

**Reversing Old Paradigms:**

**How Students Use Web 2.0 to  
Counterbalance Institutional Control  
of the Recruiting Process**

## **LEGAL DISCLAIMER**

**This document was presented at the 2011 EAIE Annual Conference in Copenhagen, Denmark on 16 September 2011.**

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# AGENDA

## Housekeeping

**Unimodal to Multimodal Recruiting – A Shift in Traditional Communication**

**An Institutional Perspective: Wageningen University and Social Media**

**A Student's Perspective: The LLM Guide**

**Implications**

**Discussion**

# HOUSEKEEPING

- Around 60 have been allocated for the two presentations.
- Delia de Vreeze will initially focus on the institutional perspective.
- Dan Guhr will juxtapose the student perspective in the second presentation.
- The presentations are available for download on [www.icg.ac](http://www.icg.ac).

# AGENDA

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**Unimodal to Multimodal – A Shift in Traditional Communication**

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**A Student's Perspective: The LLM Guide**

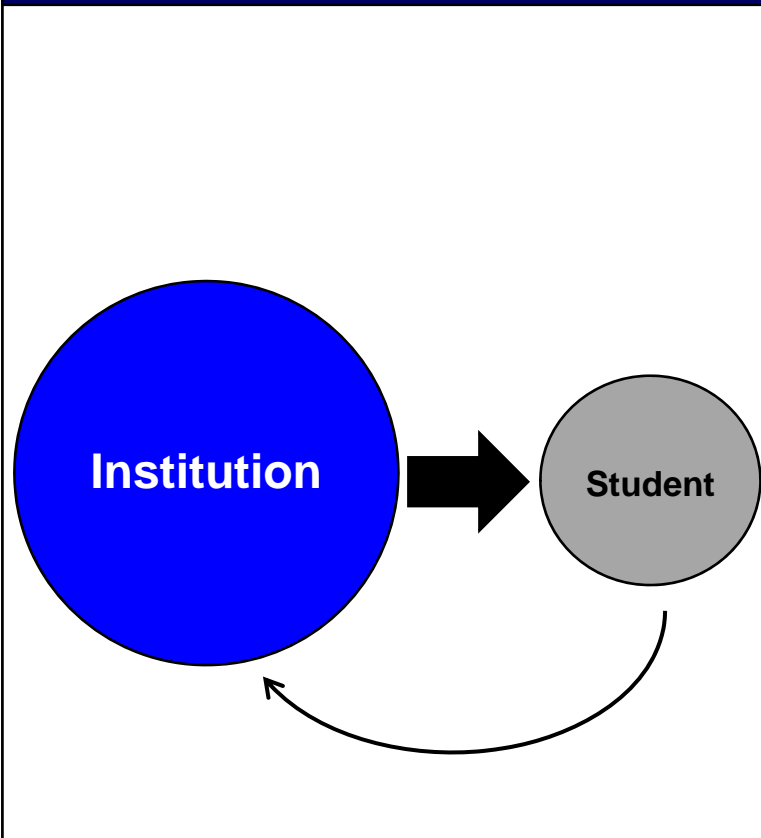
**Implications**

**Discussion**

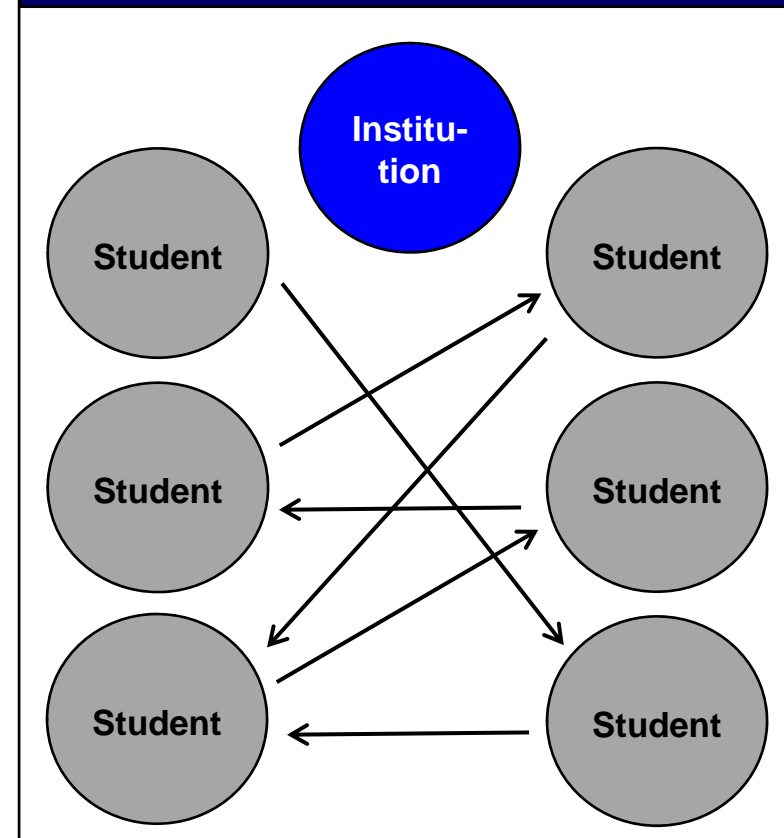
# FROM UNIMODAL TO MULTIMODAL

## A Shift in Traditional Information Dissemination and Acquisition

From This...



...To This



**Institutional ownership of the communication process is gone**

## **FROM UNIMODAL TO MULTIMODAL**

### **Traditional Recruiting Models: Loss of Control**

- **Recruiting in higher education has traditionally been a unimodal effort: Institutions have pushed information out through a prospectus/flyer/website/etc. and students absorbed this information.**
