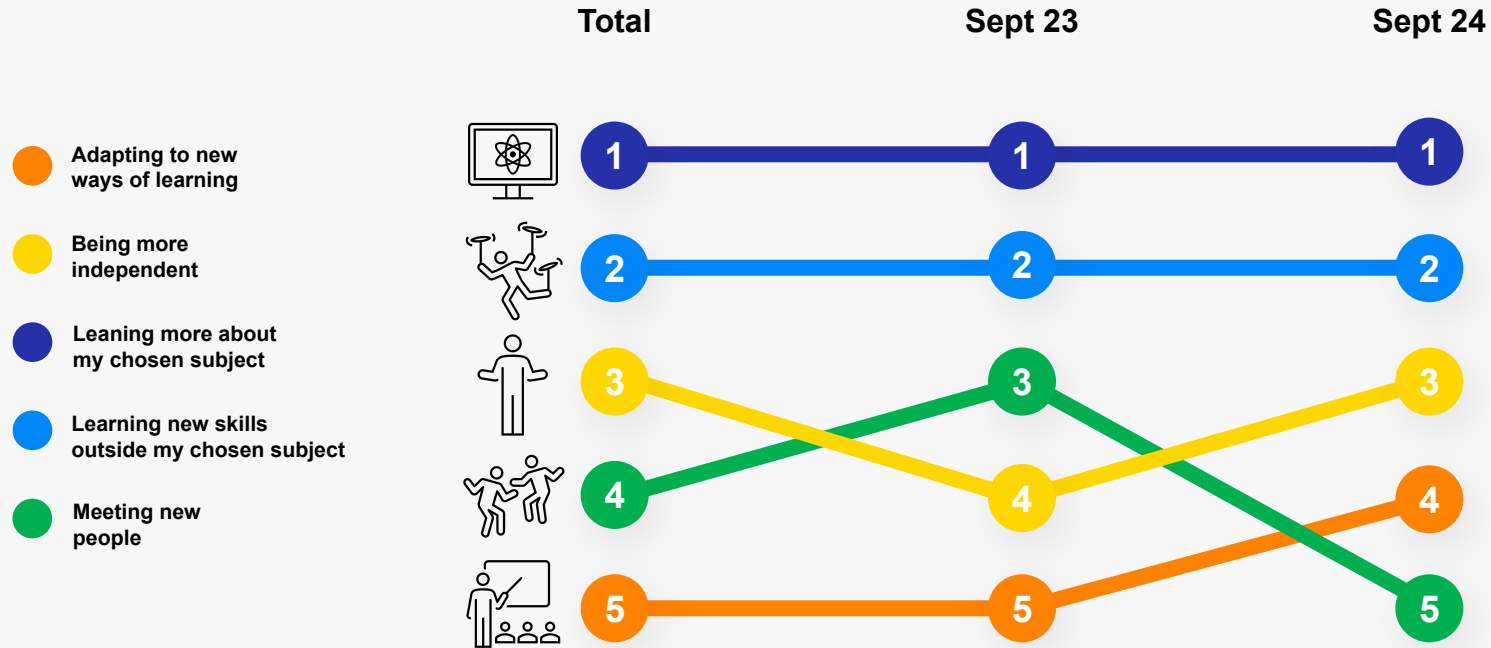
AVERAGE OVERALL SCORES BY MISSION GROUP

For current students, there is a palpable sense of worry for the immediate future.

WHAT MOTIVATES STUDENTS?
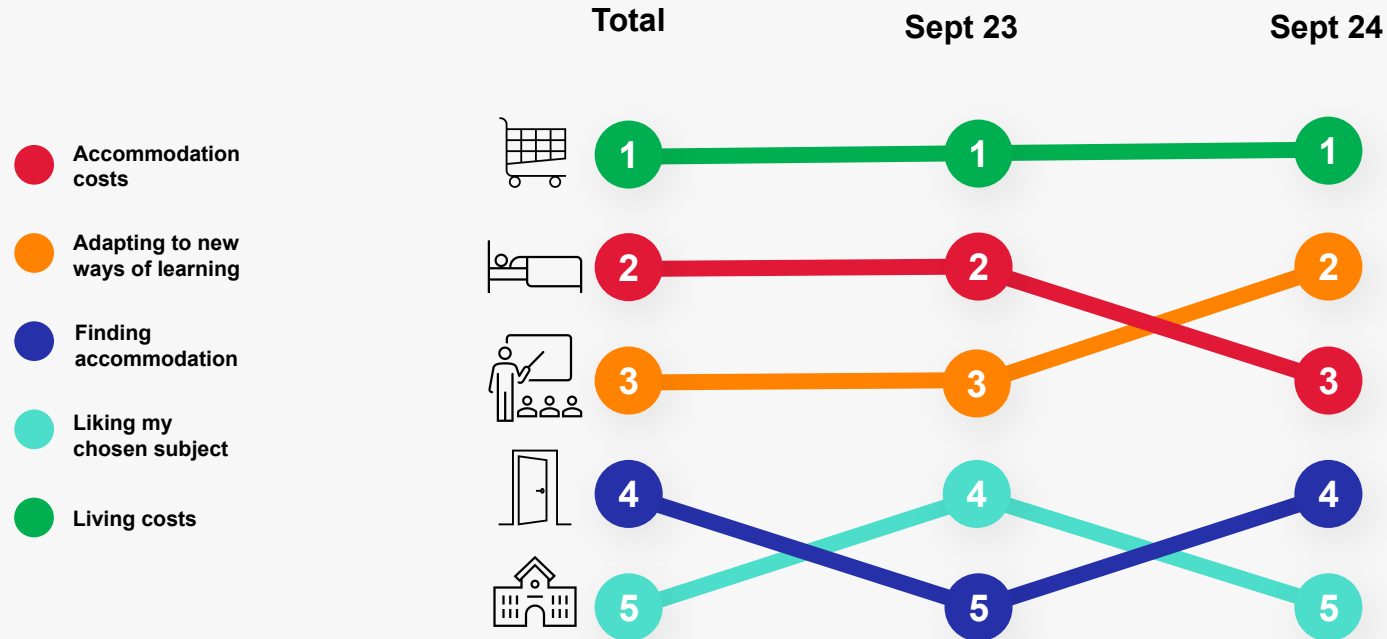
When you think about going to university, out of the following factors which are the **top three** you are excited about, if any?

ACCOMODATION COSTS CAUSING WORRY

When you think about going to university, out of the following factors which are the top three you are worried about, if any?

Costs were a
significant worry,
so we explored the
impact this had on
their choice of
where to study.

