



# Asia: The Study Abroad Path Less Travelled!

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# Panelist

- Miranda Roberts, Washington State University
- Danelle Boone, The Education Abroad Network
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# What do you think?

- What countries in Asia are you most comfortable advising students about opportunities for study abroad?
- What countries in Asia do most of your students choose as a study abroad destination?
- What Asian Languages are offered at your college or university?
- Indicate your level of concern for the personal safety of students studying in Asia compared with students studying in Western / European destinations?
- Indicate your level of concern for the health and wellness of students studying in Asia compared with students studying in Western / European destinations?
- What significant challenges, if any, are most often reported by your students who have studied in Asia?
- What reservations, if any, do you have about sending student to study abroad in Asia?

# Outline of the Session

- The Basics (South Asian & East Asian Countries)
  - Geography, Population, Language & Economy
- Cultural Perception
  - Western and Eastern Culture
- Perception of Asia & Barriers to Study Abroad Participation
- Students' Perception of Asia: Washington State University and Pacific Lutheran University
- Asia Study Abroad: The Returnee's Experiences
- Statistics
  - Open Doors, GoAbroad.Com
- Challenges, Reality and Actions Needed



# Students' Motivators – Study Abroad



- Learn new languages
- Learn about new cultures
- Gain self awareness
- Career Preparation

# Asia: the basics

- Geography
- Population
- Language
- Highlights: China, South Korea, India, and Malaysia



# Geography



- Asia is the largest continent by landmass and human population
- Asia is home to the highest (Mount Everest ) and lowest Dead Sea points on Earth
- The Asian countries are divided broadly into South Asia, North Asia, East Asia and West Asian Regions

# Map







# Population

- Asia has a population of over 4 billion people or more than 60% of the world's population.
- More than half of Asia's population is in two countries in Asia – China (1.3 billion) and India (1.1 billion).
- Asia has more people than any other continent. In fact, 2 out of every 3 people on Earth live in Asia.



# Language



- The Asian continent has the largest of amount of “living languages” spoken.
- Three out of the top five languages of the world are Asian languages.
  - Chinese (macrolanguage)
  - Arabic (macrolanguage)
  - Hindi



# Economy

- According to the IMF's 2009 gross domestic product report, two of the top four economies in the world are Asian.
- Asia has nearly doubled its contribution to the "world's richest" list.





# China



- China is often considered the longest continuous civilization, dating back to 6000 B.C. It also has the world's longest continuously used written language
- One in every five people in the world is Chinese.
- China invented ice cream, and Marco Polo is rumored to have taken the recipe (along with the recipe for noodles) back with him to Europe
- China's "one child" policy and the societal preference to have a boy has created a significant gender imbalance. (32 million more boys than girls in China)





# South Korea

- South Korea has the world's highest estimated national IQ (declared by the OECD)
- EveR-1 is the world's second female android developed by scientists from South Korea.
- Koreans hide their shoes on the first night of the new year so a ghost will not take them, giving the owner bad luck
- Songdo City – to be the most energy and resource-efficient city in the world



# India

- India is the largest democracy in the world, the 6th largest Country in the world, and one of the most ancient civilizations.
- The world's first university was established in Takshila in 700 BC.
- India was one of the richest countries till the time of British rule in the early 17th Century.
- More than a million Indians are millionaires, yet most Indians live on less than two dollars a day.



# Malaysia

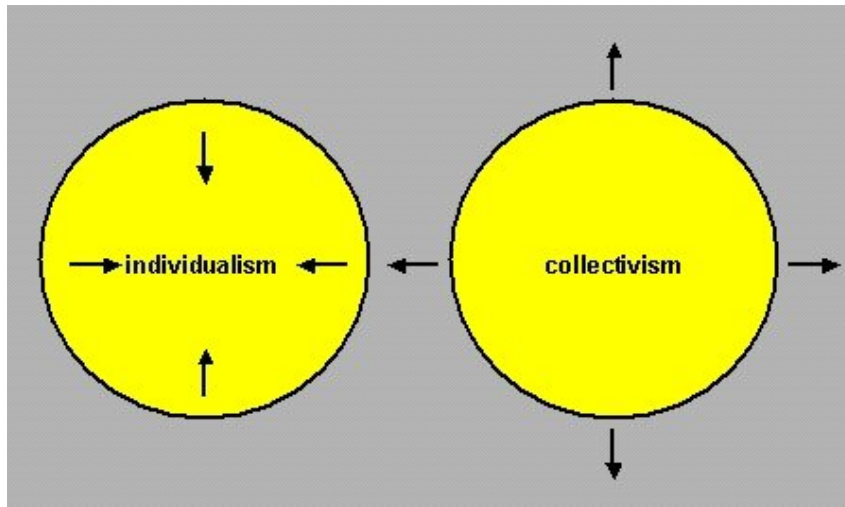


- Malaysians, known as the friendliest and most hospitable people in Asia, warmly welcome international visitors
- One of the founding members of The Association of Southeast Asian Nations (ASEAN)
- The 5<sup>th</sup> Tiger (according to: The Global Guru)
- The main religion in Malaysia is Islam, followed by Buddhism, Christianity and Hinduism.



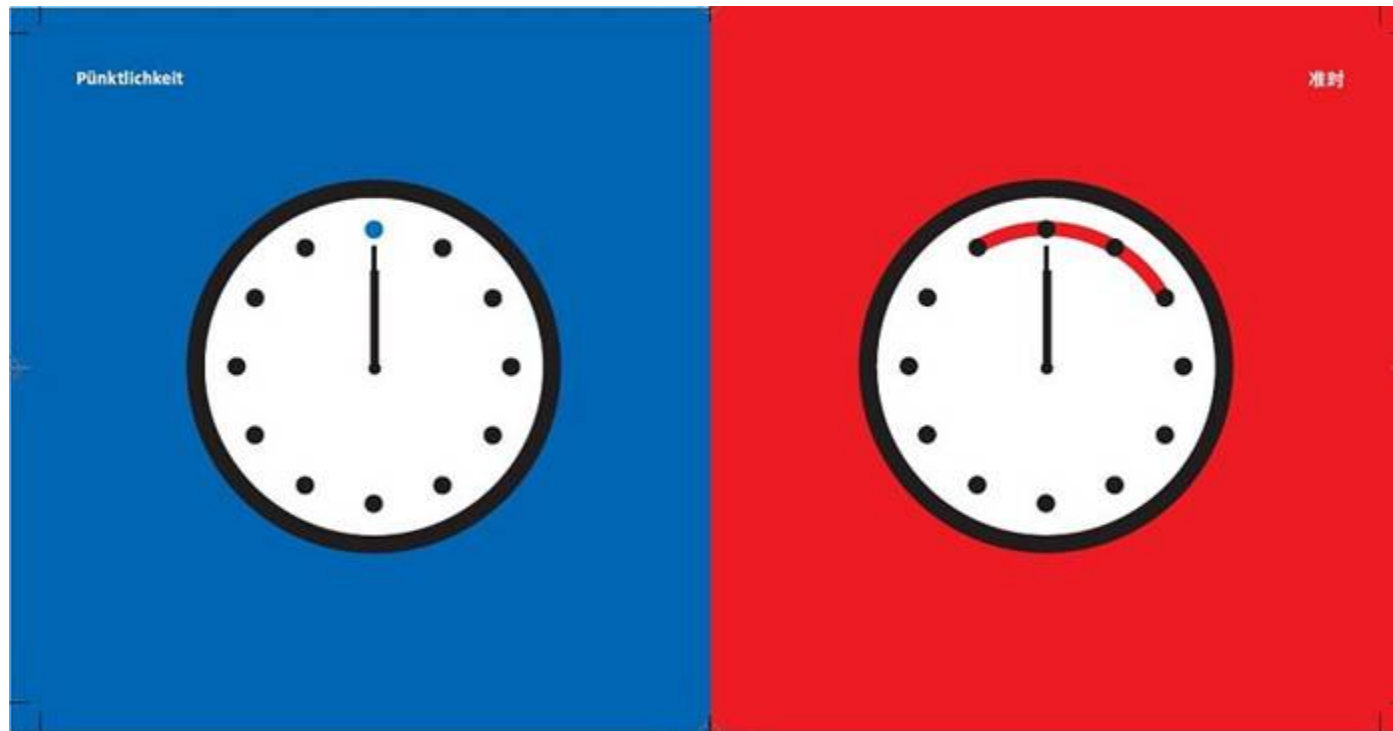
# Cultural Perceptions

# Collectivist and Individualist Culture

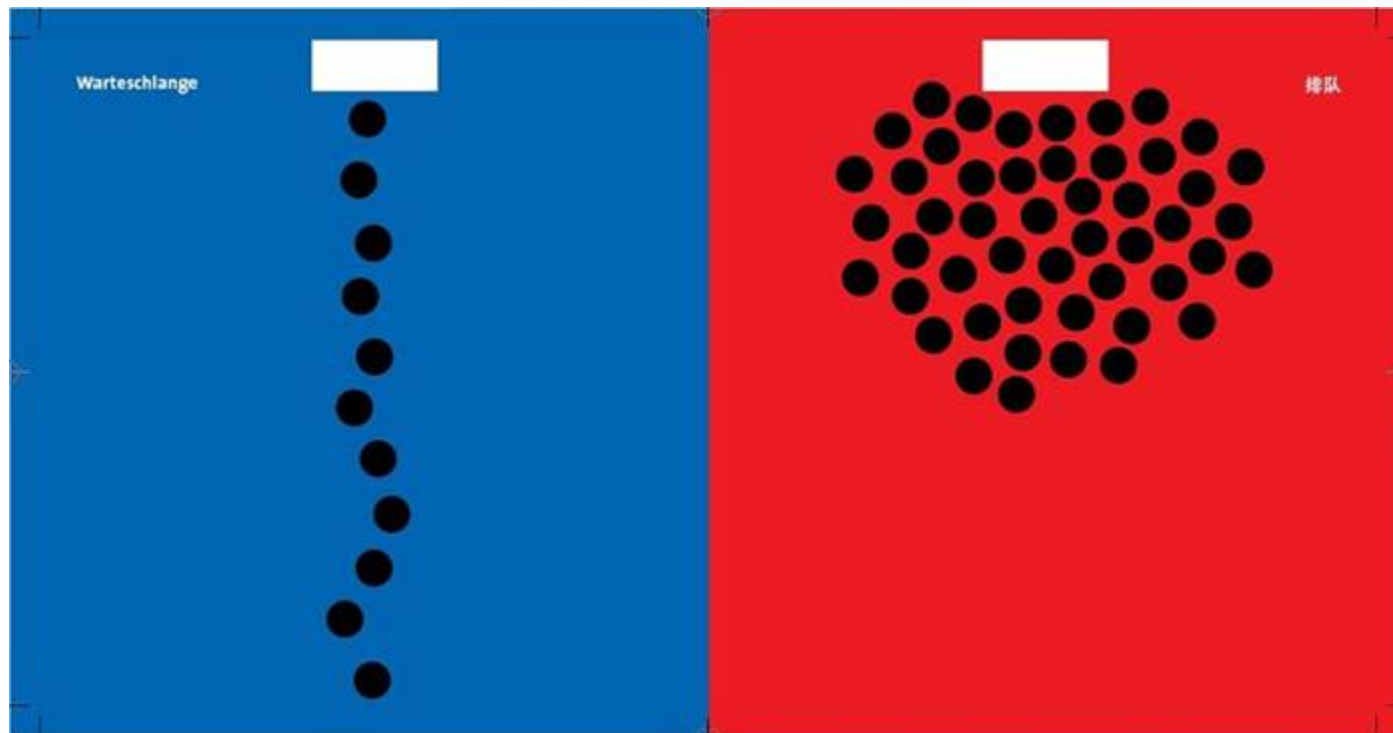


- **Individualism:** giving priority to one's own goals and defining one's identity in terms of personal attributes.
- **Collectivism:** giving priority to the goals of one's groups and defining one's identity in terms of group attributes.

