USING SOCIAL MEDIA TO RECRUIT STUDENTS IN CHINA

Authors: Xun Yin
             Yingbin Ke

SAVONIA UNIVERSITY OF APPLIED SCIENCES

Field of Study			
Technology, Communication and Transport			
Degree Programme			
Degree Programme in Industrial Management			
Author(s)			
Yin Xun, Ke Yingbin			
Title of Thesis			
Using Social Media to Recruit Students in China			
Date	23.May.2016	Pages/Appendices	39
Supervisor(s)			
First: Päivi Korpivaara, Second: Tiina Salli			
Client Organisation/Partners			
Savonia University of Applied Sciences			

Abstract

The aim of this thesis was to analyze how to use social media to recruit students who study in China for engineering program in Savonia University of Applied Sciences.

First, we need to understand the social media well. We found books from the library. Then we got the Internet to experience the social media. We got the data from the Internet and knew the situation of the main social media. The situation of Savonia in social media was searched. Chinese social media was tested using English language version. Chinese students were interviewed how they feel about Savonia social media.

It is necessary for Savonia to use social media (especially Chinese social media) to recruit students in China for the engineering programme. The social media is so important that everyone needs to use it well today.

Based on the results the most important thing to do for using social media to recruit students in China for engineering program was translation work. Chinese social media has to be used, so Savonia information and website must be translated to Chinese. Then this information can be put on Chinese social media. In this way Chinese students easily get information about university on Savonia website.

Keywords
Student Recruitment, Social Media

CONTENTS

1   Introduction

The number of Chinese students abroad has been increasing these years sharply. Especially, the trend towards younger Chinese students going abroad continued through 2014. Most of the Chinese students select American or Japanese universities. In Europe, Chinese students mainly choose universities located in England, France, German and Sweden.

Savonia University of Applied Sciences is located in Finland. Savonia UAS has been providing the Bachelor's degree of engineering for many Chinese students. After they have graduated, some of them have returned to China, and a large part of them has continued to study in Europe. They study for master degrees in famous European universities.

Because most of the Chinese people don't know Finland well, there are not so many students to come to study in Finnish universities. It is lots of benefits for Chinese students to study at universities in Finland.

1) A good education system with high standards and efficient quality assurance in Finland.
2) Excellent opportunities for studying. After finishing studies in Finland, it's easier to continue studies in another university in Europe than just study in China.
3) No tuition fees as a general rule, you just need to spend the money on living life. You also can travel to other European countries without another visa.

Finnish economy has not been good, and the Chinese economy has been increasing sharply these years. So if Chinese students can study in Savonia, it can bring money to the city where the university is located.

Savonia prepares to recruit students from China to study in the engineering program, which is taught in English. In recent years many young people have chosen to study abroad. Most of them use social media every day. They obtain information from this social media. They also set up talk groups on social media.

It was decided to analyze the use of social media for recruitment in China. Savonia will provide the mechanical engineering program to Chinese students. The thesis explains why Savonia need to use social media to recruit students and shows how Savonia can use social media to recruit students. Information about Savonia on the Savonia official website was collected. The information from the Savonia library was checked and analyzed to understand the social media. Also the Chinese students' feelings about the Savonia and social media of Savonia were investing. The main Chinese social media on the Internet was explored. Information on Savonia social media was collected and analyzed. The effects of Savonia in social media were concluded. At the end of the thesis, Conclusion was made on what was learned from this study and development proposals on how Savonia can do better in using social media to recruit students from China were given.

2   Savonia University of Applied Sciences

2.1   Basic Information about the University

Savonia University of Applied Sciences is one of Finland's biggest universities of applied sciences. Campuses are situated in Kuopio, Iisalmi, Varkaus. There are almost 6000 students and 500 employees at Savonia. In education, Savonia implements Open Innovation Space (OIS), where Savonia combines learning, development, research, and teaching. (1)

Image 1: The Logo of Savonia

The largest field of education is engineering. Engineers graduate after about four years and 240 ECTS credits. The degree is a Bachelor of Engineering (BEng) using for (AMK) in Finnish. The second largest field is Business, which educates its students for a minimum of three years and 210 ECTS credits. Business studies lead to the degree of Bachelor of Business Administration, which is "tradenomi" in Finnish.

2.1.1   International Bachelor's Degree

Savonia offers two bachelor's Degree programme conducted in English:

1) Bachelor of Engineering, Mechanical Engineering

2) Bachelor of Business Administration

This report just focuses on Bachelor of Engineering, Mechanical Engineering. Savonia University of Applied Sciences has Industrial Management programme in Varkaus. This thesis analyzes how to use social media to recruit students.

2.1.2   Content of Mechanical Engineering Programme

Mechanical engineers need good basic skills and knowledge in mathematics and natural sciences, as well as in product design and development and manufacturing technology. That is why these are the main content of the programme during the first and second years of studies, and they provide a strong basis for the professional competencies in Mechanical Engineering.

Industrial management studies provide students with a diverse knowledge of industrial processes such as business economics and supply chains. Project business management is a special emphasis in the studies. It covers the principles and methods of managing processes, project, and change. These studies are completed during the third and fourth year of your studies.

Project working is an integral part of the study methods in Mechanical Engineering. Engineering skills, including working life skills, are learned via projects. Good interpersonal and communication skills are required when someone is working on global projects involving people representing a wide range of nationalities and cultures. Managing different types of networks is also an essential skill for a future engineering expert.
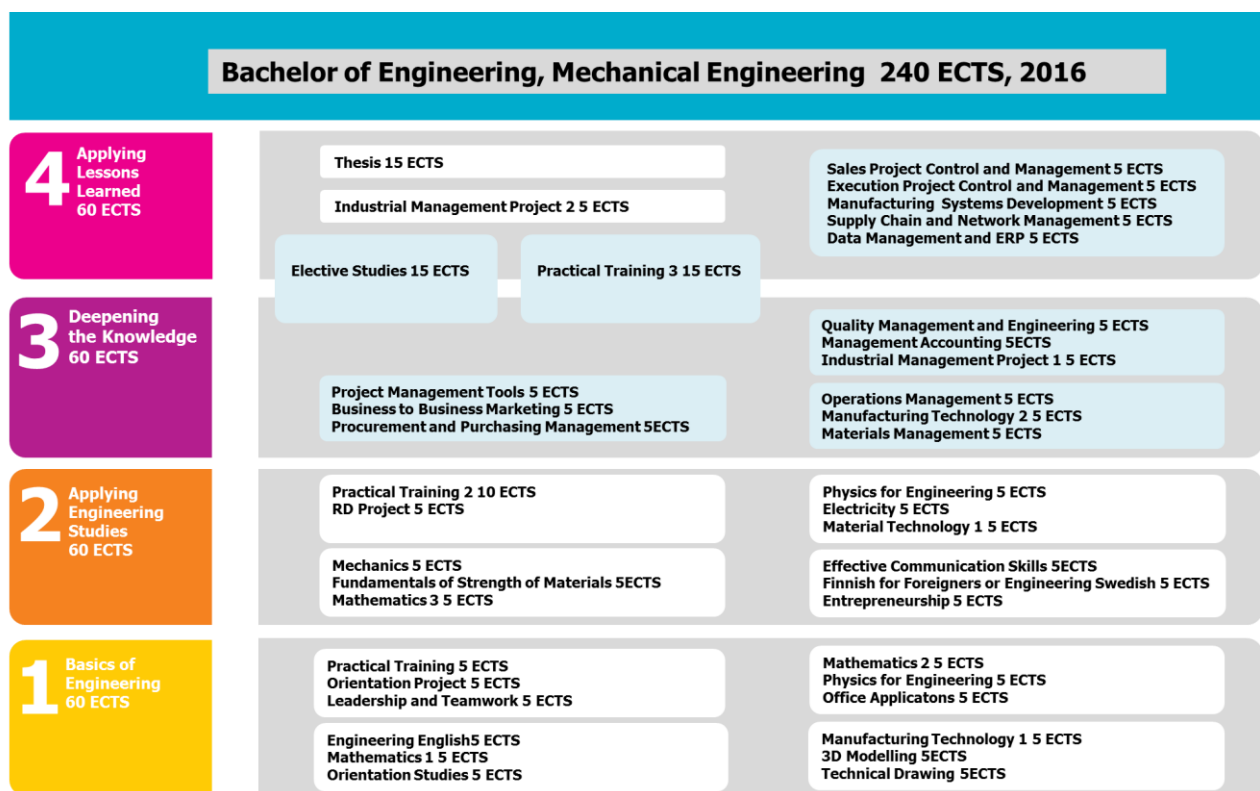
Structure of Studies:

