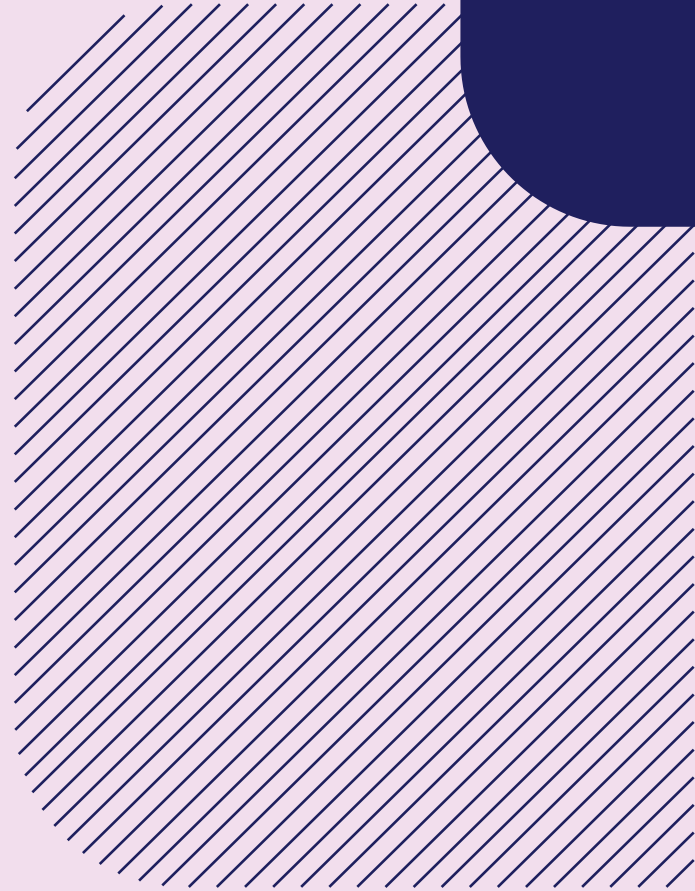




**The  
Student  
Room**



# Student Sentiment

January 2024

As the UK's largest online student community, we witness daily the valuable exchange of support and advice among young people. Learning from their experiences guides us in providing meaningful support.

We have the opportunity and responsibility to amplify students' voices, sharing their perspectives with those like you who aim to support them. By listening to students and collaborating across sectors, we strive to make a genuine impact on their lives.

## Highlights in this update .....

- Many students were apprehensive starting back for the new term
- Past papers top the chart on preferred revision methods
- Sentiment among Year 13 students regarding the university application process is largely positive
- Almost all 2024 entry prospective UGs had received guidance from their school or college on when to submit their UCAS application
- One quarter of Y12s and Y13s surveyed were interested in apprenticeships, however compared to last year a higher proportion perceived apprenticeships as competitive

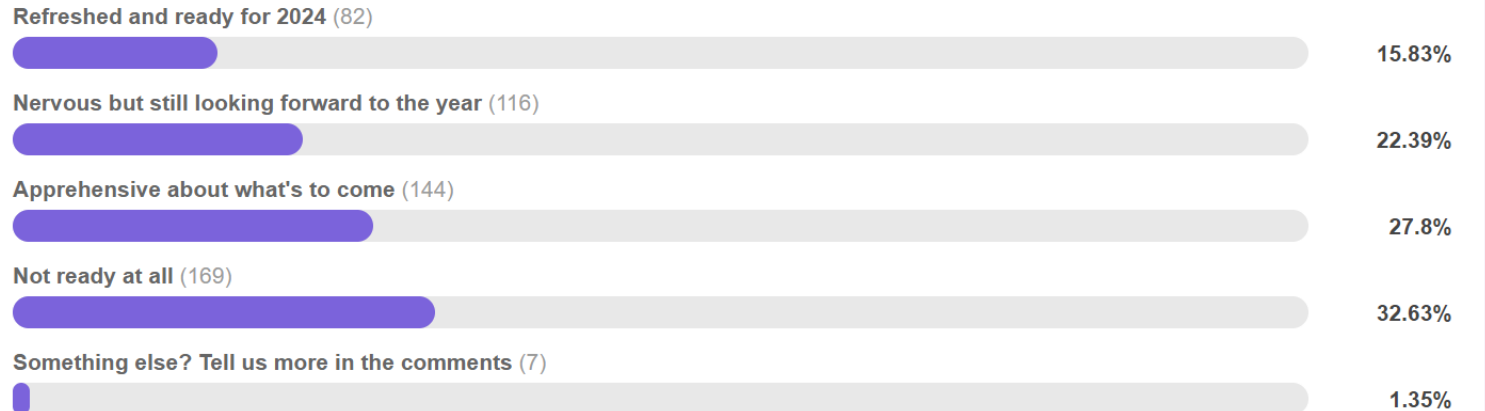
## How are you feeling after the holidays?