# Sense of Punctuality



# Queues/Lines



# Washington State University

Washington State University is the public, land-grant university for the state of Washington.

- WSU has a combined undergraduate enrollment of 21,726

The Education Abroad Office serves students on all four campuses: Pullman, Tri-Cities, Vancouver and Spokane.

- WSU sends about 600 students abroad each year on: Faculty-led, Exchanges, Internships, and Study Abroad Programs.
- WSU Education Abroad Office employs 6 fulltime staff: 2.5 Advisors, 1.5 Faculty-led Coordinators, 1 Director, and 1 office assistant.



WASHINGTON STATE  
UNIVERSITY  
*World Class. Face to Face.*



# Program Options at WSU

## Program Types:

- ➔ Exchanges
- ➔ Study Abroad Programs
- ➔ Faculty-Led Programs
- ➔ Internships/Service Learning

## Program Duration:

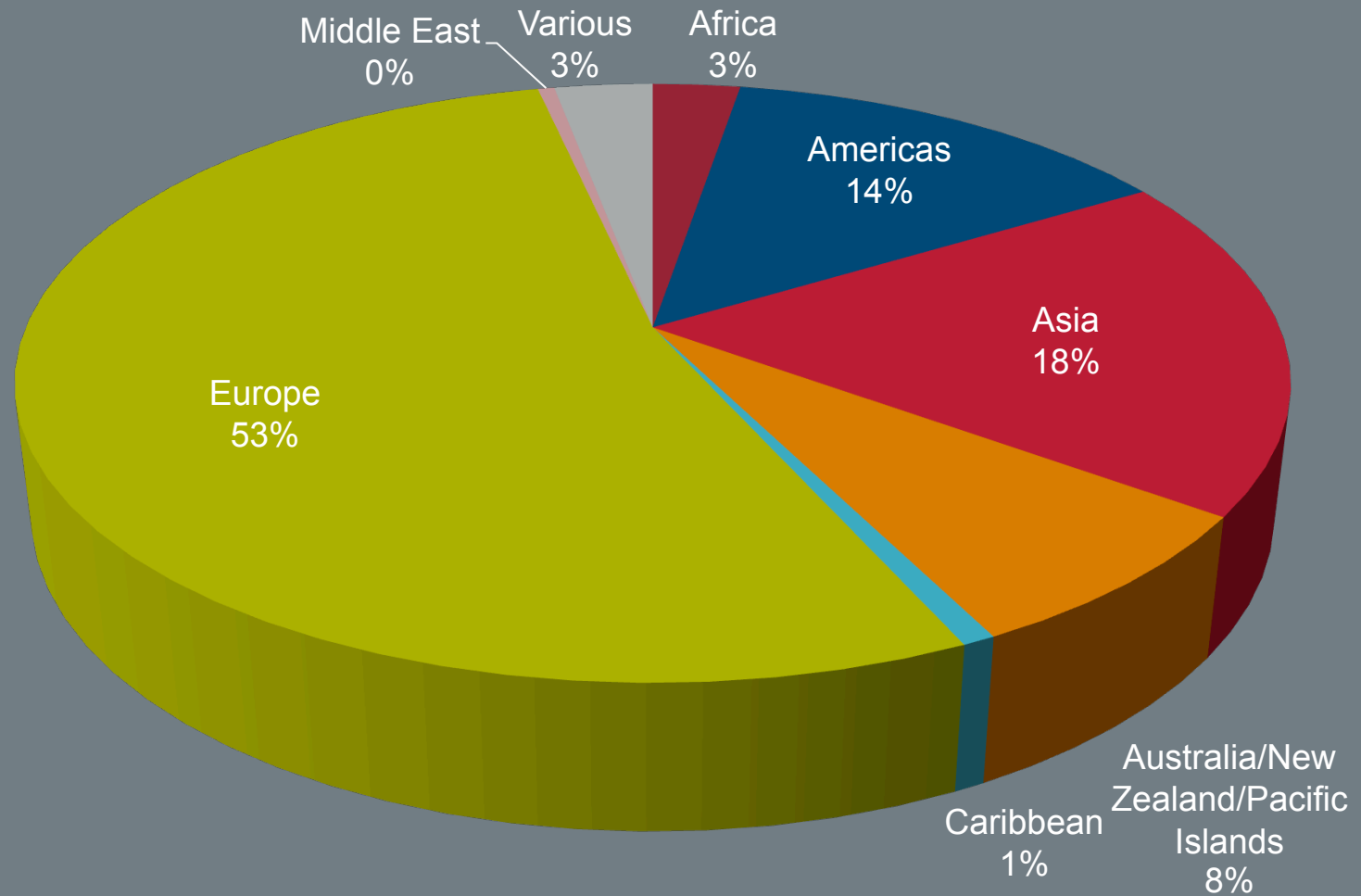
- ➔ Academic Year
- ➔ Calendar Year
- ➔ Semester
- ➔ Summer

## Total Programs Offered:

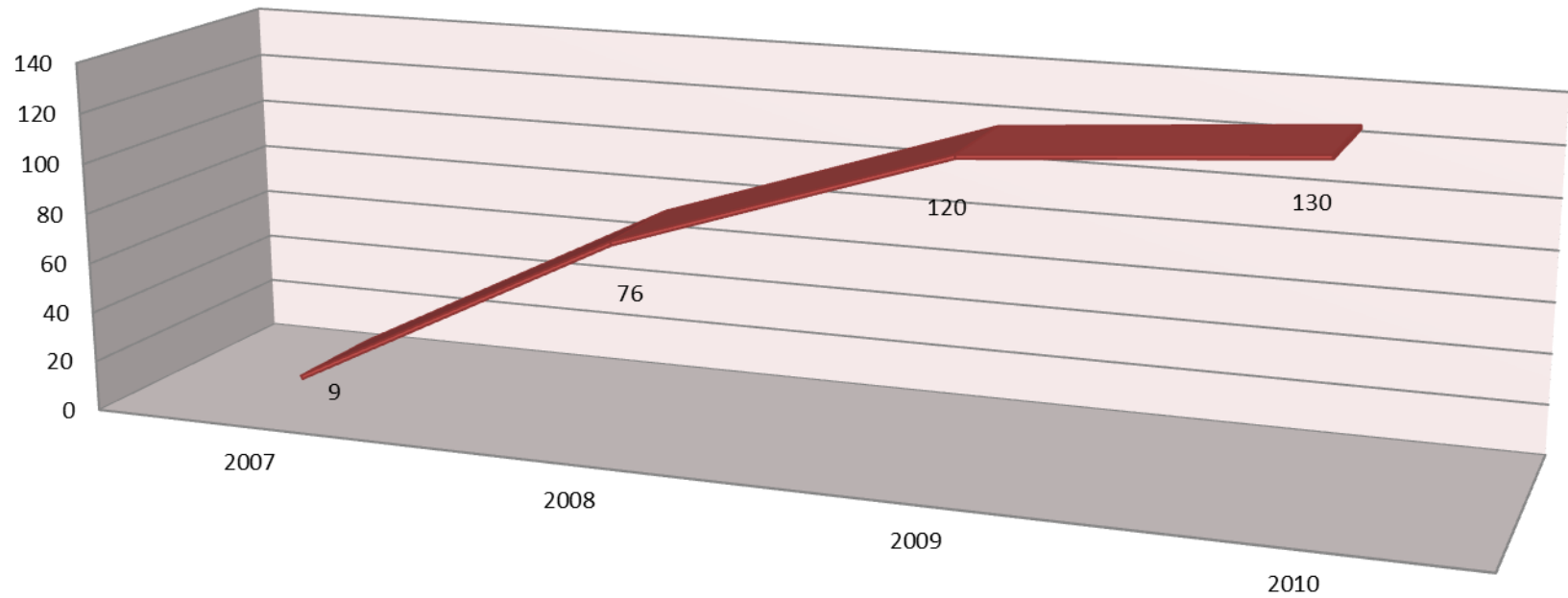
- ➔ Over 1,200 programs
- ➔ 90 countries



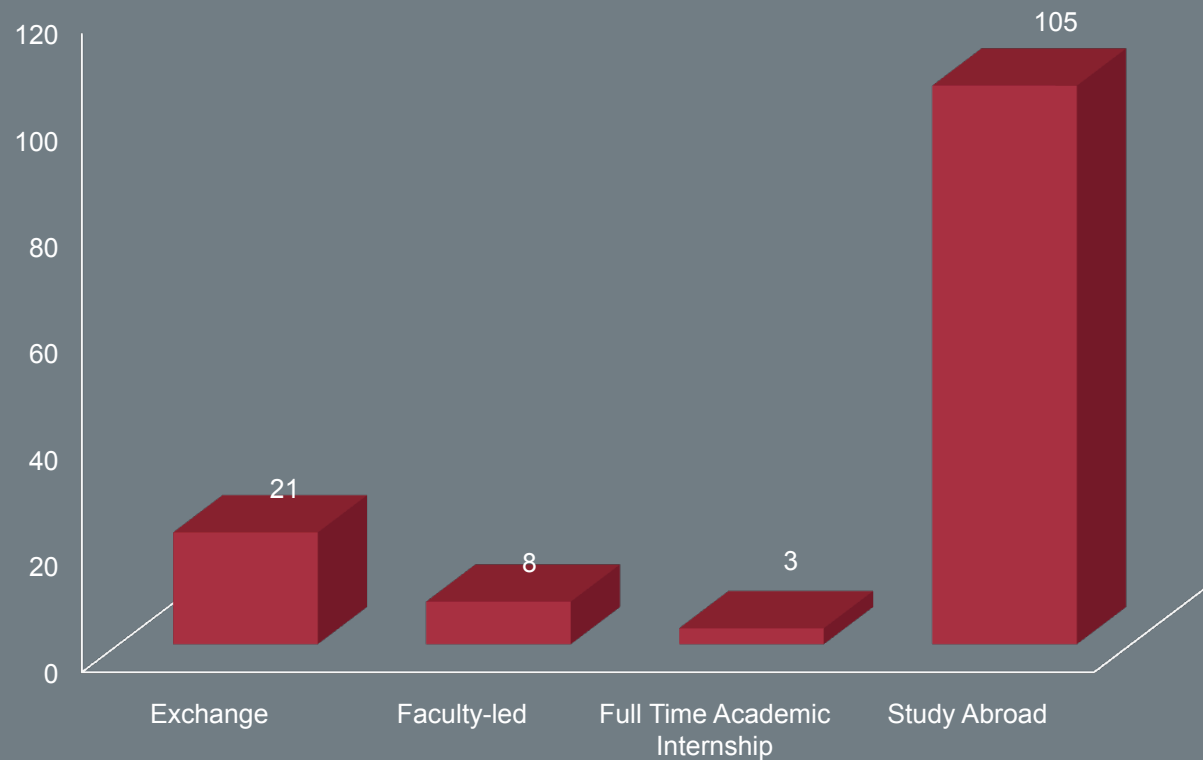
# Where are WSU Students Studying?



