



Global Student Satisfaction Awards

Student Satisfaction

A 2023 Global Overview



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Global Student Satisfaction Awards

The Global Student Satisfaction Awards & Report: A student-centric approach

The Global Student Satisfaction Awards empower students from all over the globe to have a say in determining the best institutions to attend, based on student experience. These biennial awards serve as an open call to both students and universities around to enhance the transparency of academic options and the quality of education globally.

The 2023 Global Student Satisfaction Awards, hosted by Studyportals with partners Unibuddy and British Council IELTS, are based on data from 126,000 reviews and award global winners across seven categories.

The Global Student Satisfaction Report 2023 represents an in-depth analysis of student experience, creating a compelling image of how students feel about their universities. The report includes student satisfaction scores by region and country, allowing higher education professionals the opportunity to benchmark.



Executive summary

This report examines the results of a global survey on levels of student satisfaction across different countries. The analysis is based on the data collected from more than **126,000 student reviews** coming from both domestic and international students, covering more than 200 different nationalities and reviewing higher education institutions in 126 countries.

Overall, students globally are reportedly very satisfied with their study experience abroad, with the **average student satisfaction rated at 4.21** on a scale from 1 to 5.

Students' experiences also **improved across every category** measured. For instance, students were more satisfied with their institution's Admission Process (4.41), Student-teacher Interaction (4.35), Student Diversity (4.37), Quality of Student Life (4.33), Online Classroom Experience (3.86) and Career Development (4.08). Although Online Classroom Experience received the lowest score at 3.86, this category witnessed the largest growth (up 7.22% from 2021).

Of the 'Big Four' global study destinations, the US delivered the highest levels of satisfaction across all categories, with Canada returning the lowest scores in all categories except Career Development. Only the US achieved an overall satisfaction score above the global average, with the UK, Australia and Canada being below average.

Hungary has the highest Overall Student Satisfaction globally at 4.39 (up 0.04p.p. from 2021). Furthermore, Portugal saw the highest uptick in student satisfaction (up 0.28p.p. from 2021) since the last edition of the Global Student Satisfaction Awards.

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Part One

Student satisfaction in 2023

Why does student satisfaction matter?



Understanding student satisfaction plays a pivotal role in enhancing service provision and delivering a superior educational experience.

Student satisfaction ratings primarily focus on the study experience, excluding factors such as publications, prestige, or academic outreach. While these factors hold their own significance, they often have minimal influence on the overall student experience. Therefore, assessing overall student satisfaction becomes a more key indicator of a university's ability to cater to its student body.

Moreover, a measure of student satisfaction is relevant not only for current students but also for prospective students who are seeking to make informed decisions. This simplifies the process of selecting a programme and creates a more transparent educational landscape.

Real-life accounts from students remain a crucial factor for prospective students. Prospective students are interested in hearing about the experiences of other students enrolled in specific programmes, allowing them to make informed decisions based on their individual needs.

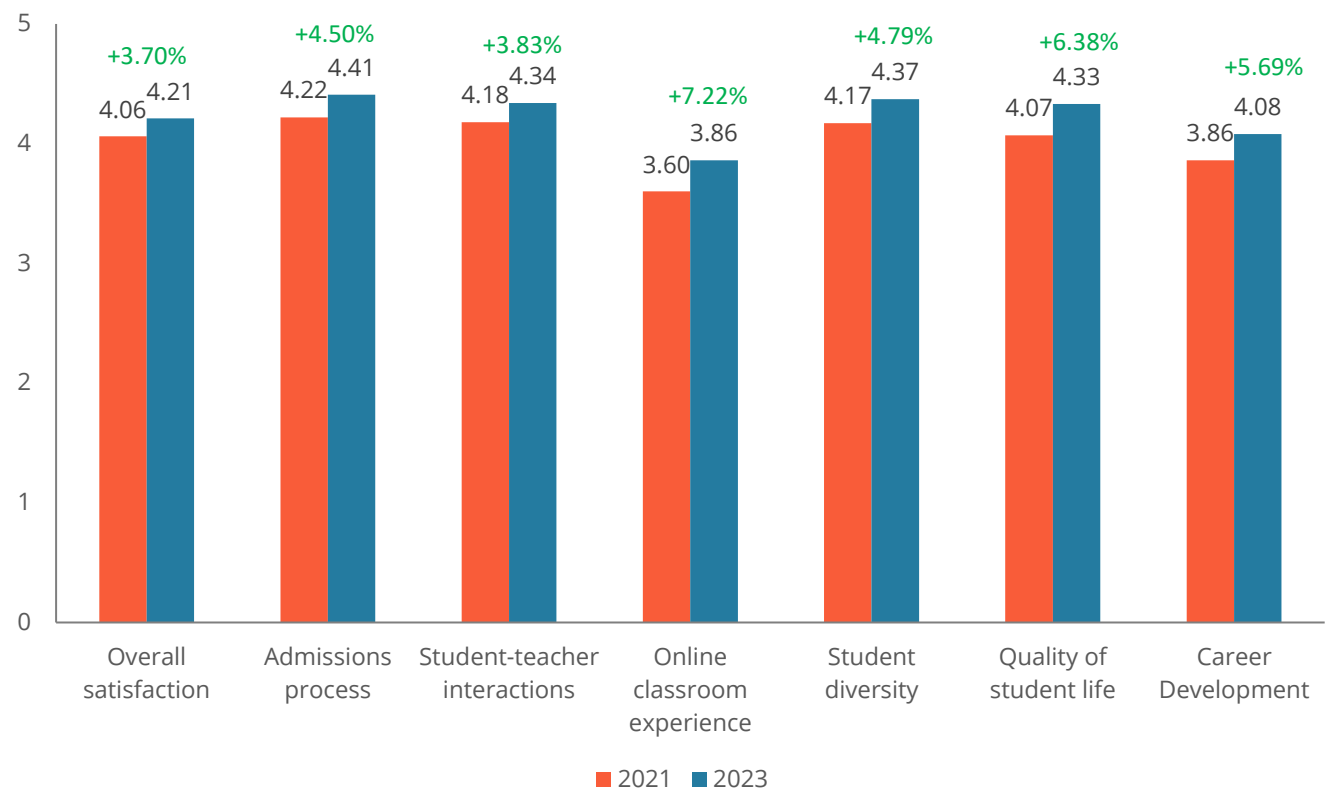
By listening to student feedback and making necessary changes, institutions demonstrate their commitment to the student experience, leading to higher satisfaction levels. Additionally, benchmarking against industry standards allows institutions to set improvement goals and measure progress effectively.

Student satisfaction in a post-pandemic world



Following the end of global travel restrictions, students were ready to realise their dreams of studying abroad. In turn, higher education institutions prepared to welcome students back on campus. However, obstacles remained as students critically voiced their concerns when studying online during the pandemic which institutions had to address, not only for their online offers but taking an active approach to satisfy those students studying on campus.

Overall, student satisfaction increased across the board in 2023 compared to 2021, with the quality of student life and online classroom experience witnessing the largest growth in student satisfaction. Although satisfaction rose for student-teacher interaction, the rate of growth was the lowest amongst individual categories.



Continue to strengthen student experience



Since the last edition of the GSSA awards in 2021, the world of higher education has witnessed much upheaval due to a global pandemic, geopolitical tensions, and scientific progress such as seen with artificial intelligence. Each factor has influenced what students expect to receive from studying at a higher education institution abroad.

The fact that not only overall satisfaction, but that all categories experienced a rise when measuring for student satisfaction globally indicates that the quality of a student's experience has been strengthened amidst rapid changes. Even though student reviews have been quite positive in 2023, this does not mean that there are no opportunities for HEIs to continue enhancing their study offers and services.

As the world continues to witness change and humanity progresses into new discoveries, institutions must pay attention to what students will require of them to support an economic, just, and sustainable world. Focusing solely on one aspect of a student's experience is not enough for HEIs aiming to excel. Every facet of student experience from a smooth admissions process, to influential interactions with teachers, shapes overall student experience.

Students' satisfaction with their overall study experience notably increased

4.21

average student satisfaction score

(on a scale of 1 – 5)

▲ 3.70% increase in comparison to 2021





Part Two

Dimensions of student satisfaction



At times, the administrative procedures seem overly complicated and rigid, which can be frustrating for students trying to navigate the system. Streamlining these processes and making them more user-friendly would greatly enhance the overall student experience



4.41

**average programme score on
admission process**

(on a scale of 1 – 5)

▲4.50% increase in comparison to 2021

Students were asked how easy it was to apply for their study programme, whether the information provided on the university website was clear enough, and whether they received assistance from university staff.

A higher-than-average score in this indicator points to institutions with an excellent admission process, exceeding students' expectations. This is awarded by students thinking the process was streamlined, the information complete and the support outstanding.

Amongst the student reviews that rated this category, 64% of them gave a score of 5 out of 5 possible points. This score is based on both domestic and international student reviews. In comparison to the results from 2021, students rated admission process 4.50% higher, showing that universities are making progress in this regard.

Key themes: Admissions

Communication & Support from Staff

Unsurprisingly the admissions process was typically mentioned when students had a very positive or negative experience. Many students spoke about their experiences with admissions staff – either praising their helpfulness and friendliness or mentioning a lack of communication.

Application & Admission Process

Lots of students mentioned problems with delayed decision-making, requiring students to constantly check for updates. Students also commented on the complexity and duration of application processes, particularly for international students. Students commented on the outdated nature of some university websites and the usefulness and user-friendliness of online platforms.

Access to information

Some students reported having inadequate information about visa and immigration procedures, general admissions requirements and how to secure student accommodation.

Financial constraints

Some reviews touched on the high expenses associated with application fees and assessment test fees. Many students touched on the difficulty of securing scholarships or financial aid, and the anxiety they felt around financial instability.



What I liked is the personal attention the Admissions Counselor gave me. From my initial application until my first week of classes. Everyone is so helpful and involved in making my decision an easy one.



The university didn't provide me enough resources about the preparing stage of the enrolling (visa, accommodation, packing list, , etc.).



The financial aid department is very disorganised and they care very little about whatever personal issue may affect your ability to pay tuition. Every year it's a perpetual fight to get the aid that you so desperately need.



Recommendations: Admission Process



Update information: Keeping all information on your website about admissions up-to-date is a must! Students and parents need to be able to trust the information and easily act on it.



Help students feel supported: Positive experiences during the admissions process can help students feel more confident in their decision to enrol.



Be transparent: Share all the details about what goes into the admission process in order to make it clear what type of students you're looking for.



Respond quickly: The institutions that reply the fastest to student applications have a competitive edge. Students and their parents will be delighted if the waiting time to know if the student qualifies for admission is short.



Make the process easy: Can students upload all documents digitally? Is there a centralised place they can go to? Is it easy for them to fill in the information they need or is the application buggy? Are all fields on application forms suitable for students from all countries, e.g., enough space to enter an overseas phone number?

Student-Teacher Interaction



The support and guidance provided by the faculty and staff have been exceptional. They are approachable, supportive, and genuinely interested in our success. Whether it is clarifying complex concepts, providing career guidance, or offering assistance with research projects, they go above and beyond to ensure our academic growth and development.



4.34

**average programme score on
teacher-student interaction**

(on a scale of 1 – 5)

▲3.83% increase in comparison to 2021

Student-teacher relationships are crucial in shaping students' experiences. Students were asked how helpful, engaged and interested were their teachers and how easy it was for students to interact with teachers, during or after class.

