

Thailand:

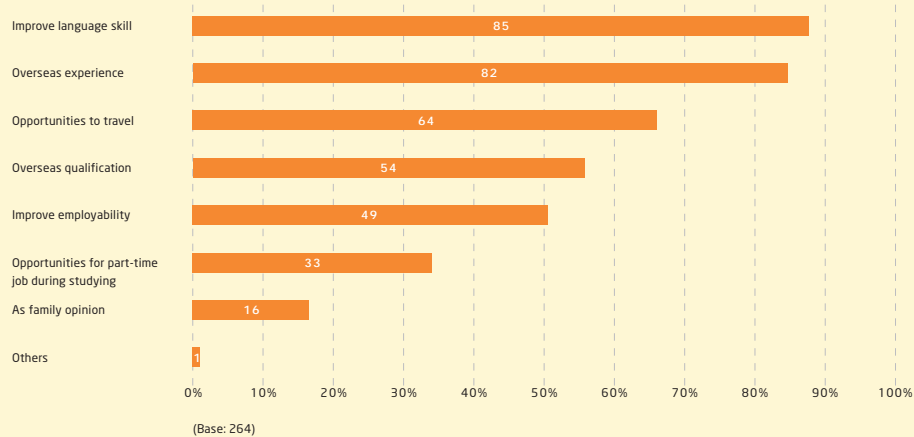
student expectations

INTO Knowledge researches issues that will affect the future of higher education world-wide. This information is extracted from our Thai student expectations survey, to be published in June 2009.

GAINING OVERSEAS EXPERIENCE IS THE MAIN MOTIVATION FOR THAI STUDENTS TO STUDY ABROAD.

Despite the political and economic situation, the demand for international higher education in Thailand remains relatively strong. The survey shows that Thai students value overseas experience highly.

FIGURE 1 MOTIVATIONS TO STUDY ABROAD



Demand is driven the desire to gain an advantage in the employment market by gaining language and life experience skills.

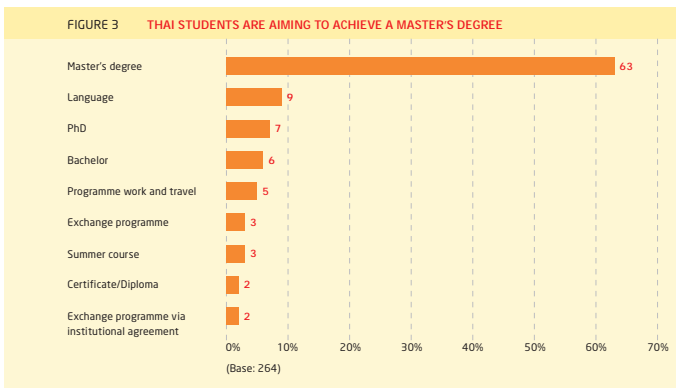
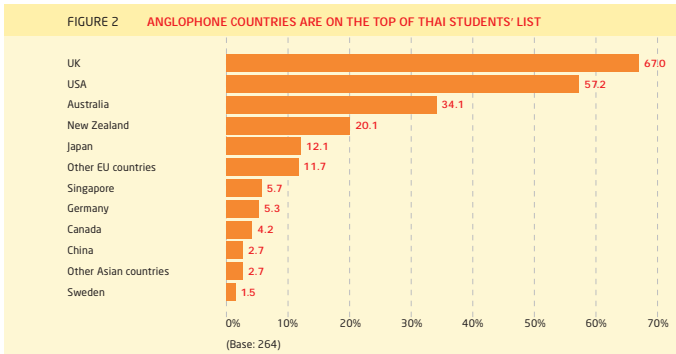
82%

of respondents said that their motivation to study abroad was to gain experience overseas, and **85%** of them aimed to improve language skills.

THE INFORMATION ON THIS FLYER IS DRAWN FROM A SURVEY CONDUCTED ON-LINE IN DECEMBER 2008, DRAWN FROM A SAMPLE OF **330** RESPONDENTS.

Anglophone countries are at the top of the Thai students' list

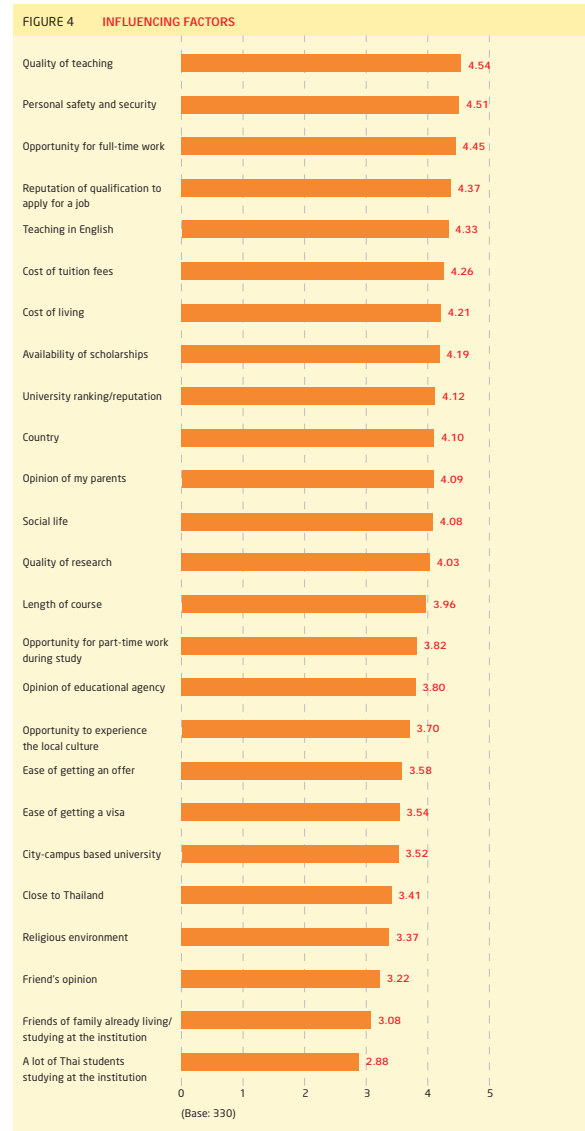
The finding of this study demonstrated that the demand for study abroad in Thailand focuses on English speaking countries. **67.5%** of them said they would go to the UK, **57.2%** to the US, **34.1%** to Australia, and **20.1%** to New Zealand.



Thai students are aiming to achieve a **master's degree**. **63%** of respondents aimed to study at Master's level, **9%** to study on language courses and **7%** planned to study at PhD level.

Influencing factors

The perceived **quality of teaching**, **personal safety** and **opportunity for full-time work** were rated as the top important factors effecting study choices.



For the full report of the Thai student expectations survey, please email subscription@into-knowledge.com