TUITION FEES CAUSE GREATEST WORRY

What are you most worried about?
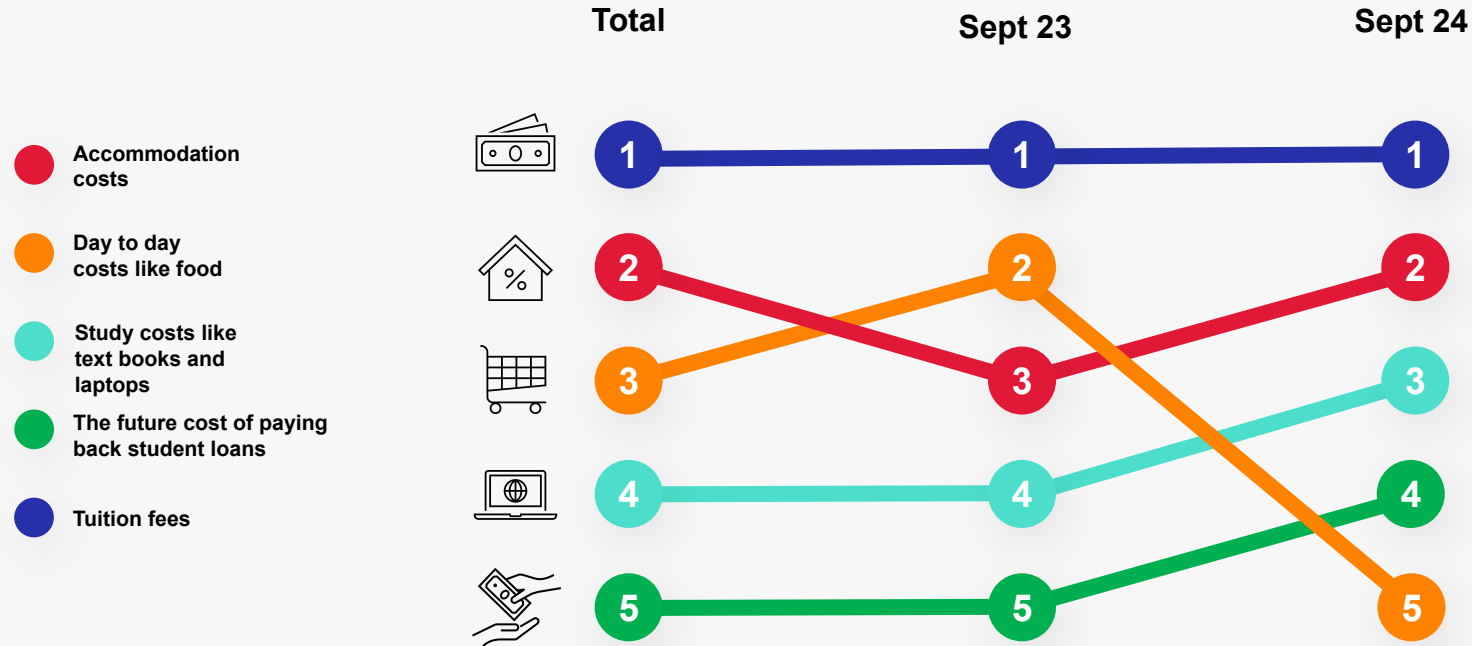
STUDENTS ARE WORRIED

How do you feel about the increases in the cost of living?

	Very	Quite	Neither Nor	Somewhat	Not at all
Scared	19%	31%	23%	18%	9%
Confused	15%	29%	25%	19%	12%
Concerned	24%	39%	14%	20%	4%
Anxious	26%	32%	15%	23%	4%
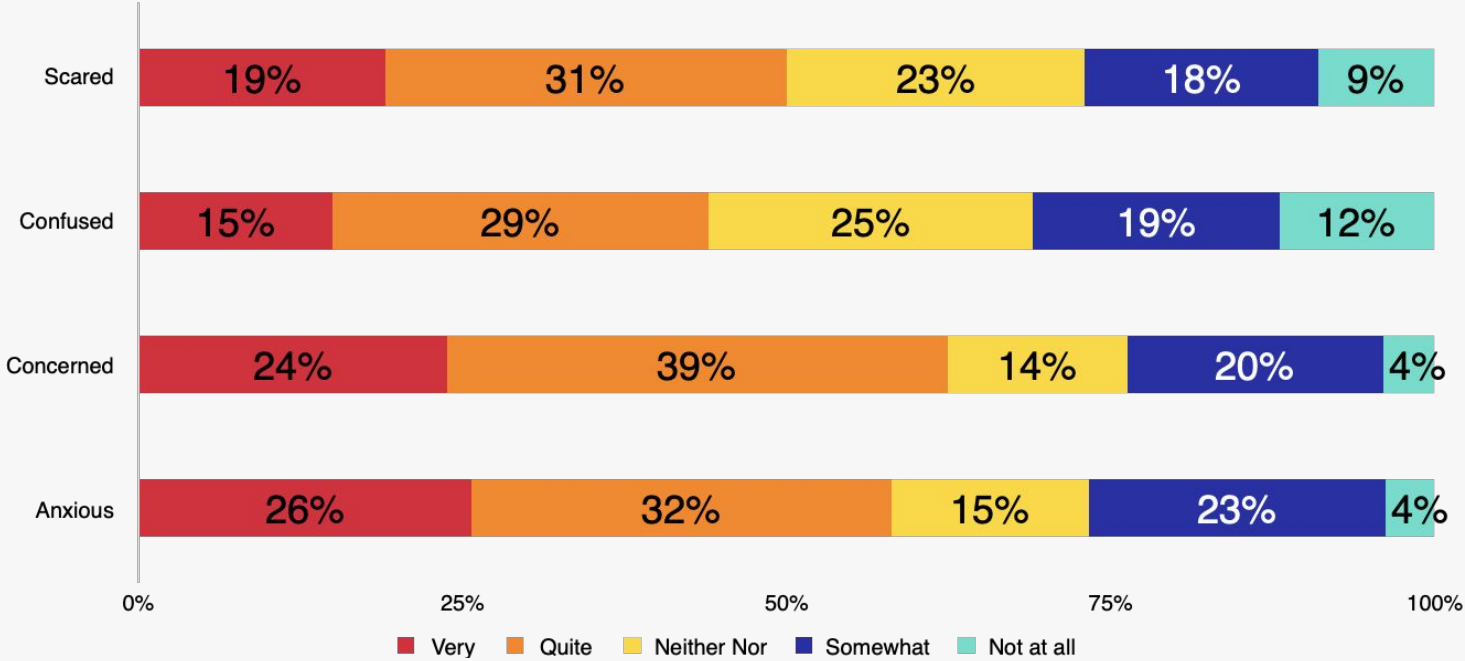
COST OF LIVING A DRIVER TO STAY AT HOME

If you want to or will live at home, why is this the case?

Category	Percentage
Keep part-time job by living at home	22%
Parents or guardian would prefer they live at home	31%
Preferred the course at their local university	33%
Always wanted to live at home	36%
Worried about the cost of living	41%

For 2024 a part-time job didn't feature in the top five, instead 29% said they had caring responsibilities.