The results of this poll, asked to users across all year groups, show the mixed feelings students had after returning from the Christmas break. 32.6% of respondents said they were 'not ready at all' ahead of the new year.

A slightly smaller amount (27.8%) said they were apprehensive about what's to come, while 22.4% were nervous but still looking forward to the year ahead – and 15.8% were feeling refreshed and ready for 2024.

Although there was anticipation from some respondents, the overall uncertainty expressed shows that students need support to improve their confidence ahead of exam season.

*"I'm feeling wary of what's to come, part of me wants it to be over too but then again I want it to go slow so I can revise thoroughly and not get anxious."*

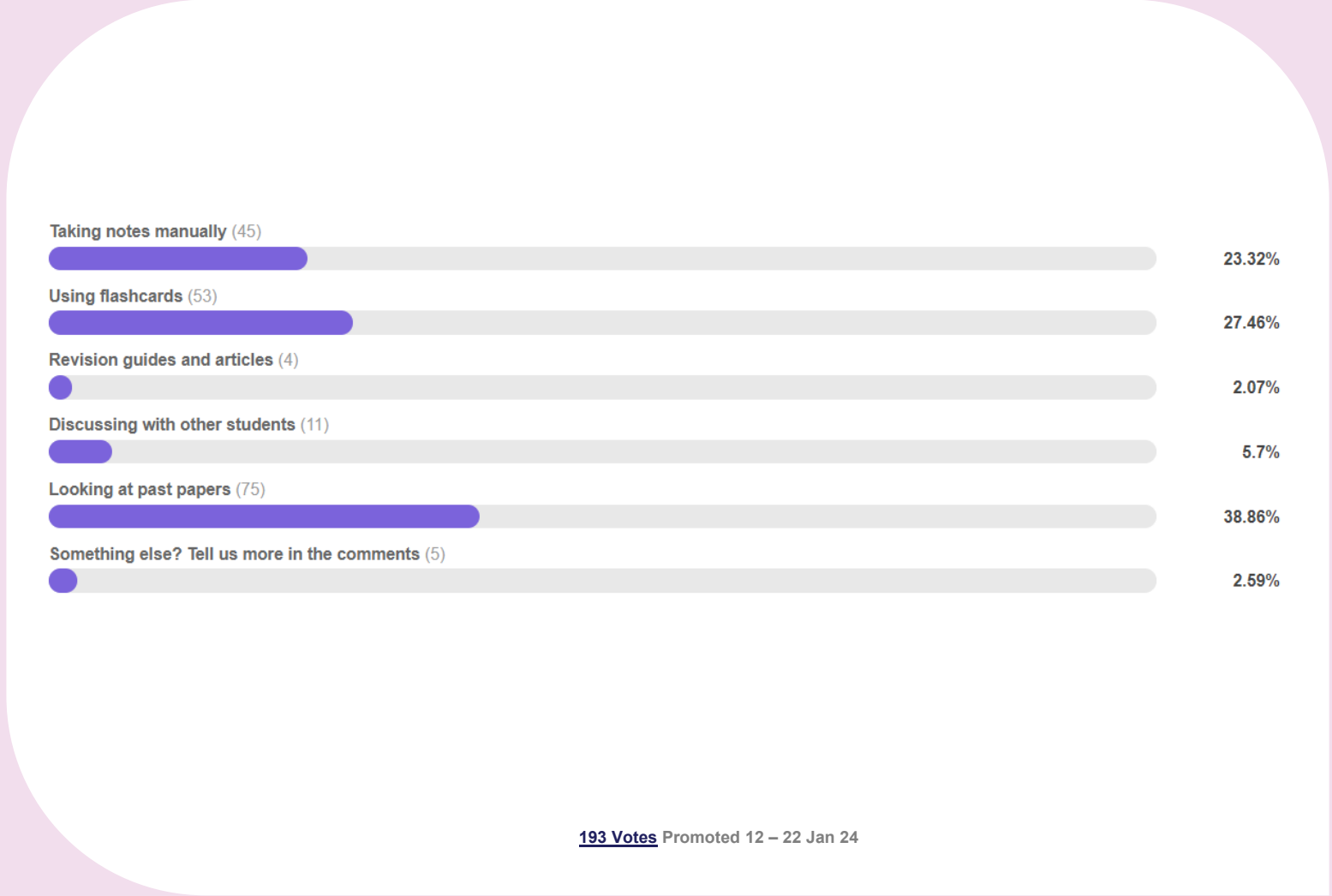


# What's your favourite revision method?

The results of this poll reveal a clear preference for looking at past papers as a revision method, with 38.8% of respondents choosing this option. Whilst the use of flashcards also garnered strong support, with 27.4% of voters favouring this approach and then a further 23.3% preferring to take notes manually.

