

Official Reps

How to deal with comparison threads

A comparison thread crops up when a student is trying to decide between two or more universities.

These types of threads are extremely popular on TSR and are a great way for you to try and secure a conversion. If your alerts have already been set up, you will be notified when a student mentions you and this is a great way to show them (or any 'lurkers') why they should study at your university.

It is important to ensure that you understand what the student wants from their university experience. From league tables to societies, asking and answering the relevant questions will allow you to connect with the student and hopefully get them to choose your university. Again, read with intent to



Lets look at some examples

Loughborough v Aston



I'm currently deciding which of these three unis to attend for the course of BSc International Business. I'm an international student so I'm not able to visit and have no idea what to expect. I do like the idea of Aston being in Birmingham, but Loughborough is high in the rankings. Which do you think is overall the best?

- vmahtani



Hi, Thanks for considering studying with us. Rather than throwing marketing spiel at you, I wondered if you had any specific questions about Aston or Birmingham in general?

You might be interested that the city was rated as having the second highest quality of life in the UK after London.

Any questions just give me a shout

- Josh at Aston University



Hi vmahtani, Great to hear that we're on the list that your considering

Like Josh at Aston said (Hi Josh) if you have anything specific you need to ask about Loughborough - we're here to answer your questions.

So if you want to know more about the course, the campus or anything at all, just let me know and I'll be happy to help. Might be worth looking on this thread www.thestudentroom.co.uk/forumdisplay.php?f=125

- Vicky at Loughborough University

What Josh from Aston does here is prompt the user to elaborate on their OP (opening post) and has noted that the university's central location is a big draw for this user, which could be the deciding factor for the student. Furthermore, he has seen that the user referenced league tables, so has subsequently shared the 'quality of life' ranking.

Another thing that is done well in this thread is Loughborough acknowledging Aston University and saying a friendly hello. TSR aims to be a place that is friendly and welcoming to all students, and this should be reflected in your responses. They then link to their forum, allowing the user and any 'lurkers' to have a look around their area and hopefully connect with some other students.