44% for 2024 (Always wanted to live at home)

19% for 2024 (Worried about the cost of living)

X-axis: 0%, 11%, 21%, 32%, 42%

SIGNIFICANT PROPORTION WILL WORK PART-TIME

Will you need a part-time job when you are at university?
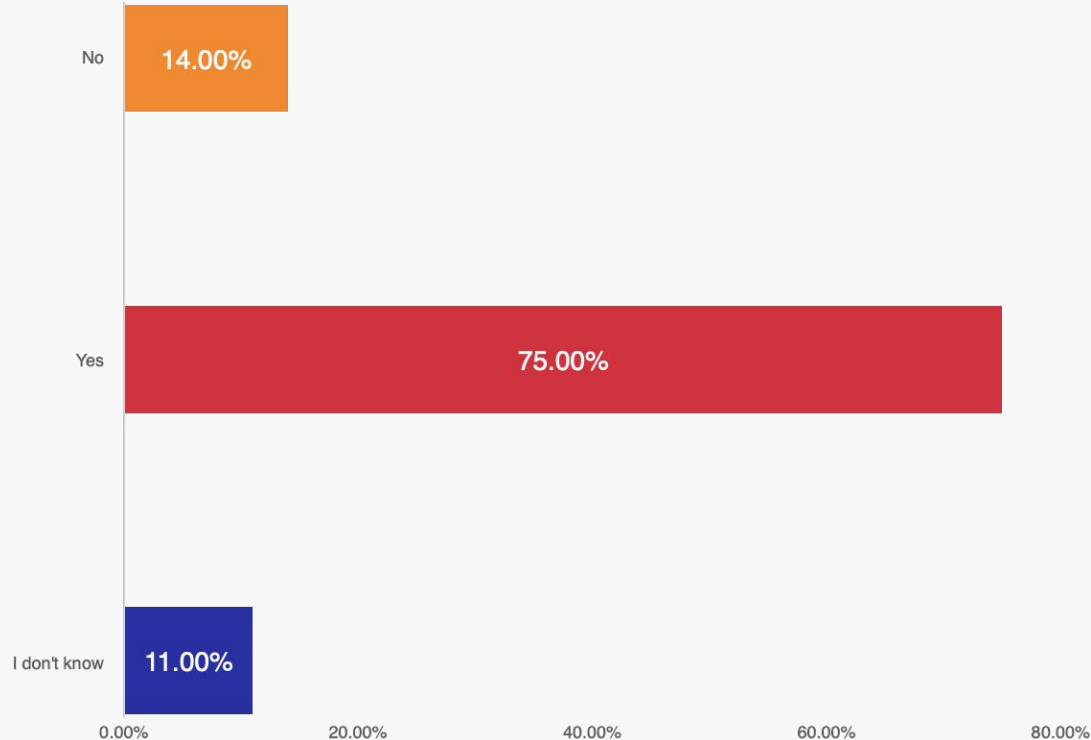
KEY TAKEAWAYS

An excellent set of results from the reviews shows high levels of student satisfaction

Look at your individual reviews and comments this is where the rich data lies.

Cost of living is impacting how students choose a university and the ways in which they will interact with a university when studying.

Celebrate with your students and tell them the impact of their reviews. Tell the next generation.

Provide the advice and guidance students need.

Anxiety is high.
Communication is key.
So how do we communicate better?

NET NATIVES + idp connect

Let's look at **channel usage**

NET NATIVES + idp connect

Let's look at channel usage... >**17-20 - Social**

How often in the previous month did students use the following social media platforms?

Legend: multiple times a day | daily | weekly | monthly | never

social media platform:
- Instagram
- Snapchat
- Tiktok
- Youtube
- Facebook
- Twitter
- Discord
- Pinterest
- Reddit
- Linkedin
- Twitch
- Quora
- Bereal

x-axis: 0% | 25% | 50% | 75% | 100%
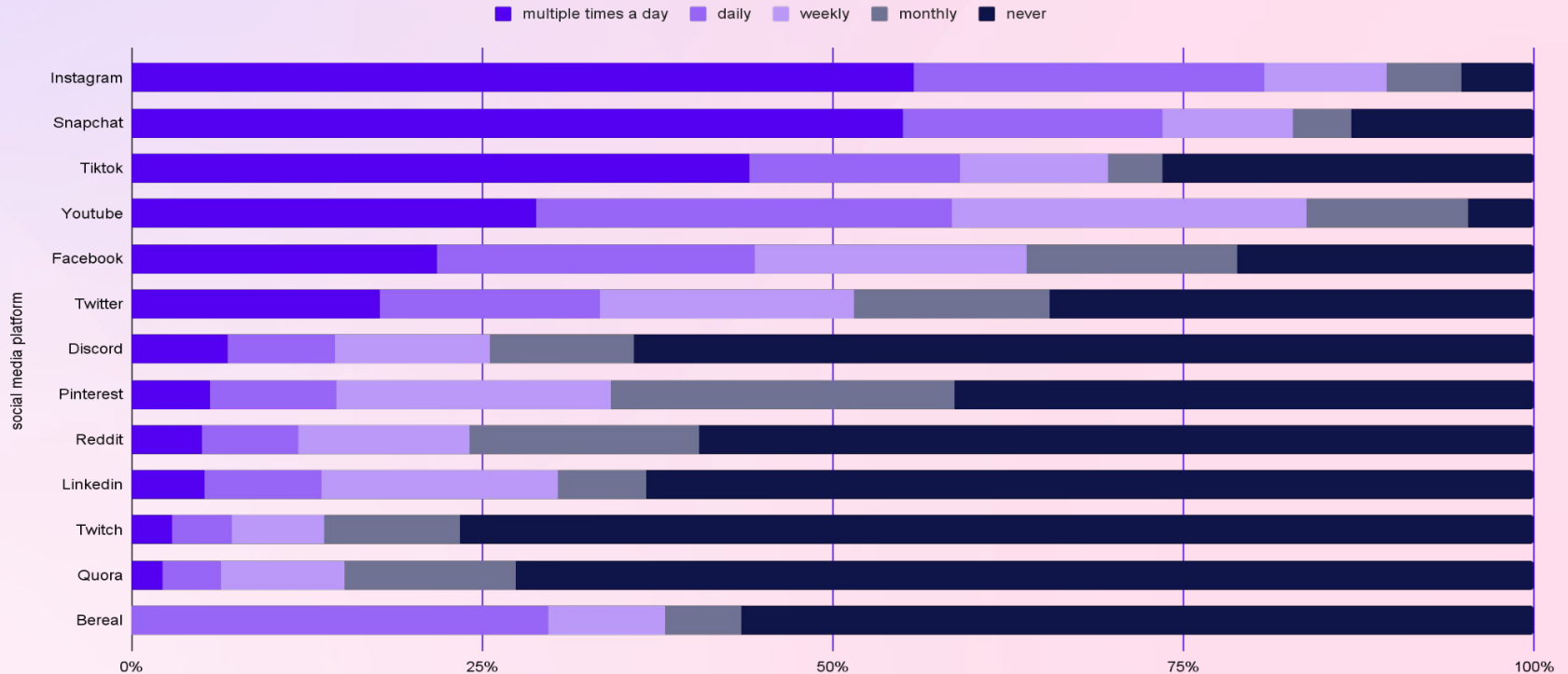
*data gathered from Net Natives' Student Hut

What are they interested in... >**17-20 - Social**

What are students interested in?