Discussing with other students received a relatively lower percentage of 6%. Revision guides and articles were the least favoured, capturing only 2% of the respondents' preferences.

Overall, these results lean more positively towards active and practical study methods, indicating potential opportunity for universities to provide support, guidance or physical resources for students to assist with their revision. More passive methods such as reading guides and articles prove less popular.



I will stand by blurting until the day I die. It's easily the best revision technique that actually works for information recall. Past papers are definitely the best source of revision for problem solving subjects though.

It very much depends on what you are revising for.

If you are revising for upcoming exams - then past papers are typically more efficient as you get a.) experience with the types of questions asked, and b.) get quantifiable data on areas in which you are consistently dropping marks on.

However, for general revision - going over your notes regularly and/or turning them into flashcards to review can be an efficient way to maintain the information.

I use flashcards mainly for biology and geography, as well as past paper questions and revision guides. For RS I make mind maps, flashcards, essay plans and practise essays.

## Year 13s: how have you found the university application process so far?

The sentiment among Year 13 students regarding the university application process is largely positive, with over 50% of respondents indicating they found the process either very straightforward or quite straightforward. Another 17.4% found it neither easy, nor difficult.

However, 18.7% found the process quite difficult, and an additional 11.9% considered it very difficult. These results suggest there may be room for additional advice and support for some students to navigate the process more effectively, though the overall feeling remains optimistic.



My school talked us through the UCAS process in the summer, so i was a bit knowledgeable on the process by then. personally for me the hardest part was writing my personal statement (i think this is the hardest bit overall tbh) but then also choosing universities that meet my grades! there was also a bit of pressure to get in the application in quickly because our school wanted ours sent off before December.

I voted for quite difficult as my entrance exams actually murdered me... Other than that, however, the actual process of applying via UCAS was rather trivial and I didn't have too much trouble writing my personal statement.





# What are the biggest differences between the universities you're applying to?

Location was the biggest difference between the universities that the poll voters are applying to, taking up 29%.

League table rankings were a close second with 27% and third was where the university is based (city or campus) with 13%.

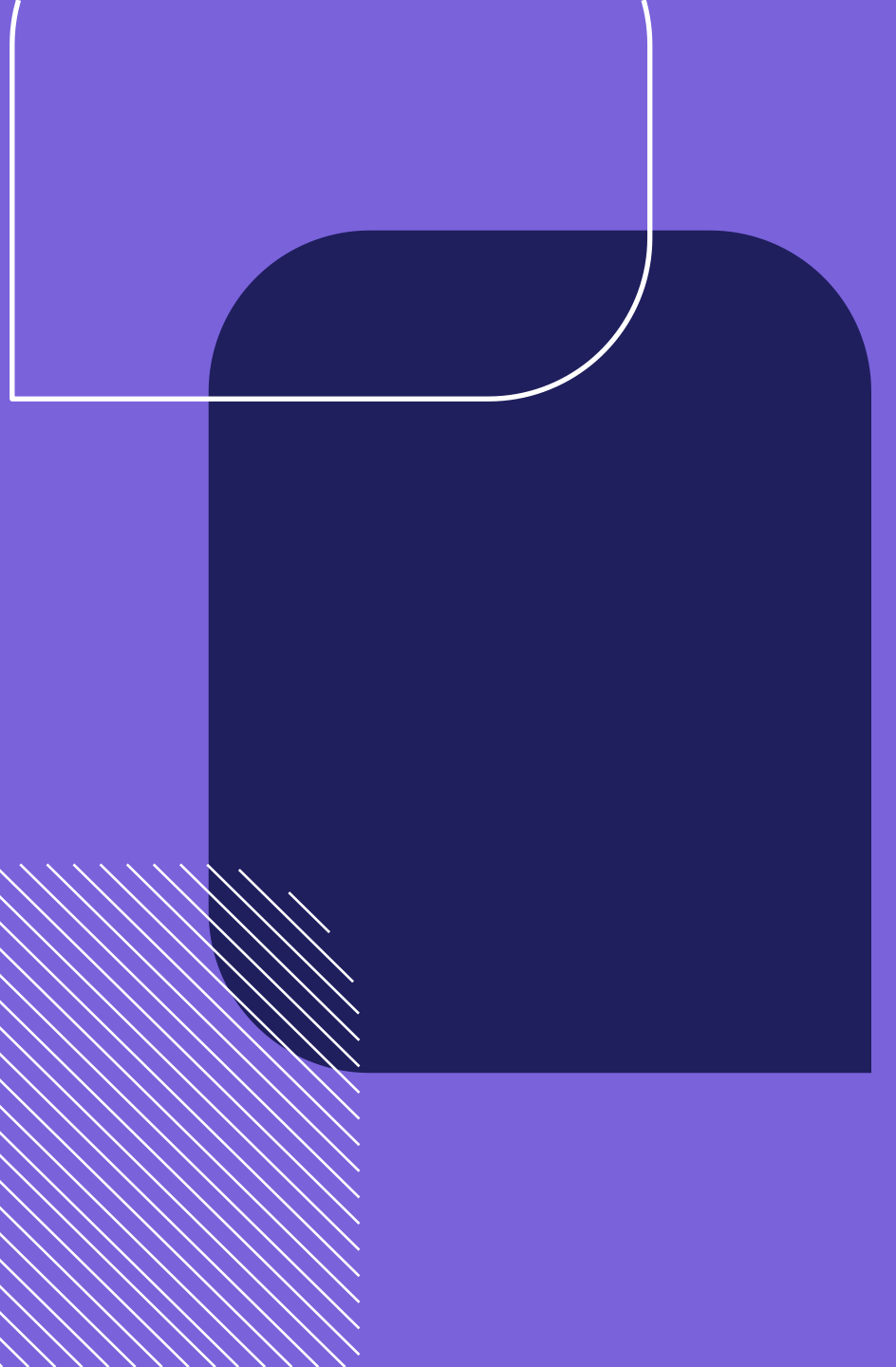
These three most popular responses suggest that students could be more flexible with their choice of universities. For example, a big difference between league table rankings suggests a similar difference in entry requirements.

