

Who don't go?

Student resistance to Mobility

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Our School

Escola Superior de Ciências Empresariais (ESCE) Instituto Politécnico de Setúbal (IPS)

Founded in 1994, offers degrees in Business
Management Sciences

Accountancy
Human Resources
Marketing
Logistics
Information Systems

Our City - Setúbal



The Survey

- Easy to respond
- Fast to respond (5 minutes on average)
- Direct
- Multi-Language
- Easy to manage
- Developed our own IT platform
- First baby step

Survey 1/5



Mobility Survey

For all students at Escola Superior de Ciências Empresariais/IPS
/Portugal

1. General Information

1. Gender ☐ Male ☐ Female

2. Age years

3. Disabled student ☐ Yes ☐ No

4. Highest education level in the family (parents, brothers, sisters)

5. Has a parent/brother/sister studied abroad? ☐ Yes ☐ No

6. Major/area of study

Survey 2/5

7. Rate your level of understanding and speaking in the following languages:

	Elementary (A1)	Elementary- (A2)	Intermediate (B1)	Upper intermediate (B2)	Advanced (C1)	Proficiency (C2)
1. English	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
2. Spanish	<input checked="" type="radio"/> 1	<input checked="" type="radio"/> 2	<input checked="" type="radio"/> 3	<input checked="" type="radio"/> 4	<input checked="" type="radio"/> 5	<input checked="" type="radio"/> 6
3. Portuguese	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
4. French	<input checked="" type="radio"/> 1	<input checked="" type="radio"/> 2	<input checked="" type="radio"/> 3	<input checked="" type="radio"/> 4	<input checked="" type="radio"/> 5	<input checked="" type="radio"/> 6
5. Germany	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6

8. My family income is national average

9. Rate your level of independence from your parents:

	totally dependent	25%	50%	75%	totally independent
1. Finance	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
2. Holidays/Traveling	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
3. Personal matters/doctors/...	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
4. Choice of career	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

Survey 3/5

10. My home is in

11. Study year

12. Working student ☐ Yes ☐ No

13. I have Profile in the following Social Networks:

- ☐ Facebook
- ☐ MySpace
- ☐ Twitter
- ☐ LinkedIn
- ☐ Classmates

2. ERASMUS Program

14. Have you ever studied abroad? ☐ Yes ☐ No

If answer YES please skip to point 5. End

15. Do you know about any mobility study program (e.g. ERASMUS)? ☐ Yes ☐ No

If answer NO please skip to point 5. End

Survey 4/5

3. Reasons to decide

16. Obstacles to studying abroad:

	big problem				no problem
1. Financial	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
2. Language	<input type="radio"/> 1	<input checked="" type="radio"/> 2	<input checked="" type="radio"/> 3	<input checked="" type="radio"/> 4	<input type="radio"/> 5
3. Girl/Boyfriends	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
4. Family ties	<input type="radio"/> 1	<input type="radio"/> 2	<input checked="" type="radio"/> 3	<input checked="" type="radio"/> 4	<input type="radio"/> 5
5. Living alone	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

17. Many students who have studied abroad give these as reasons for going. For yourself, how would you rate each?

	weak				strong
1. Career improvement	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
2. Future employment	<input type="radio"/> 1	<input checked="" type="radio"/> 2	<input checked="" type="radio"/> 3	<input checked="" type="radio"/> 4	<input checked="" type="radio"/> 5
3. Personal development	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
4. Culture awareness	<input type="radio"/> 1	<input type="radio"/> 2	<input checked="" type="radio"/> 3	<input checked="" type="radio"/> 4	<input type="radio"/> 5

Survey 5/5

18. Are there any other reasons you would like to share with us, that influence your decision?

4. If you had to study abroad

19. Give your 1st choice of country

20. Give your 2nd choice of country

21. Give your 3rd choice of country

5. End

22. Are you interested in studying abroad next year? ☐ Yes ☐ No

For more information please contact CIMOB-IPS [e-mail \(cimob@cimob.ips.pt\)](mailto:cimob@cimob.ips.pt)

That's All. Thank you for your time. Just press the button below to send your responses.