Student interests	Responses
Music	60.35%
Film/TV	59.90%
Food and drink	58.18%
Social media	55.08%
Health and wellbeing	50.64%
Employment and careers	50.15%
Holidays and travel	48.62%
Social issues (eg. racism, poverty)	46.00%
Fashion	42.90%
Gaming	31.13%
Politics and current affairs	30.64%
Sport	26.12%
Radio/podcasts	24.48%
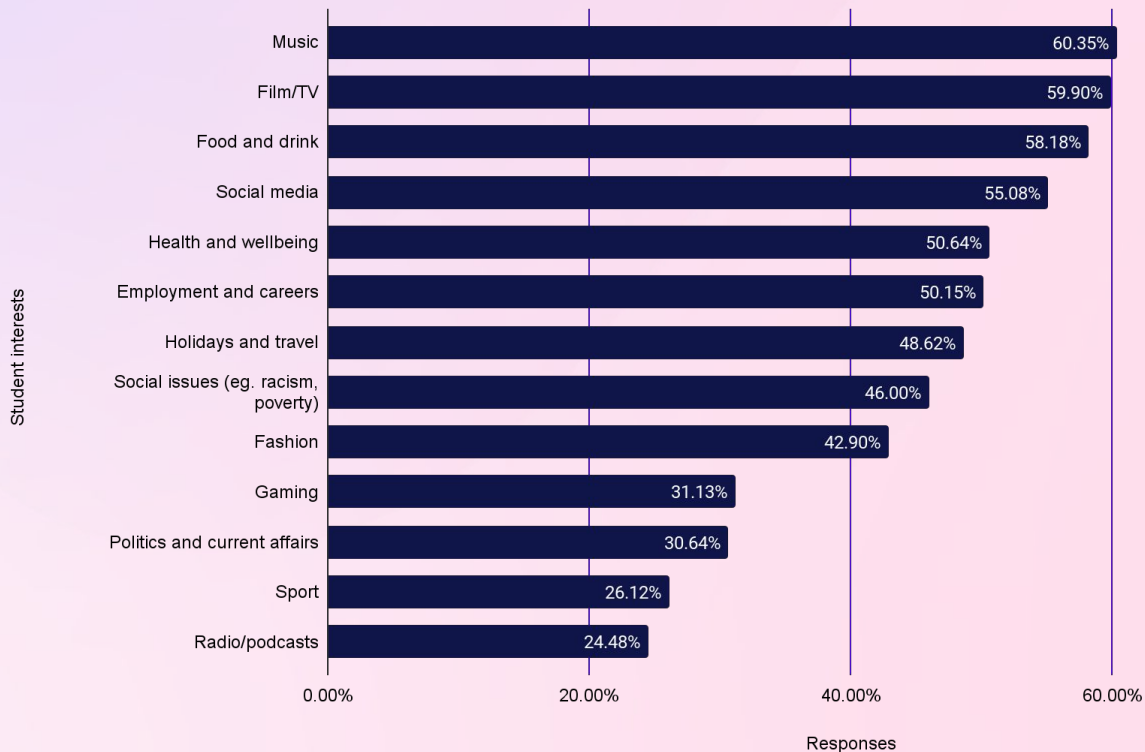
Where else are they?... >**17-20**

Student media consumption in the previous month

Category	Percentage
TV streaming services (e.g. Netflix, Prime)	82.11%
Music streaming services (e.g. Spotify, Apple Music)	74.34%
On-demand TV (e.g. ITV hub, All4)	54.91%
Live TV	44.07%
Newspapers (online)	32.52%
Podcasts	28.43%
Radio (including through online players)	21.61%
Newspapers (in-print)	12.23%
Magazines (online/digital/e-magazines)	12.12%
Magazines (in-print)	10.28%
None of the above	3.34%

What general website do students use?

Website	Percentage
BBC News	76.7%
The Guardian	36.1%
Sky News	32.9%
Daily Mail	27.0%
Buzzfeed	24.7%
The Times	18.5%
The Telegraph	18.2%
The Sun	16.1%

Where do students go for information about university

Source	Percentage
University websites	74.22%
UCAS	67.83%
Google or other search engines	45.16%
Social media	34.88%
Online forums, eg. The Student Room	32.56%
Teacher/lecturer	31.78%
Friends	28.88%
Print / digital prospectuses	25.19%
Review sites, eg. UniCompare, WhatUni	23.06%
League tables	22.87%
Parent/guardian	18.22%
Email / call university	8.91%
Employer	3.49%
I can't remember	2.91%

Let's look at channel usage... **21-24 - Social**

How often in the previous month did students use the following social media platforms
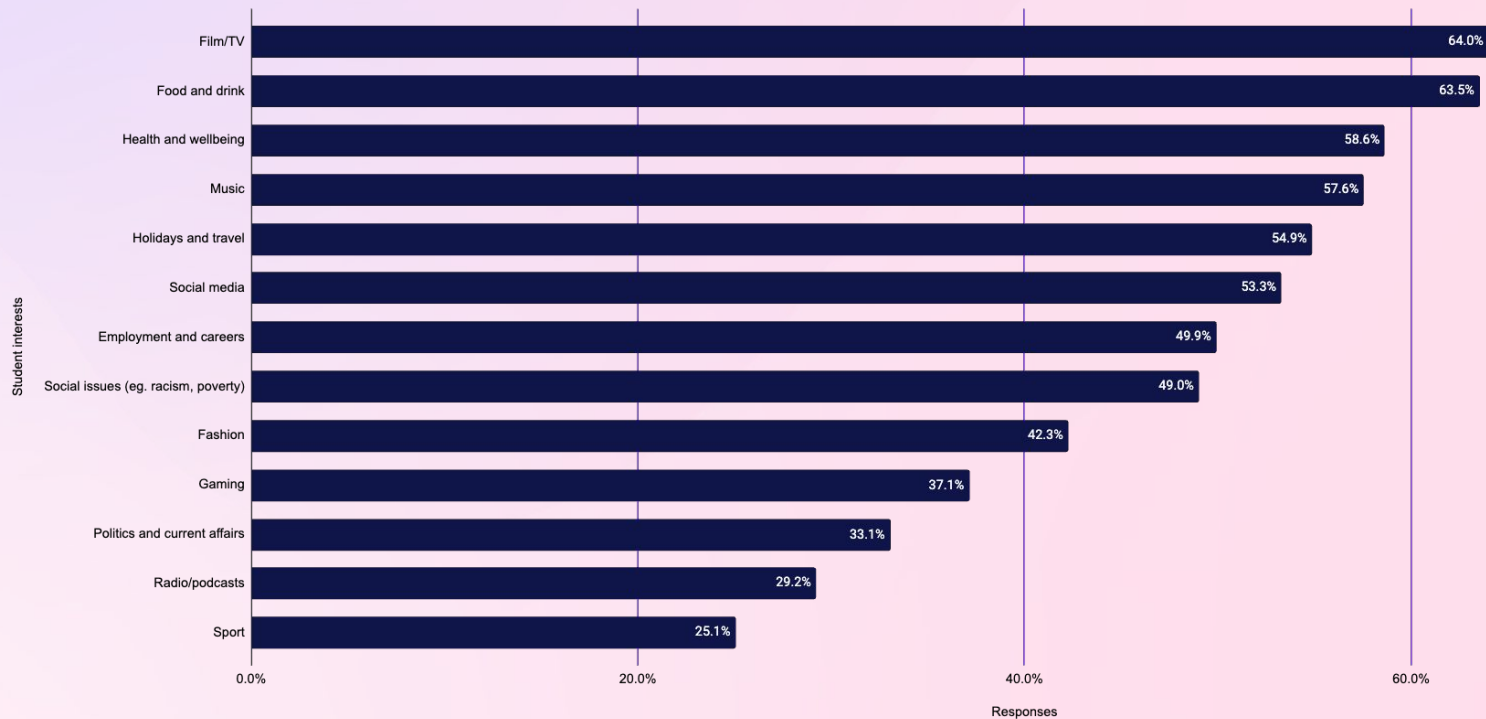
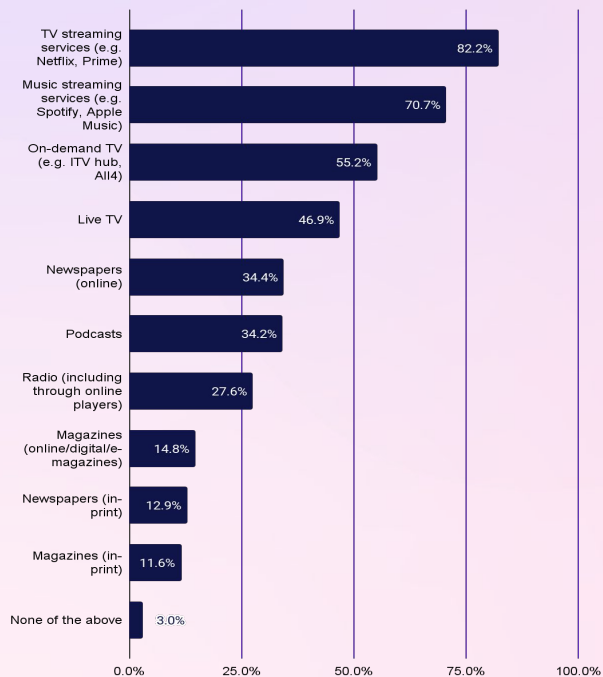Legend: ■ multiple times a day ■ daily ■ weekly ■ monthly ■ never