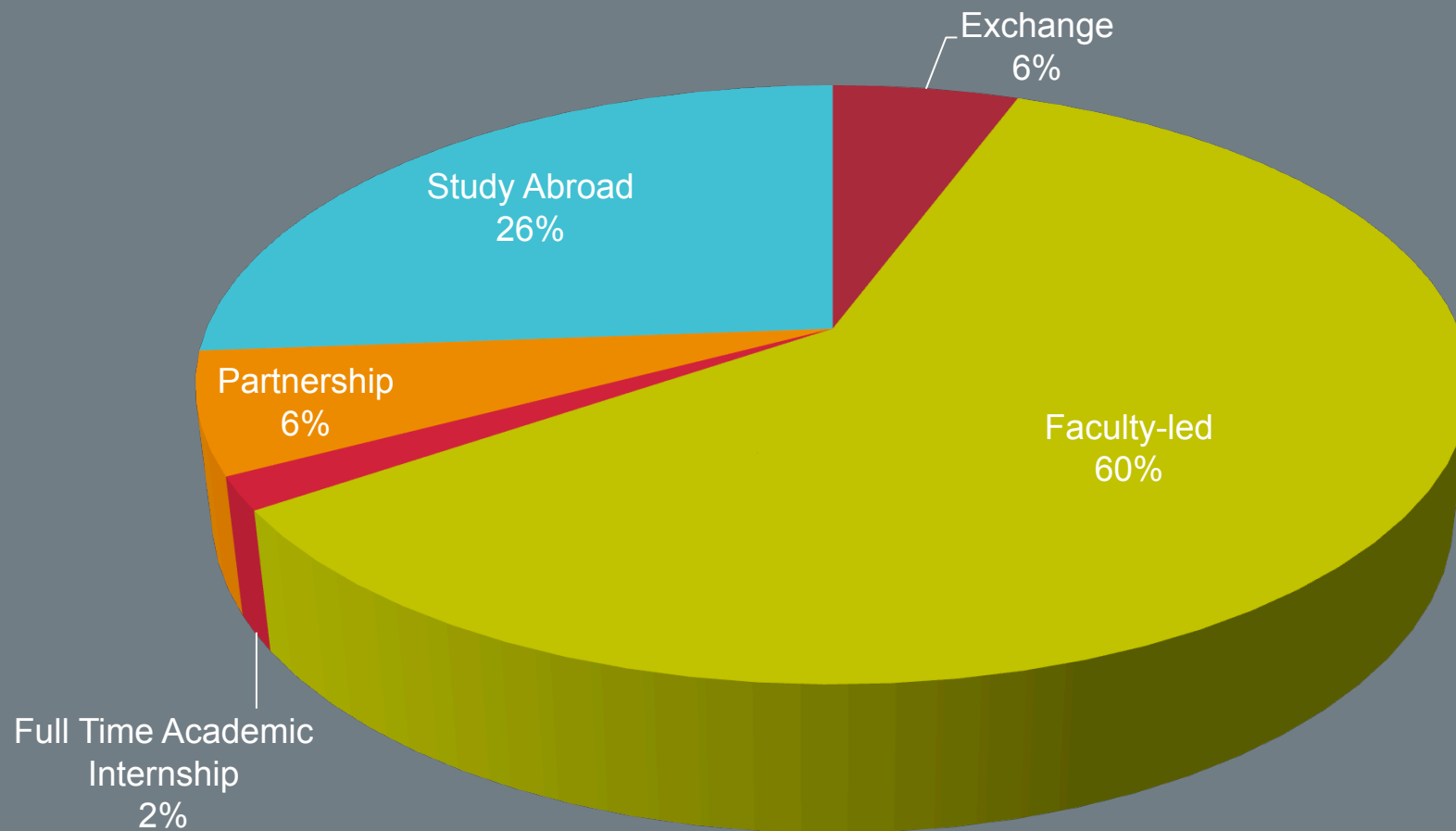
# WSU Students Participation on Programs in Asia



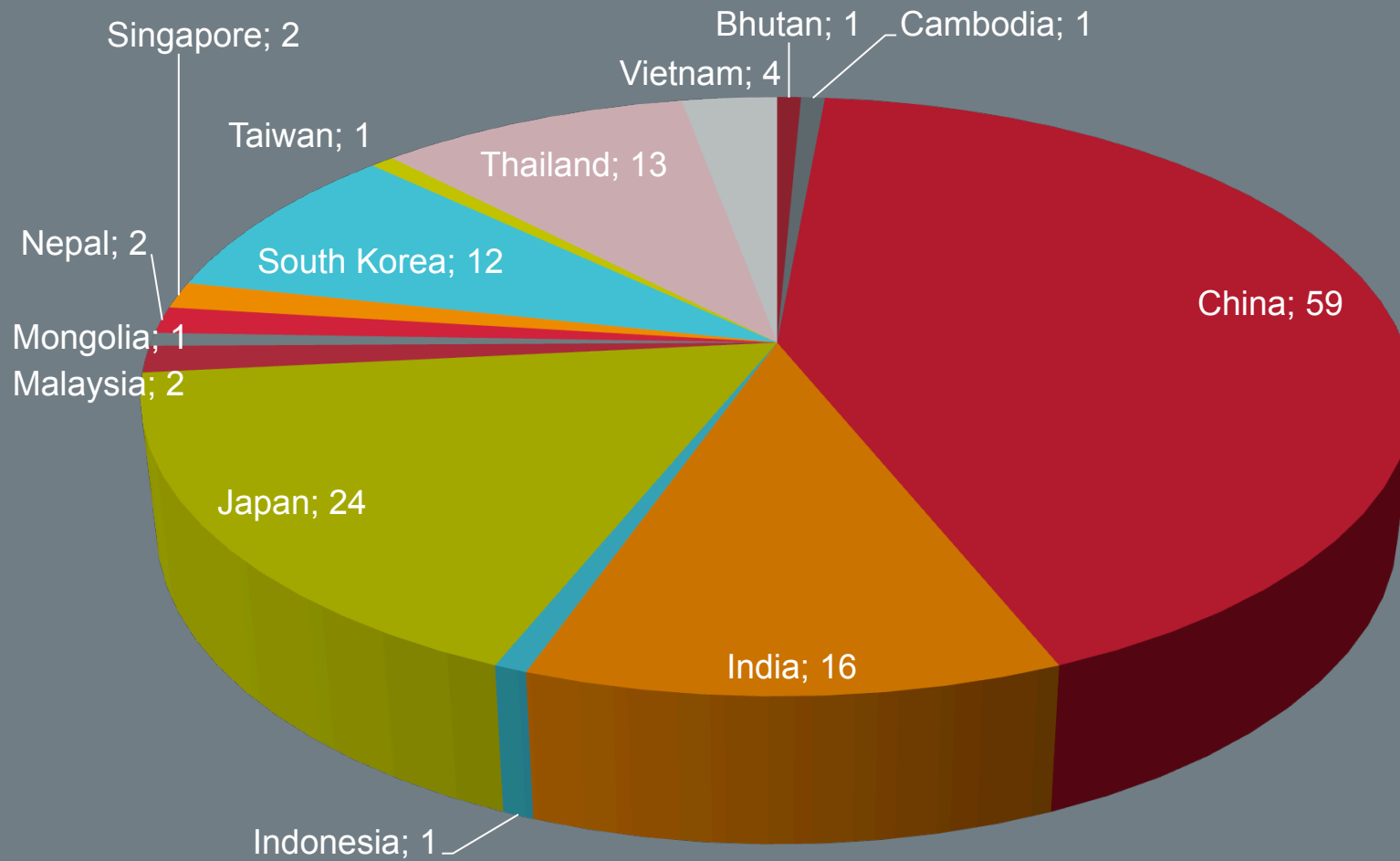
# Total Asia Program Offerings by Type at WSU