Bachelor of Engineering, Mechanical Engineering 240 ECTS, 2016

4 Applying Lessons Learned 60 ECTS	Thesis 15 ECTS Industrial Management Project 2 5 ECTS Elective Studies 15 ECTS Practical Training 3 15 ECTS	Sales Project Control and Management 5 ECTS Execution Project Control and Management 5 ECTS Manufacturing Systems Development 5 ECTS Supply Chain and Network Management 5 ECTS Data Management and ERP 5 ECTS
3 Deepening the Knowledge 60 ECTS	Project Management Tools 5 ECTS Business to Business Marketing 5 ECTS Procurement and Purchasing Management 5ECTS	Quality Management and Engineering 5 ECTS Management Accounting 5ECTS Industrial Management Project 1 5 ECTS Operations Management 5 ECTS Manufacturing Technology 2 5 ECTS Materials Management 5 ECTS
2 Applying Engineering Studies 60 ECTS	Practical Training 2 10 ECTS RD Project 5 ECTS Mechanics 5 ECTS Fundamentals of Strength of Materials 5ECTS Mathematics 3 5 ECTS	Physics for Engineering 5 ECTS Electricity 5 ECTS Material Technology 1 5 ECTS Effective Communication Skills 5ECTS Finnish for Foreigners or Engineering Swedish 5 ECTS Entrepreneurship 5 ECTS
1 Basics of Engineering 60 ECTS	Practical Training 5 ECTS Orientation Project 5 ECTS Leadership and Teamwork 5 ECTS Engineering English 5 ECTS Mathematics 1 5 ECTS Orientation Studies 5 ECTS	Mathematics 2 5 ECTS Physics for Engineering 5 ECTS Office Applicatons 5 ECTS Manufacturing Technology 1 5 ECTS 3D Modelling 5ECTS Technical Drawing 5ECTS

Image 2: Bachelor of Engineering, credit structure of Mechanical Engineering (2)

2.2 Situation of Chinese Outbound Students

The world's leading study abroad market registered another year of strong growth in 2014. The number of Chinese students abroad went up sharply in 2013. Of particular note, the trend towards younger Chinese students going abroad continued through 2014 with strong growth indicators for secondary school enrollment abroad.

According to the latest data from Chinese Ministry of Education, 459,800 Chinese students went abroad in 2014 representing an 11.1% increase over the year before. Of those, 21,300 were sponsored by public funding sources, 15,500 were employer-funded, and 423,000 – or 92% – were self-funded.

Social media showed the trend to younger students. Media began to report on a trend toward Chinese students going abroad at a younger age in 2013, and the data at that point indicated a pronounced shift to younger student demographics leading up to 2010. As in 2010, nearly 20% of all Chinese overseas students held an academic certificate below the high school level. That number increased roughly by 23% in 2011 and hit a new peak in 2014 when almost 30% of all Chinese students abroad were enrolled at the secondary school level. (3)

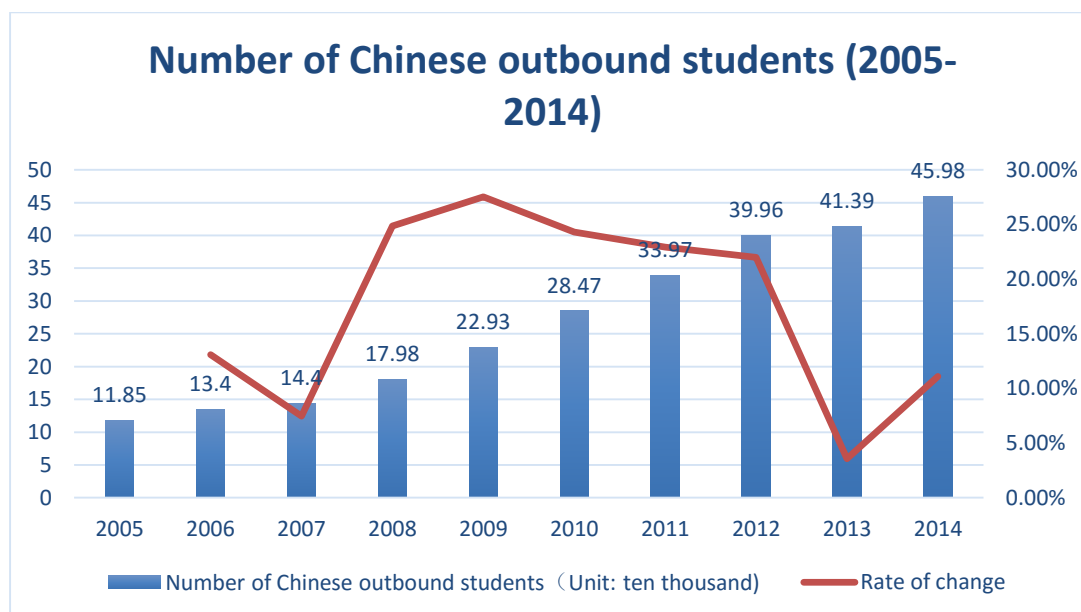**Number of Chinese outbound students (2005-2014)**

Image 3: Bar chart number of Chinese outbound students from 2005 to 2014 (4)

It can be seen from the diagram that during 2008 to 2012, the number of Chinese students was growing rapidly. In 2013 the rate growth became slow, but still was increasing. In 2014, the speed of growth became large again. The number of Chinese students has been increasing these years. The number was increased from about one hundred and seventy-nine thousand eight hundred in 2009 to about four hundred and fifty-nine thousand eight hundred in 2014. It is a big marketing for a foreign college.
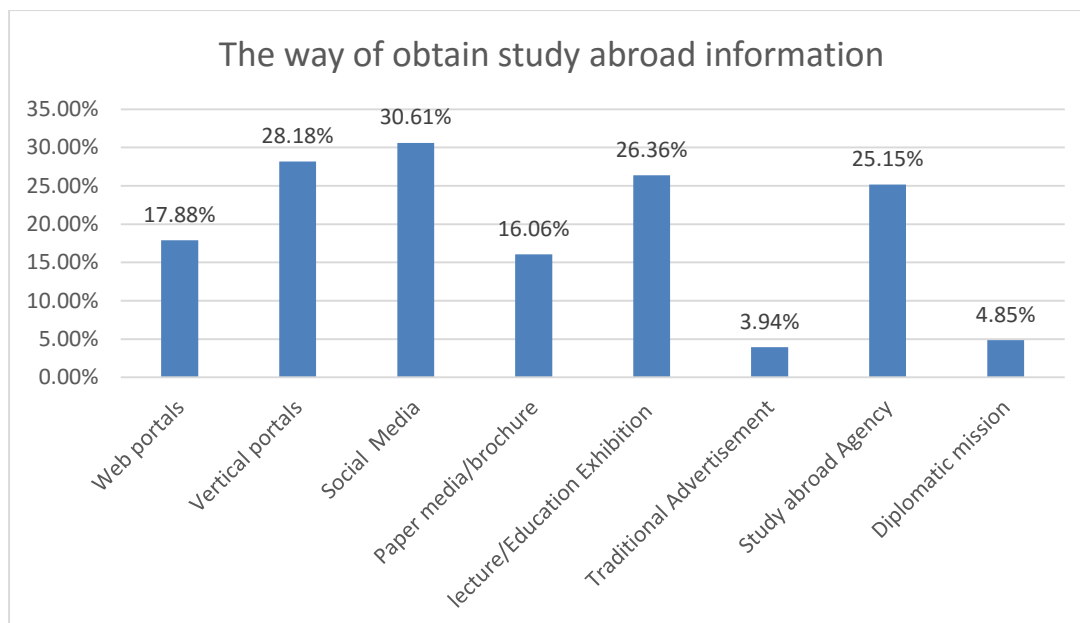
Image 4: The bar chart shows the proportion of channel where the information of foreign studies is gotten (5)

The second picture shows that Chinese students obtain information about abroad studies mainly from social media, vertical portals, and studying abroad agencies. Vertical portals and studying abroad agencies are more professional sources of information but most of the students obtain the information from social media.

There are a large number of Chinese outbound students every year. The number is increasing every year. So Savonia needs to recruit students from China. Savonia also needs to use social media to get publicity in China.

3 Social Media

3.1 Defining Social Media

Merriam-Webster dictionary defines social media as "forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content..."

That's pretty technical. Social media is websites or services that host a community of users and make it easy for those users to communicate with one another using their computers, smartphones, or tablets. That communication can involve sharing messages and information, as well as pictures and videos. It's all about being social, and encouraging social interactions. (6)

The Merriam-Webster dictionary gives a good definition to social media. But it emphasizes the online communities and shares data. People receive a large number of information in social media from organizations and some famous people. When people have questions they often search in Google (In China Baidu), people also often get the answer from Wikipedia (In China Baidu Zhidao). Famous people on Facebook, Twitter, YouTube or other social media always have more than tens of thousands of people, even hundreds of thousands of people followers or subscribers. Organizations like governments or Business Companies also use social media to spread information to the public. With the development of big data, they also use social media to get information on people, for example, they can get information on people's habit, interests, and other personal information.