Amongst the student reviews that rated this category, 58% of students gave the maximum score, (5 out of 5 possible points). This score is based on both domestic and international student reviews. In comparison to the results from 2021, students rated student-teacher interaction 3.83% higher, indicating an improved quality of interactions since the last edition of this report.

Key themes: Student-Teacher Interaction

Availability & Support

A significant number of students appreciate the support, guidance, and accessibility of faculty and staff. They mention their approachability, readiness to help, and their role in career development and academic endeavors.

Faculty Expertise & Qualifications


Many students spoke about the academic excellence of faculty members whom they viewed as great researchers, knowledgeable, and experts in their fields. The creation of a nurturing, empowering, and stimulating educational environment by the faculty is frequently highlighted. Some students also commented on the blending of theory and practical knowledge in the classroom.

Interaction & Engagement



Several reviews talked about the faculty's commitment to teaching, their dedication to interactive classroom discussions, and their willingness to engage in meaningful conversations with students inside and outside the classroom.

Challenges & Lack of Support



A few reviews also mention negative experiences, highlighting the lack of support, unresponsiveness, or disinterest from the faculty. Some also touch upon the lack of practical experiences or guidance in specific areas.




I loved the way our lecturers created that student-teacher relationship. It made it easy for me to approach my lecturers concerning my studies and made learning easier for me.



Each professor brought a unique perspective to the classroom, combining theoretical knowledge with practical insights from their extensive industry experience. They fostered an engaging and supportive learning environment, encouraging active participation and critical thinking among the students. I genuinely appreciated their commitment to our growth and development as future marketing professionals.



I never once encountered a gathering meant to bring faculty and students closer and create much needed connections between them. So, university is really lacking the appropriate plans and programs in this regard.



Recommendations: Teacher-Student Interaction



Offer 1-on-1 support: Having one-to-one interactions will make students feel heard, seen and will allow them to find personalised solutions to their problems.



Be helpful and available: Support and help students in their learning journey by providing access to educational resources, and most importantly, to their professors and counsellors.



Encourage and motivate: Some students require more encouragement and positive reinforcement. Acknowledging their effort and progress makes them feel valued and motivates them to study even harder.



Be authentic: Are your teachers also sharing personal anecdotes, stories of their student times, and experiences in the field? All these are critical to building rapport and improving classroom interactions.



Be empathetic: Knowing your students as well as their passions, interests, backgrounds will help you personalise the classroom interactions and make them feel appreciated and included.

Online Classroom Experience



The innovation extended to the software platforms which were improved through each of the semesters and by using multiple systems, it provides incredibly valuable and applicable skills for those entering the job market. I found that the mix of motivated students from all over the world to be of an excellent caliber and I learned a huge amount from them in group work.



3.86

**average programme score on
online classroom experience**

(on a scale of 1 – 5)

▲7.22% increase in comparison to 2021

Due to the global pandemic, the option to study online has gained popularity, offering flexibility for students, whether they prefer on-campus or fully online learning. Students were asked to evaluate their university's ability to teach online.

Out of all dimensions covered in this report, the online classroom experience received the lowest score, indicating that universities are not yet fully prepared to provide online classes that would satisfy students' expectations.

Amongst the student reviews that rated this category, 41% of them gave a score of 5 out of 5 possible points. This score is based on both domestic and international student reviews. In comparison to the results from 2021, students rated online classroom experience 7.22% higher, showing a large improvement in online experiences.

Key themes: Online Classroom Experience

Flexibility and Convenience

Many students appreciated the flexibility offered by online learning, enabling them to study at their own pace, from anywhere, and often around their other commitments like fulltime work or family obligations.

Quality of Content and Delivery


While some students found the content comprehensive and well-organized, others experienced challenges with certain courses, especially with the transition to online due to the pandemic. Online libraries, course materials, and additional resources were positively received by many students while interactivity was mentioned in both positive and negative reviews. The intuitiveness and user-friendliness of the online platforms are frequently mentioned. However, some students faced challenges like loading issues, and called for more user-friendly platforms.

Challenges of Online Learning



Distractions, Wi-Fi issues, lack of monitoring, and staying motivated were some challenges mentioned. Additionally, some students missed the physical classroom experience and described feelings of isolation or loneliness.

Support and Community



Several students highlighted the support from tutors, peers, and staff. Additionally, many positive reviews mention how universities fostered a sense of community and engagement through discussion forums, peer interactions, and live sessions.




I undertook my course online whilst working concurrently in the mining industry. It was somewhat challenging to balance work with my online classes but the lecturers helped by making the class sessions interactive and very exciting.



On the part of university, the information and functions for students are scattered across multiple online platforms which added to the confusion created by certain lack of information about the structure of the studies.



At first, I was quite nervous about studying my Master's online. But the Flexible online program has made this virtual transition very easy. Providing orientation webinars to learn about the "virtual campus" and creating a user-friendly platform that I'm able to easily access by phone or desktop in order to attend classes, watch recorded webinars and have live meetings with my tutors.



Recommendations: Online Classroom Experience



Educate your instructors: Being able to teach online requires completely different skills. Making sure your instructors are knowledgeable and have the right skills is critical for a great online classroom experience.



Check-in frequently: Check-in with your students during online courses, as well as after to ask for feedback, check understanding, learning and evaluate if students are engaged.



Build community: Build a sense of community through discussion forums and peer interaction to help students feel more engaged.



Keep it engaging and fun: Adding interactive elements to online courses, breaks, discussions and group assignments is a great way of engaging students.



Support struggling students: Identify the students that are having a difficult time with online processes, and check in to see how to support them, either with additional discussions, or personalised support.



The diversity, inclusivity, and overall feel to the campus is one of the many pulls of this school. As an international student, moving far from home right out of high school is pretty daunting, but the university allows for a safe environment where everyone feels welcome.



4.37

**average programme score on
student diversity**

(on a scale of 1 – 5)

▲4.79% increase in comparison to 2021

Students were asked to rate the diversity and friendliness of their university's atmosphere.

This dimension aims to measure the capacity to foster an atmosphere where minorities and different perspectives feel valued and encouraged. This includes engaging and welcoming people from different countries, cultures, religions, age cohorts, genders and backgrounds, including people with special needs.

Amongst the student reviews that rated this category, 61% of them gave a score of 5 out of 5 possible points. This score is based on both domestic and international student reviews. In comparison to the results from 2021, students rated student diversity 4.79% higher.

Key themes: Student Diversity

International Exposure

Many students emphasize the international atmosphere, the presence of students from different countries, making friends from across the world, and the opportunity for exchange programmes. Students appreciated exposure to international projects, international career perspectives and exposure to different perspectives in the curriculum.

Inclusivity


Many students highlighted feeling included and supported on campus. Others international students mentioned issues integrating with local students, communities or employers.

Support for International Students



Many students valued the support provided by the university for international students. This includes academic support, assistance with adapting to a new environment, mentorship programmes, and social and cultural activities. Other international students called for more support and information from universities and mentioned problems adapting to a new country.

Challenges Faced



While many reviews positively showcase diversity, some reveal challenges like adjusting to a new country, facing discrimination, or dealing with issues related to the cost of studies.




University attracts students from various countries, which creates a vibrant and multicultural learning environment. This can help broaden your perspective and expose you to different cultures and ideas.



Coming from a low-income background I was worried that I would be very different from everyone else at university. At times I still felt this way but with the amazing lecturers on our drama course it felt very inclusive.



This feeling of alienation and “not belonging” is the main reason why most international students leave immediately after graduation, which is really sad, counterproductive and economically damaging for this otherwise absolutely wonderful country (Denmark).



Recommendations: Student Diversity



Practice what you preach : Diversity doesn't stop in the classroom. Is it also visible in your hiring processes, promotion processes, internal guidelines, student services? How do you plan to make it tangible?



Include and support students: Make sure interventions don't stop at diversity but create a sense of real inclusion on campus.



Promote a diverse syllabus: Diversity should also be part of the teaching materials, giving students the chance to explore content from multiple angles and perspectives



Set ground rules: Creating an atmosphere of inclusion and respect should be made explicit through agreed-on guidelines and agreements that students accept to follow throughout their academic life.



Encourage all students to participate: Giving students explicit encouragement to participate and voice their ideas, depending on their cultural background, can ensure that all voices, even those of less outspoken students, are heard.



Overall my study experience was extraordinarily amazing as I was exposed to a new culture, and I was encouraged to do extra curricular activities that helped me become the best version of myself



4.33

**average programme score on
quality of student life**

(on a scale of 1 – 5)

▲6.38% increase in comparison to 2021

Expectations of student life often extend beyond the campus space. Students expressed their satisfaction with the life outside the university. The city they lived in, and its potential to meet their needs and expectations, is a recurring theme linked to the study experience.

Amongst the student reviews that rated this category, 57% of them gave a score of 5 out of 5 possible points. This score is based on both domestic and international student reviews. In comparison to the results of 2021, students rated the quality of student life 6.38% higher, showing how the lives of students studying abroad has greatly improved.

Key themes: Quality of Student Life

City and Location

Many students appreciate the city they are in, emphasizing its accessibility, affordability, and variety of activities. There is mention of both big cities and smaller towns, with both having their respective appeals.

Accommodation

Numerous reviews touched on the difficulty of finding student accommodation, particularly for international students.

Friendships and Networks


The formation of deep, lasting friendships is a highlight for many. Many have encountered supportive peers who have helped them through challenges. Many of the reviews also mentioned the opportunity to expand networks and make friends from around the world,.

Extra-curricular activities



Reviews highlighted participation in sports, social and cultural activities on campus. In many of these reviews there was an emphasis on how these activities led to personal growth.

Food and Cuisine



A significant number of reviews highlight food - both within the university and the city. Cafeterias, food quality, variety, and affordability are common topics of discussion.




The University has a beautiful big campus and has a strong social character with a lot of extracurricular activities that you can choose. You have a beach located in 10 minutes by car or bus which is nice to have a break from the classes.



Please take care of students` living condition and prepare them enough accommodation. Every year, it becomes more and more difficult to find a place for international students.



My university facilitates many social, educational, and international programs for interested students like me. Accordingly, I feel myself more confident and sophisticated in various areas thanks to the numerous courses and various activities.



Recommendations: Quality of Student Life



Seek out feedback : In order to improve, you need to ask your students what it is they would like to see work better or would make a difference to their lives and experience.



Outside campus opportunities: Students do not just learn within classrooms but also grow and develop by engaging in campus societies, clubs, activities, and appreciate personal development opportunities.



Services, services, services: Are you offering services beyond learning? Students are also interested in career services, networking opportunities, counselling services and accommodation services.



Advise students on finding accommodation: Make sure students know the best ways to find accommodation, even if the university cannot provide it directly.



Match your students' values: The new generation of students is more interested in sustainability, healthy living, being engaged with local communities and volunteering. Are you offering them opportunities to express these values?



Compared to most of my friends, I felt that I had the widest range of support when it came to discussing careers and options for my future, with essentially unlimited bookings for careers meetings, dedicated job boards, and subject-specific careers fairs going on all the time every year."



4.08

**average programme score on
career development**

(on a scale of 1 – 5)

▲ 5.69% decrease in comparison to 2021

While career development cannot comprise the whole set of personal benefits linked to higher education, it points at one of the main functions of pursuing a degree. Students expressed the extent to which their study programme contributed to enhancing their employability.

They rated their universities based on the provided support for their career development such as extracurricular courses, workshops and conferences, help in finding internships, etc.