- **By focusing attention on communication, sharing, and relationships built online, Web 2.0 technologies have fundamentally shifted traditional unimodal efforts.**
- **This has changed the dynamics of recruiting – information delivery is no longer static/outbound but has become multimodal.**
- **Students are now an active player in the recruiting process, actively (self-directed) acquiring information in communities – and make and shape decisions entirely outside the realm of institutions.**
- **As a result, traditional institutional control is being diminished while indirect modulation and intelligence acquisition is on the rise.**

## FROM UNIMODAL TO MULTIMODAL

### Two Perspectives

- **For students, Web 2.0 has enabled a new type of “word of mouth” sharing in which students are able to leverage network knowledge to inform their own decision-making processes, and share their own experiences to influence others.**
- **For institutions, this new recruiting paradigm poses challenges to engage prospective students within this space which is nuanced , dynamic and exists unevenly across the international landscape (i.e. social platforms and usage behaviors are culture specific).**
- **However, institutions also have a myriad of new opportunities to engage and learn about prospective students – the rise of Web 3.0.**



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# DELIA'S SLIDES HERE

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# **A STUDENT'S PERSPECTIVE**

## **Case Study: The LLM Guide**

- **The LLM Guide case study covers the types of discussions, sharing, inquiries, and decision-making that students are engaging in.**
- **This is exactly like discussions occurring in different forums:**
  - **Facebook**
  - **Student Room**
  - **Black Board**
  - **Starbucks**
  - **Etc....**