3.2 A Short History of Social Media

The social media has been around for about 40 years — although its main features have existed since the earliest days of the Internet.

If you are old enough to remember the earliest PCs back in the 1970s and 1980s, you may remember pre-Internet communications in the form of dial-up computer networks (such as CompuServe, Prodigy, and America Online), bulletin board systems (BBSs), and other simple online discussion forums. The early online services served much the same function as today's social media, offering topic-based discussion forums and chat rooms, just like Facebook and LinkedIn do today. What they didn't offer was a way to follow friends on the site, or to publicly share status updates. But the seeds of today's social media were there.

Other components of modern social media developed after the rise of the public Internet and the World Wide Web. For example, numerous topic-based website communities, like iVillage, Epicurious, and

Classmates.com, arose in the mid-1990s. Personal blogs, which let users post short articles of information and opinion, emerged around the year 2000. And photo-sharing sites, such as Flickr and Photobucket, became a part of the Internet landscape in the early 2000s.

The first service to combine all of these features into a single social network was Friendster, in 2003. Friendster also introduced the concepts of "friends" and "friending" to the social web; it all came from the name, not surprisingly.
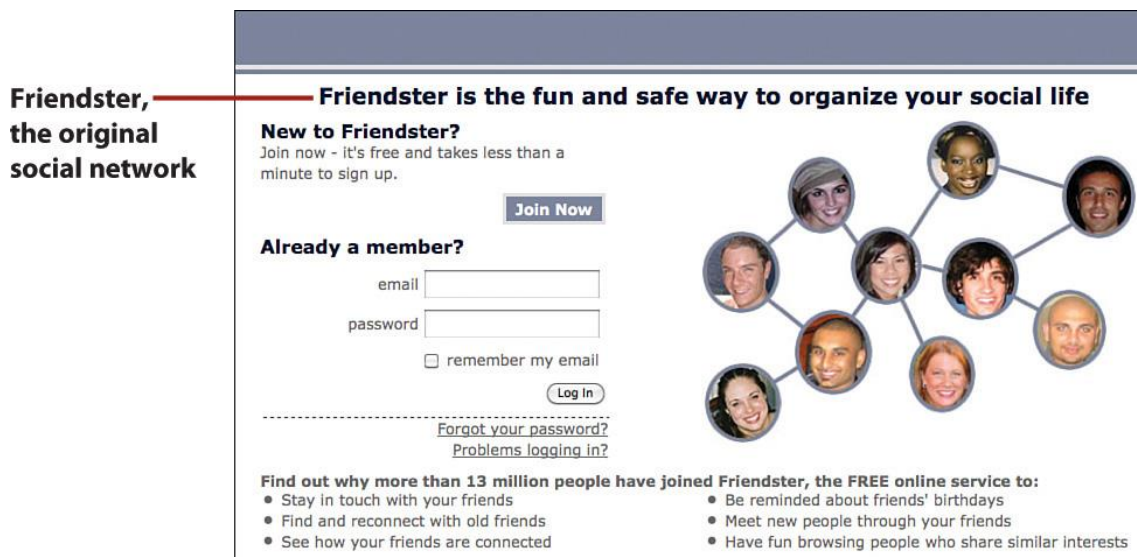
Image 5: Friendster which is an old social network (7)

Friendster enjoyed immediate popularity (more than 3 million users within the first few months of operation), but it ran into technical problems associated with the growth and was soon surpassed by MySpace, which was launched later the same year. MySpace became the Web's most popular social network in June 2006 and remained so for almost two years.

Friendster and MySpace were part of the first wave of social media. The second wave formed in 2004 when a site originally known as "the Facebook" came on the scene. What eventually became known as just "Facebook" was originally launched as a site where college students could socialize online, but quickly opened the door for users of all ages. This broadening of Facebook's user base led to a huge increase in both users and usage, with Facebook surpassing MySpace in April 2008.

Of course, Facebook isn't the only social network today, however. Several social media that are more specialized than the Facebook. (7)

3.3   A Short History of Chinese Social Media

QQ is the most important social media link tool for most of the Chinese people on the Internet. In February 1999, Tencent developed network communication tools. They had reasonable design, good usability, powerful function and stability. They obtained many users in China.

In the beginning, QQ was called OICQ. It was imitated from ICQ, and ICQ is an international chat tool. The name ICQ was similar with OICQ. So Tencent changed the name to QQ. In 2000, QQ had occupied the Chinese online instant messaging market having coverage of nearly %100. There were no other popular instant messaging tools in China in 2000. After 2000, the QQ has been developing and continued to develop new functions. Until today, QQ is also the main online instant messaging software.

In 2004 Facebook became popular. After three years China also had its own Facebook: RenRen, which spread quickly among college students. It opened a new chapter in the development of Chinese social media history.

After the July 2009 Urumqi riots, China shut down most of the domestic Twitter-like services. Many popular non-China-based microblogging services like Twitter, Facebook and Plurk have been blocked since then. It was considered to be an opportunity to Sina's CEO Charles Chao. SINA Corporation launched the tested version of Sina Weibo on 14th August 2009. Basic functions including message, private message, comment, and re-post were made possible in September 2009. A Sina Weibo-compatible API platform for developing third-party applications was launched on 28th July 2010. (8)

In 2011, Tencent made a mobile-only messaging app. It was a big break from Tencent's social networks and online gaming empire. The new app was called Weixin in Chinese. It also became the first mobile online link tool in China. (7) After 2011 new social media platform increased. More and more companies invested in the social media. When the time came to the end of 2013, the social media companies began to pay attention to mobile platform.

3.4   Use of Social Media

The percentage of online adults who use social networking sites has steadily risen. As of January 2014, 74% of all online adults use social networking sites. For adults aged from 18 to 29, 89% of them use social networking sites. The corresponding figure for the adults' age group 30 – 49 is 82%.The corresponding figure for the adults' age group 50 – 64 is 65%, and for adults aged 65 and over, 49% of them use social networking sites.

First, the percentage of online adults in every group of adult aged groups increased sharply from 2013 to 2014. Second, for young adults, most of them use social media, just a little percentage of them do not use social media. Young adults are potential customers for Savonia.
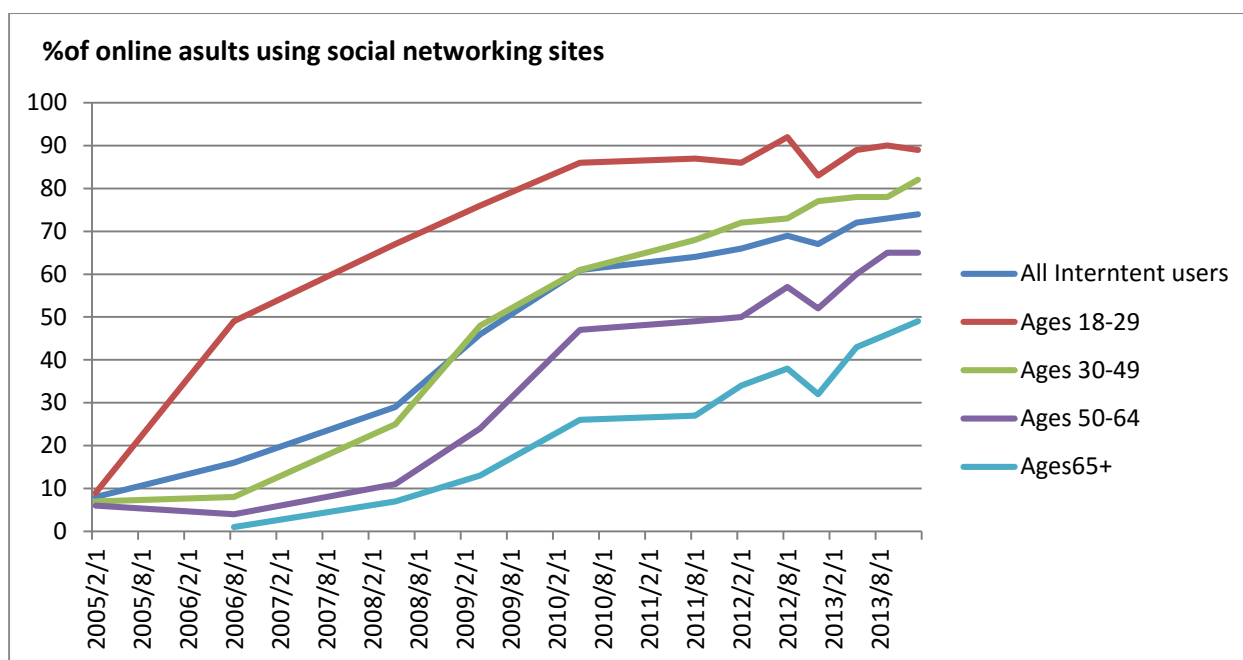
%of online asults using social networking sites

Image 6: The percentage of online adults in every adult's age group from 2005 to 2013 (10)

3.5   Why Social Media is Important

Social media has been called a fad, popular for teenagers or modern communication system for the teenagers. Teenagers built social circles for them. It also made an excellent change in business. For those who know how to use it properly, social media offers a brilliant business opportunity and is critical for success in the world.