Amongst the student reviews that rated this category, 44% of them gave a score of 5 out of 5 possible points. This score is based on both domestic and international student reviews. In comparison to the results from 2021, students assessed the career development topic 5.69% higher, highlighting how international education has progressed in preparing students to meet labour market demands.

Key themes: Career Development

Practical Skills & real-world relevance

Many students emphasized the importance of practical exercises, case studies, and hands-on experience, which helped them bridge the gap between academic knowledge and real-world applications. Several students appreciated multidisciplinary approaches, integrative coursework, and the opportunity to work on real-world projects, which they felt enriched their learning and made them more versatile professionals. Other students said they felt unprepared for certain industries due to an overemphasis on academic theory.

Industry Exposure

Students frequently mentioned the value of being taught by industry professionals, getting insights from them, and understanding current industry practices and trends. Some students touched upon the importance of industry networking events, guest lectures by professionals, and connections they were able to make during their studies. Some also emphasised the importance of exposure to emerging industry areas like automation, robotics, and renewable energy.

Internships & Job Opportunities

A significant number of students highlighted the role of internships in their university experience, whether they found it beneficial, restrictive, or lacking. Several reviews stressed the presence (or absence) of career services, including resume workshops, interview techniques, online profile building, and general career guidance.

One aspect that I found particularly valuable was the emphasis on practical experiences. Through internships research projects and hands-on activities, I had the opportunity to apply what I learned in the classroom to real-world situations. These experiences not only enhanced my understanding but also equipped me with valuable skills that will be transferable to my future career.

The faculty members are adept at connecting classroom concepts with industry practices, giving students a comprehensive understanding of their chosen fields. This practical approach has been invaluable in preparing me for the professional world, equipping me with the skills and knowledge needed to excel in my career .

The Career office is connected with the job market and they urge you to acquire experience before getting out there via Student Organizations, Volunteer Work, Work along studying and internships. My internship led me to a job/ organization I am quite happy at this moment.

Recommendations: Career Development



Engage with employers: Invite top employers to discuss what skills they are looking for in their future employees and ensure your students can develop those much- required skills to ensure they can easily access the labour market.



Think outside the box: Not every student wants a typical career, and having counsellors who can give personalised advice tailored to each student will make a big impact on the student's career path.



Inspire: Having professionals at the top of their careers come and share their stories and personal journeys can inspire your students to become passionate about their career path and take action earlier.



Engage your alumni: Having an active alumni network that can open doors for your current students is a great way to lend a hand to your cohort and kickstart their careers.



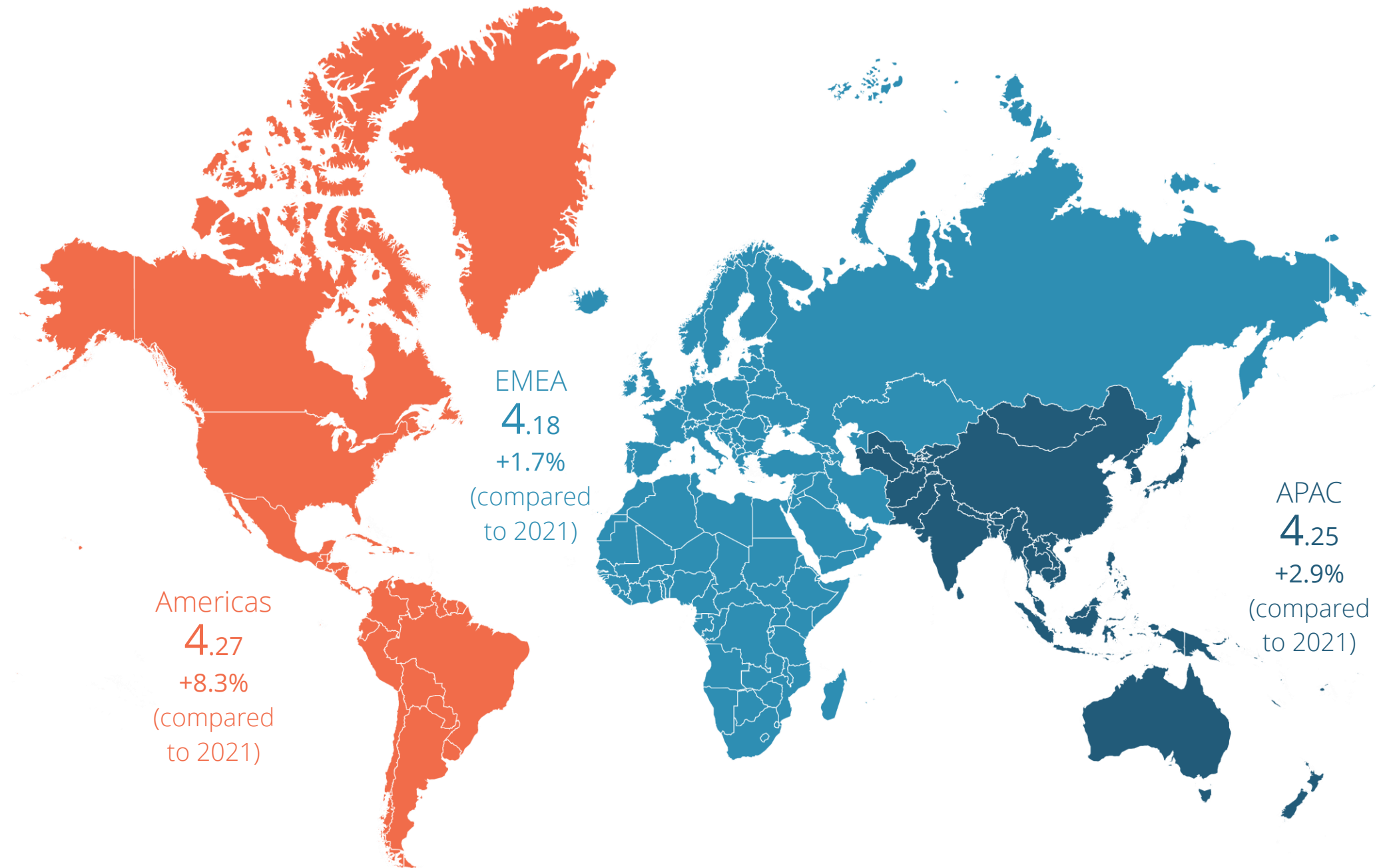
Expose students to industry: Connect classroom learning with industry examples, real-world practices and practical internships.



Part Three

Regional data

Regional overview – overall satisfaction



Regional differences

Student experience often varies according to one's background, their study options, and the study destination of choice. In this regard, the world is filled with institutional systems that differ by tuition fees, the strength of their student services, and whether a student can smoothly enter the labour market, all of which impact a student's satisfaction.

In contrast to 2021, the overall satisfaction of students studying in the Americas rose significantly, rising by 8.3%. This growth is stark when observed against the growth in satisfaction for both the EMEA (Europe, Middle-East, and Africa) and APAC (Asia-Pacific countries) regions at 1.7% and 2.9% respectively.

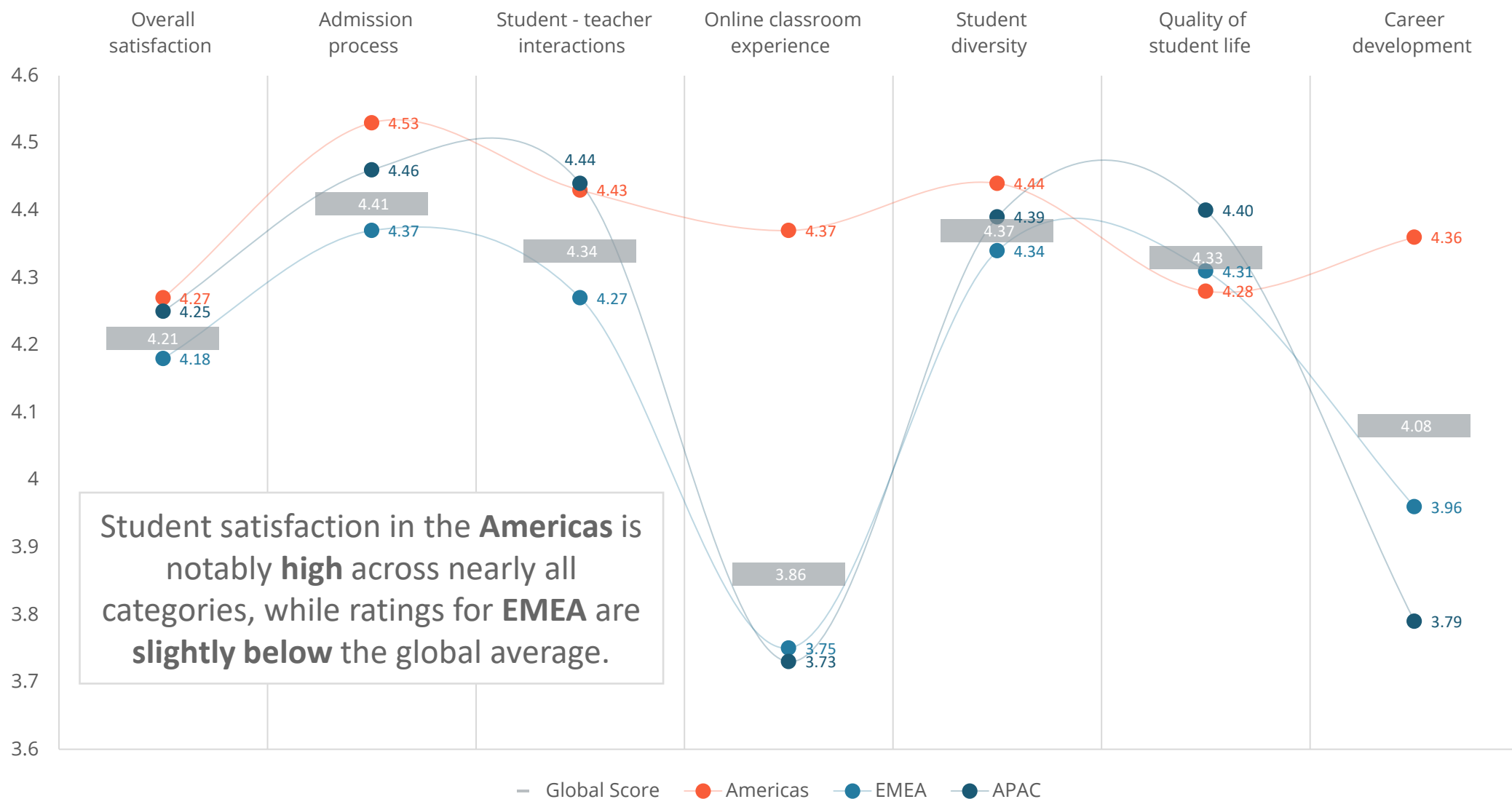
In view of a global average of 4.21 for overall satisfaction, one can note that the Americas currently holds the highest score at 4.27 (n=8,832), followed by institutions in the APAC region with 4.25 (n=18,386), and the EMEA region witnessing the lowest score at 4.18 (n=45,545).

How students perceive their experience studying abroad can be approached from various directions, with these ratings often tied to student expectations. The latter is the gap between what a student expects to receive from their study experience and the services an institution is equipped with to meet those expectations.

Analyzing education systems that vary in terms of tuition fees, levels of internationalization, and guiding principles (whether centered around diversity or accessibility) falls outside the scope of the survey distributed to students.