social media platform (y-axis): Instagram, Snapchat, Tiktok, Facebook, Youtube, Twitter, Discord, Linkedin, Reddit, Pinterest, Twitch, Bereal, Quora

x-axis: 0%, 25%, 50%, 75%, 100%
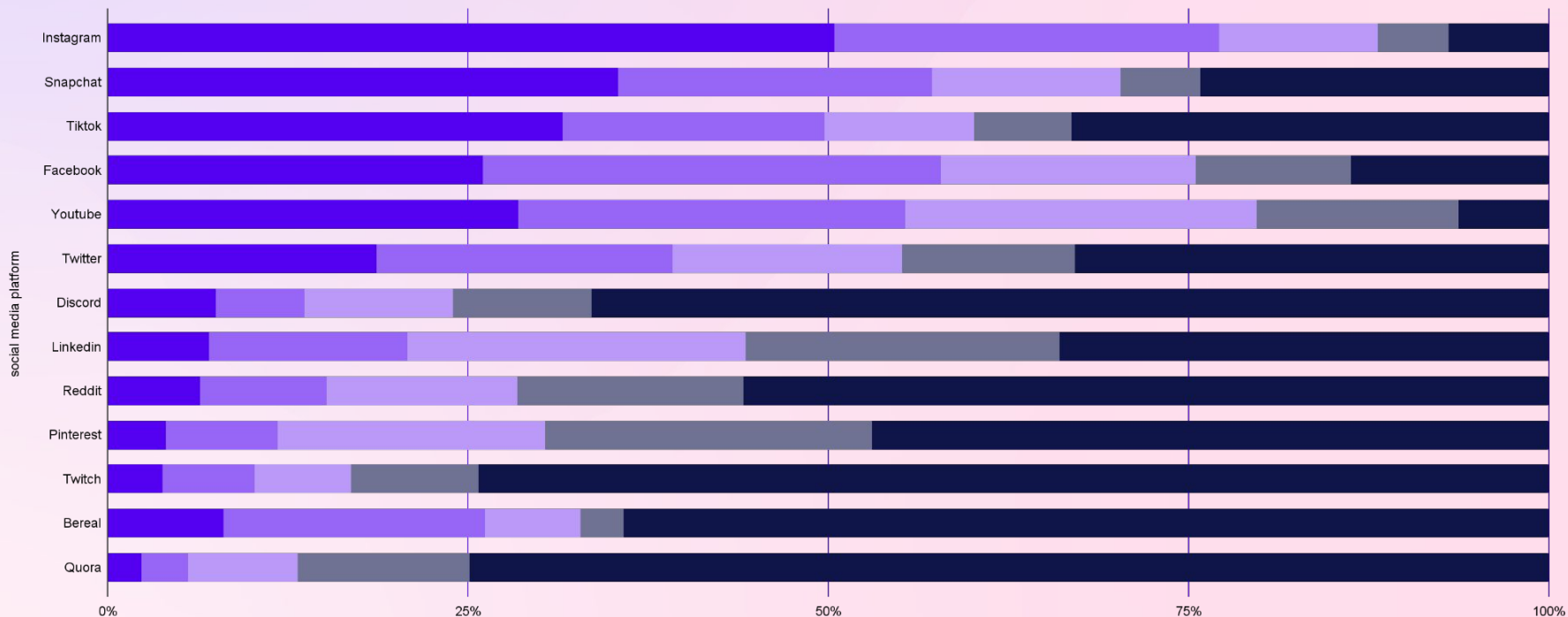
What are they interested in... **21-24 - Social**

What are students interested in?

Student interests	Responses
Film/TV	64.0%
Food and drink	63.5%
Health and wellbeing	58.6%
Music	57.6%
Holidays and travel	54.9%
Social media	53.3%
Employment and careers	49.9%
Social issues (eg. racism, poverty)	49.0%
Fashion	42.3%
Gaming	37.1%
Politics and current affairs	33.1%
Radio/podcasts	29.2%
Sport	25.1%

Where else are they?... **21-24**

Student media consumption in the previous month

TV streaming services (e.g. Netflix, Prime)	82.2%
Music streaming services (e.g. Spotify, Apple Music)	70.7%
On-demand TV (e.g. ITV hub, All4)	55.2%
Live TV	46.9%
Newspapers (online)	34.4%
Podcasts	34.2%
Radio (including through online players)	27.6%
Magazines (online/digital/e-magazines)	14.8%
Newspapers (in-print)	12.9%
Magazines (in-print)	11.6%
None of the above	3.0%

0.0% – 25.0% – 50.0% – 75.0% – 100.0%

What general website do students use?

BBC News	76.2%
The Guardian	38.2%
Sky News	30.8%
Buzzfeed	25.2%
Daily Mail	22.7%
The Times	18.2%
The Telegraph	16.9%
The Sun	15.2%

0.0% – 20.0% – 40.0% – 60.0% – 80.0%

Where do students go for information about university

Google or other search engines	43.2%
UCAS	36.4%
Social media	35.2%
University websites	35.2%
Teacher/lecturer	33.0%
Parent/guardian	28.4%
Friends	23.9%
Online forums, eg. The Student Room	21.6%
Print / digital prospectuses	20.5%
Employer	19.3%
League tables	11.4%
Review sites, eg. UniCompare, WhatUni	10.2%
Email / call university	6.8%
I can't remember	4.5%

0.0% – 10.0% – 20.0% – 30.0% – 40.0%

Let's look at channel usage... in Germany

Top Social Channels

Instagram is mostly used by 25-34 year olds (30%) and 18-24 year olds (28%).

