

Synopsis

Studying abroad benefits both students and institutions. Students engage in a more globalized world and educational institutions expand their outreach. However, little work has been done to better understand the recruitment process that goes with studying abroad. Whether students select countries based on the culture or the persuasive techniques used is an untapped area of research and one that is important to understand if current programs wish to grow and expand the options provided. Two important, yet distinct culture types can be found around the globe: individualism and collectivism. Understanding these cultures and how their characteristics can influence a student's decision to go abroad is one area of study that is important to note. The other area, persuasive technique, and in this study in particular, persuasive format, is important to understand as well as it can lead to new developments in recruitment strategies related to international study. This study used a questionnaire and one of two persuasion formats, video or handout, in order to determine the influence persuasion and culture type can have on study abroad interest. It was predicted that the video would be more persuasive than the handout and that there would be more interest in studying abroad in an individualistic culture. Results did not support the hypotheses. Future research could include more specific demographic characteristics being studied, expanding this study to other schools throughout the nation, and focusing on only one of the two variables in the study.