Save

Respondent Characterization

Population	2200 students
Responses	20%
Male Resp.	44%
Female Resp.	56%
Average Age	25.5 years
With disability	<1%
Working	40%
Have Studied Abroad	6%
Parents/brothers have studied abroad	5%
Know ERASMUS	86%

Family Education	
Secondary	54%
Higher	31%
Primary	8%
Post-Graduate	7%
Family Income	
On-average	61%
Below	17%
Above	13 %
Well below	1.5%
Well above	0.2%
No anwser	7%

Respondent Characterization

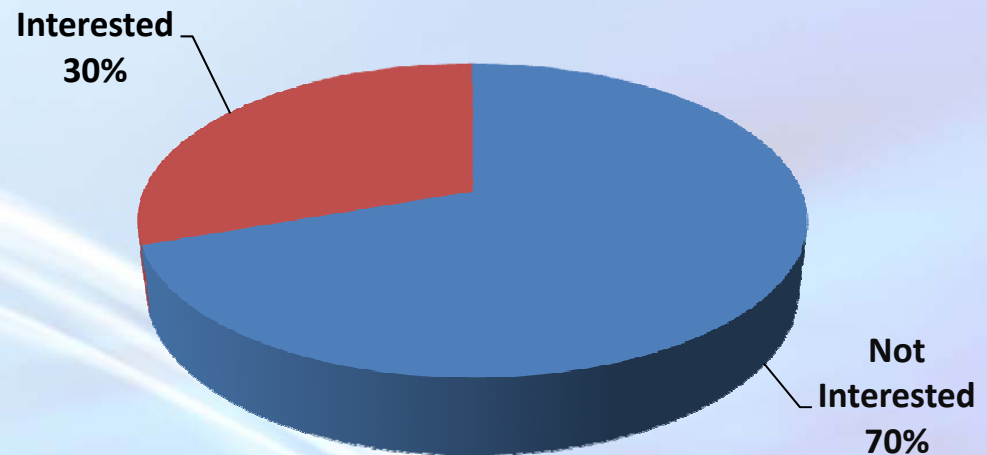
Home Area

Small city	35%
Village	24%
Big City	16%
Suburbs	12%
Countryside	8%
Capital City	4%

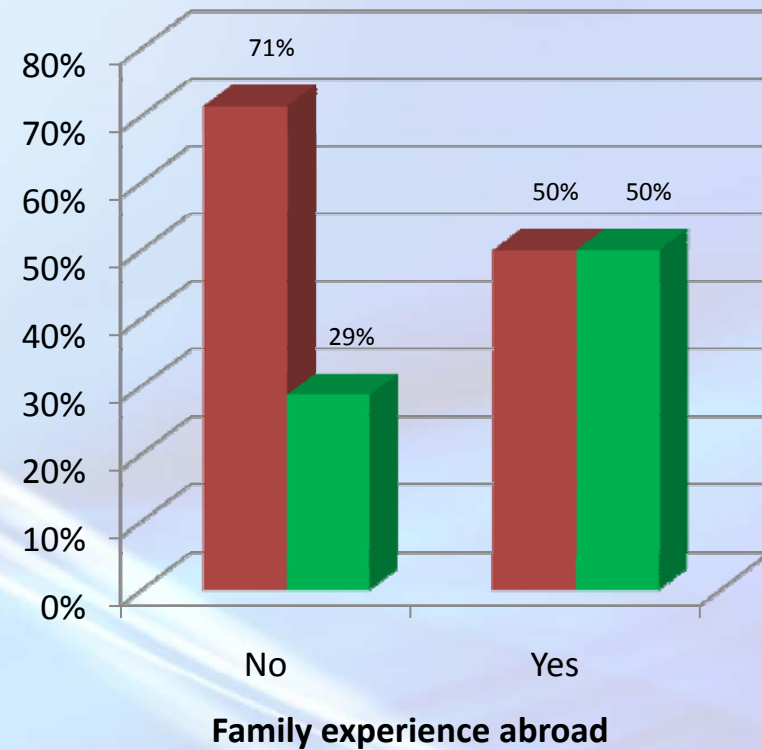
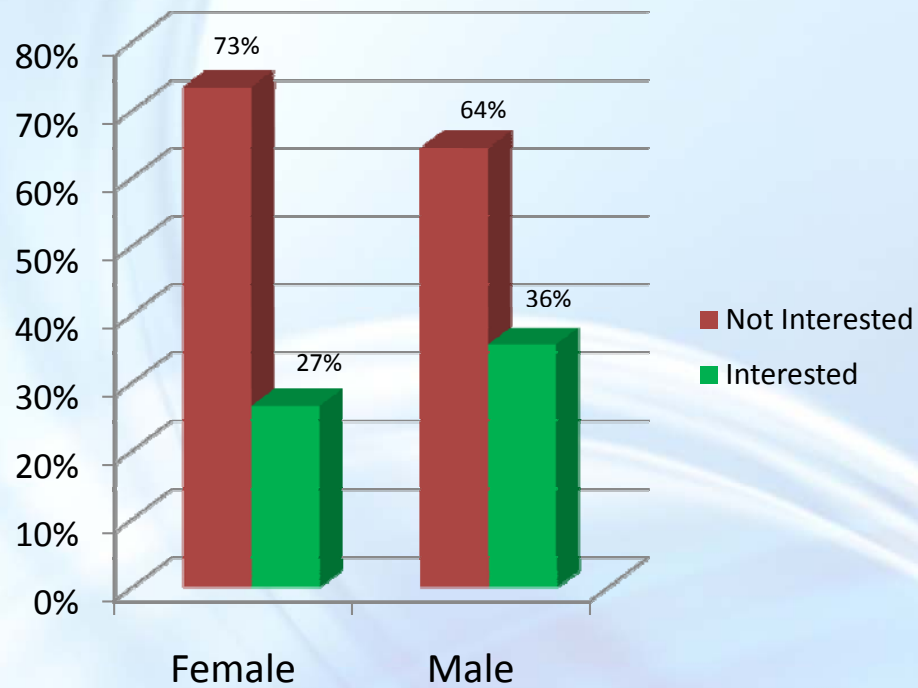
Social Networks