When people plan to get some information, they often use two ways today. One searches for information them by using the search engine on the Internet. The second way is asking friends, teacher or some people. The search engine can know from previous searches what you like or from your IP address where you are, different people put in the same question in one search engine and will get different re-sults. Search engine contextualizes our search. That is called personalization.

Formerly people asked friends questions. They used to make a phone called or just meet face to face. But today people often use social media to link with their friends. Sometimes people put the question on the blog or BBS. It can let all friends know their questions and give their answer. Their friends also often get the information from the social media.

So do people trust them? Actually, in China, most of the people don't always believe their friends, but their friends also influence their decisions. If a false message is said by more than three people, other people also would be affected by it. How about the social media? According to consultancy, 79 percent of consumers trust online reviews as much as personal recommendations and 73 percent of consumers say positive customer reviews make them trust a business more. 68 percent of consumers place greater

trust in business with good and bad reviews, and only 12 percent of consumers say they take no notice of online reviews.(11) You live in the social media. You are influenced by the social media. However, you can also affect the social media. Put the information on the social media, and get the useful information from the social media by the Internet technology.

3.6   Conclusion

People obtain the main information from social networks and are influenced by the social media. Savonia's potential customers are also in these people, so social media is a very important marketing tool for Savonia. Savonia can use social media to let Chinese young people get to know it and become interested in Savonia University of Applied Sciences. Chinese youngsters even will have some talk groups about our school. Finally, social media will influence their decisions. The possible that they select mechanical engineering programme in Savonia will increase.

4 Chinese Social Media

4.1 Background

China has the world's biggest Internet user base, but the Chinese government makes it impossible for foreign companies to enter the social network market in China. There is no Facebook, no Twitter, and no YouTube. Chinese people cannot use the international popular social media in their country. However, the Chinese have created their own networks, just like Facebook, Twitter, YouTube and others– but with more users – which is why we need to pay attention to the Chinese social media.

4.2 Chinese Internet Users

By the end of June 2015, China had 668 million Internet users, 18.94 million more than half a year before! The number of Internet users who use mobile devices is 594 million the number accounts for 88.9% of all the Internet users. China has the world's biggest Internet user base. China's Internet users in 10-39 age groups constitute the major groups; the ratio reached 78.4%. In all Internet users, the people's educational background junior high school and senior middle school (technical secondary school, technical school) accounted for 67%.
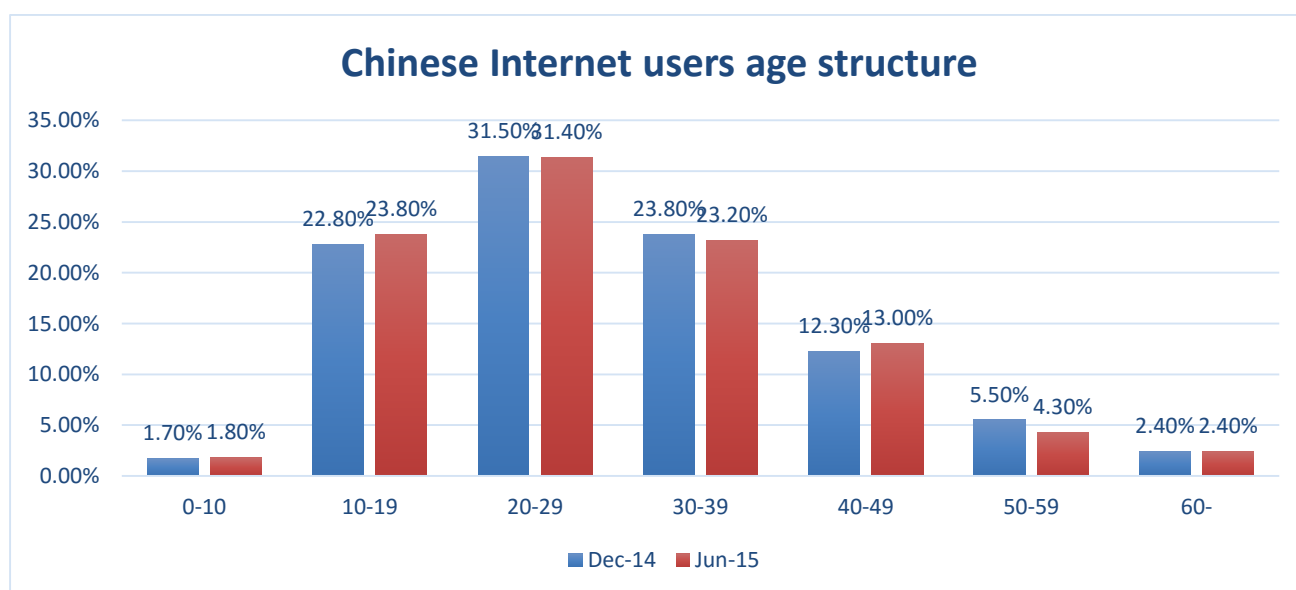

Image 7: Bar chart of Chinese Internet users' age structure in 2015 (12)
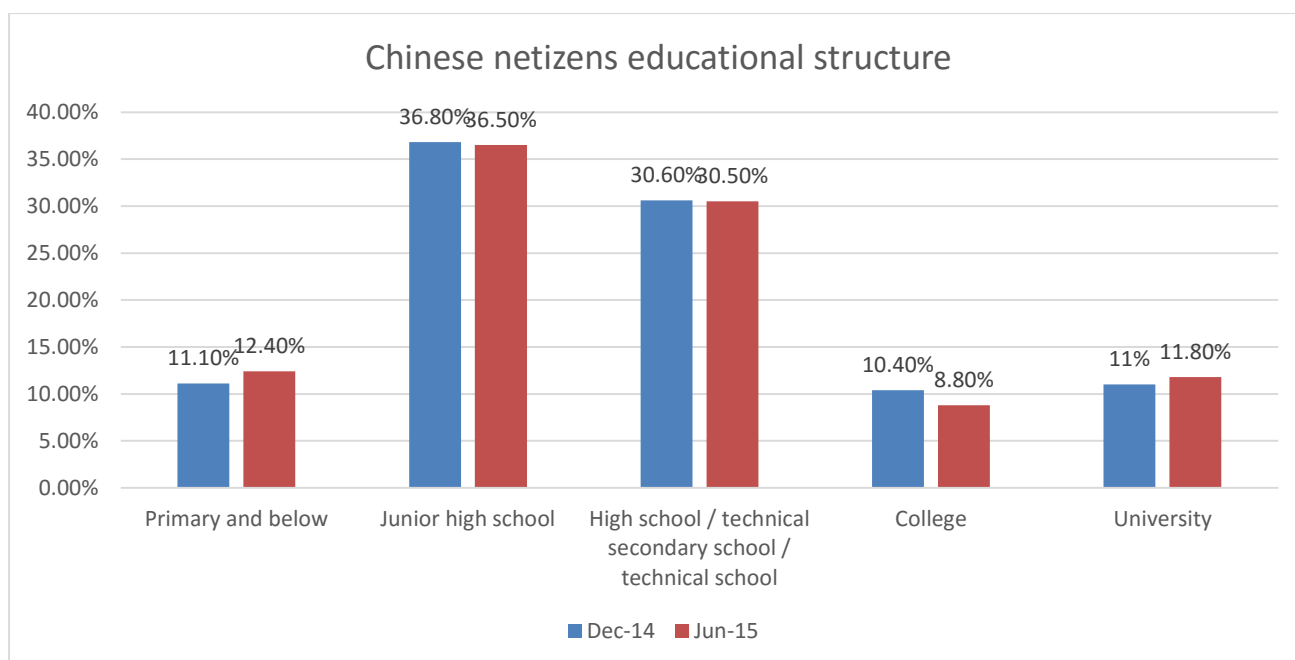
Image 8: Bar chart of Chinese netizens educational structure in 2015 (12)

From the Chinese netizens educational structure, it shows that most Chinese netizens' degree is secondary school (around 67%). And from second Chinese outbound students' situation, it displays that almost 30% of all Chinese students abroad were enrolled at the secondary school level. Today more and more young Chinese students want to study abroad. Most of the Chinese students surf the Internet. And in the last picture, we can see that most of the Chinese students obtain the information about studying abroad from social media.