What does result from the survey, however, is a measurable difference in how students perceive their expectations met, or otherwise, across a range of countries. Having this diverse view calls upon higher education institutions to take note of what is going well, and identifies which gaps need to be closed.

This is more so crucial in the post-pandemic world as students are increasingly looking towards institutions to guide and prepare them for the rapid changes taking place globally, which requires a greater level of trust between the student and their institution.



Student satisfaction in top study destinations

Overall student satisfaction

Taking into consideration the countries that had at least 10 universities that respectively received at least 30 reviews, then one can identify the top study destinations that, on average, satisfied the students the most.

Various European countries are amongst the top study destinations to satisfy students. For instance, **Hungary** retains the highest average rating (4.39), followed by **Germany** (4.36), **Portugal** (4.33), **Spain** (4.30), **Italy** (4.20), among others. Portugal has seen the highest uptick in student satisfaction (up 0.28 from 2021).

| Country | Avg. satisfaction 2023 | Avg. satisfaction 2021 | Change |
|--------------------|------------------------|------------------------|--------|
| Hungary | 4.39 | 4.35 | +0.04 |
| Germany | 4.36 | 4.13 | +0.23 |
| Portugal | 4.33 | 4.05 | +0.28 |
| US | 4.32 | 4.19 | +0.13 |
| Spain | 4.30 | 4.16 | +0.14 |
| Turkey | 4.20 | 4.18 | +0.02 |
| Italy | 4.20 | 4.19 | +0.01 |
| Poland | 4.18 | 4.09 | +0.09 |
| UK | 4.18 | 4.18 | 0 |
| Australia | 4.13 | 4.14 | -0.01 |
| Netherlands | 4.12 | 4.10 | +0.02 |
| Canada | 4.11 | 4.07 | +0.04 |



Global Student Satisfaction Awards

The 'Big four' destinations

Universities in the US have a strong hold across various dimensions of student satisfaction, especially for Admissions Processing (4.68), Student-teacher Interaction (4.57), and Career Development (4.44). Overall Satisfaction stands at 4.32 for the US.

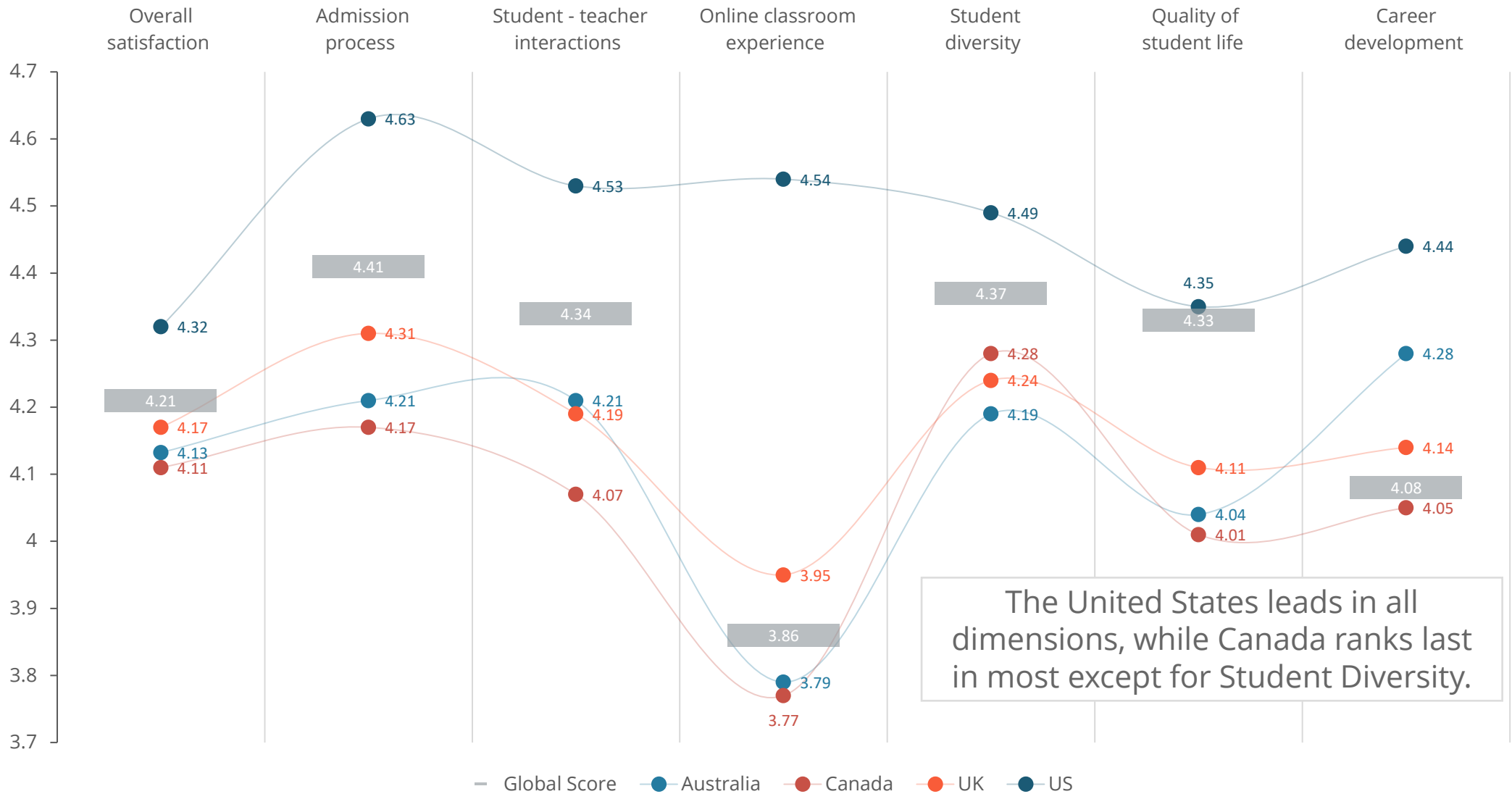
Student satisfaction in Canada has risen compared to 2021, across every category. However, student satisfaction ratings for Canadian universities are generally below the global average for each dimension. Overall Student Satisfaction stands at 4.11.

In the UK, students are less satisfied with Admission Process, Student-teacher Interaction and Student Diversity compared to 2021. They are more satisfied with the Online Classroom Experience, Quality of Student Life and Career Development. Overall Student Satisfaction stands at 4.18.

In all the dimensions, Australia scores below the global average except for Career Development. Australia has seen a slight drop satisfaction with Student Diversity, while Career Development has improved the most, from 3.96 in 2021 to 4.28 in 2023. Overall Student Satisfaction stands at 4.13.

1. Big 4

The average scores per seven dimensions of students' satisfaction for the universities based in the Big 4 study destinations