## **A STUDENT'S PERSPECTIVE**

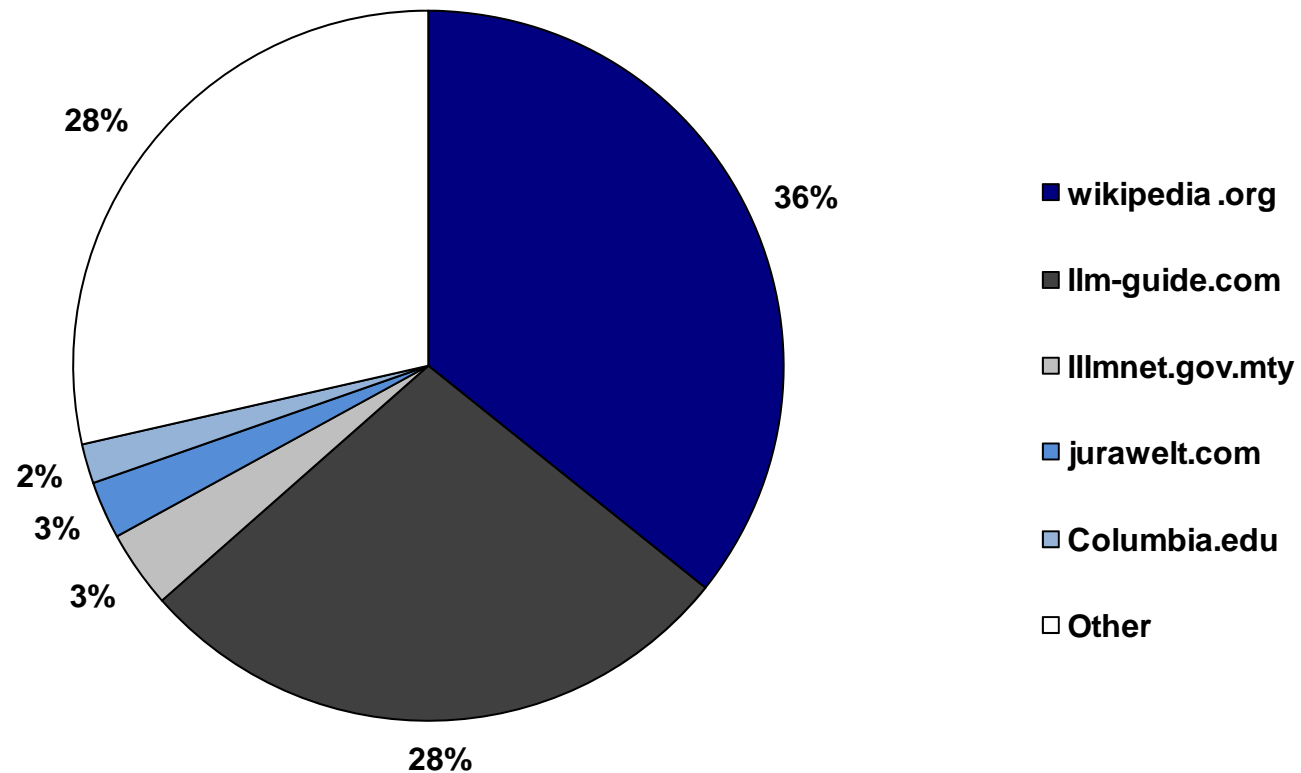
### **The LLM Guide**

- **The LLM Guide is a website devoted to providing an up-to-date resource of the latest news and information about Master of Laws (LLM) programs around the world.**
- **As of 15 September, the site had a total of 106,050 messages and 33,723 registered users.**
- **Given the visibility, archiving, and searchability of discussions, this has a much broader reach than just the registered users and content generated.**
- **The LLM Guide site receives 27.74% traffic from the “LLM search queries”, second only to wikipedia.org (Alexa, 15 September 2011).**

# A STUDENT'S PERSPECTIVE

## The LLM Guide

### Top Sites Receiving the Most Traffic from "LLM" Inquiries



Source: Alexa..

# A STUDENT'S PERSPECTIVE

## The LLM Guide

**LLM GUIDE** Master of Laws Programs Worldwide

My Account · Advanced Search · Board · Login

Search LLM

Home USA Americas UK IRL Europe Africa Asia AUS · NZ

LLM Program Search · What is an LLM? · Which Law School? · Funding Your LLM · Scholarship Search · Most Popular LLM Programs · Law School Rankings · Featured LLM Programs 2011 · Books · Glossary · FAQ · LLM GUIDE News · LLM GUIDE Articles · LLM GUIDE Discussion Board · LLM GUIDE Blogs · AppTracker

### LLM Program Search – Worldwide



You can also use the Advanced LL.M. Program Search [LL.M. Program Search](#)

LLM GUIDE on Facebook  
Like 3,241

world trade institute

China-EU School of Law  
At the China University of Political Science and Law

UNIVERSITY OF LONDON  
INTERNATIONAL PROGRAMMES

TEXAS TECH UNIVERSITY  
School of Law  
LL.M. Program

University of Georgia  
Law

**Broad range of coverage spanning seven geographical areas**

Source: LLM Guide.