Facebook	85%
Linkedin	16%
Twitter	10%
MySpace	5%

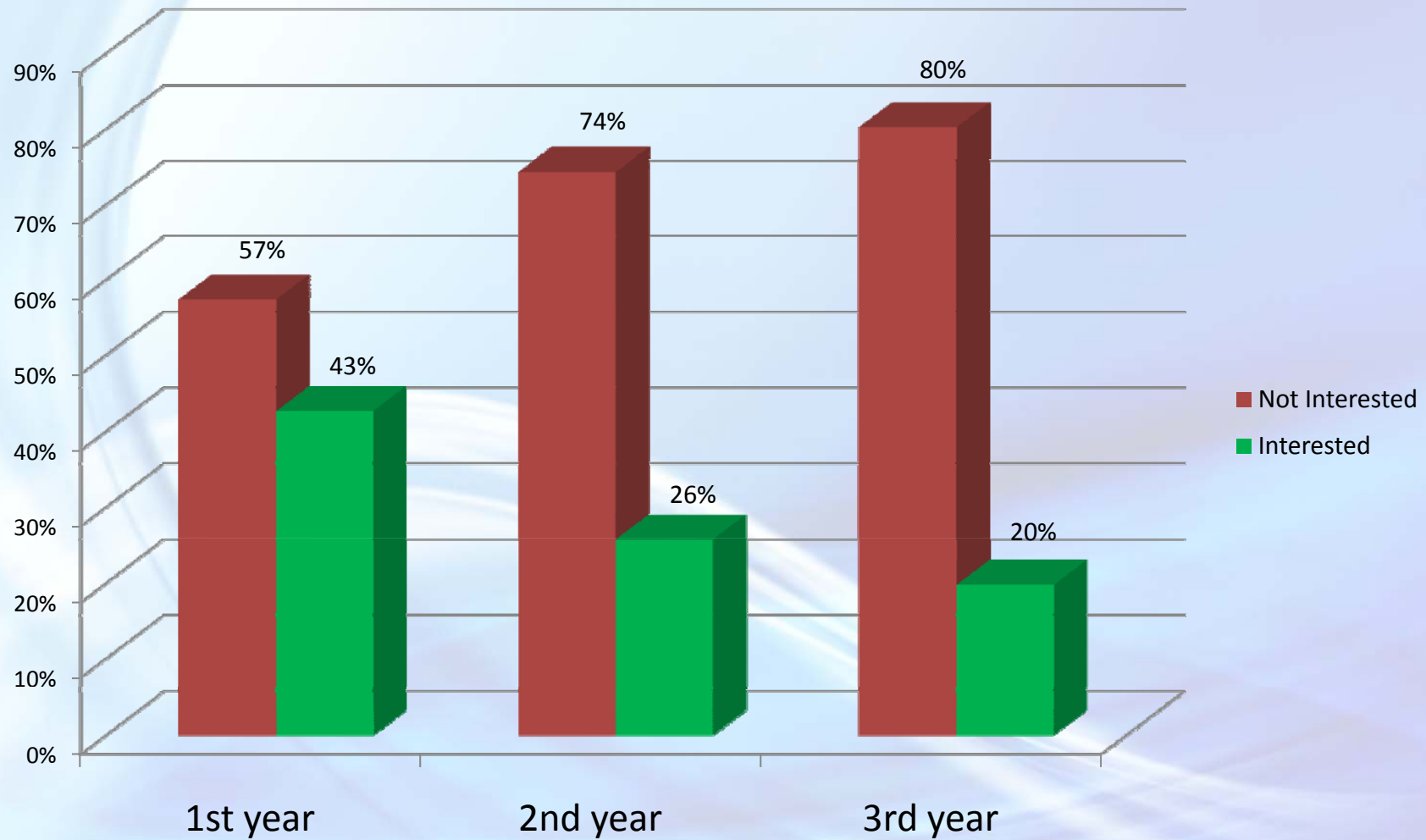
Interested in Going



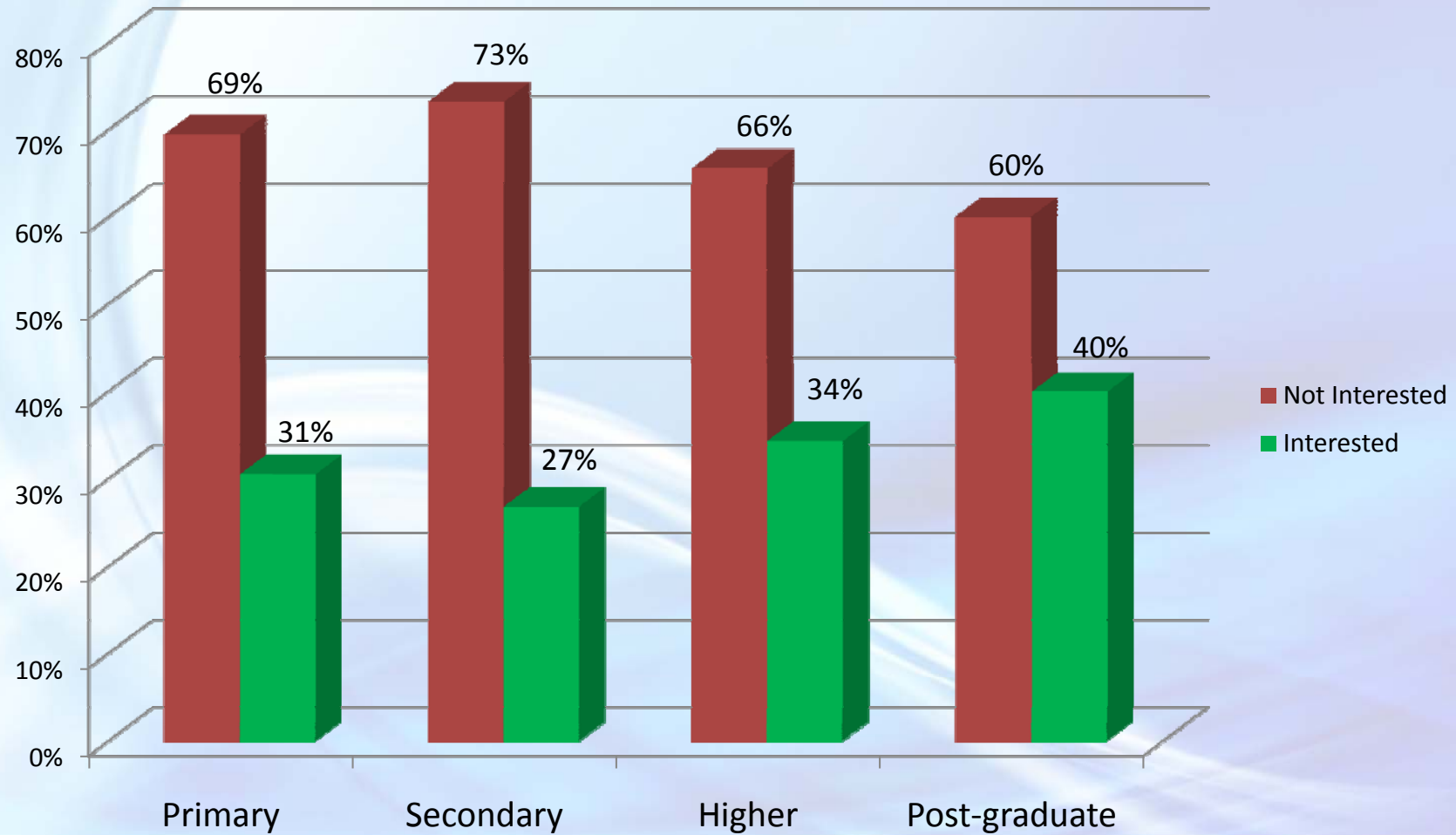
Interested in Going



Interest by Study Year