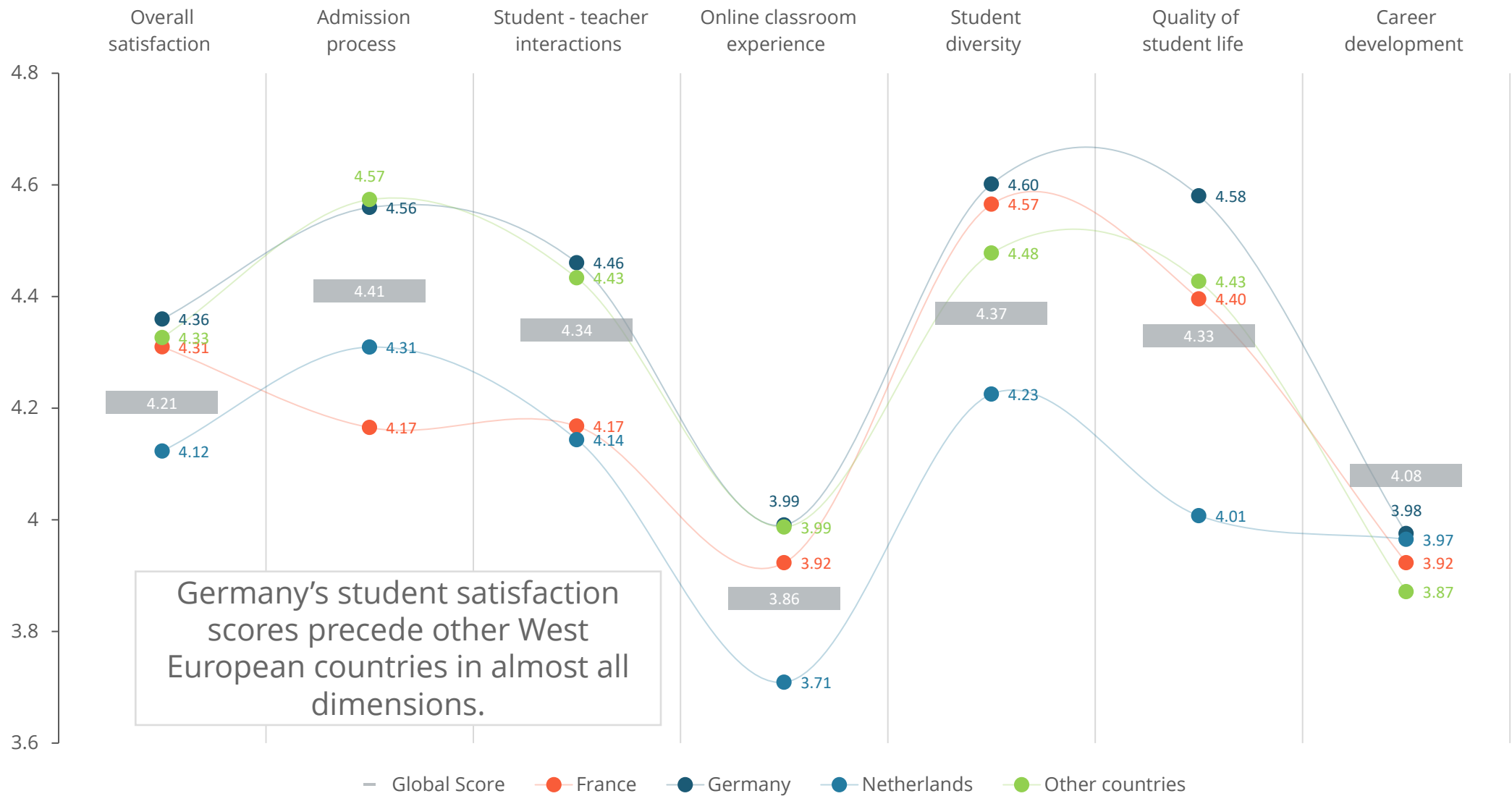


Part Four

Supplementary data

2. West Europe

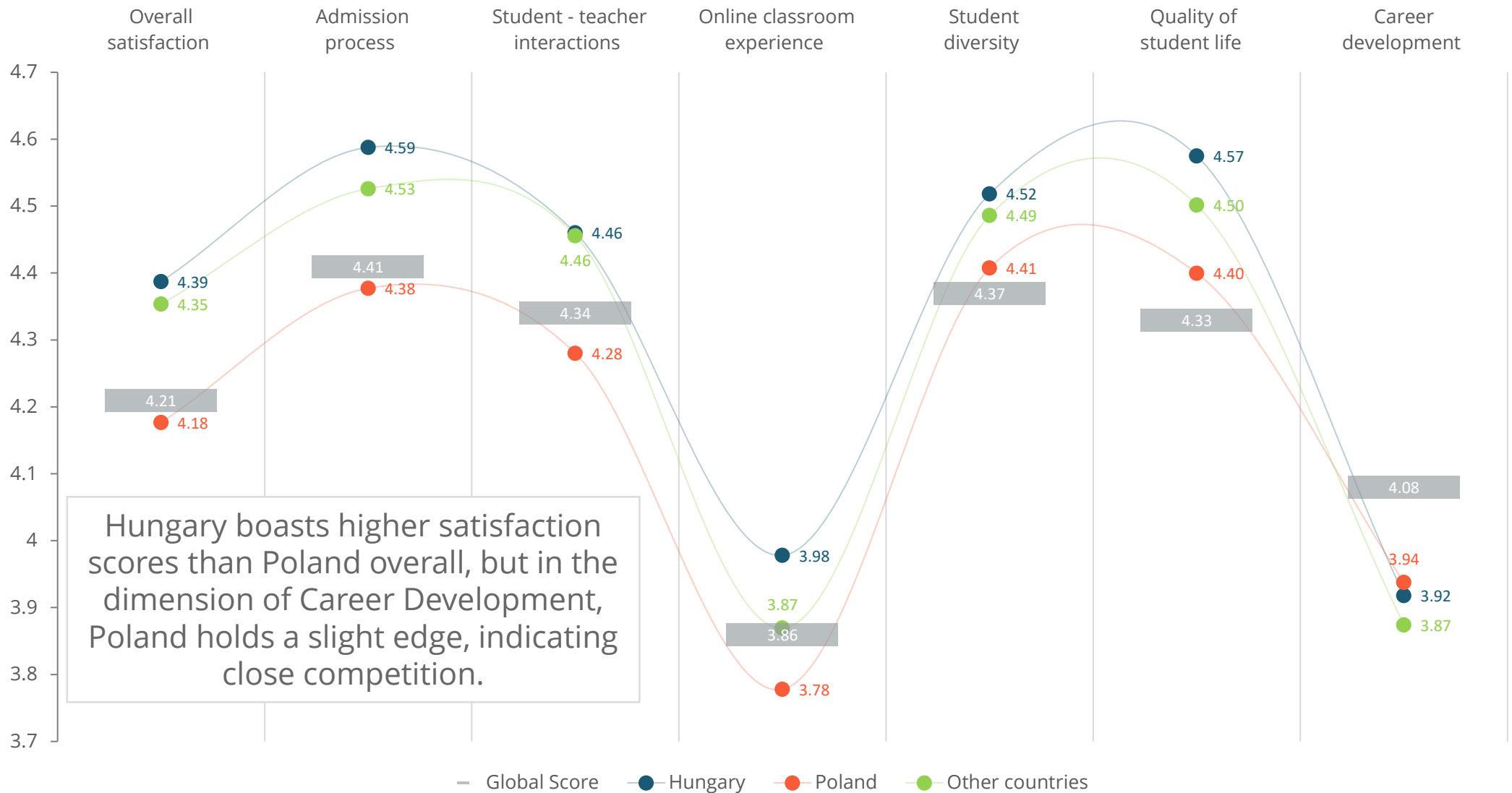
The average scores per seven dimensions of students' satisfaction for the universities based in West Europe



Other countries include Austria, Belgium, and Switzerland

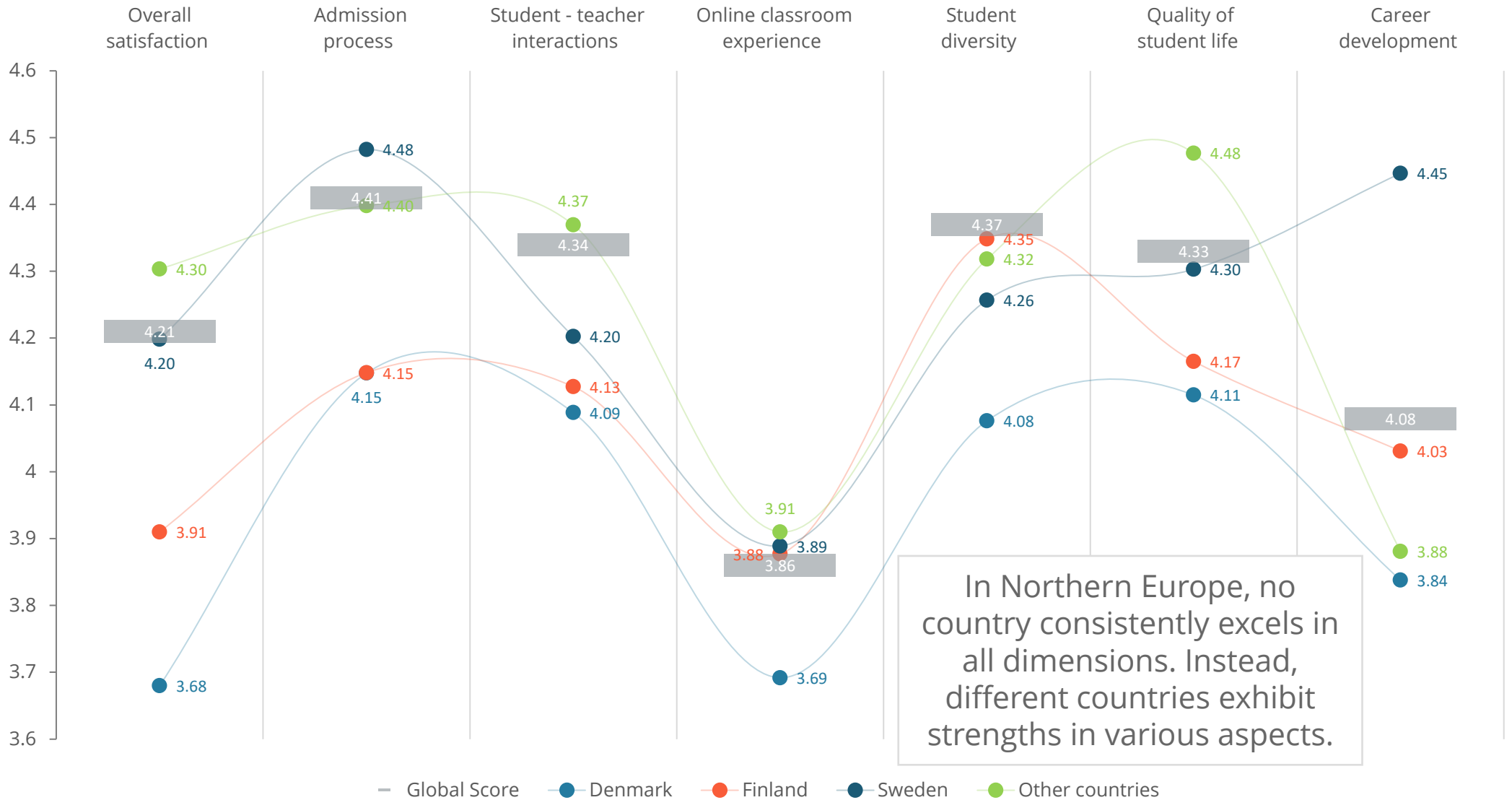
3. East Europe

The average scores per seven dimensions of students' satisfaction for the universities based in East Europe



4. North Europe

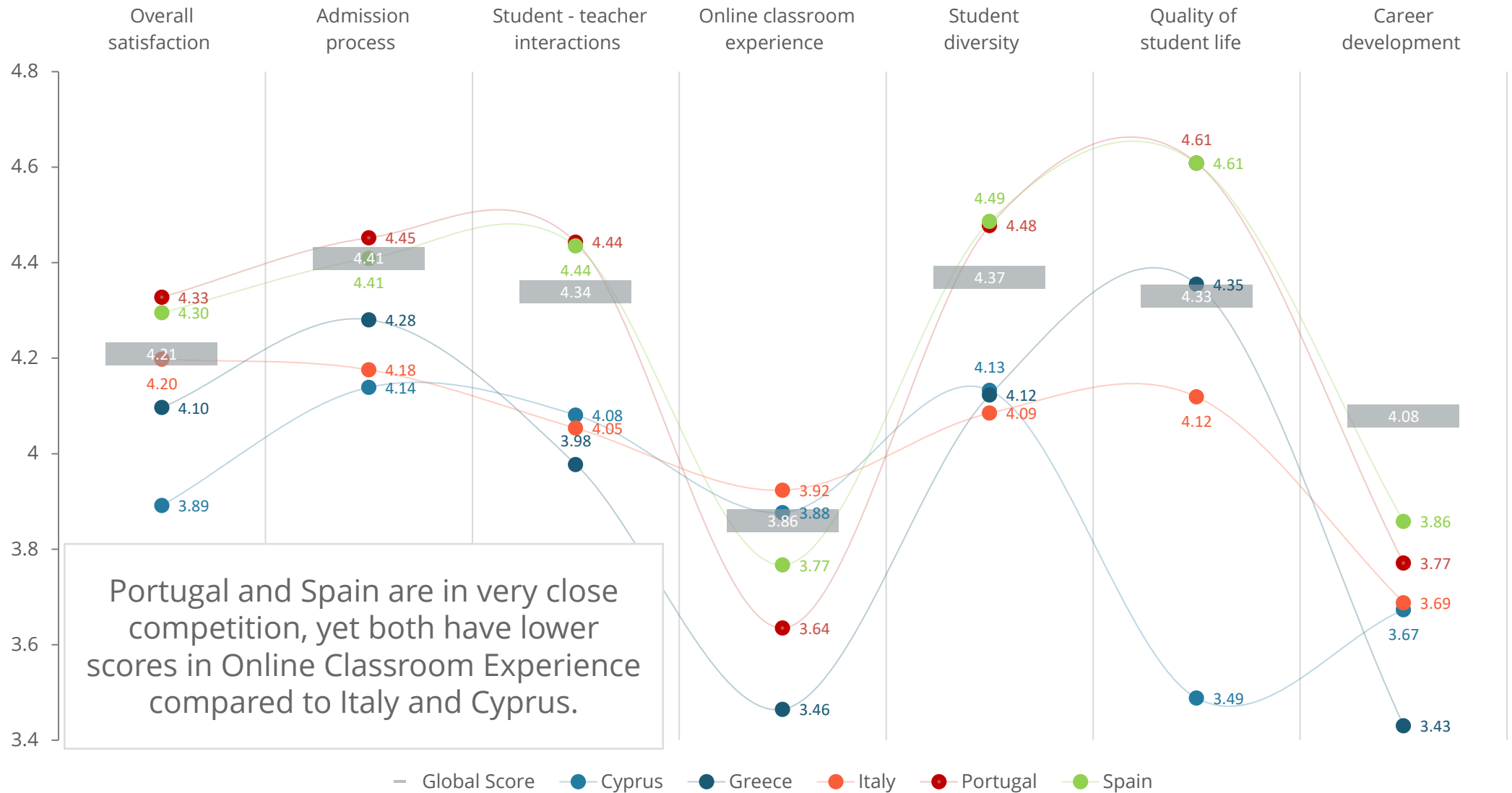
The average scores per seven dimensions of students' satisfaction for the universities based in North Europe