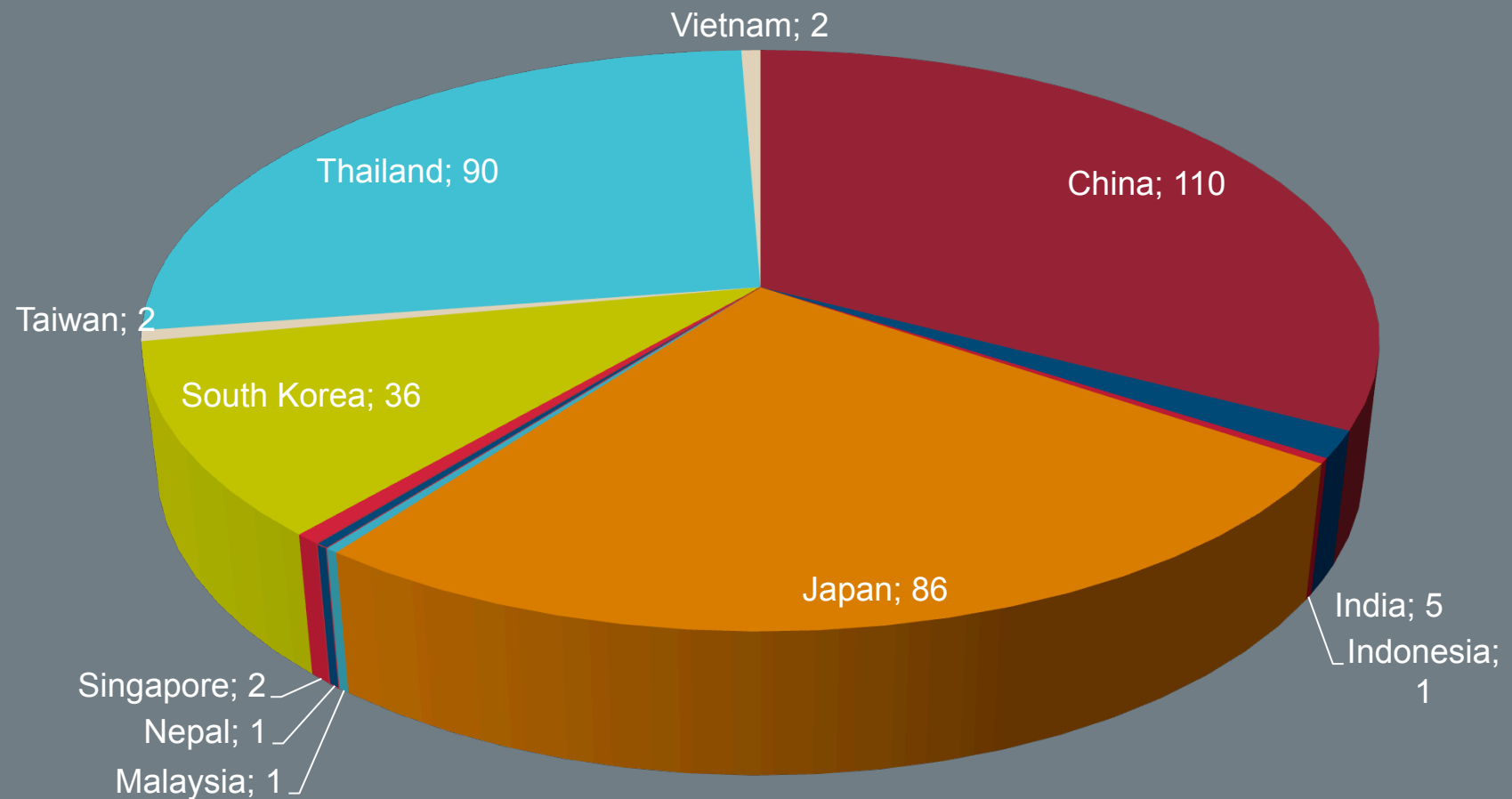
# What Type of Programs in Asia are WSU Students Actually Studying on?



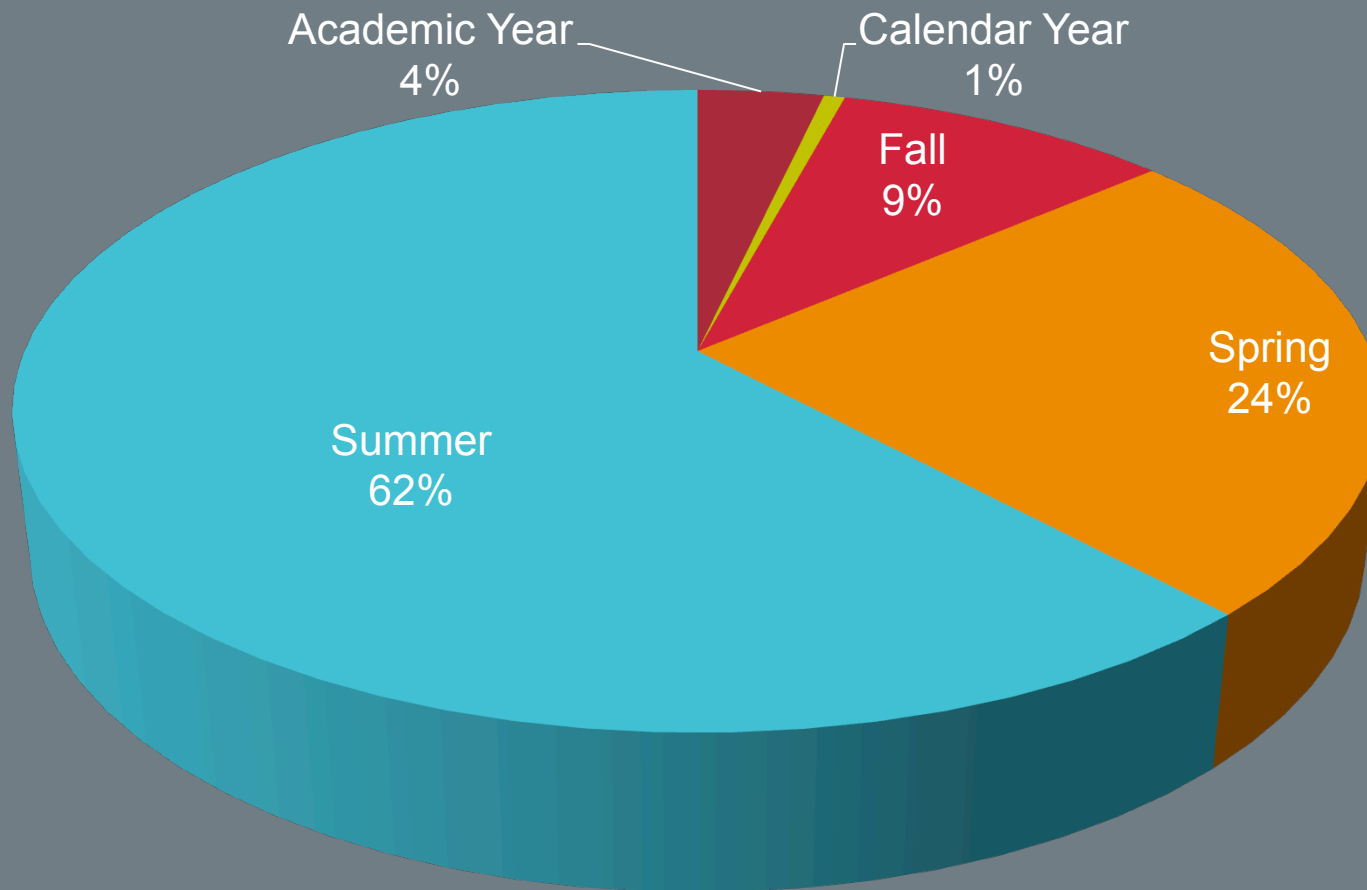
# Number of Asia Programs Available at WSU by Destination