4.3 Most Popular Chinese Social Media

4.3.1 Tencent (腾讯)

Tencent in Q1 2015, QQ had active accounts reaching 832 million monthly. The figure went down by 2% from last year. But active, intelligent Terminal accounts reached 603 million monthly, which represents an increase of 23% over last year. It means more people began to use QQ on the mobile client. QQ maximum number of simultaneous online user accounts reached 228 million, which represents an increase of 14% over last year. The amount of people who spend time on QQ has increased.

Image 9: The Logo of Tencent

In another Tencent production, WeChat (微信) (Chinese and International) the monthly number of active accounts reached 549 million, which represents an increase of 39% over last year. More QQ users began to use WeChat in China.

When people use QQ, it would recommend users to open the Qzone. So it also has a large number of users. In Qzone (QQ space, QQ 空间) the number of active accounts reached 668 million, which represents an increase of 4% over last year. And (QQ space, QQ 空间) active, intelligent terminal accounts reached 568 million, which represents an increase of 22% over last year. (13)

Tencent in autumn 2015，number of monthly active users of QQ was 860 million, which represents an increase of 5% over last year. Number of monthly active users of mobile QQ was 639 million, which represents an increase of 18% over last year. Monthly active users of Weixin (In China) and WeChat (International) were 650 million, an increase of 39% over last year. Daily active users were 570 million in September 2015.There were over 200 million users of QQ wallet and WeChat payment. Monthly active users of Qzone were 653 million, an increase of 4% over last year. (14)

Tencent Products & Service

QQ

Tencent QQ provides a total solution for Internet-based instant messaging (IM) platform. It supports comprehensive basic online communication functions, including text messaging, video and voice chat as well as online (offline) file transmission. It also supports platforms including PC and mobile phone. The new QQ edition is fully compatible with Windows 7, Windows 8, windows 10, Linux, Mac and Android, iOS. QQ with "Hummer" as its core has strengthened the integration of various Internet services to build a complete, mature and diversified online life platform for users. QQ can be used to talk with others, read news, and listen to music. People can also play games on QQ platform.
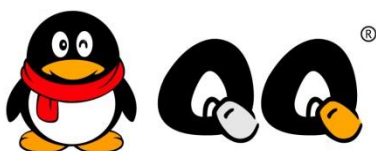

Image 10: The logo of QQ

QQ is the Chinese largest social networking and instant messaging platform, and it is one of the keys to understand the shape of the Internet in China today. (15) Except very old people, most of the Chinese people use QQ. In China, if you want to keep link with someone, you need to know his QQ number.

WeChat

WeChat is a Chinese fastest growing social app, a popular way to connect, communicate and share information. The platform brings together messaging, social communication and games all within a easy-to-use app. Users can choose to send free text and multimedia messages, video calls or share photos on their closed Moments social network. Other features include mobile games and convenient friend adding services. Because it is continuously evolving around users' needs, WeChat also offers enterprises a platform to create original consumer experiences.

Image 11: The logo of WeChat

Available in about 20 language versions, WeChat now operates in about 200 countries and regions. Today more and more foreigners use WeChat. When you use WeChat outside China, it is easy to find a foreigner friend in the WeChat App.

Research from Tencent's report that shows WeChat covered more than 90% of smartphones in China in 2015. The average age of WeChat users was 26 years. Overall 97.7% of the users were under 50 while the users aged between 18 to 36 represent 86.2% of the total WeChat users, A Curiosity China report indicates.
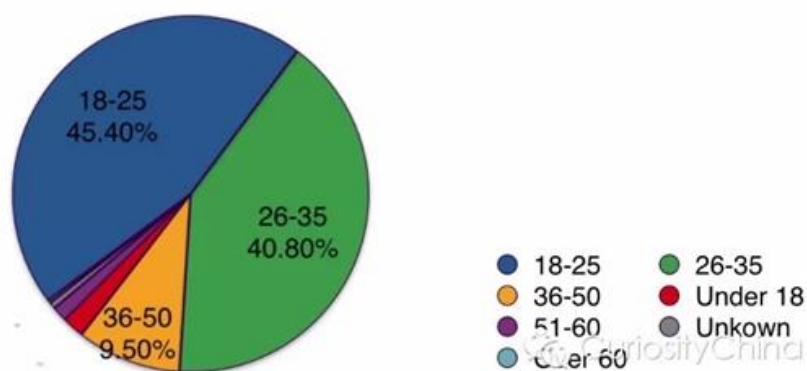

Image 12: Different WeChat users by age group (16)

The app has an unbalanced gender distribution with 64.3% of the users recorded as male and 35.7% female. Regarding occupation, employees of private enterprises, self-employed people, students and public sector workers all these account for a dominant number of the users. (16)
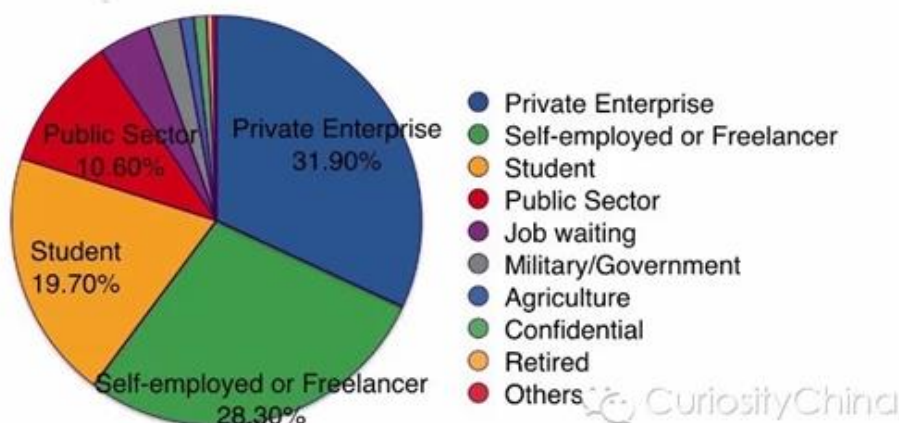

Image 13: Different social status occupations in WeChat users (16)

Qzone

Image 14: The Logo of Qzone

As a personalized multimedia space exclusively owned by users, Qzone creates a brand-new online social media built around three major content categories: self-expression, content sharing, and peer interaction. You can put your pictures and Daily in your Qzone pages. Your QQ friends can see them from your Qzone pages, and they also can leave a message on your Qzone page. You can also get new friends through the Qzone; you can get to know their looks, habits, and thinking by their Qzone.

Pengyou

Image 15: The Logo of Pengyou website

Pengyou is a real life-like community tailored for university students. Here, university students can contact their old classmates, make new friends, readily get the latest news about their classmates, friends, schools and the local community. They can also play QQ farm game, QQ restaurant game, and other interesting games together and get the latest internship, part-time job, and recruitment information. At one stop, university students can access entertainment, learning and various daily life information services. (17)

4.3.2   Sina (新浪)

Sina Weibo, often simply called 'Weibo' is one of the biggest social media platforms in China. 'Weibo' means 'micro-blog' in Chinese. Weibo is often explained as the Chinese social media which is equivalent to Twitter or Facebook, two services that are blocked in mainland China.

Image 16: The logo of Sina Weibo

The year 2009 that Sina Weibo was launched was a pivotal year for China regarding micro-blogging. Besides Twitter, Chinese social media sites such as Zuosa, Fanfou and Taotao were rapidly gaining popularity. Following the Urumqi riots in 2009, Chinese authorities blamed the free flow of information for the surge of social unrest and put a stop to Twitter, Facebook and many local microblogs (Sullivan 2012. 775). Sina Weibo was introduced as a new social media platform that would keep the stream of incoming posts under control by Chinese authorities.

There are multiple sites in China that offer micro-blogging services, but Sina Weibo is still the most popular one around the Chinese web. Three years after its launch, it already had 503 million registered users (Chen et al. 2012. 1; Zhao et al. 2014. 613); a significant majority of the 640 million Inter-net users that China holds.

Monthly active users of Weibo reached 222 million as of September 2015 and 85% from mobile, increasing 33% compared to the same period last year and 10 million compared to the previous quarter owing to strong consumption of video, photo, and key opinion leader content. Daily active users reached 100 million on average for September 2015, up 30% year over year. (18)

Sina Weibo is often called the "Chinese Twitter", but it has more functions than Twitter. The platform makes a combination of Facebook and Twitter but ultimately is unique in China. Weibo has a 140-character limit to each post just like Twitter and users are part of a "follower-followee network". The relationship between followers and followees is unidirectional; one can 'follow' an individual and read their Weibos (posts), like and share them, without being followed back. It is possible for users to upload videos, images, and audios.