Top Tips

German's appear to not be too bothered about following influencers... **79% said that they were not subscribed to influencer accounts on social media** (2021).

Top Search Engines

- Google 89%
- Bing 17%
- Yahoo 13%
- DuckDuckGo 9%
- Ecosia 7%
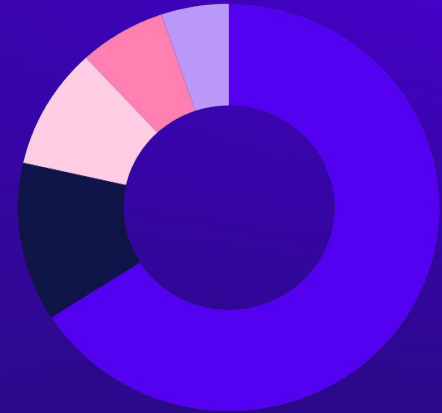
Let's look at channel usage... in India

Top Websites
By page per visit (2021-22)

- Aajtak.com (12.2)
- Youtube.com (11.4)
- Whatsapp.com (10.2)
- Flipkart.com (8.9)
- Realsrv.com (8.4)
- Google.com (7.7)

Top Usages
Among Gen Z in Asia 2022

- Media sharing (78%)
- Instant messengers (77%)
- Social networks (64%)
- Business networks (37%)
- (Micro) blogging (36%)

Top Tips
While Facebook generally rules the Indian social media landscape with a market share of over 50%, **it is YouTube who secures the highest brand index** score among the youngest demographic/Gen Z, surpassing Meta.

Top Search Engines

- Google 84%
- Bing 29%
- Yahoo 37%
- Search.com 21%
- Ask.com 19%
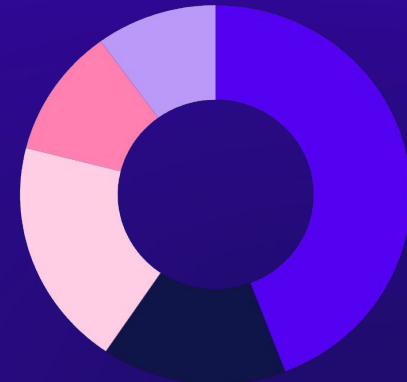
*data gathered from Net Natives' Statista membership

Let's look at channel usage... in the USA

Top Websites
By unique visitors (2023)

- Google Sites: (274.5)
- Microsoft Sites (241.9)
- Facebook (233.7)
- Yahoo (226.2)
- Amazon Sites (220.5)

Top Social Apps
Among Gen Z in US 2022

- YouTube (92%)
- Instagram (85%)
- TikTok (78%)
- Snapchat (74%)
- Discord (42%)

Top Tips

In the US in 2022 social media advertising (projected spend) was $67.4 billion out of a $280 billion total online media advertising spend.

Top Search Engines

- Google 87%
- Bing 20%
- Yahoo 28%
- DuckDuckGo 14%
- search.com 10%
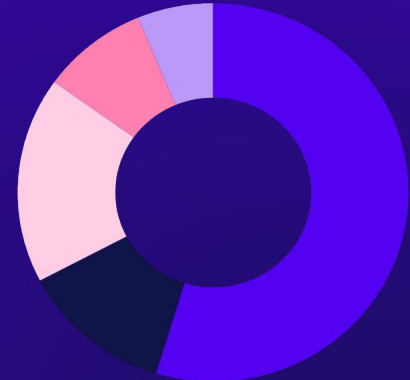
*data gathered from Net Natives' Statista membership

Let's look at channel usage... in the Hong Kong

Top Websites
By unique visitors (2023)

- YouTube
- Google
- Facebook
- Wikipedia

Top Social Apps
Among Gen Z and Millenials for content and news

- Instagram (56%)
- Facebook (17%)
- WhatsApp (8%)
- YouTube (8%)

Top Tips
Again, indicating that mainstream platforms and apps are more popular than regional ones e.g., Douyin (TikTok sister app)

YouTube ads reached an estimated 6.7m people in HK (2022).

oe - interesting finding... A Quora developed AI Chat app News outlet Yahoo is preferred to local news websites hk01.com and on.cc - indicating mainstream sites/apps are more popular?
People in HK more likely to follow friends, family, bands/musicians and tv shows than influencers and experts (2022).

Top Search Engines
Google dominates this market, with over 90% of the market share.

Market Specific Channels

Grow and diversify the student cohort for UG courses by targeting specific markets through key media providers.

**Europe
(France, Germany, Italy, Spain)**
- ➜ Meta
- ➜ Student Marketplace
- ➜ Snapchat
- ➜ TikTok
- ➜ YouTube
- ➜ Twitter
- ➜ LinkedIn
- ➜ Google

UK
- ➜ Meta
- ➜ Student Marketplace
- ➜ Snapchat
- ➜ TikTok
- ➜ YouTube
- ➜ Twitter
- ➜ LinkedIn
- ➜ Google
- ➜ Reddit
- ➜ Bing
- ➜ Spotify

Hong Kong, Singapore, Malaysia
- ➜ Meta
- ➜ Student Marketplace
- ➜ Douyin
- ➜ YouTube
- ➜ Google

Saudi Arabia
- ➜ Meta
- ➜ Student Marketplace
- ➜ YouTube
- ➜ Twitter
- ➜ Google

South America
- ➜ Meta
- ➜ Student Marketplace
- ➜ Pinterest
- ➜ YouTube
- ➜ Google

India
- ➜ Meta
- ➜ Student Marketplace
- ➜ YouTube
- ➜ Google

Nigeria
- ➜ Meta
- ➜ Student Marketplace
- ➜ Twitter
- ➜ Snapchat
- ➜ Google

Canada, USA, Australia
- ➜ Meta
- ➜ Student Marketplace
- ➜ Snapchat
- ➜ TikTok
- ➜ Twitter
- ➜ YouTube
- ➜ Google
- ➜ Spotify
- ➜ Bing
- ➜ Discord