## **A STUDENT'S PERSPECTIVE**

### **The LLM Guide**

- **LLM Guide Discussion Boards are broken into categories, or forums, for registered users to conduct online conversations.**
- **Most of the forums are for discussions pertaining to geographic regions, but there is also a “General” forum, as well as one for distance learning.**
- **Each user creates a profile with basic information such as username and home country. Profiles also display the number of posts and the date of that user’s most recent post.**
- **Users may opt to remain anonymous by leaving most of their profile blank, and by choosing a pseudonym.**



# A STUDENT'S PERSPECTIVE

## The LLM Guide – Discussion Board

		Search Board		
	Forum	Threads	Posts	Last Post
	<b>General Forum</b> A Place for Everything	750	2582	LLM International Law & Human Rights Yesterday, 04:58 PM AilsaR
	<b>USA</b> LLM and JD Programs offered by U.S. Law Schools	6323	57816	Jobs after LLM Yesterday, 06:42 PM wishingstars
	<b>Americas</b> LLM Programs in Canada, Central America and South America	255	1334	need help Mon Sep 05, 2011 11:18 AM autopilot
	<b>United Kingdom - Ireland</b> LLM Programs in England, Wales, Scotland, Northern Ireland and Ireland	3503	28437	KCL or UoL Wed Sep 14, 2011 04:12 PM MthCR
	<b>Europe</b> LLM Programs in Germany, France, The Netherlands, Belgium, and other European Countries	1399	9929	Any current/past Amsterdam students? Yesterday, 06:51 PM displacedlawyer
	<b>Africa</b> LLM Programs in South Africa and other Countries in Africa	68	264	Cape Town - LLM Tue Aug 16, 2011 12:46 AM adam81
	<b>Asia</b> LLM Programs in India, Hong Kong and China, and in other Parts of Asia	410	3871	NUS-LLM(YEAR 2012-13) Yesterday, 07:51 PM s.mukherjee
	<b>Australia - New Zealand</b> LLM Programs in Australia and New Zealand	272	1162	English requirements Sat Aug 27, 2011 09:35 AM stevenson
	<b>Distance Learning</b> Online and other Distance Learning LLM Programs	140	526	LLB via distance learning Mon Aug 22, 2011 04:09 PM mamalik77

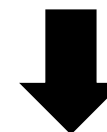
We have 33723 registered users. Our users have posted a total of 106050 messages. There are 0 registered users and 282 guests online now. The newest registered user is [patcharinseeree](#).

Last registered users online: [lilijane](#) · [kozik](#) · [patcharinseeree](#) · [AAAAAstar](#) · [njichu](#) · [jaramsan](#) · [lwa08ja](#) · [notamerican](#) · [Lawyerarg](#) · [Aky](#)

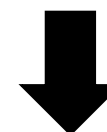
Source: LLM Guide.

Student decision-making process within this context:

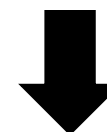
Search for Information  
(Direct/Indirect)



Receive Information  
(Direct/Indirect)



Assess, Discuss, Reflect







Make or Change Decision





# A STUDENT'S PERSPECTIVE

## The LLM Guide – Example I

**KCL or UoL**

Author	Message
<b>TC2011</b>  Joined: 13 Apr 2011 Posts: 8	<p>KCL or UoL Sun May 29, 2011 08:12 PM</p> <p>I find myself hesitating between going for the LLM in Competition Law from King's College London or the LLM in European Competition and IP Law at the University of Liège.</p> <p>So far I've been accepted to both Queen Mary and King's and I'm waiting for clarification on a few issues to make an application to Liège.</p> <p>Although QMUL would be a bit cheaper, I feel the programme at King's is superior enough to compensate for the price difference.</p> <p>But with regard to Liège, the fees are less than € 900, while at KCL they are about € 10,000. On the other hand, the Liège programme is extremely comprehensive both for Competition Law and IP Law, while at KCL you choose only 3 or 4 modules. I know in terms of prestige, there's no comparison between them though.</p> <p>I'm a qualified EU lawyer and my professional objective after the LLM would be to work at the EU institutions or at the EU and Competition law department of a major law firm.</p>