Research shows that there are quite some differences between how Weibo is used in China and Twitter is used in other countries. Users of Sina avoid talking about (political) organizations or other institutions. The idea that Weibo is used in a more 'personal' way is supported by the fact that Sina Weibo users publish 19% more posts during the weekends. (19) Users of Sina also often get news about a star or famous Internet celebrities from Weibo.

4.3.3   RenRen (人人网)

Image 17: The Logo of RenRen

Renren.com had approximately 219 million activated users as of September 30, 2014. And, its monthly unique log-in users in September 2014 was approximately 44 million, compared to approximately 50 million in September 2013 according to Renren unaudited financial results. Renren.com had approximately 227 million activated users as of June 30, 2015. (20)

But the number of active users had a downtrend in 2015, because of WeChat and Weibo. From some popular BBS, for example, http://www.douban.com/group/topic/73795729/?start=0, you could find some news about this situation. The topic question is "The Renren net was very popular previously, but now is losing"; some Chinese news also reports this phenomenon.

4.3.4 Youku Tudou (优酷 土豆)

Youku Tudou Inc. (NYSE: YOKU) is a leading entertainment and media company in China. They have two media ecosystems for the global Chinese audience t, Youku platform, Tudou platform. Youku Tudou's extensive library of syndicated content consists of television dramas, feature films, news programming, variety shows, music videos, animated features, and much more.

Image 18: The logo of Youku & Tudou

According to iResearch, the number of Youku Tudou monthly unique visitors from homes and offices was approximately 50 million in December 2007. In December 2014, the monthly unique visitors from home and office PC users amounted to approximately 256 million and 169 million for Youku platform and Tudou platform, respectively. The daily mobile views on both platforms reached 900 million in 2014. (21)

Now with a user base of 580 million monthly unique visitors, the content is accessible across multiple screens making International users one of the top internet entertainment and media destinations in China.

Image19: The logo of Youku

"The World is Watching" – was founded in November 2005, Youku launched in beta in June 2006 and opened to the public in December 2006. Youku has since expanded and diversified its library to include a combination of web-native content and licensed professional content. With its positive and mainstream brand position, Youku has become one of China's most influential online entertainment and media brands. December 8, 2010, Youku became the first Chinese internet video company to be listed on the New York Stock Exchange. (22)

Image 20: The logo of Tudou

"Everyone is a Director" - was officially launched in April 2005, Tudou -- originally Tudou -- was China's first video-sharing website with a focus on user-generated content. Now, with an emphasis on young and edgy culture, the Tudou platform is a community where users showcase personality and interact across creators, fans and idols. On 17 August 2011, Tudou listed on the NASDAQ stock exchange. (22)

5 International Social media

Facebook and Twitter are the most popular international social media, and YouTube is the most popular video-sharing website in the world. They have the largest number of users in the world, but they cannot be used in the mainland of China. Just some Chinese who live in Hong Kong and Macau can use them. So we just shortly introduce them in this thesis.
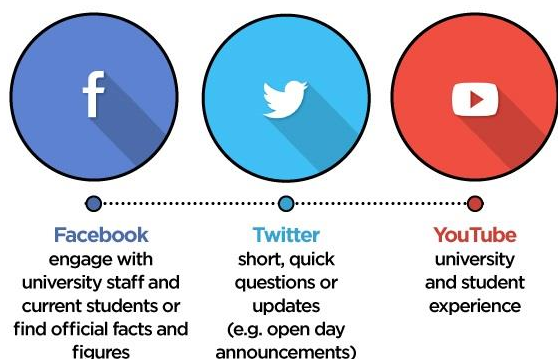

Facebook
engage with university staff and current students or find official facts and figures

Twitter
short, quick questions or updates (e.g. open day announcements)

YouTube
university and student experience

Image 21：Use Facebook, Twitter, and YouTube in college

5.1 Facebook

Facebook is an online social networking service. You can register for it on the Internet. After registering to use the site, users can create a user profile, add other users as friends, exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Close Friends". Facebook had over 1.18 billion monthly active users as of August 2015. (23)

5.2 Twitter

Twitter is an online social networking service that enables users to send and read short 140-character messages called tweets. They are publicly visible by default, but senders can restrict message delivery to just their followers. Users can tweet via the Twitter website, compatible external applications (such as for smartphones), or by Short Message Service (SMS) available in certain countries. Retweeting is when a tweet is forwarded via Twitter by users. Both tweets and retweets can be tracked to see which ones

are most popular. While the service is free, accessing it through SMS may incur phone service provider fees.

Users may subscribe to other users' tweets – this is known as "following" and subscribers are known as followers or tweeps, a portmanteau of Twitter and peeps. Users can check the people who are unsubscribing them on Twitter ("unfollowing") via various services. Also, users can block those who have followed them. Twitter allows users to update their profile via their mobile phone either by text messaging or by apps released for certain smartphones and tablets.

As of May 2015, Twitter has more than 500 million users, of which more than 302 million are active users. (24)

5.3   YouTube

YouTube is a video-sharing website headquartered in San Bruno, California, United States. The service was created by three former PayPal employees in February 2005. In November 2006, it was bought by Google for US$1.65 billion. YouTube now operates as one of Google's subsidiaries. The site allows users to upload, view, rate, share and comment on videos, and it makes use of WebMD, H.264/MPEG-4 AVC, and Adobe Flash Video technology to display a wide variety of user-generated and corporate media video. Available content includes video clips, TV clips, music videos, movie trailers and other content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube has been uploaded by individuals, but media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via YouTube, as part of the YouTube partnership program. Unregistered users can watch videos, and registered users can upload videos to their channels. (25)

6   Savonia's Social Media and Chinese Students' Opinions about It

6.1   International Situation

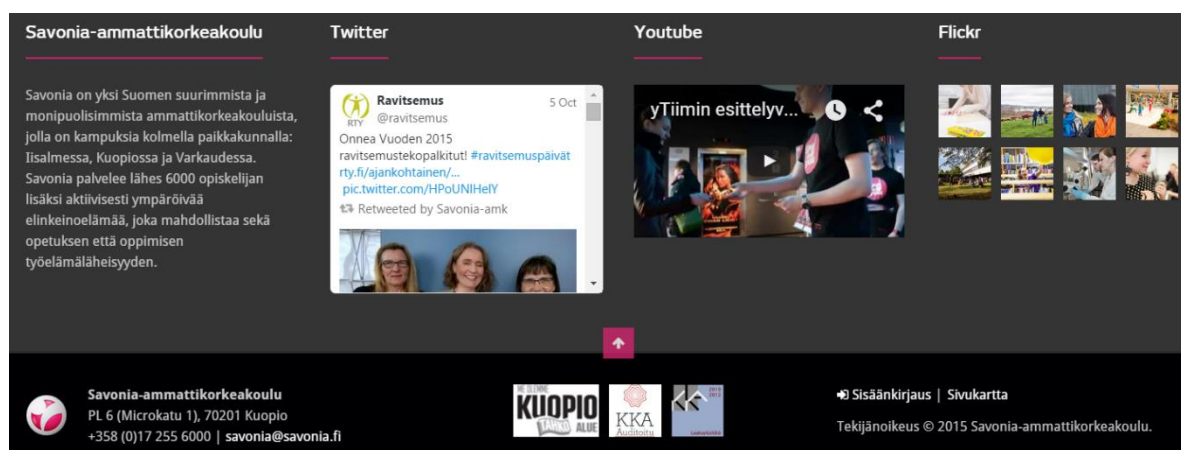This is Savonia official website and what social media Savonia has.

Image 22: The picture is the bottom of Savonia official's website page. (26)

Twitter, YouTube, Flickr they all are on Savonia web. Office built them. They are three main international social media. They are enough for Savonia's official website. But it is interesting that there is no Facebook link on this page. And the Facebook has Savonia is web pages and even divided to Varkaus and Kuopio. The students also built a group in Facebook. As the most popular International social media, it should be displayed on this page.

6.1.1   Twitter

Image 23: Savonia's website page of Twitter on 5th of October 2015

Savonia Twitter just had 45 followers on Twitter in October 2015. The number was too small and did not have any influence on people. The number of tweets was 20, and everyone just had one/two, or none favourites. This means that few people focus on them. All messages were in Finnish. (27)

Image 24: Savonia's website page of Twitter on 09th April 2016

In April 2016, the situation of Savonia Twitter has changed a lot. It had 96 tweets. It means on average in two or three days it would had a new tweet. But all the tweets messages were in Finnish. The number of followers had also risen to 233; it means more and more people had become interested in it, and they would often read the tweets from the Savonia Twitter.