Exploring the alternatives

NET NATIVES + idp connect

Exploring the alternatives

Pinterest
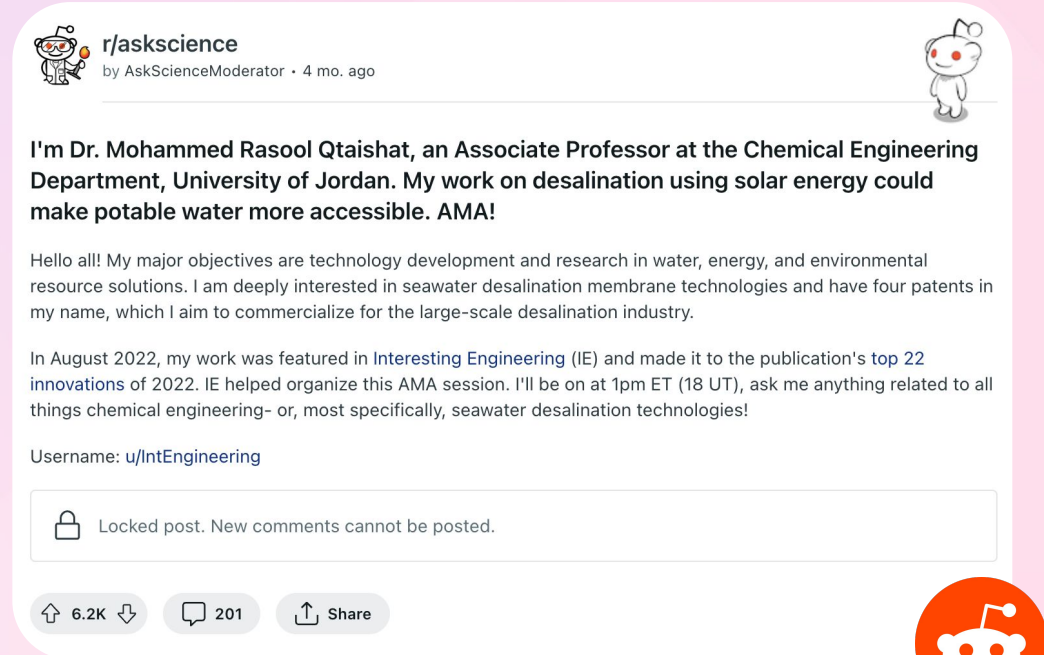
➔ **463 million** active users

➔ +7% Y-o-Y growth in Europe

➔ Users increased by 13 million in this last quarter
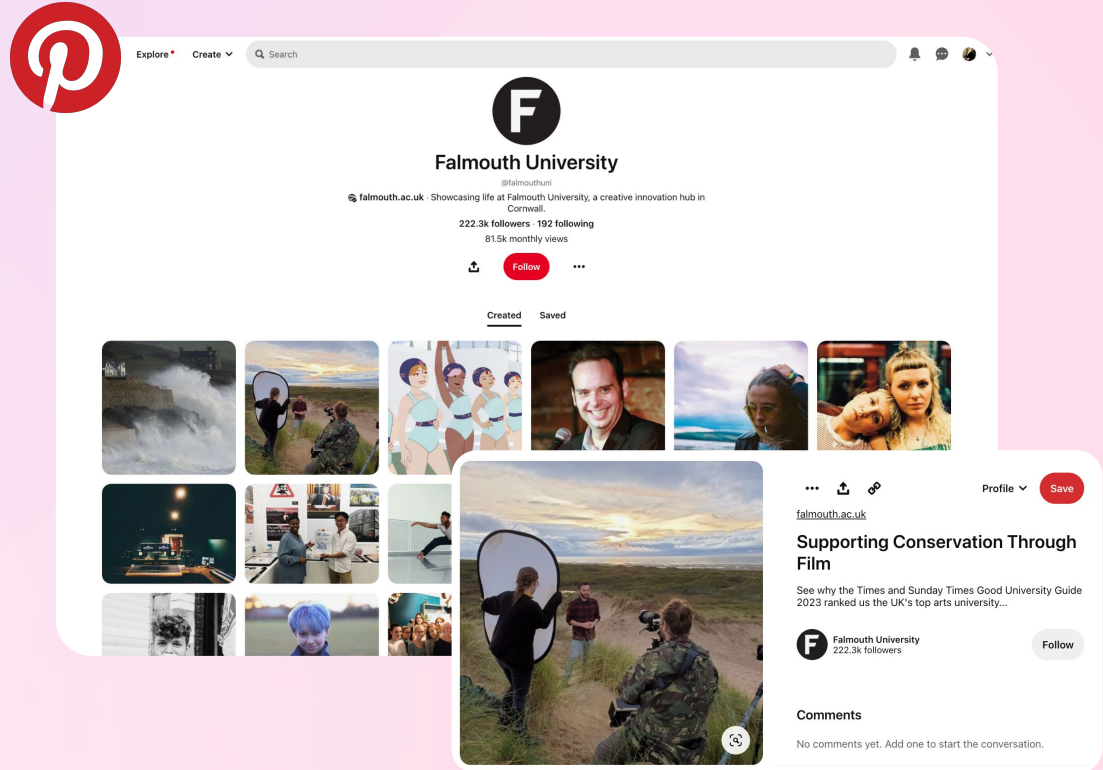
Exploring the alternatives

Reddit

➔ Fantastic for showcasing knowledge through AMAs.

➔ It's a forum so really encourages conversation and authentic discourse.

➔ Posting in the PM works better - good for reaching a US and/or international audience.

➔ **430 Million** Monthly active users

---

r/askscience
by AskScienceModerator · 4 mo. ago

I'm Dr. Mohammed Rasool Qtaishat, an Associate Professor at the Chemical Engineering Department, University of Jordan. My work on desalination using solar energy could make potable water more accessible. AMA!

Hello all! My major objectives are technology development and research in water, energy, and environmental resource solutions. I am deeply interested in seawater desalination membrane technologies and have four patents in my name, which I aim to commercialize for the large-scale desalination industry.

In August 2022, my work was featured in Interesting Engineering (IE) and made it to the publication's top 22 innovations of 2022. IE helped organize this AMA session. I'll be on at 1pm ET (18 UT), ask me anything related to all things chemical engineering- or, most specifically, seawater desalination technologies!

Username: u/IntEngineering
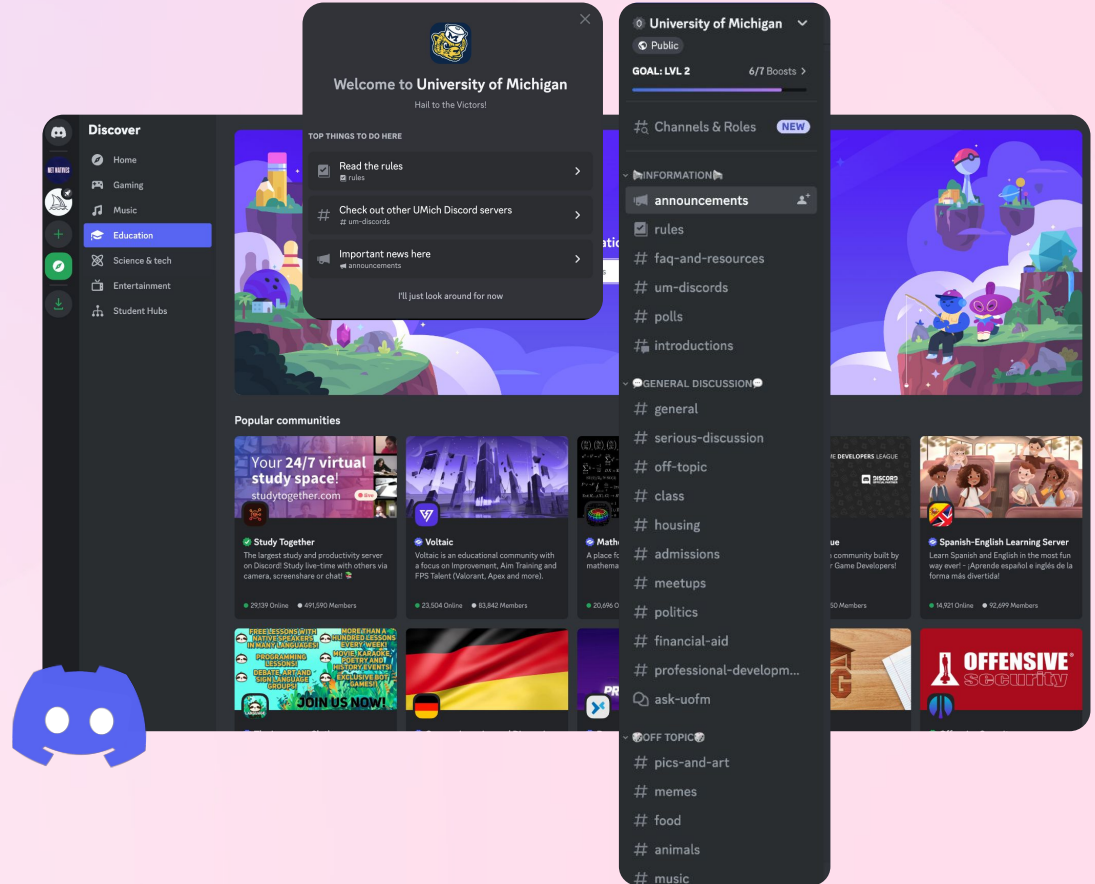
🔒 Locked post. New comments cannot be posted.