 Profile  P.M.  Quote







**Featured Programs**  
  
Kent Law School  
Full-Time LLM, MA,  
Part-Time LLM, LLM by  
Research  
  
University of New South  
Wales (UNSW), Sydney  
Master of Laws with 10  
specialisations  
  
Sydney Law School  
University of Sydney  
LLM and many other legal  
Master Programs  
  
University of Reading

**Issue**  
**Background Information**  
**Cost vs. Quality Comparison**  
**Content vs. Prestige Comparison**  
**Personal Goals**

Source: LLM Guide.

# A STUDENT'S PERSPECTIVE

## The LLM Guide – Example I

<p><b>Toré</b>            Joined: 18 Aug 2010          Posts: 10</p>	<p>KCL or UoL          Fri Jun 03, 2011 10:42 PM</p> <p>What can I say ? It is true that KCL is famous in North Europa, however several people reported to me that the level of teaching was not that good. That's the thing with the anglo-saxon method of teaching : you are on your own for the readings and have only 10 hours of course per week (a little bit weak for a 10.000euros fee, IMHO).</p> <p>In Liège, you'll meet many good teachers in their field and will learn a lot. Teachers here are mostly practitioners who work in law firms in Brussels or at the Commission - Brussels is only a stonethrow away !</p> <p>I hope this helps.</p> <p><a href="#">Profile</a> <a href="#">P.M.</a> <a href="#">Quote</a></p>	<p>LLM Int'l Law &amp; World Order, European Union Law, Adv Legal Studies</p> <div data-bbox="1486 365 1774 479">  </div> <p>University of Ottawa          Faculty of Law          8 Part-Time and Full-Time LL.M. Programs</p> <div data-bbox="1486 625 1774 738">  </div> <p>Osgoode Hall Law          Int'l Business Law LLM          Over 15 Professional LLM Specializations</p> <div data-bbox="1486 885 1774 998">  </div> <p>Monash University Law          Specialized LL.M. and legal Master programs in Melbourne</p> <div data-bbox="1486 1144 1774 1258">  </div> <p>University of Melbourne</p>
<p><b>liegestudent</b>            Joined: 28 Nov 2008          Posts: 12</p>	<p>KCL or UoL          Mon Jun 06, 2011 01:04 PM</p> <p>I second this view. I don't have followed the LL.M. in London, but I can say that, here, in Liège, you will have "value for money" (as British people put it) : a lot of courses and a lot of great teachers who are all really accessible.</p> <p>It is by spending time with them, discussing the law that you will learn a lot.</p> <p><a href="#">Profile</a> <a href="#">P.M.</a> <a href="#">Quote</a></p>	

**First two posts are personal viewpoints on costs and quality**


Source: LLM Guide.



# A STUDENT'S PERSPECTIVE

## The LLM Guide – Example I

**comp\_insight**



Joined: 10 Jun 2011  
Posts: 2

KCL or UoL


Fri Jun 10, 2011 03:35 PM


I agree!


Here are my 10 points why Liege:

- 1.Although relatively new, the LL.M. in Liege is already highly-recognized all over Europe as it simply offers one of the best programs.
- 2.Great Professors = academics + practitioners.
- 3.Career opportunities afterwards.
- 4.IEJE staff headed by Professor Nicolas Petit - very proactive and helpful.
- 5.Proximity of Brussels.
- 6.Value for money that you would not get elsewhere.
- 7.Classes held in small groups which allows the students to interact a lot – which is usually not the case at many European Universities.
- 8.Possibility of extra-curriculum activities, such as high-level European academic conferences, or publications in European legal magazines.
- 9.Flexibility: for working students it is feasible to divide the program in two years.
- 10.Nice campus in Liege and social networking opportunities.


I hope this helped:)

 Profile


 P.M.