# Actual Number of Students Studying in Asia by Destination

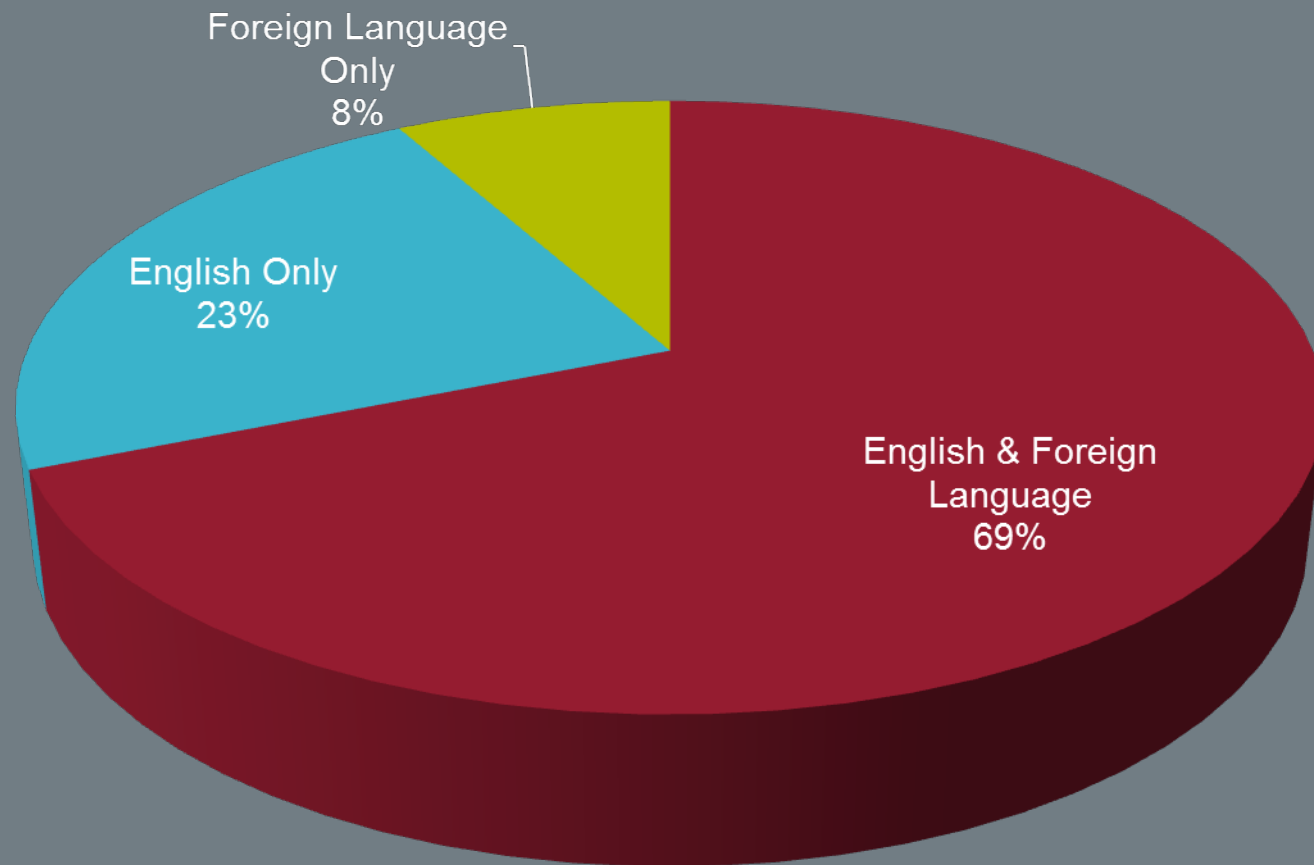


# What Length of Time are WSU Students Studying Abroad in Asia?



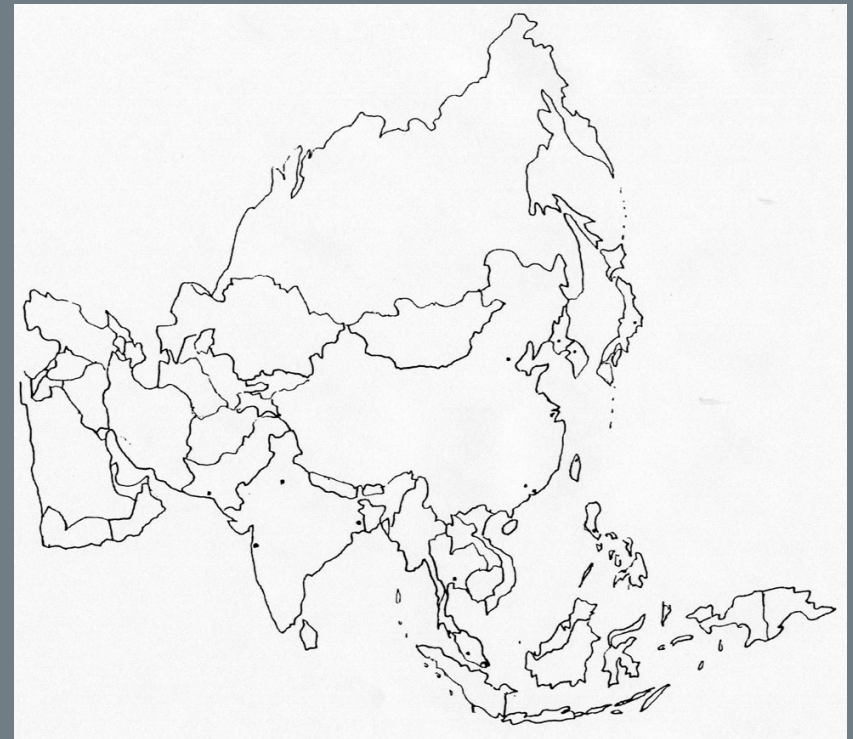


# Language of Instruction on Asia Programs



# How Well Do WSU students know Asia?

- Received 24 complete map quizzes.
  - **Average Score: 13**
  - **Top Score: 28**
  - **Low Score: 2**
- Top three most recognizable countries:
  - 1) China – 24 correct**
  - 2) India – 23 correct**
  - 3) Japan – 22 correct**
- Top three least recognizable countries:
  - 1) Malaysia, Thailand, Myanmar, Butan, Tajikistan, – 0 correct**
  - 2) Laos, Bangladesh, Uzbekistan, Kyrgyzstan, – 1 correct**
  - 3) Sri Lanka, Turkmenistan, – 2 correct**



# Pacific Lutheran University (PLU)

- PLU is a small, private, university located in Tacoma, WA.
- PLU has an undergraduate enrollment of 3,590 (63% female, 37% male)
- Over 40% of PLU students study abroad, most of which are on J-Term programs.



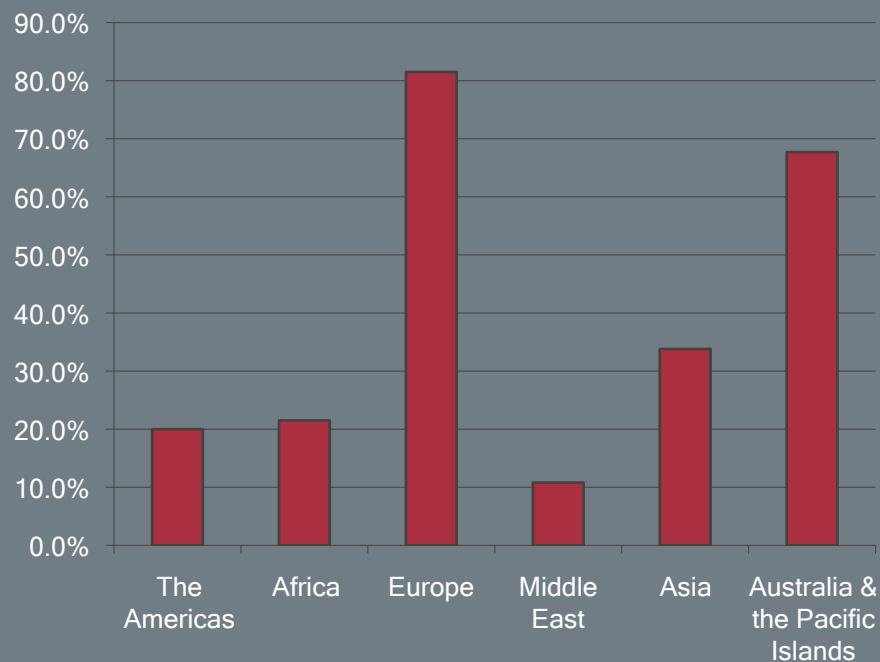
# General Student Interest in Asia



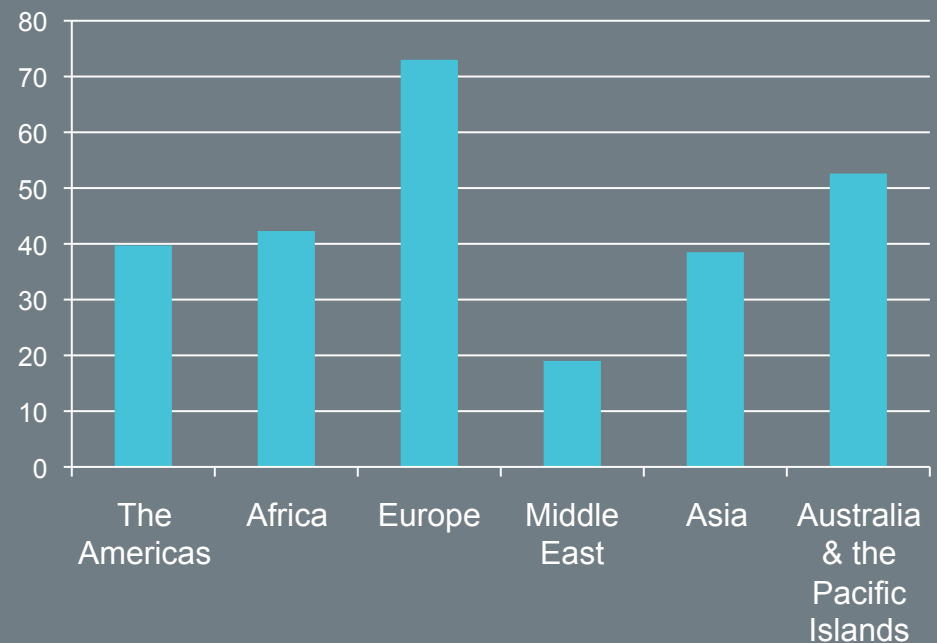
- Sent Survey to 400 WSU, received 66 completed surveys (16.5% response rate)
  - 30% Male, 70% Female
- Sent Survey to PLU students, received 78 completed surveys
- 100% of respondents at both PLU and WSU said that they had considered studying abroad while in College.
- 55% of PLU students and 50% of WSU students reported they had considered studying abroad in Asia.

**Q: In terms of where you would like to study abroad, please indicate which regions of the world that are most appealing to you. Pick your top three.**