Other countries include Latvia and Lithuania

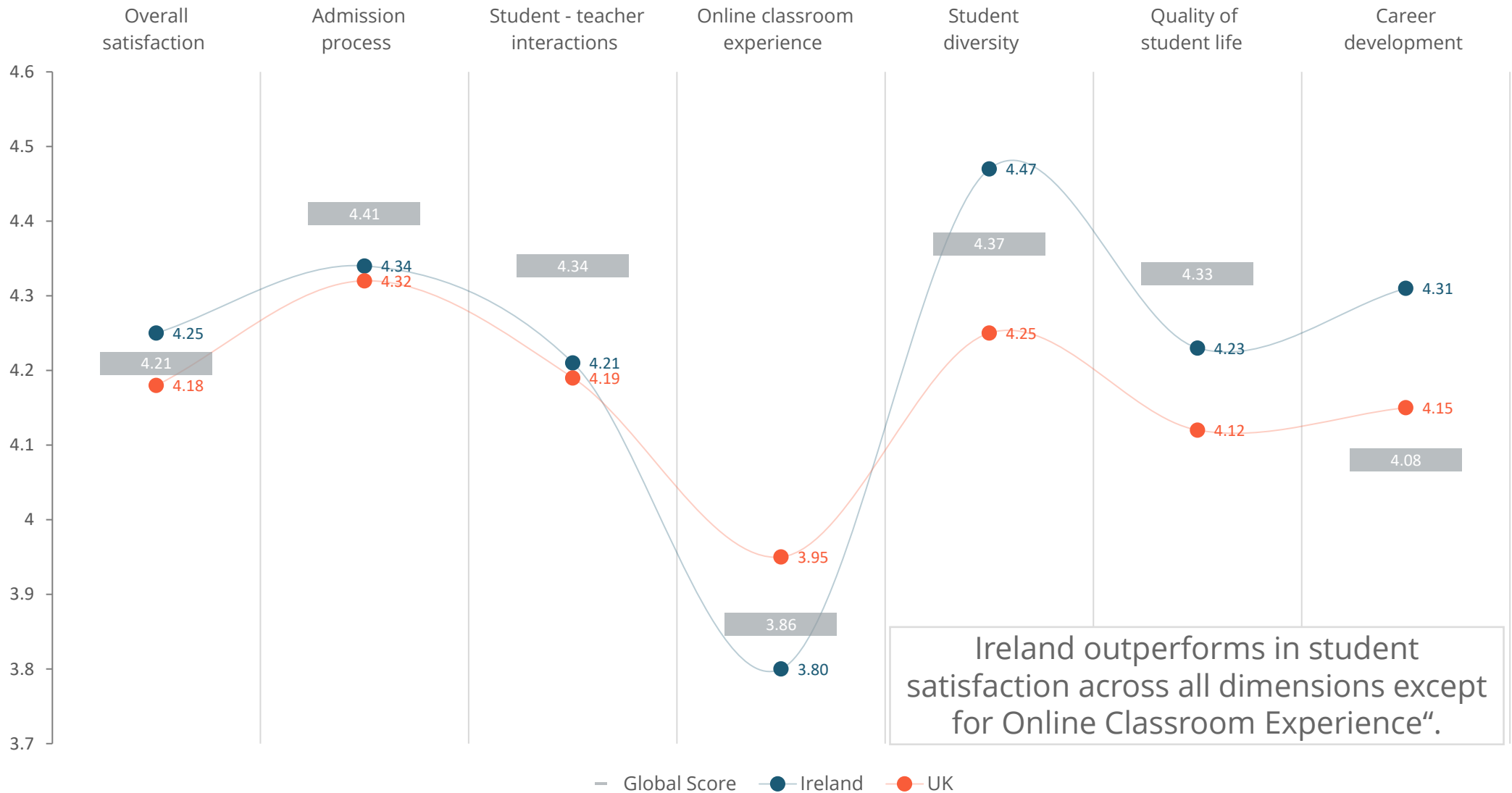
5. South Europe

The average scores per seven dimensions of students' satisfaction for the universities based in South Europe



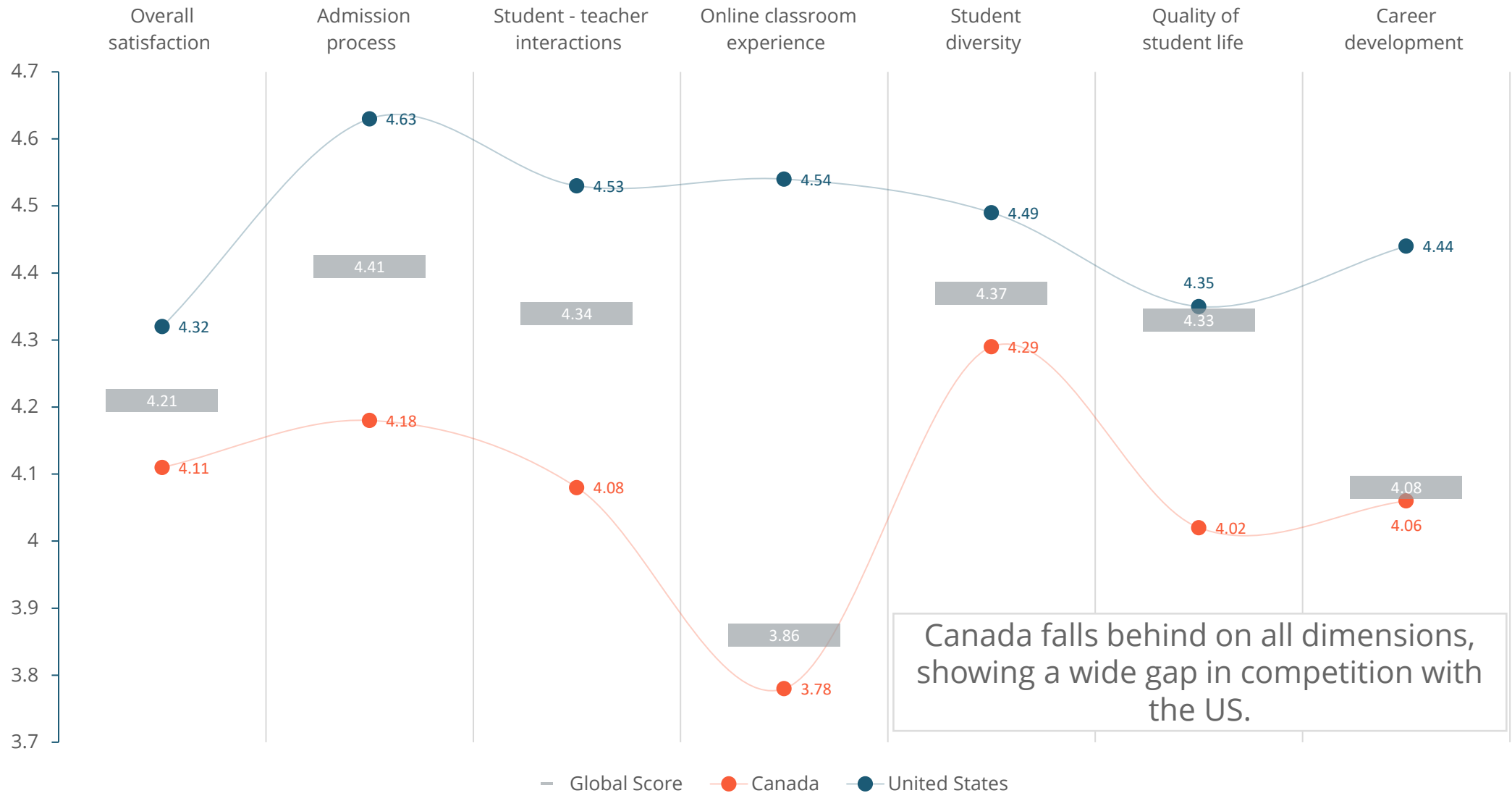
6. UK & Ireland

The average scores per seven dimensions of students' satisfaction for the universities based in the UK & Ireland



7. US & Canada

The average scores per seven dimensions of students' satisfaction for the universities based in North America



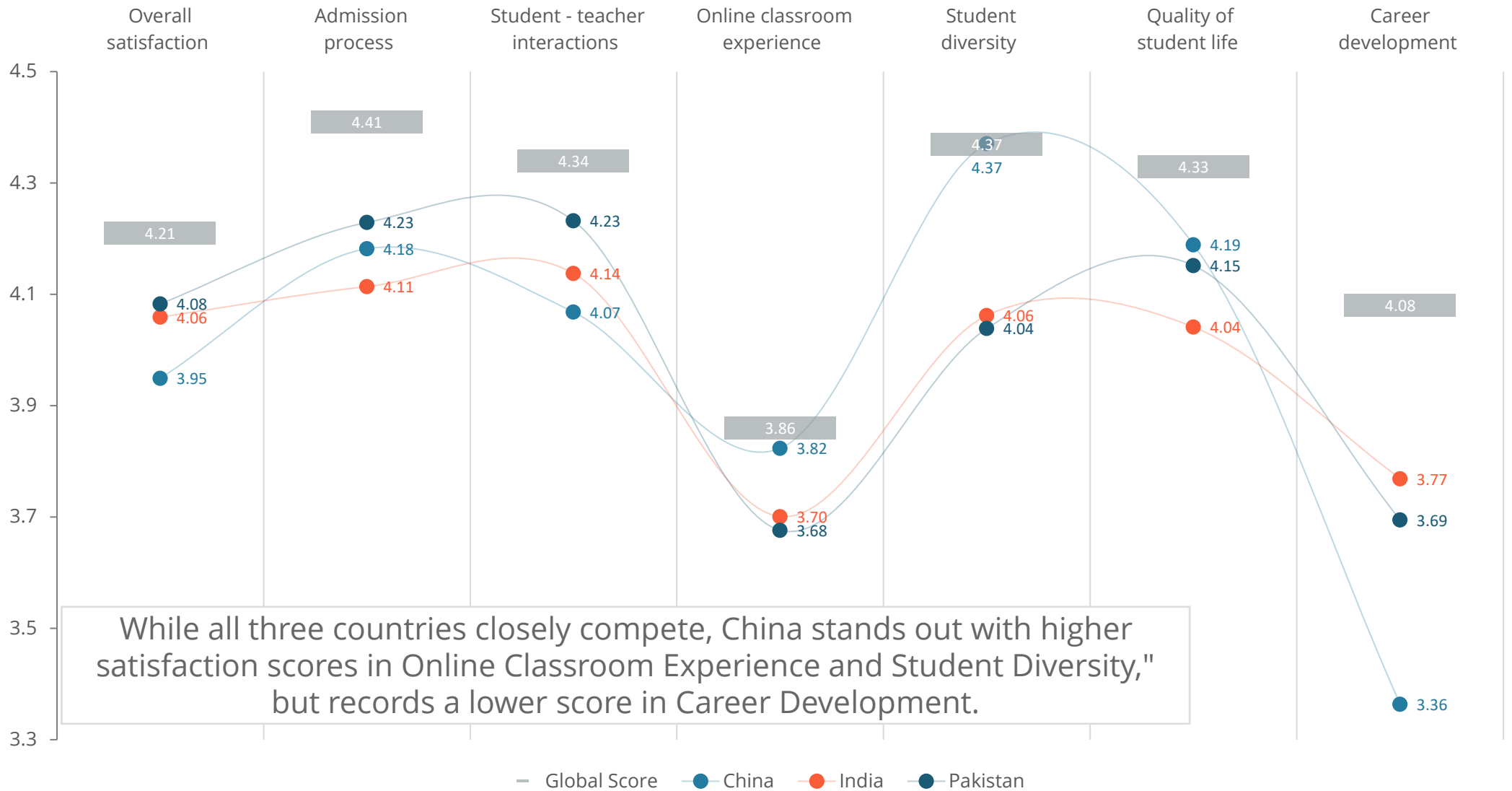
8. Australia

The average scores per seven dimensions of students' satisfaction for the universities based in Australia