We made a Google form to ask Chinese students about Savonia's Twitter. The result was not good. Half of them thought it was bad. We found some of them and asked for the reason. They said they could not get any useful information from Savonia's Twitter. They even seldom visited Savonia's Twitter.
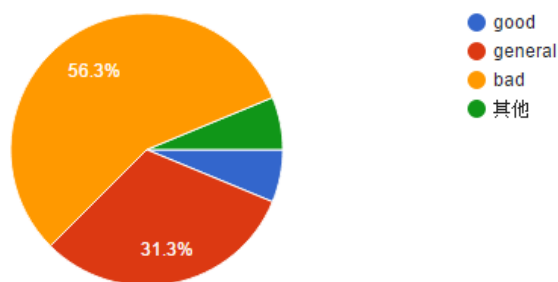

Image 25: Chinese students' opinions about Savonia's Twitter (28)
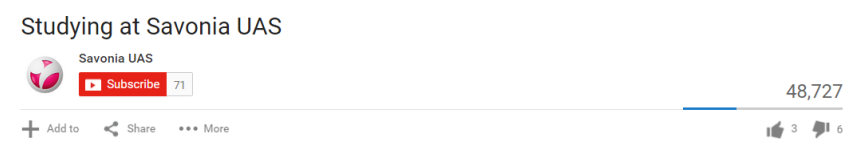
6.1.2   YouTube

Image 26: Savonia UAS website page of YouTube on 05th October 2015

In October 2015, the number of subscribers was 71; it was also small. The video "Studying at Savonia UAS" had 48727 view times; it was fine and means tens of thousands people know Savonia by this video. There were 128 videos in the Savonia UAS account; it was enough, and they were in English and Finnish. Their quality is very good, and viewers can choose 1080p HD to enjoy them. Savonia ever had advertisements on YouTube.

Image 27: Savonia's website page of YouTube on 09th April 2016

The name of the channel had changed from Savonia UAS to Savonia-ammattikorkeakoulu. The new name is in Finnish. It maybe means that the channel paid more attention to local people. People on the video lists, we can also see that most of the videos are Finnish. But there was also an English video about applying for International Business or Mechanic Engineering on the video lists. This video is not long, but it is good, it is happy and charismatic. But as we can see in the picture above, it had just 90 subscribers; it was a really small number.

From the Google form, we can know Chinese students did not often see the video about Savonia on the YouTube. But half of them thought these videos on Savonia YouTube channel are good. We interviewed some of them. They said that these videos' quality is really good, some videos also show the students sports in the Savonia, and they were interested in these videos. One student said that he thought these videos are not good because they cannot totally display the international students' situation of study in the Savonia. However, some students never saw these videos because they just often see some funny videos on YouTube.

Image 28: How often did Chinese students see the videos about Savonia on the YouTube (28)
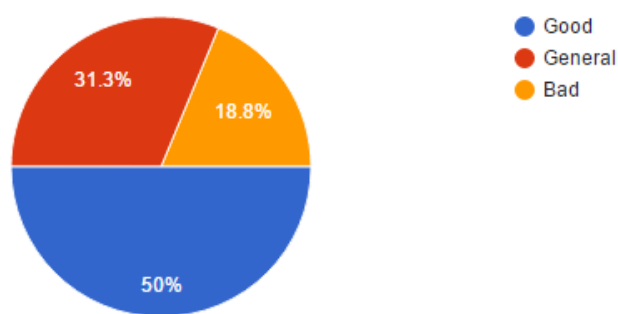
Image 29: Chinese students' feelings about the videos on Savonia YouTube Channel (28)
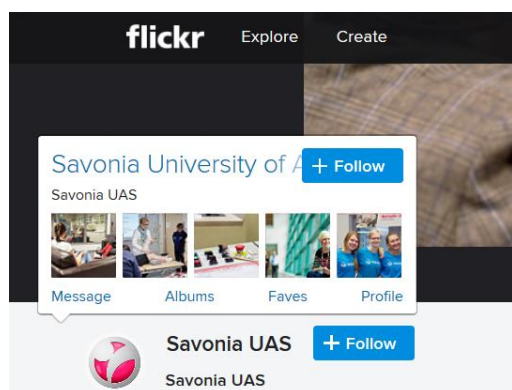
6.1.3 Flickr

Image 30: Website page of Savonia's Flickr

In Flickr users can upload, access, organize, edit, and share photos, and these photos can be of high quality. In October 2015, Savonia had 124 photos in the account but just had four followers. It was poor. However, the photos are very good, but some of the photos are just of value for Finnish students. For example, some photos were about Social Services and Health Care. It does not have value for international students because Savonia does not provide these for English users. We checked Savonia on 10th April 2016; there were not big changes. The number of photos had risen to 157, and the number of followers had just risen to nine. Every photo looks very professional.

6.1.4 Facebook

In Facebook Savonia has several accounts, every account has thousands of likes, it is also not too much. Most of the information was in Finnish. Just the group which was built by students (including international

students) had some English messages. However, it is good for International students to use a Facebook group to link. And some of the teachers in Savonia also use the Facebook to link with students.

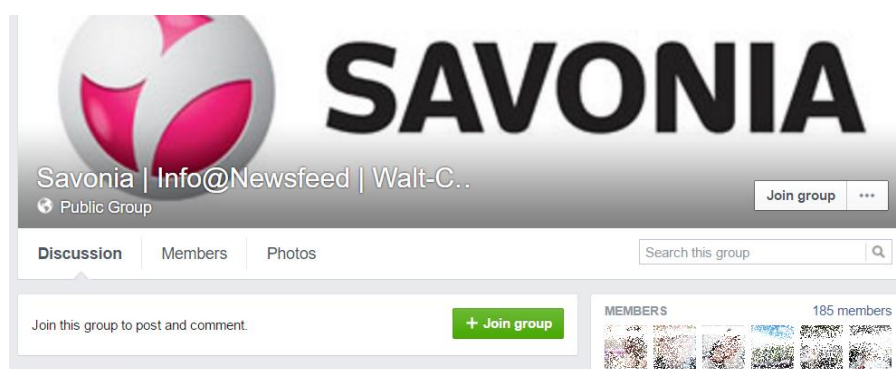Image 31: Savonia's community in the Facebook

Image 32: Students built Savonia public group in Facebook on 06ᵗʰ October 2015

The Facebook of Savonia Walt-Campus group was built by students. There were 185 members from different countries in this group, it was ok, and it had more than one hundred people. On10ᵗʰ April 2016 we checked it, the members has became 183, and date of recent activity message was 27ᵗʰ October 2015, it means that this group has been became invaluable.

Savonia also has Savonia Varkaus page on the Facebook. It is special for Varkaus campus. The page is really good. But it also does not have any English message. On 10ᵗʰ of April 2016, it has 1117 people who liked this page and 331 people who had been here. The date of the newest message was 8ᵗʰ of April 2016. It means that it is active.

Image 33: Savonia University of Applied Sciences, Varkaus on Facebook

A google form was used to ask Chinese students' opinions about Savonia's Facebook pages. The result was not good. Half of them thought Savonia's Facebook pages are bad. We interviewed some of them. Three students ever used Facebook to link with teach, but it did not have any link with Savonia's Facebook pages. Most of them had never looked at Savonia Facebook pages.
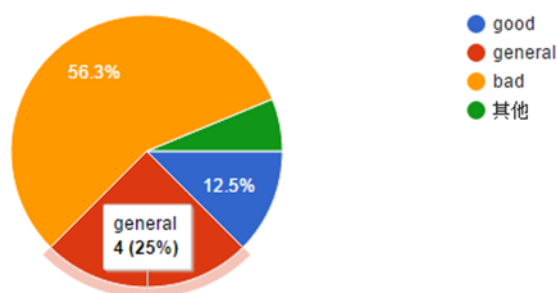

Image 34: Chinese students' opinions on Savonia's Facebook Webpage (28)

6.1.5   Wikipedia

It was surprising that we can easily find Savonia University of Applied Sciences can be easily found in Wikipedia, and the information is detailed. If it can contain more photos, it will be better. The article had five languages as a choice, but they did not contain Chinese. (29)
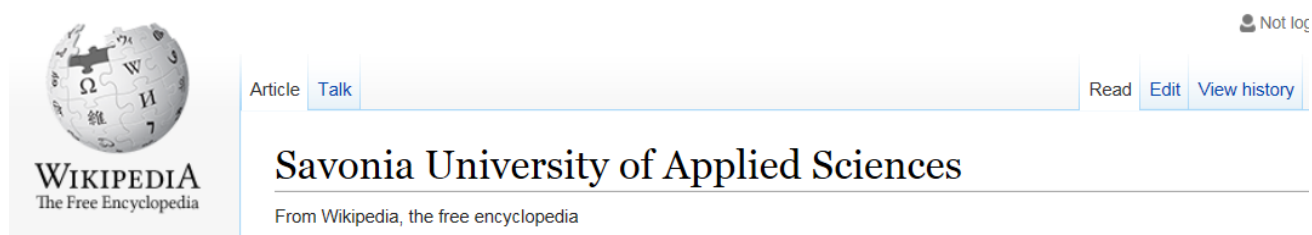

Image 35: Savonia's website page of Wikipedia

6.2   Situation of Savonia in Chinese Social Media

OUTLINE

We searched "Savonia" in Baidu, which is the biggest search engine in China. We can find the first result is "芬兰北萨渥应用科学大学_Savonia University of Applied Sciences..." It was a totally right

result. And most important was it had suitable and right Chinese name. We entered the website (http://school.nihaowang.com/9219.html). At first all the information was in Chinese and the second information was full, accurate and useful. The second result was Savonia's official website. Some other results were in Chinese BBS, which were about Finland. The information was published by West of Anhui University students.