⬆ 6.2K ⬇   💬 201   ↑ Share

Exploring the alternatives

Discord

➔ Community platform with messaging, voice and video

➔ Watch movies, play games, study together

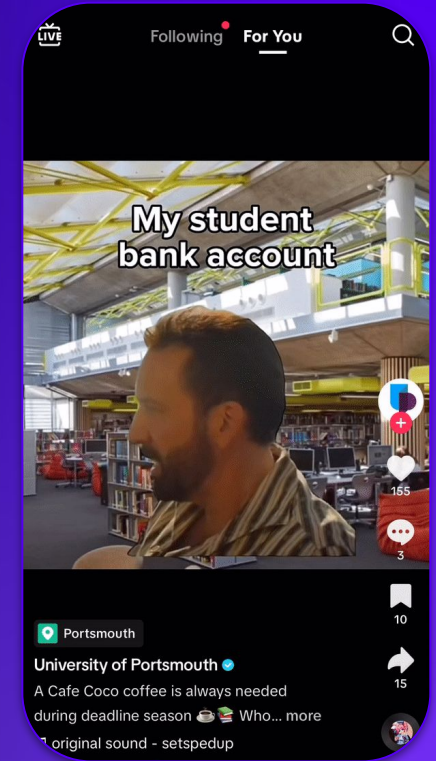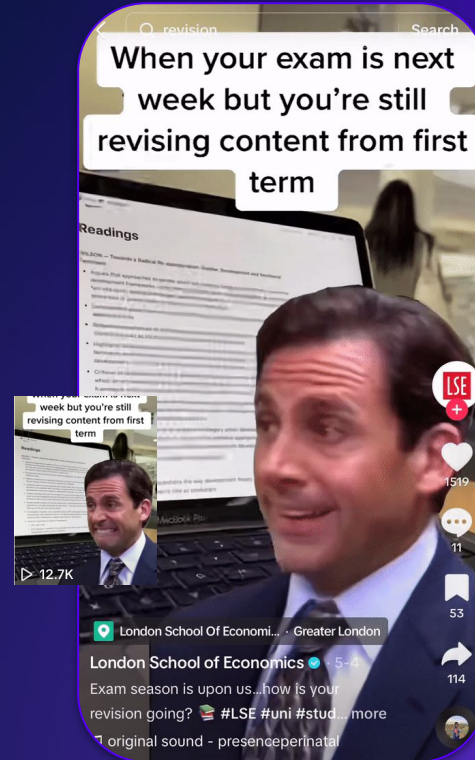➔ **150 Million** Monthly active users

The Power of Authenticity

Humour

TIPS

➜ Keep it relatable.

➜ Let your students
   lead the way.

➜ A time and a place!
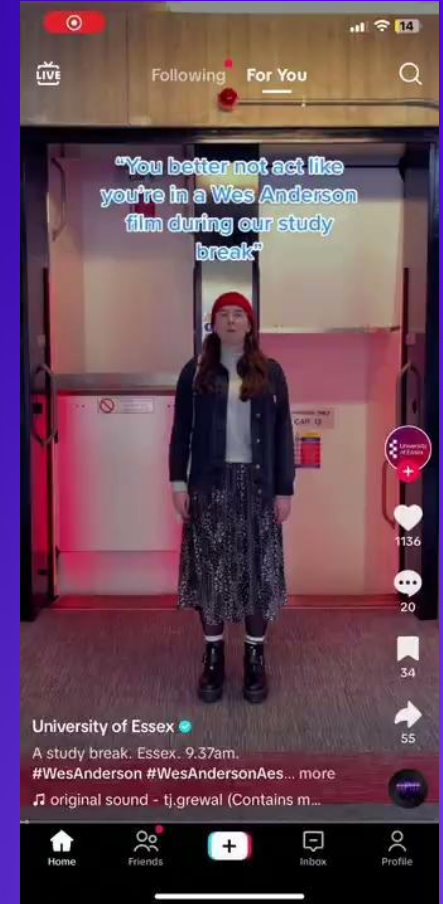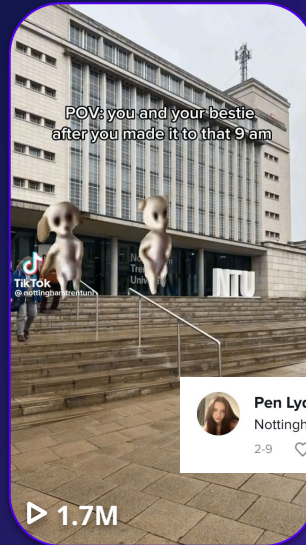
Identity

TIPS

➜ Map out your starting points

➜ Delve a little deeper

➜ Show real life

Trends

TIPS

➜ You can't jump on every trend

➜ Use your student voice

➜ Enjoy the reach! Where else can you be in front of 1.7m people?

POV: you and your bestie after you made it to that 9'am

TikTok @nottinghamtrentuni

▶ 1.7M

Pen Lyd
Nottingham Trent is so real for this
2-9   ♡ 4841   Reply

UNIVERSITY OF GLASGOW

TikTok @uofglasgow

▶ 89.9K

LIVE   Following   **For You**

"You better not act like you're in a Wes Anderson film during our study break"

1136

20

34

55

University of Essex
A study break. Essex. 9.37am.
#WesAnderson #WesAndersonAes... more
♫ original sound - tj.grewal (Contains m...

Home   Friends   +   Inbox   Profile

Any questions?

NET NATIVES + idp connect

Get in touch...

lauren.harrispugh@netnatives.com
georgia.webb@netnatives.com
jonah.duffin@idp.com

NET NATIVES + idp connect