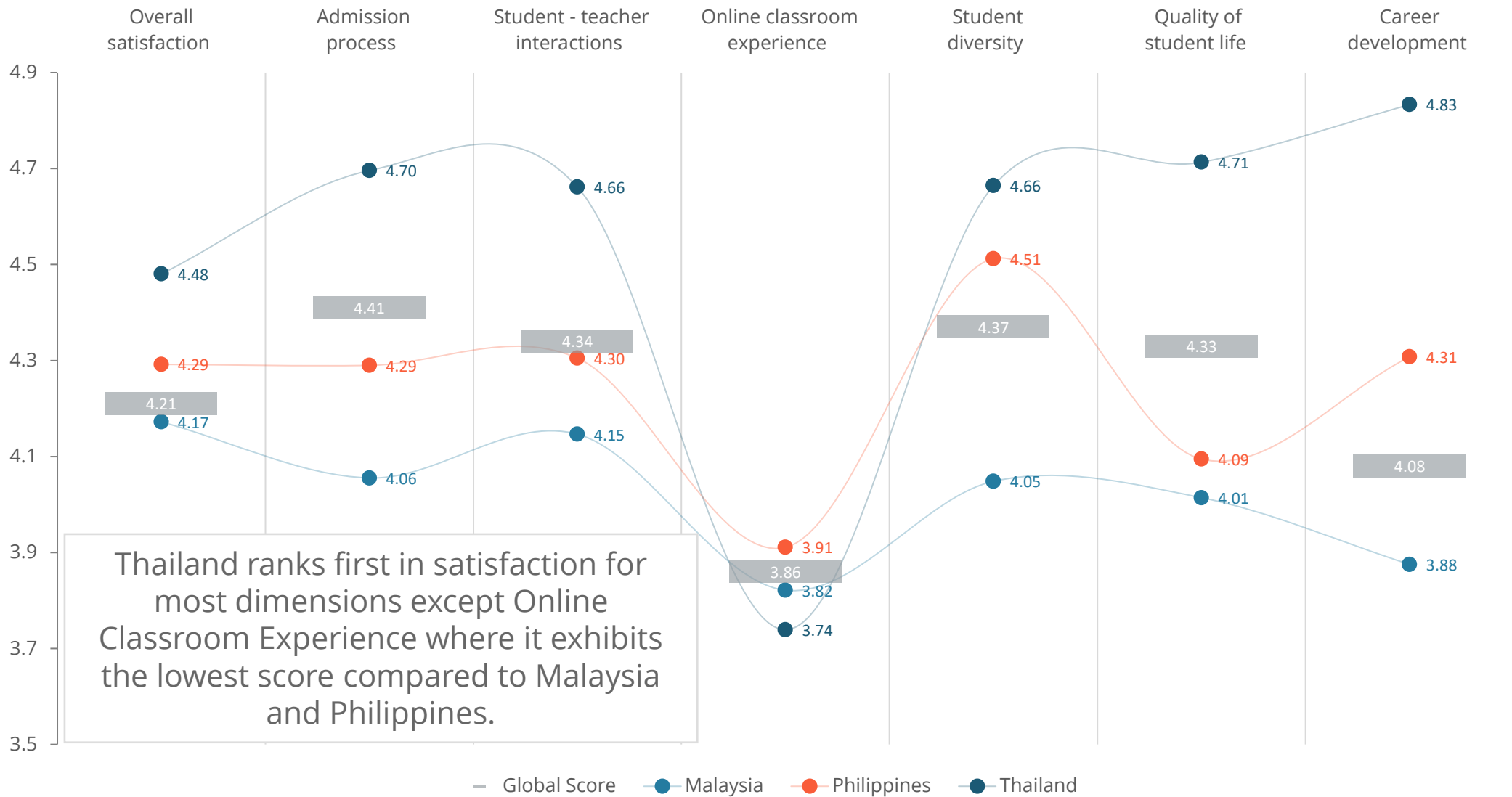
9. North & South Asia

The average scores per seven dimensions of students' satisfaction for the universities based in North & South Asia



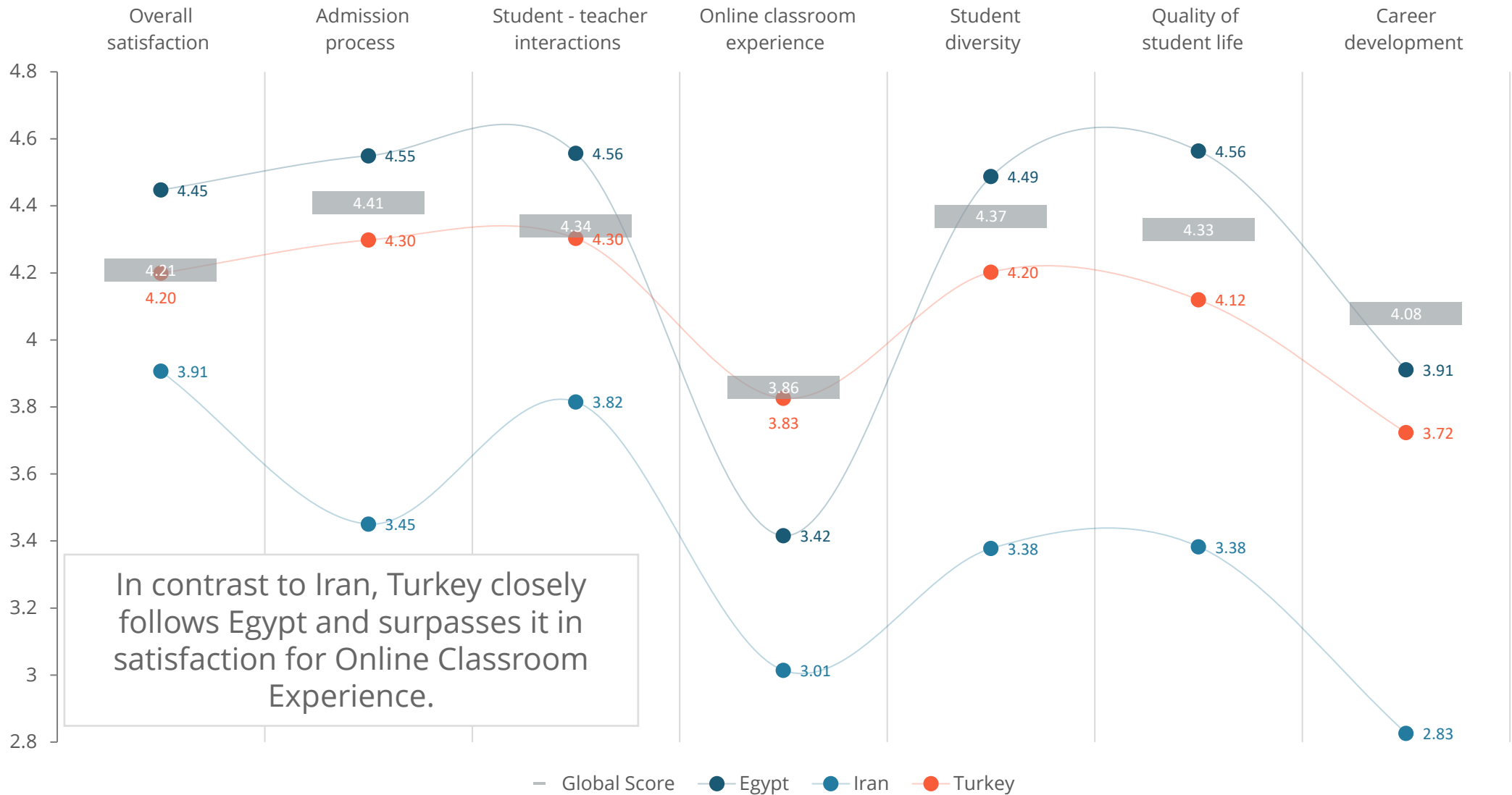
10. South-East Asia

The average scores per seven dimensions of students' satisfaction for the universities based in South-East Asia



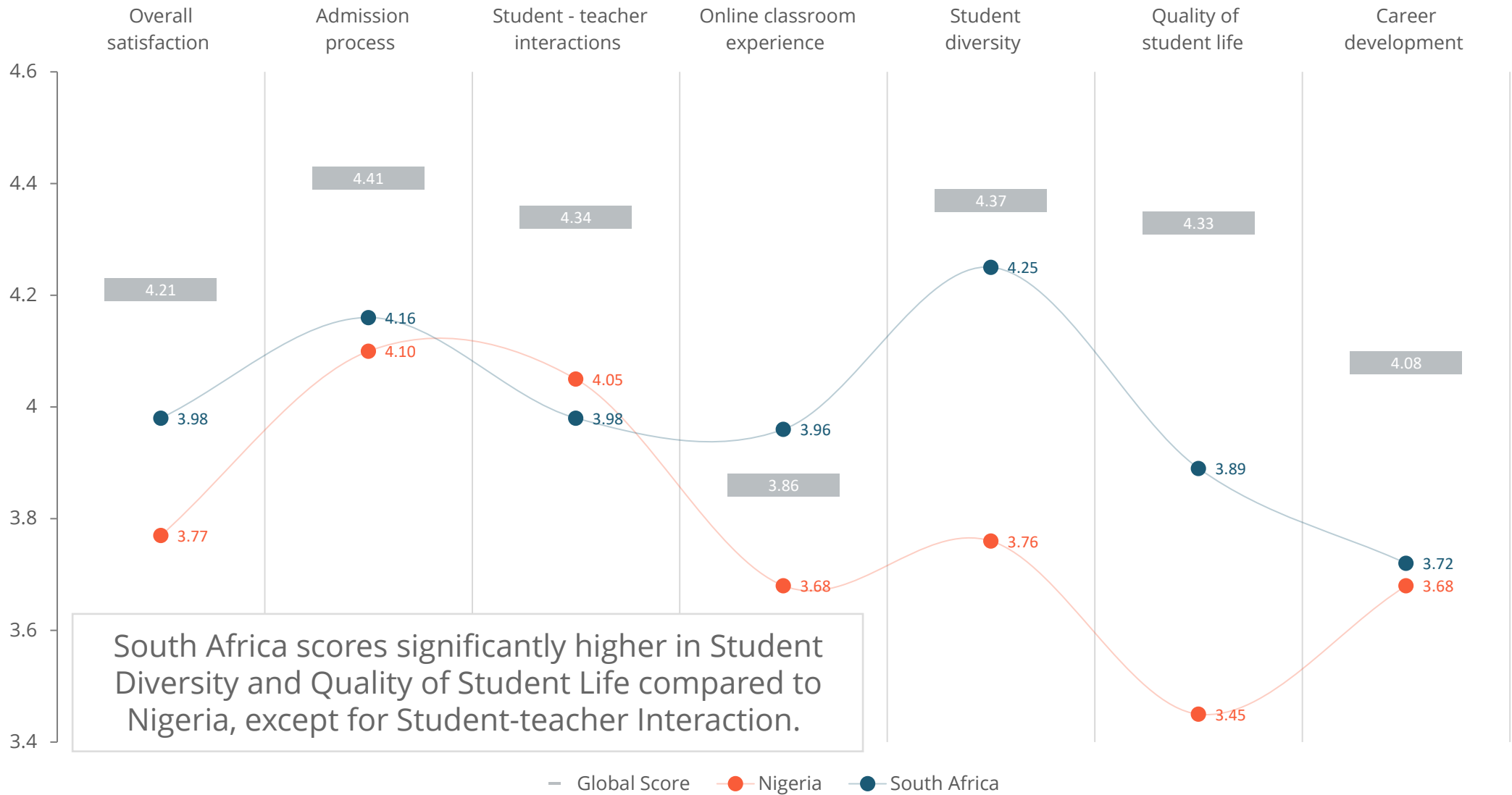
11. Middle-East & North Africa

The average scores per seven dimensions of students' satisfaction for the universities based in the Middle-East & North Africa



12. Sub-Saharan Africa

The average scores per seven dimensions of students' satisfaction for the universities based in Sub-Saharan Africa





Part Five

Methodology

Measures

Overall student satisfaction

How would you rate your overall study experience?