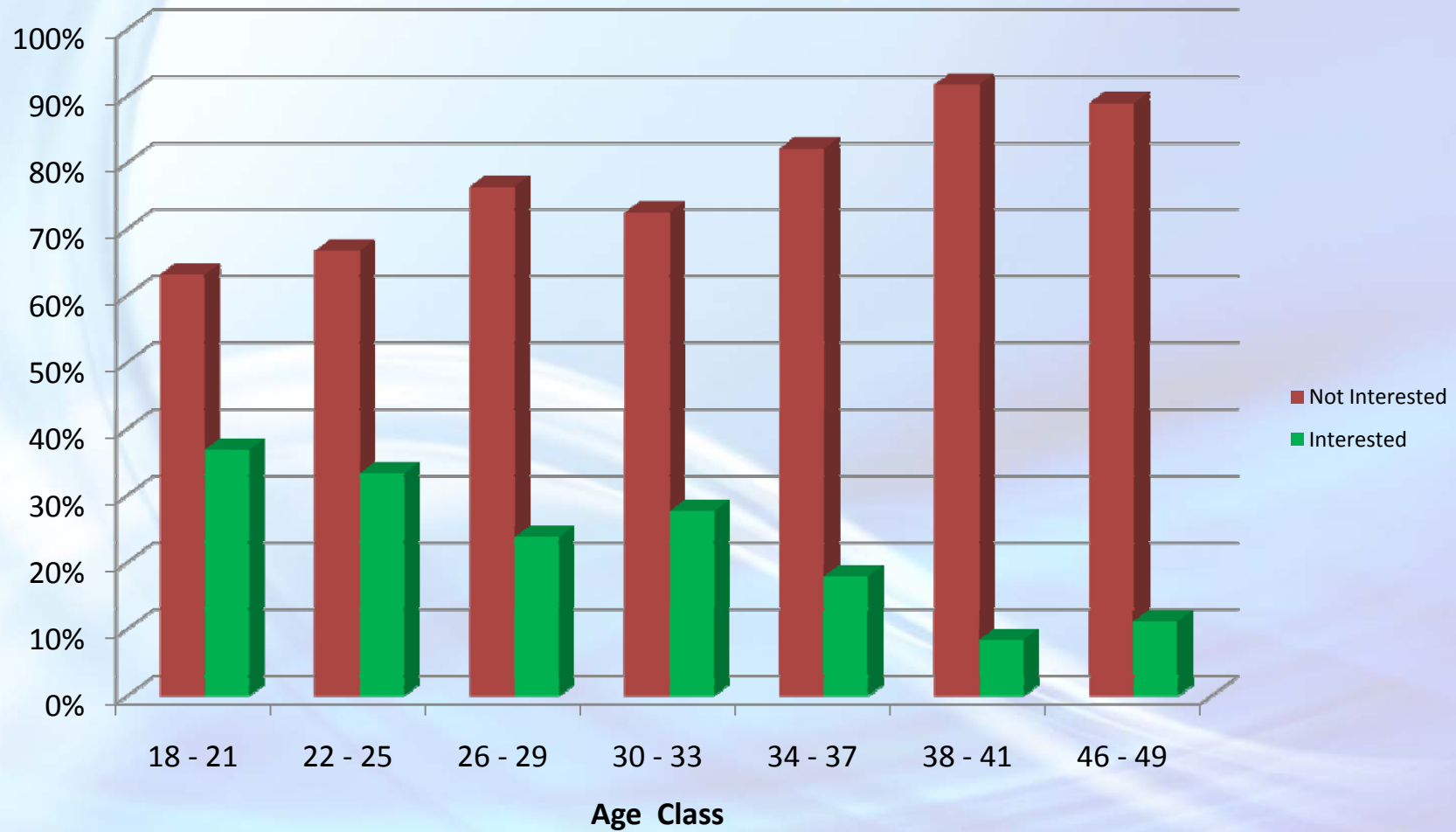
Interest by Family Education



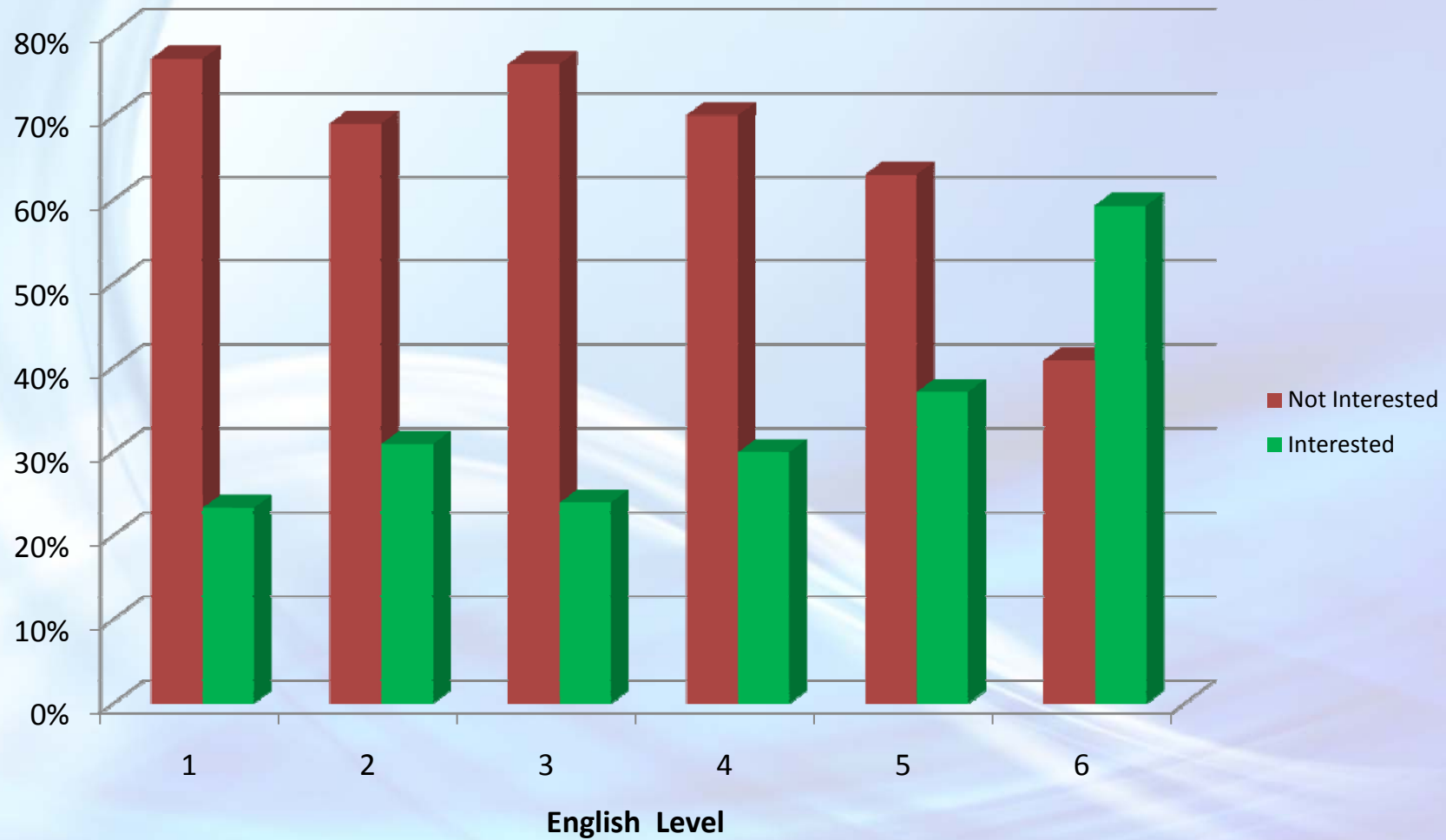
Interest by Home Area



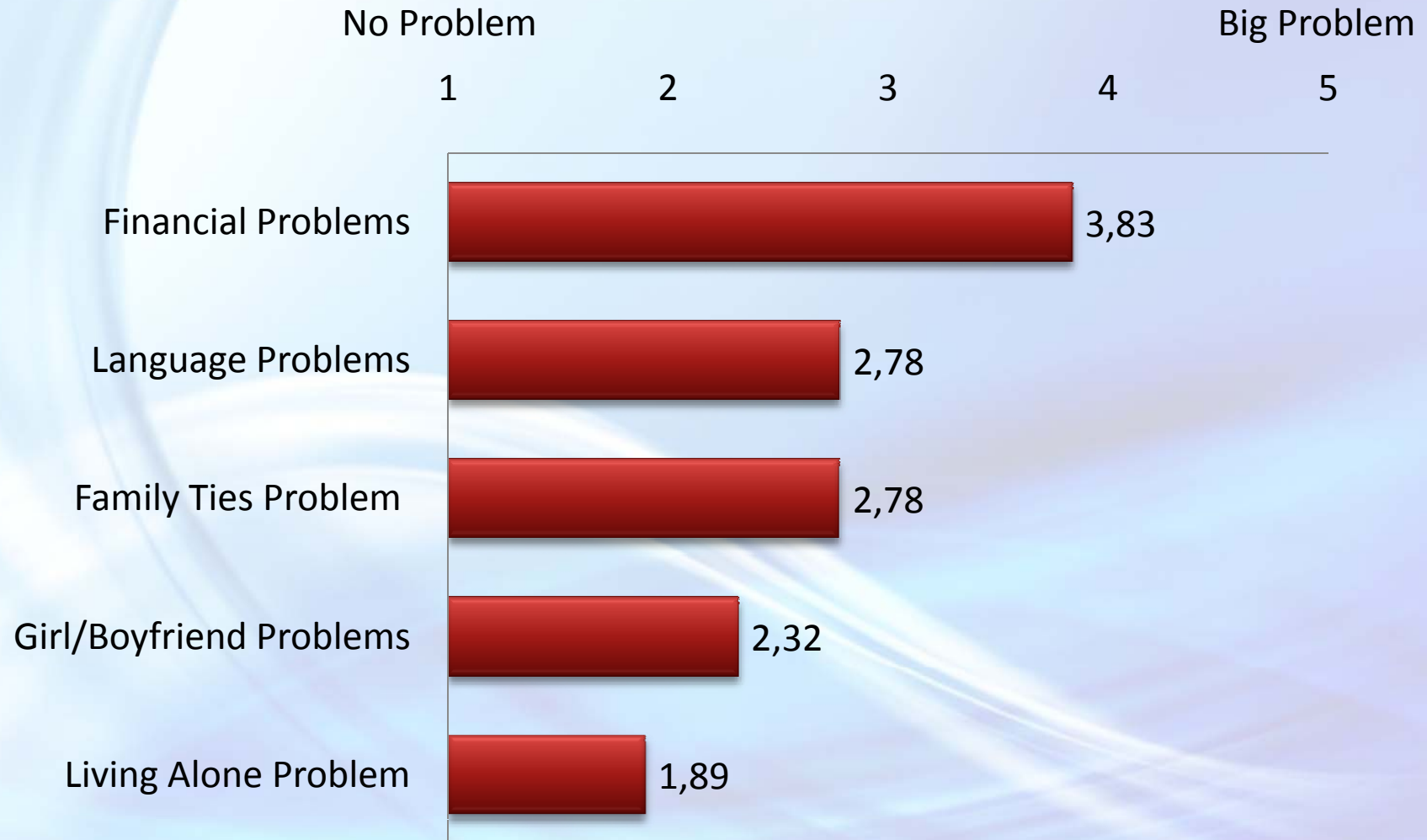
Interest by Age



Interest by Lang. Skills



Obstacles on Going



Reasons for Going



1st Choice Country (top 15)

	Frequency	Percent
United Kingdom	114	32%
Spain	58	16%
Italy	42	12%
Germany	21	6%
France	18	5%
Switzerland	13	4%
Luxembourg	10	3%
Czech Republic	9	2%
Denmark	9	2%
Sweden	9	2%
Poland	8	2%
Finland	7	2%
Netherlands	7	2%
Armenia	2	1%
Belgium	2	1%

Management Thoughts

- Get them young
- Hit the first years
- Tailor info. to student
- Advertise Personal Development
- Costs and cost cutting – sharing accommodation
- Friends and family – go in threes
- Improve language confidence

End.

Questions?

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