### WSU Student Response

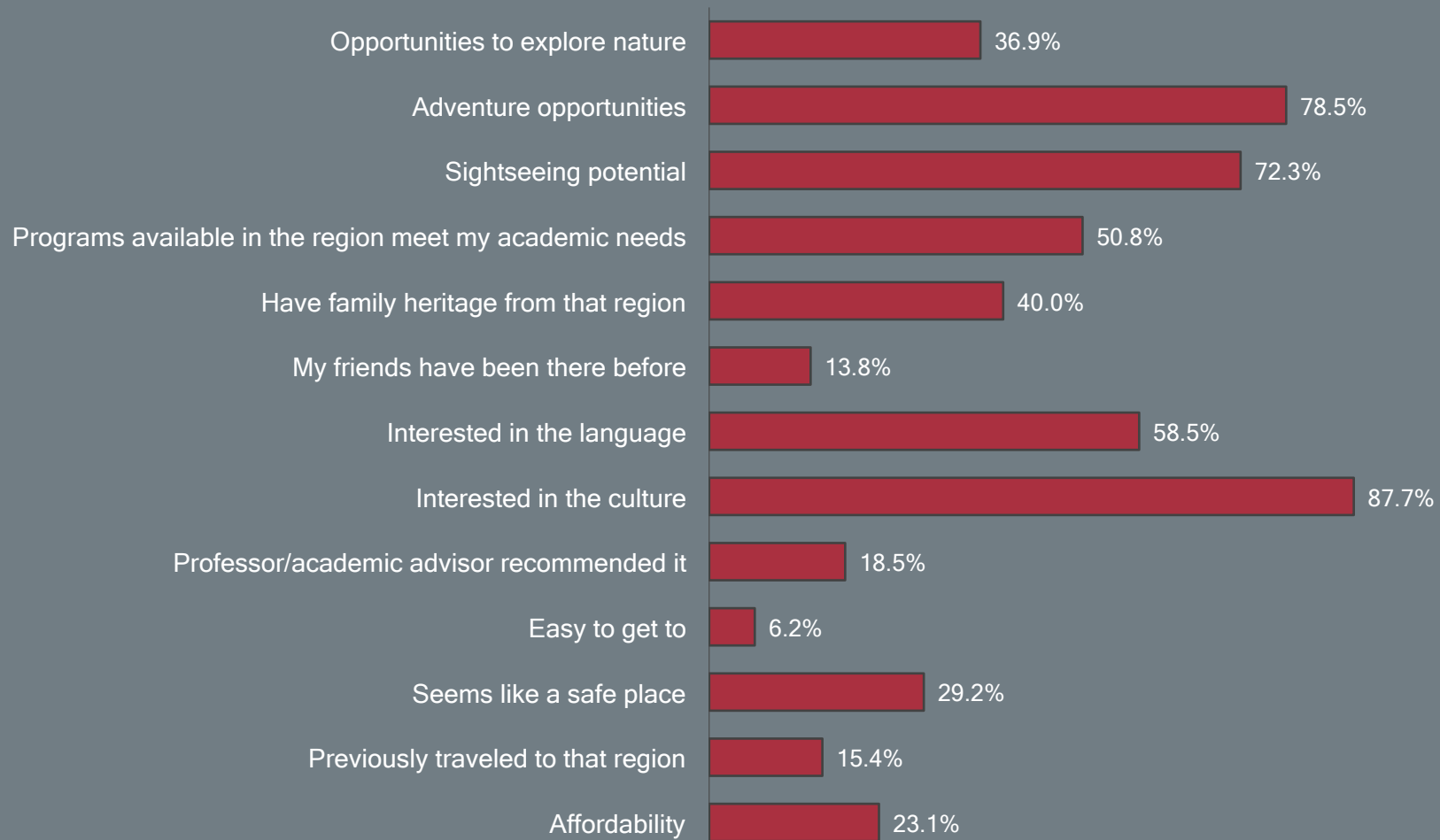


### PLU Student Response



**Q: What about these regions interest you? (Please indicate all that apply)**

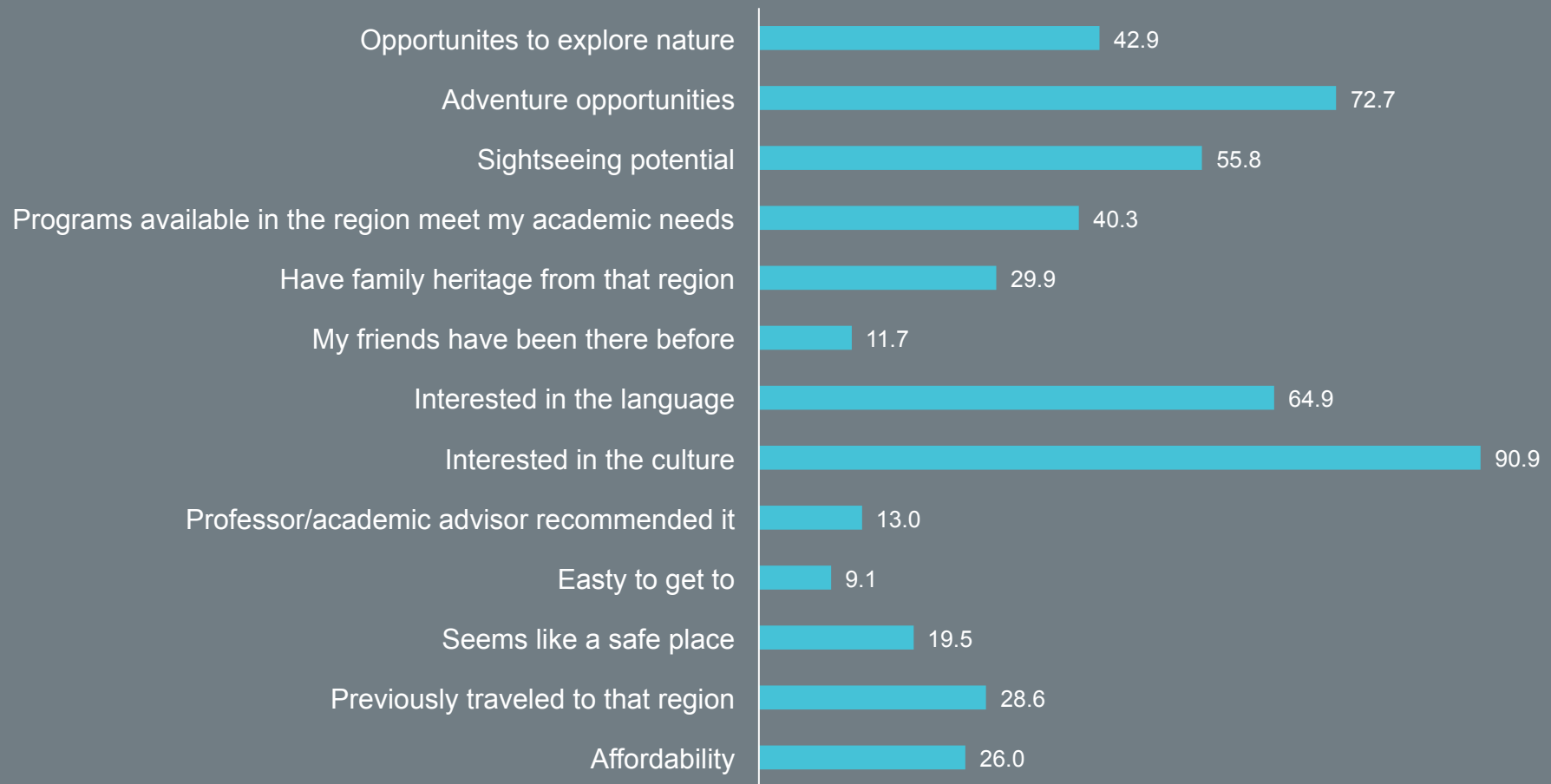
**WSU**  
**Student Response**





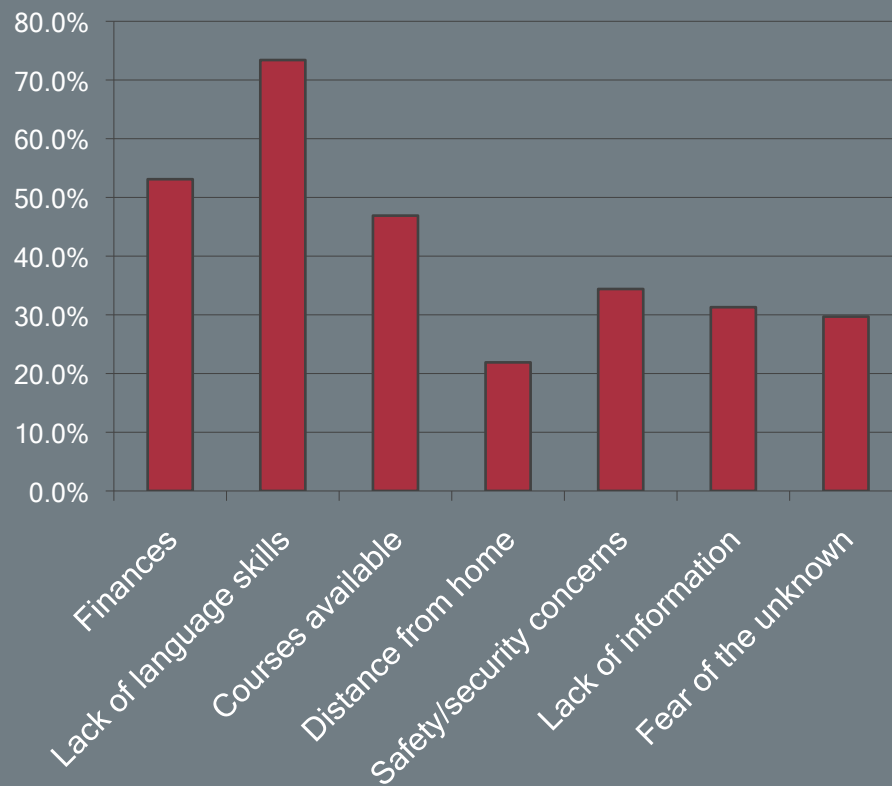
**Q: What about these regions interest you? (Please indicate all that apply)**

## PLU Student Response

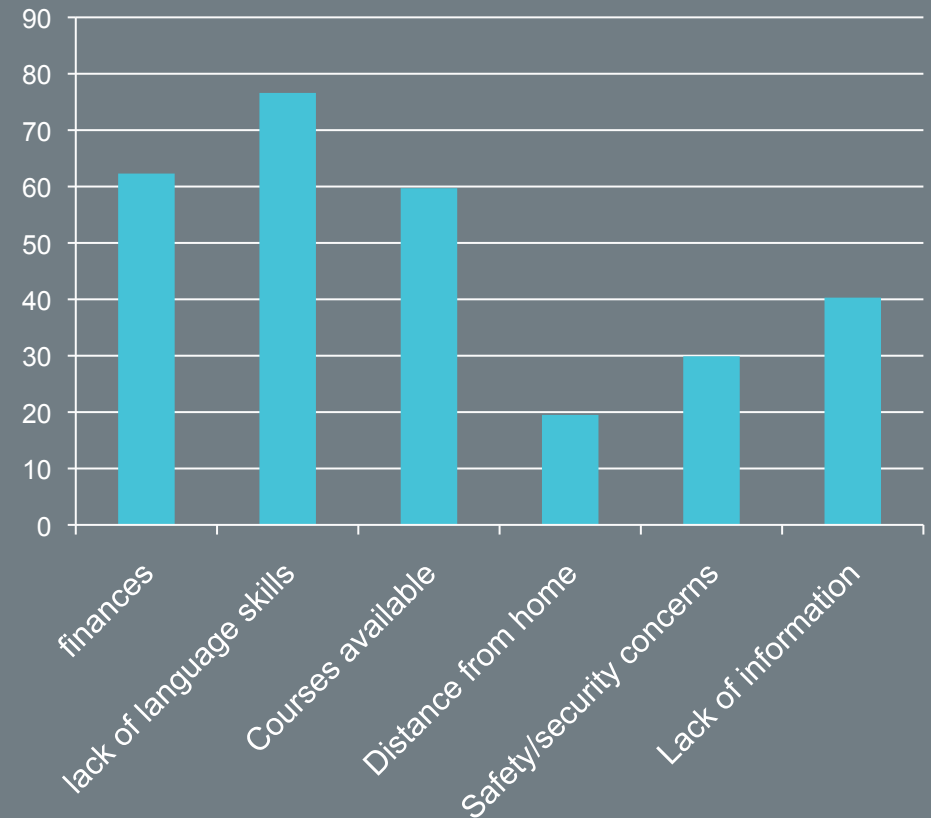


# Q: What potential barriers might inhibit your decision to study in Asia?

WSU  
Student Response



PLU  
Student Response





Q: If you were to study abroad in Asia, please indicate your level of interest in the following countries:

## WSU

### Student Response

#### Never heard of the place:

- Myanmar (16)
- Bhutan (17)
- Laos (10)

#### Somewhat interested:

- Philippines (49)
- Bangladesh (48)
- Malaysia (45)

#### In my top 10 list:

- Thailand (20)
- China (18)
- India/Japan (17)

#### A definite must visit:

- Japan (14)
- China (8)
- India/Thailand (5)

## PLU

### Student Response

#### Never heard of the place:

- Myanmar (23)
- Bhutan (25)
- Laos (18)

#### Somewhat interested:

- Bangladesh/Vietnam (49)
- Malaysia/Cambodia/Taiwan (47)
- Singapore (46)

#### In my top 10 list:

- India (21)
- Japan (20)
- China (19)

#### A definite must visit:

- Japan (20)
- India (15)
- China (11)

Q: Why does or why doesn't Asia interest you as a destination? (open ended question)

WSU

### Student Response

#### Top 5 Responses (out of 56):

- More interested in another region of the world (13)
- Interested in the Culture/ Language (8)
- Not interested in the Culture/ Language (7)
- Language and Culture is too different (4)
- Just not interested (4)

PLU

### Student Response

#### Top 5 Responses (out of 68):

- Interested in the Culture/ Language (22)
- No language skills (7)
- Expand horizons (6)
- More interested in another region of the world (5)
- Just not interested (5)

# Sample of Open-ended Responses:

“Just never thought of traveling there for an extended period of time.” --PLU Student

“I speak Japanese so traveling to Japan will help my language skills.” --WSU Student

“Asia doesn’t appeal to me. I’ve always wanted to go to Europe instead.” --PLU Student

“I’m interested in Japanese culture/language because of my heritage, I have friends there, and I’m interested in their art.” --WSU Student