 Quote


Law School  
The Melbourne Law  
Masters program

**THE UNIVERSITY OF AUCKLAND**  
FACULTY OF LAW

University of Auckland  
Master of Laws and  
Master of Legal Studies  
programs in New Zealand

 University of Essex

University of Essex  
School of Law  
9 specialist LL.M.  
programs in the UK

**THE UNIVERSITY OF WAIKATO**  
Te Whare Wananga o Waikato


University of Waikato - Te  
Whare Wananga o  
Waikato  
LL.M. in New Zealand


Third post provides a “top ten” in support of Liege

# A STUDENT'S PERSPECTIVE

## The LLM Guide – Example I

**ArunS**





Joined: 30 Dec 2007  
Posts: 50

[Profile](#) [P.M.](#) [Quote](#)

KCL or UoL

Fri Jun 10, 2011 11:22 PM

Thanks for the advertisement. Are you all working at Liege?


**Fourth post challenges the preceding post regarding intent**

Source: LLM Guide.

# A STUDENT'S PERSPECTIVE

## The LLM Guide – Example I

[comp\\_insight](#)



Joined: 10 Jun 2011  
Posts: 2

KCL or UoL


Fri Jun 10, 2011 11:54 PM


No! I guess Liege students are simply more proactive;)


As for myself, I am working for the Polish competition authority and I am the LL.M. alumni of 2008.

Good luck with your choice!!

If you had questions about the LL.M. in Liege, I'd try to address them.

 Profile

 P.M.


 Quote

**Fifth post responds to accusation of working for the institution**

Source: LLM Guide.

# A STUDENT'S PERSPECTIVE

## The LLM Guide – Example I




**MthCR**  
  
Joined: 14 Sep 2011  
Posts: 1

KCL or UoL  
Wed Sep 14, 2011 04:12 PM

In my opinion, the mere fact that the people compare the KCL, QMUL and UoL is by itself an achievement for the UoL.

I'm French, and I'm also wondering whether to go the UoL or in England. The advantage of a LLM in England is, of course, the added-value and the prestige of English universities. But the LLM in UoL also have a famous recognition amongst lawyers and practitioners, thank mainly to its well-known professors.

Concerning now the quality of the teaching, I've heard that the English LLM rests more on its reputation, rather than on its level of teaching, while the UoL gives more inside perspective. For a fact, a group of LLM students won the French Competition Authority Moot Court in 2010 ! But maybe my point of view is influenced.

 Profile  P.M.  Quote

**Sixth post is by a prospective also interested in the UoL or England**

Source: LLM Guide.

## **A STUDENT'S PERSPECTIVE**

### **The LLM Guide – Example II**

#### **Example 2: Peers Assisting in Decision Making**

- **Being admitted to both NYU and Oxford, user “Masha” asked for peer advice on which LLM programs to attend.**
- **Twenty-three responses to her inquiry followed, describing the pros and cons of the two universities. Nine posts recommend that Masha attend Oxford; two recommend NYU.**
- **After five pro-Oxford posts, Masha says, “I understand that it is OXFORD, but still NYU has amazing professors and as a city with its spirit is much closer to me”.**
- **Though it is not explicitly stated in the thread, subsequent posts from Masha on the LLM Guide website indicate that she ultimately chose to attend Oxford –which was most highly recommended by the participants in the discussion.**



## **A STUDENT'S PERSPECTIVE**

### **The LLM Guide – Example III**

#### **Example 3: Alumni Assisting a Prospective Recruit in Decision-Making**

- **A student is admitted both at USC and BU asks for advice which program to attend.**
- **A reply by an alumnus explains the advantages of USC, such as workshops, its mentorship program and social services.**
- **Another alumnus points out the challenges he faced as a student moving from NYC to LA, but ultimately recommends USC as a “first choice school” because of its partnership program.**
- **Even though this post triggered only 14 replies, it generated a total of 5,571 views as of 16 September 2011.**

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# IMPLICATIONS

- **Whether or not institutions choose to engage, students are discussing, researching, and making decisions about institutions based on online discussions and information sharing.**
- **When institutions choose to engage, they face trade offs with reach vs. control. In order to reach a broader audience, institutions must let go of the traditional “control” approach.**
- **Despite the challenges, institutional engagement can provide a number of benefits including the opportunity for early engagement with prospective students – e.g., student trying to weigh two institutions.**
- **Additional benefits include the opportunity for an early warning system. By examining discussions and postings, institutions can be more attuned to confusions and problems as well as potential fraud.**