Some Popular Social Media in China

Image 36: The main Chinese social networks and approximate users

6.2.1 Microblogging (Weibo)

Sina Weibo, Tencent Weibo, and 163blog are the three main Chinese blogs. There were not any information about Savonia on Tencent Weibo and 163blog. Tencent Weibo and Sina Weibo both have English Website pages. But 163blog just has the Chinese language. There were not any messages about Savonia on the Sina Weibo. But the website page showed that few people had looked at it.

6.2.2 Social Networking Service

RenRen, KaiXin, and Douban are similar to Facebook. But they do not provide English language website pages for foreign users. There was no information about Savonia on RenRen and KaiXin. A topic was created in Douban; under this topic it is talked about going to college in Finland. There were 2013 members in this topic. (24)
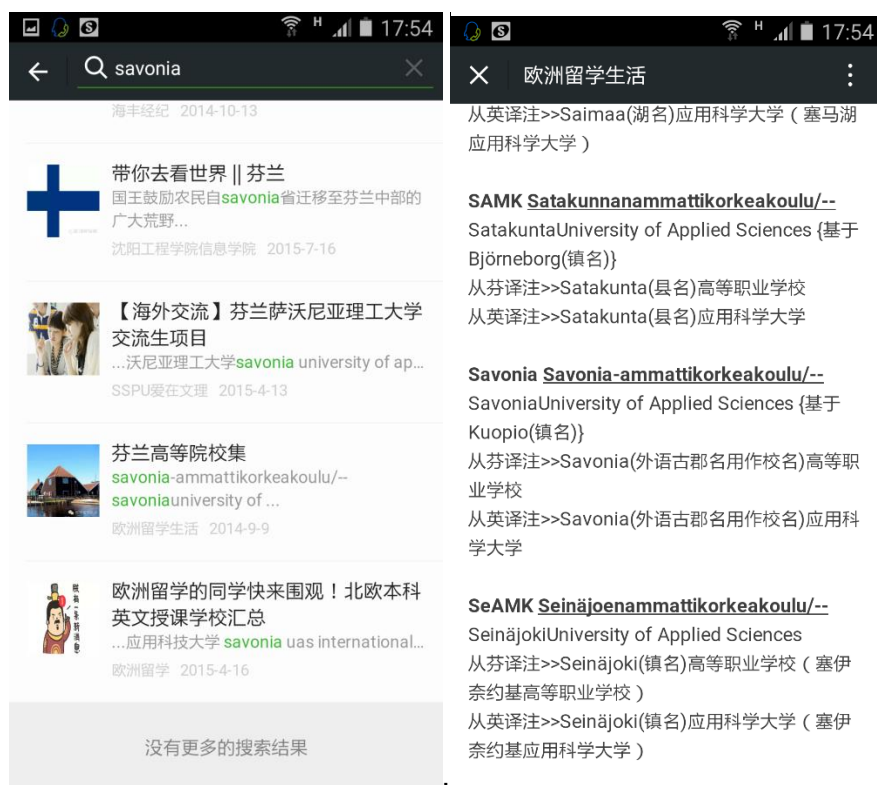
留学芬兰

2013 个成员 在此聚集

University of Helsinki / 赫尔辛基大学 Åbo Akademi University / 奥伯学术大学 University of Turku / 图尔库大学 Aalto University / 阿尔托大学 …

Image 37: The chat group about studying in Finland in Douban on 04th October 2015

6.2.3   Instant Messaging

Today most of the Chinese people use WeChat on their mobile phones. We searched "Savonia" in WeChat, and just got a few messages.

Image 38: Search "savonia" in WeChat on 1th April 2016

In the first picture the third entry was "芬兰高等院校级", it means Finnish university collection. By opening it Savonia University of Applied Sciences can be found in the basic university group.

6.2.4   Video Sharing Website

Youku is leading internet video sharing website in China. We searched Savonia on the Youku and found three videos. Fist video is a Finnish girl playing pole dance in Savonia classroom. The Finnish girl's dance is very beautiful, but the website showed that few people ever watched this video. The video website is http://v.youku.com/v_show/id_XMzczNDIxNTcy.html?from=s1.8-1-1.2. It was accessed on 8th November 2015. Other two videos were checked on this day. One video presents a Computer Simulated red wine production line. Another video shows several Chinese students at a laboratory.

6.2.5   Photos Sharing

LOFTER is only one popular photo sharing website in China. There was nothing about Savonia on LOFTER. The official website page is http://www.lofter.com/login?urschecked=true.

Image 39: LOFTER Logo

6.3   Conclusions

There were not many people who had looked up the information about Savonia in Facebook, Twitter or other international social media. But there was complete Savonia information in these international social media. There was also had complete international social media structure. Students can use the Facebook link with each other or to link with teachers. Students can also obtain abundant information or messages about Savonia from Twitter, YouTube, and Flickr.

When comparing with international social media there were just a few messages or information about Savonia in Chinese social media. Some videos or articles were just entertainment. One or two data were good quality but few people looked it. So If Savonia wants to recruit students in China via social media, it needs to make a social media structure in Chinese social media. Then Chinese students can know about the school and also can link with it.

7   Conclusion and Recommendations

7.1   What was learned from this Study

A lot of information on social media was received in the thesis. When collecting the material about social media the big influence of social media became clear. Large numbers of people use social media. It has become a part of their lives. The social media forms a virtual world. The social media creates a new world, the people just like live in it sometimes. They obtain things (kind of data) from this world; they produce things to this world. The social media influences knowledge and thinking.

The social media gives chances or a platform to people or organizations that they can make influence a large number of people. You can know other people from social media. You also can let other people know you.

The aim was to use social media for recruiting students from China, and therefore the entire main Chinese social media and Internet were studied. Effect of Chinese social media is beyond imagination. It can be said that most of the Chinese people live on Chinese social media. It is very difficult for one person to live in the modern social world without using main social media. Because the school is located in Finland, Some International social media was researched. But most of the Chinese people cannot use them.

Data about the situation of Savonia's use of social media was bad. Savonia did not good on social media. Some Chinese students were interviewed. Before they came to Finland, no one knew Savonia. They even knew little about Finland. Most of them would have liked to choose other countries to study a university. So Savonia needs more public it's in the social media and this can affect the students to choose Savonia.

7.2   Development Proposals

Savonia's social media also needs to be developed by the Savonia's staff. This data or information about social media is not very important in this study. Because everyone knows the social media, it is important today. There is a very large number of data or study about the social media. It's easy to know what social media is important in China, and Savonia need to use them.

The situation of Savonia's social media especially in China was not good. If the university can organize a Chinese student team and let them cooperate with the school employees who manage the Savonia Internet, Savonia's staff can translate all the main Savonia net into Chinese and make Savonia's official

social media account in Chinese social network. We also need to build discussion group in these network.

It is important to have a Chinese FAQ about how to be able to study in Savonia for engineering bachelor. The three important questions need to be resolved:

1) How can students apply for a bachelor's degree of Savonia engineering and Finnish residence permit? It is best to have a detailed process from beginning to the end.
2) How can students live in Finland and study in school?
3) How can students finish a bachelor's degree of Savonia engineering and apply for the master's degree in Europe?

We just give a simple outline about these FAQ:

For question one:

1. Introduction of Savonia's official E-mail and requirements of apply for the bachelor of Engineering in Savonia on Savonia's official website.
2. The material about how to apply for the Finnish residence permit and address of the places to visit personally.
3. How to buy the airplane ticket. How to buy bus or train tickets in Finland.

For question two:

1. How to rent a house in Finland and detailed instructions about the Finnish city Kuopio.
2. Introducing Moodle, Wilma to new Chinese students.

For question three:

1. Introducing structure of Finnish education and European education.
2. The requirements of getting a good credit in the class.
3. Students can choose a better school (world famous university) to study for the master's degree, if they can have good marks on their diploma.
4. Savonia's social media introduces to new Chinese students that they have multiple chances to have good marks as long as they work hard.

If these targets with good student management can be achieved, the process will be a success. Chinese students will study in Savonia and finally have a chance to study in world famous universities. These examples must be in the Chinese social media. They must attract Chinese students to come to Savonia.

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