Admission process

How simple was it to apply to your programme? Was the information that you found on the website clear enough? Did you get support from the university staff?

Student-teacher interaction

How helpful, engaged and interested were your teachers with you? How easy was it for you to interact with them, during or after class?

Online classroom experience

How would you rate the ability of your university to teach online classes?

Student Diversity

How diverse/friendly was the atmosphere at your university? (E.g., different countries, cultures, religions, age, gender, special needs, etc.)

Quality of life

How was your everyday life? Especially when thinking about the city where you lived, did it satisfy your needs and expectations?

Career Development

Did the university provide support for your career development? (E.g., extracurricular courses, workshops and conferences, help in finding internships, etc.)

Review collection

The Student Satisfaction Awards are based on reviews written by students. In the reviews, students can rate their study experience on a scale from 1 to 5 by assessing their satisfaction in seven areas: overall satisfaction, student-teacher interaction, admission process, student diversity, quality of student life, career development, and online classroom experience.

Both domestic and international students were invited to contribute reviews in order to provide a rich and varied overview of student experiences globally. Studyportals allows students to give their study experience a score through its specialised review collection service.

Reviews are a combination of ratings and text descriptions, with the reviews published on Mastersportal.com serving as personal assessments that students and alumni can leave regarding their student experience at a specific higher education institution.

Through these reviews, we are addressing actual experiences from current students or alumni. Thus, we strive for high-quality reviews that help other students in their decision making. This means comprehensive, relevant, and informative evaluations.

Review collection

Studyportals manages a network of platforms listing English-taught programmes worldwide. On one hand, this has the advantage of offering a global coverage and capturing the interest of highly mobile international students; on the other hand, listing English-taught programmes is not representative of all studies taught in different languages. This aspect brings a more comprehensive representation of universities – and countries hosting them – where English is the predominant language. The reviews in this edition of the GSSA were written by students from January 2021 to August 2023.

How are reviews collected?

We ask students and alumni that we're in contact with to rate their experience in several areas. The way we reach out to students is via multiple channels, such as institutions, via our ambassadors and directly through our portals.

Studyportals administered a rating survey to international and domestic students asking both introductory (country of origin, dates of the study experience, and the institution of their studies), quantitative (i.e., ratings), and qualitative (i.e., text of the review) information. Studyportals then distributed the survey to its users and partnered with UMultiRank and with the Erasmus Student Network and EDUopinions to further increase the outreach and representativity of its sample.

Why the star rating?

Used by major services like Amazon and Netflix, the Star Rating system has the benefit of being familiar to customers and has become an integral part of the digital review options. This makes simple visual feedback very easy to produce, as seen in Amazon product listings.

Moreover, the star rating allows for a quick and intuitive understanding for most users and smoothens cultural differences (e.g., using a scale from 1 to 5 in numbers might mislead students from Germany where 1 represents the highest grade). Star ratings are more comprehensive when covering many different aspects.

The star rating was used against several aspects of student life. While user-friendly, it also has limitations. For instance, respondents cannot express total dissatisfaction with a negative score, driving the average on the higher scale of the spectrum: this phenomenon is commonly referred to as 'range compression'. The satisfaction scores cannot be understood as a global ranking but best highlight the difference across similar groups.

Data cleaning

The selection applied to this dataset has been applied filtering the reviews with unrealistic or unverifiable information: graduation dates not in a feasible range (e.g., '2045', etc.), or from students rating 'zeros' without descriptions. Similarly, bogus reviews, random text, offensive and unjustified, and duplicates have been amended.

How were the reviews assessed?

To ensure a robust and comprehensive analysis of student experiences worldwide, our approach was rooted in a combination of quantitative analysis and qualitative insights to capture the depth and breadth of student feedback.

On the quantitative side, data was analyzed to extract meaningful patterns and trends. Key metrics, such as average satisfaction scores and regional variations, were rigorously assessed to provide a comprehensive picture of the global student experience. The in-depth quantitative analysis allowed for an objective understanding of the data, laying the foundation for further qualitative exploration.

In the qualitative analysis, leveraging the R programming language, an initial keyword-based filtration was conducted. This step was crucial to identify reviews that referred to the seven categories of interest. Upon collating the reviews containing the relevant keywords, advanced artificial intelligence techniques were employed to derive overarching themes. The AI-driven process ensured that emerging patterns, sentiments, and critical insights were grouped into clear clusters.

While quantitative data provided a broad overview of student experiences, the qualitative insights offered depth. The latter enabled us to understand the nuanced sentiments, concerns, aspirations, and commendations of students regarding their educational institutions.

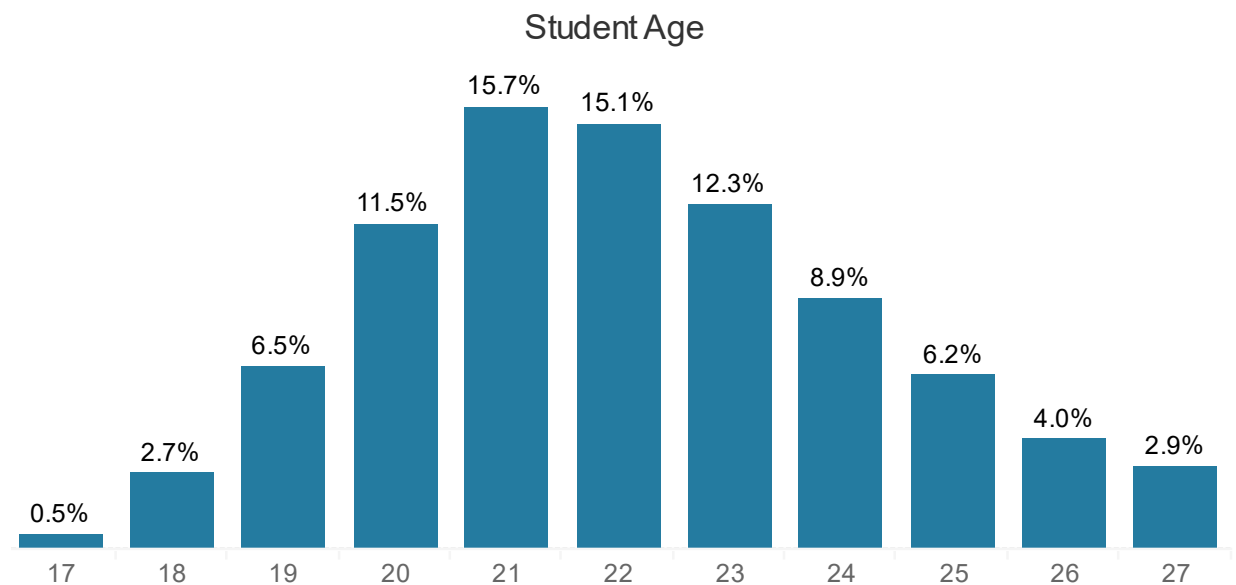
Regional coverage

Out of the 3,661 institutions that received reviews, 80 collected more than 200 reviews, 43 between 151 and 200, 91 between 101 and 150, 266 between 51 and 100. The large number of universities, scope, and comprehensiveness of the sample is completed by 3,181 universities with less than 50 reviews. On average, each university collected 27 reviews.

| | Group | Universities | Average reviews |
|----|--------------------|--------------|-----------------|
| 1 | East Europe | 278 | 38.7 |
| 2 | MENA | 147 | 36.7 |
| 3 | North & South Asia | 297 | 65.7 |
| 4 | North America | 1,124 | 45.74 |
| 5 | North Europe | 171 | 25.0 |
| 6 | Oceania | 82 | 15.5 |
| 7 | South Europe | 65 | 73.0 |
| 8 | South-East Asia | 362 | 41.0 |
| 9 | Sub-Saharan Africa | 46 | 180.4 |
| 10 | UK & Ireland | 329 | 28.9 |
| 11 | West Europe | 693 | 17.7 |
| 12 | Other countries | 67 | 14.5 |
| | Grand Total | 3,661 | 48.5 |

Coverage

The students who shared their study experience through their reviews represent a global audience of students from nearly any country. The sample represents best countries with young, large, and mobile student populations which can autonomously browse for their study options. South Asia, Sub-Saharan Africa, the Middle-East and North Africa, and – to a lesser extent – North America and Europe are particularly well represented. While China is still represented, this number is not proportionate to the very large number of Chinese students abroad.



The student age is well connected with their level of education: there was an even split between the number of respondents that reviewed their Bachelor's and Master's experience. Such a split reflects the large global pool of students that are actively engaged with universities during and after their undergraduate and post-graduate studies, allowing this report to tap into a cross section of the global student population.



Global Student Satisfaction Awards

This report is brought to you by:



Studyportals is the world's most comprehensive study choice platform, helping students to choose their best-fit study across 200,000+ English-taught programmes from 3,610+ institutions.

Over 50 million students use Studyportals platforms annually to find and compare their study options across borders and select the right programme. Our goal is to make education choice transparent, globally and ensure a future where no student will miss out on an education opportunity, because of a lack of information.

Based on the search and choice behaviour of millions of students, our Analytics and Consulting team provide real-time, forward looking market insights on student interest, institutional offering, pricing, and the changes in the competitive landscape for international education. At the same time Studyportals helps universities reach a global audience and diversify their student population.

We are dreamers, doers, and former international students ourselves, who have come together from over 37 countries, determined to make one dream happen: empower the world to choose education.



Global Student Satisfaction Awards

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The International English Language Testing System (IELTS) is the world's most popular English language proficiency test for higher education and global migration. Over 11,000 organisations globally trust IELTS. These organisations include educational institutions, employers, governments and professional bodies. IELTS is jointly owned by British Council, IDP: IELTS Australia and Cambridge Assessment English. Find out more about IELTS here: <https://takeielts.britishcouncil.org/>



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Unibuddy is the leading peer-to-peer platform for higher ed recruitment, admissions and enrolment teams. Unibuddy's suite of products enables prospective students to easily connect with peers, faculty, staff, and alumni to better inform their decision-making journey.

Currently, Unibuddy partners with 600+ institutions worldwide to boost enrolment and has supported more than one million students in making crucial decisions about their future. To learn more, visit www.unibuddy.com.



Global Student Satisfaction Awards

About the authors



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Cara is a communications specialist with a background in journalism. She plays a pivotal role in shaping Studyportals Thought Leadership initiatives. She collaborates with subject matter experts, identifies emerging trends, and works on a number of Intelligence projects and reports.

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Karl carries out market research and data analysis, drawing up reports based on Studyportals data and make recommendations to clients.

He supports his team with the use of our database to its fullest potential and aids them in analysing their clients' internal processes and data in terms of enquiry and application management.

Karl also prepares thought leadership pieces in collaboration with Studyportals experts.