“Difficult language. Air pollution.” --PLU Student

“I love the Asian culture and my roommate this year is Korean. I am interested in their customs and food.” --WSU Student

“Asia is on the bottom of my study abroad list as it is a very crowded place...” --WSU Student

“It appeals to me because it is a completely different culture and I would be interested in seeing first hand how their way of life is different from our own.” --PLU Student

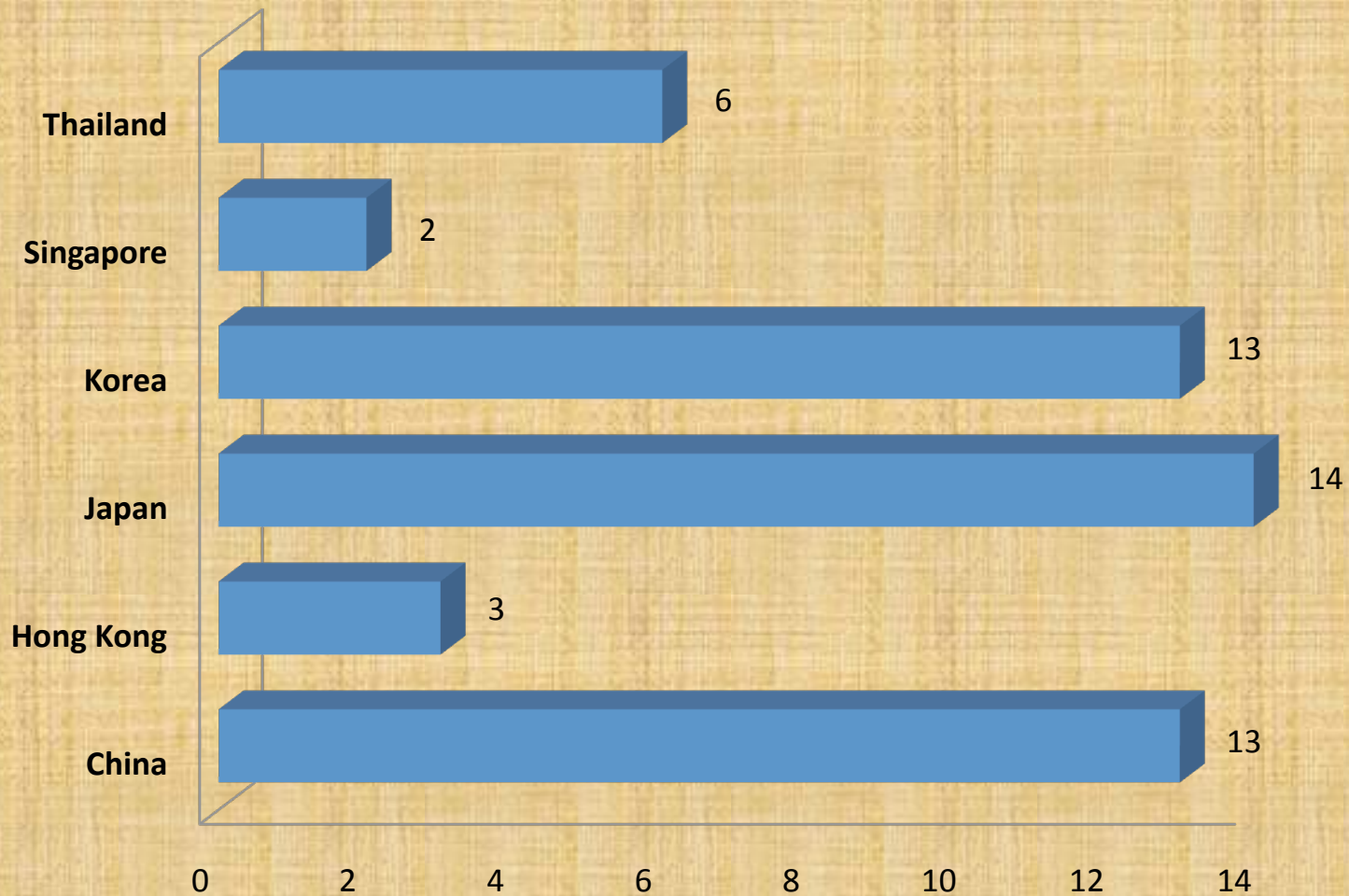
“It would be an adventure. I would love to enter into such a rich and diverse culture. It would be a culture shock in a good way. I feel that by going I would learn a lot about myself and the world.” --PLU Student

“Language is way to difficult and the culture is not my style.” --WSU Student

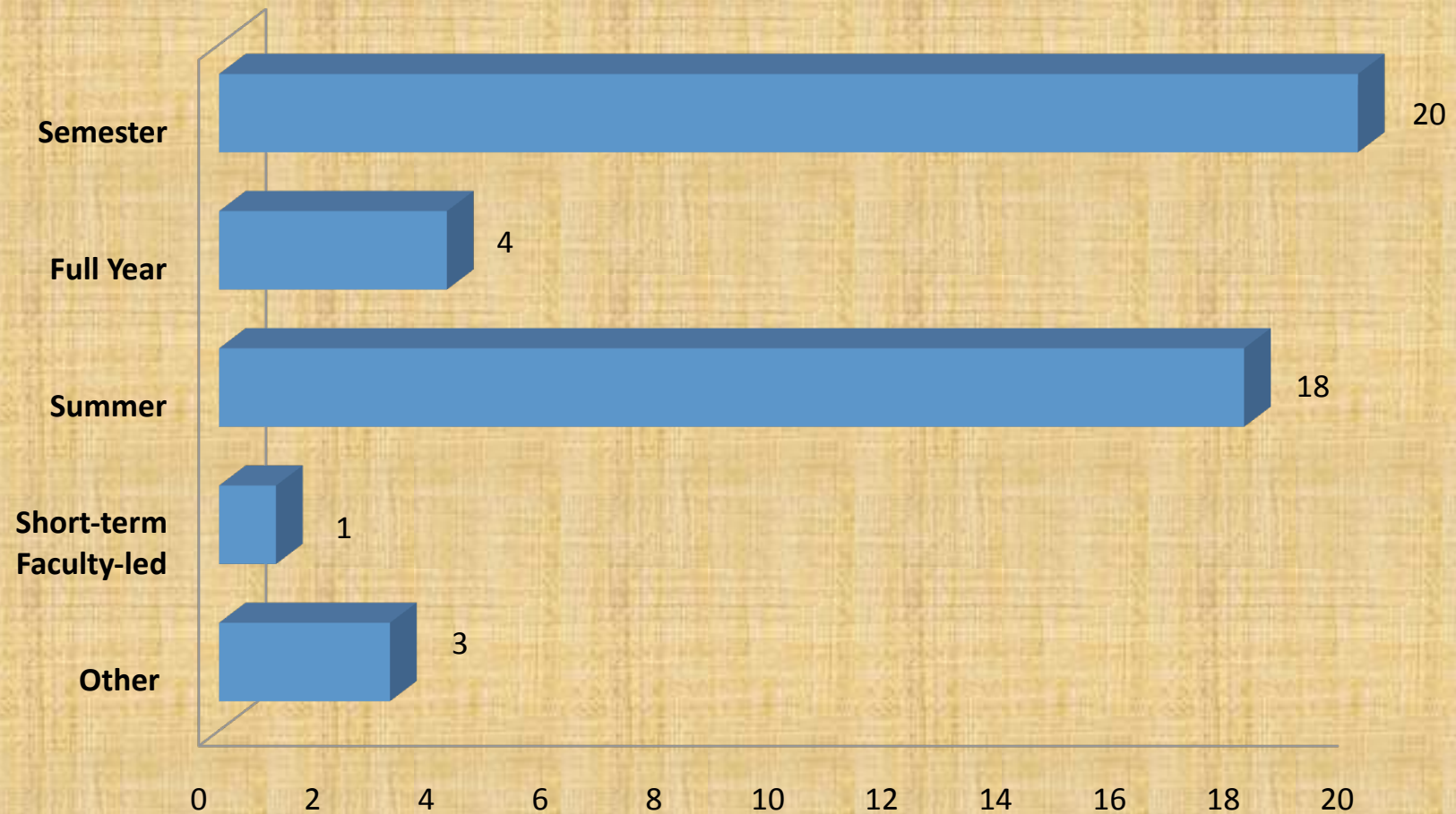
# Asia Study Abroad: The Returnees' Experience

- Zoomerang Survey sent to alumni of Asian study abroad programs through AsiaLearn and The Education Abroad Network's "Study Asia" programs.
- Received 45 responses.

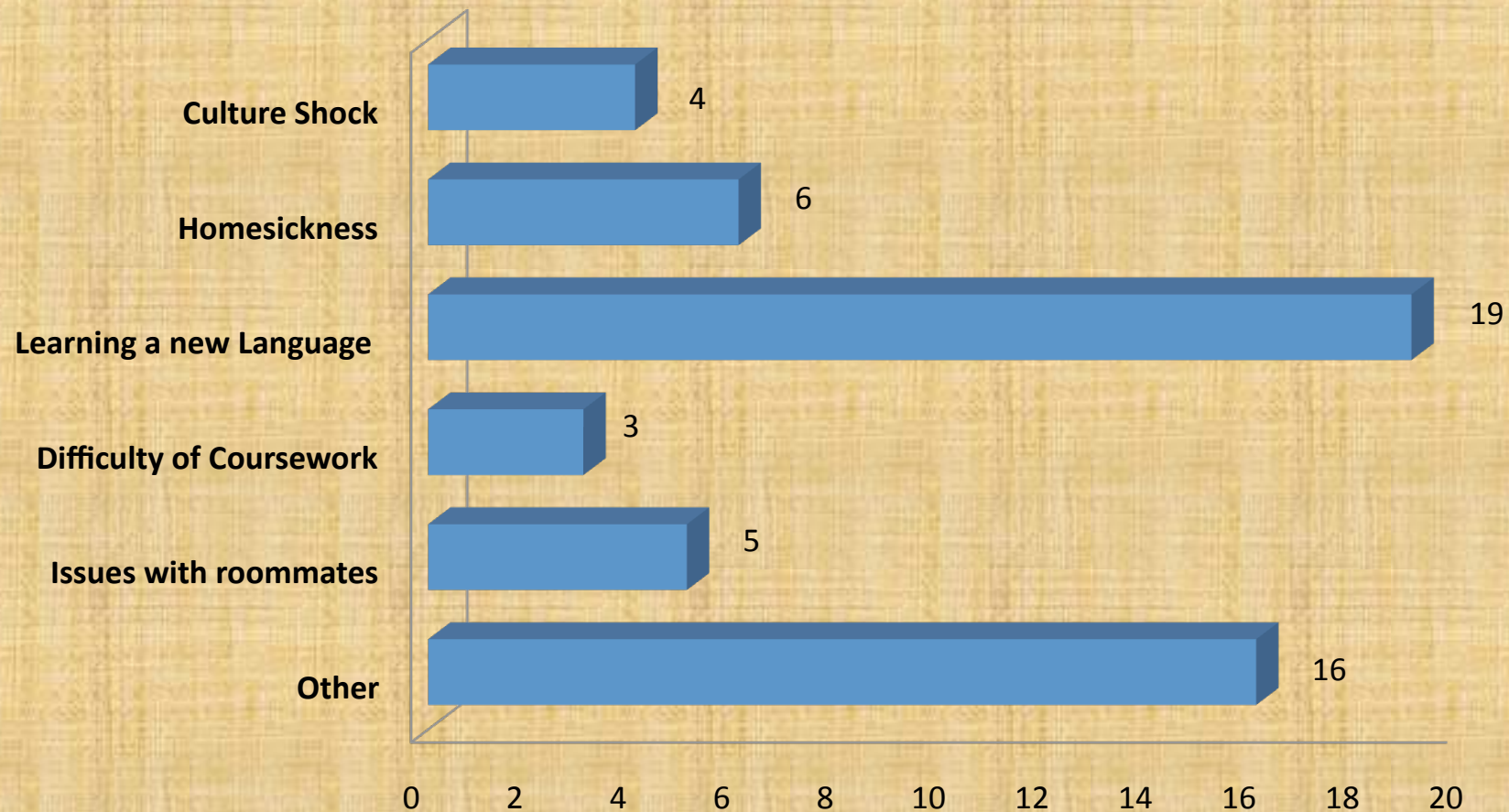
# Where did you study abroad?