**Regardless of institutional action, students are discussing and sharing info**

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## **A STUDENT'S PERSPECTIVE**

### **Facebook Groups**

- **Facebook Groups is a tool within Facebook to help individual users of similar interests find one another and form small communities.**
- **Groups can be a forum to discuss a particular affiliation, event, situation or question.**
- **Facebook has itself become a platform for individuals looking for advice and insight for gaining admission to universities around the world.**
- **Given the broad reach of Facebook and its 750 million user base, the opportunities for connecting with prospective classmates, alumni, etc. are currently the most globally significant.**

## **A STUDENT'S PERSPECTIVE**

### **Facebook Groups – Example Discussion**

- **A Group called, “I want to go to MIT!,” consists of high school students discussing MIT Admissions requirements and ways to increase their chances of being admitted.**
- **The Group contains a discussion thread titled, “How to actually GET into MIT?”.**
- **Looking at the content of the thread, the goal of attending MIT seems unattainable for some members, thus they are looking for advice that may give them an advantage over other applicants.**

## **A STUDENT'S PERSPECTIVE**

### **Facebook Groups – Example Discussion**

- The thread contains 31 posts, 12 of which contain at least one admissions question.
- Topics of questions/responses include:
  - The advantages/disadvantages of AP versus IB versus A levels – (12)
  - Whether or not MIT accepts CBSE Boards (India) – (2)
  - Language and Standardized Testing – (8)
  - Other – (5)
- Eleven posts contain answers, links to resources, or advice from other users.
- Three posts cite the institutional website directly, including linking to a blog: [www.mitadmissions.org](http://www.mitadmissions.org).
- Interestingly, none of the posts appear to be from current or former MIT students, or admissions officers.

Source: Facebook.

# A STUDENT'S PERSPECTIVE

## Facebook Group – Example Discussion

Displaying posts 1 - 30 out of 31.



**Andrew Kristian Pandji**

Hey, I've been wondering, I really want to go to MIT. I go to an IB school in Indonesia and I am aware that MIT accepts IB Diploma. However what else should I do to get into MIT? I really want to be part of that 12%....

Thanks,  
Andrew

over a year ago · [Report](#)



**Wilson Wu Fei Hong**

i suggest you look at their web site but they rarely have any detailed information. all you find is what they suggest as they say that they dont want to have some 'standard' MIT students <br />as far as any one is concerned, to be the 12% it is good to have excellent academic achievements, volunteer works, loads of prizes from competitions, extracurriculum activities...etc<br />I am studying in a A-level school<br />from what i have heard, i suggest you take SAT or ACT as most people around me say that although those US universities claim they analyse people case-by-case, it is very hard to get in without SAT or ACT results...especially the top universities...<br />when do you submit for application? I am doing that this year and i would like to contact and exchange ideas with people also going for MIT...pls if any one is doing the application this year or next year, we can share our ideas because not everyone is on the way to be the top 12% of the world..<br />

over a year ago · [Report](#)

Source: Facebook.



## A STUDENT'S PERSPECTIVE

### Facebook Group – Example Discussion



**Huw Barton**

What would i need in terms of A levels? I'm taking Biology, Chemistry, Physics, Maths Mech. and Further Maths... would that be like A\* in all the subjects?

over a year ago · [Report](#)



**Rana El-Naqqash**

i agree with you it's a dream for me to get into the MIT but everytime i try to get more info about how to actually get into the MIT, i get depressed, cuz it seems like a really far fetched goal :S besides im from egypt so basically i dont stand a chance unless im the next inestein :

i really need lots of help but dont know where to start, i need to have an organized o do list but whenever i actually try to have one more things keep popping up , more and more things to do to become qualified!! :s

over a year ago · [Report](#)



**Rana El-Naqqash**

and i agree with u, we all nedd to help each other, my cousin is a MIT graduate, so i'll probably suck him dry for information and tips, and i'll let u know if i find anything helpful!!

over a year ago · [Report](#)

## CONTACT INFORMATION

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