

# Thailand:

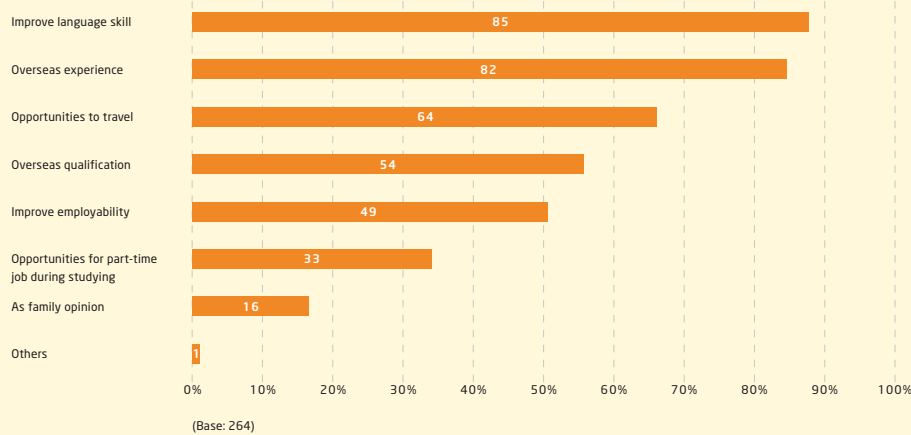
## student expectations

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 USA, **34.1%** to Australia, and **20.1%** to New Zealand.

## 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.

FIGURE 2 ANGLOPHONE COUNTRIES ARE ON THE TOP OF THAI STUDENTS' LIST

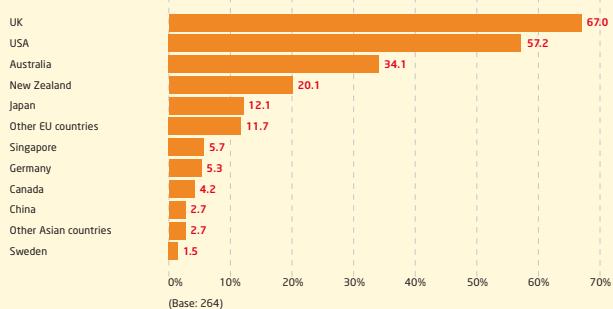
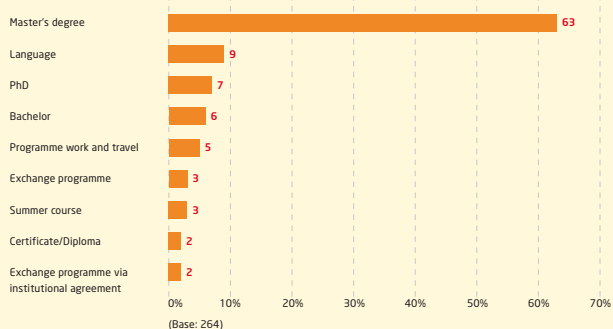


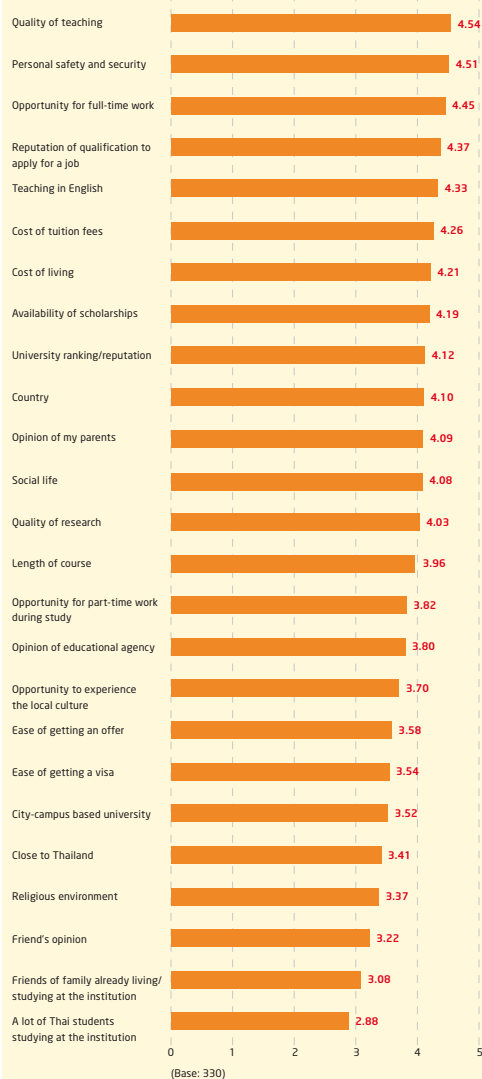
FIGURE 3 THAI STUDENTS ARE AIMING TO ACHIEVE A MASTER'S DEGREE



## 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.

FIGURE 4 INFLUENCING FACTORS



For the full report of the Thai student expectations survey, please email [subscription@into-knowledge.com](mailto:subscription@into-knowledge.com)