# For what length of time did you study abroad in Asia?



# What were some of the greatest challenges you faced while studying abroad in Asia?





## Greatest Challenges – “Other” (selected responses)

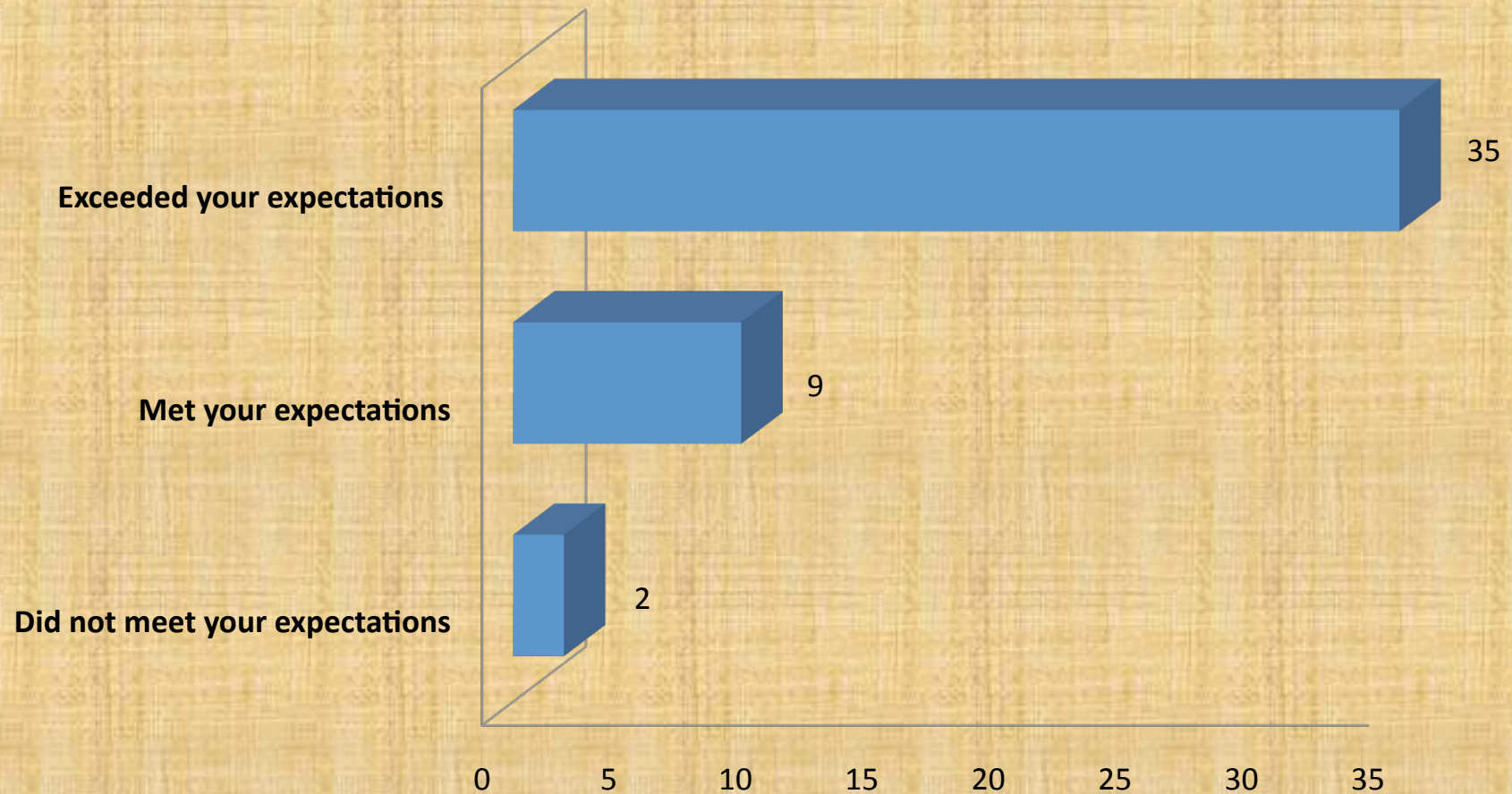
- Financial
- Learning to navigate a new city (2)
- Different teaching style / class schedules
- University Bureaucracy
- Couldn't stay long enough / not enough time! (3)
- None / No issues at all / I did not face any challenges  
😊 (3)



# Describe your most positive experience studying abroad in Asia (open ended)

- **33 of the 45 responses mentioned the “people”**
  - I got to interact and become good friends with **people** not only from the host country, but from all over the world.
  - I met **people** from all around the world. I still keep in touch with them and am very glad to have met them.
  - The **people** in Japan were very nice, they were always willing to help us if we needed directions or were confused about something.
  - Connecting with the **family** that I stayed with in China. I really became close with them and they told me that they loved me like their own son and that anytime I was in China I had a home because their house was not just theirs', they told me it was my house as well.
- **13 of the 45 responses mentioned “experiencing a new culture”**
- 3 of the 45 responses mentioned the FOOD.
- A few of the responses mentioned the coursework 😊

# Overall, would you say your experience in Asia...



# What would you tell a friend who is considering studying abroad in Asia?

- 23 of the 45 respondents said, “Do it, Go for it! Definitely go!”
  - 9 of 45 said “be prepared and open minded”
- “Be prepared for the hardest, but most fulfilling time of your life. It's a challenge but something you will never forget. If you want to learn and understand a new culture and people, go to China. It was the best experience I have ever had and hopefully more people will become interested in Asia”.
- “learn the language and hang out with the kids who know the language. I had so much fun when I explored the city with kids who knew the language”.
- “It will change the way you see the world. China especially was upside down. I've been around, but China must be the most adventurous place I've been. There are no regrets”

# An adviser's influence

- “When I was choosing where to go, one of my professors gave me the advice that I could always go to Europe. He said that I needed to get out of my comfort zone and go somewhere that would be more of a challenge. Going to Asia isn't just a memory; it's made me who I am. It's helped me develop passions that I didn't know I had and it's changed how I view the world, especially America”





# Asia Study Abroad: In the News

- International Educator
  - Just a Fad: Or is Study in China Poised for Long Term Growth? October 2010
- Chronicle of Higher Education
  - Obama pledges to send 100,000 students to China in the next 4 Years November 18, 2009

# Open Doors 2009 Report on International Educational Exchange: IIE 2007/08

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▶ Rank	Destination	2006/07	2007/08	% of Total	Change
▶	<b>WORLD TOTAL</b>	<b>241,791</b>	<b>262,416</b>	<b>100</b>	<b>8.5</b>
▶ 1	United Kingdom	32,705	33,333	12.7	1.9
▶ 2	Italy	27,831	30,670	11.7	10.2
▶ 3	Spain	24,005	25,212	9.6	5
▶ 4	France	17,233	17,336	6.6	0.6
▶ <b>5</b>	<b>China</b>	<b>11,064</b>	<b>13,165</b>	<b>5</b>	<b>19</b>
▶ 6	Australia	10,747	11,042	4.2	2.7
▶ 7	Mexico	9,461	9,928	3.8	4.9
▶ 8	Germany	7,355	8,253	3.1	12.2
▶ 9	Ireland	5,785	6,881	2.6	18.9
▶ 10	Costa Rica	5,383	6,096	2.3	13.2
▶ <b>11</b>	<b>Japan</b>	<b>5,012</b>	<b>5,710</b>	<b>2.2</b>	<b>13.9</b>
▶ 12	Argentina	3,617	4,109	1.6	13.6
▶ 13	Greece	3,417	3,847	1.5	12.6
▶ 14	South Africa	3,216	3,700	1.4	15
▶ 15	Czech Republic	3,145	3,417	1.3	8.6
▶ 16	Austria	2,810	3,356	1.3	19.4
▶ <b>17</b>	<b>India</b>	<b>2,627</b>	<b>3,146</b>	<b>1.2</b>	<b>19.8</b>
▶ 18	Ecuador	2,813	2,814	1.1	0
▶ 19	Chile	2,824	2,739	1	-3
▶ 20	Brazil	2,524	2,723	1	7.9



# IIE Open Doors: Data Tables

## 2002-2008

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Destination	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08
China	2493	4737	6389	8830	11,064	13,165
Japan	3457	3707	4100	4411	5,012	5,710
India	0	1157	1767	2115	2,627	3,146





# Perceptions of Asia and Barriers to Study Abroad Participation



# Barriers- Real vs. Perceived

- Acknowledging Challenges
- Dispelling False Barriers





# Challenges

- Language
- Unfamiliarity
- Safety concerns
- Health & Wellness
- Support Services



# Reality

- Asia is an exciting land of contrasts (ancient - ultramodern)
- There is a destination for all comfort levels
- Asian Universities offer more than Language and Culture Classes
- Language proficiency is not required
- Culture shock is likely
- Living Standards are much different
- Students must be prepared for differences



# Actions Needed

- More promotion of Asia as a study destination
- Emphasis on the affordability of Asia and scholarships available
- Stress the value and relevance of learning an Asian language
- Seek out testimonials from SA students returning from Asia
- Dispel misperceptions



# Questions/Discussion

- How did you do on the quiz?

# Contact Information

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