Whereas there seems to be less variation with course choices (8%) and the modules on offer (4%), which could mean these students know what they want to study but they're more open to where they study it.





# Summaries



## 93% of 2024 entry UG respondents had been advised when to submit their UCAS form by their school/college

While prospective students can make their own choices on **when** to submit their university application, the majority (93%) of 2024 entry prospective undergraduates received guidance from their school or college on when they should do this.

More than half (52%) had been advised to apply as early as possible and 31% were told they should apply any time before Christmas.

Just 8% said they had been told to apply whenever they were ready.

Despite the end of January UCAS deadline this cycle, just 2% had been advised to apply after Christmas or close to the deadline.

7% hadn't received advice on this from their school or college.

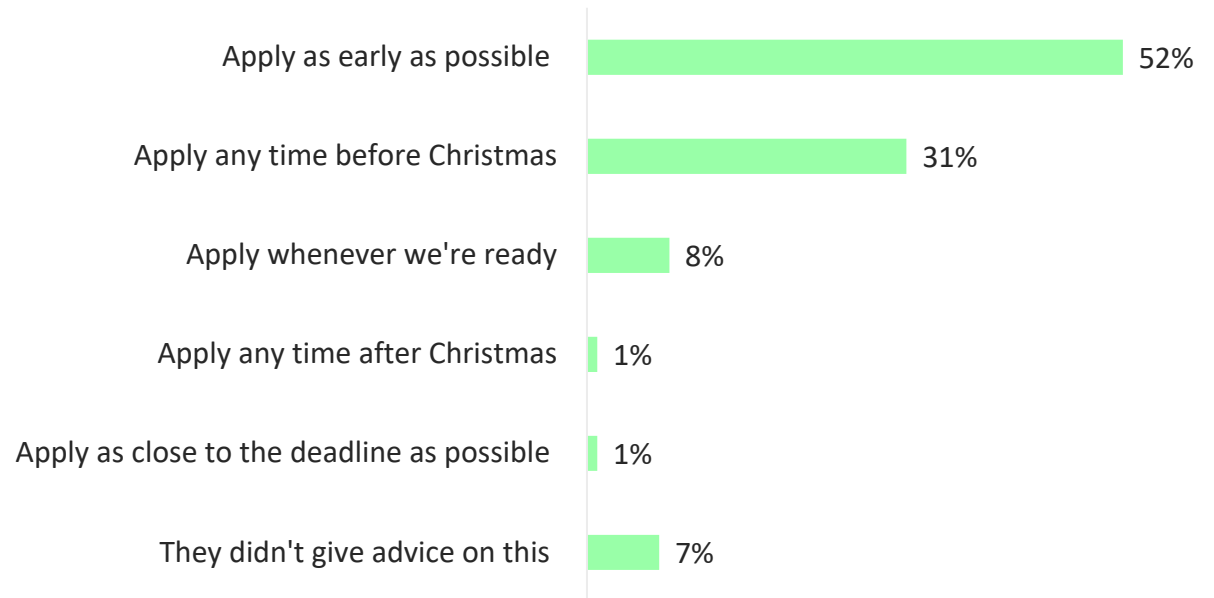
**Methodology:** Online survey

**Audience:** 2024 entry prospective UGs aged 16+

**Fieldwork:** 5th - 8th January 2024

**Base:** 390 respondents

Q: For 2024 entry, the UCAS deadline is 31st January for the majority of courses. What have your school /college advised you to do?



## More than half of Year 12 and Year 13s were considering alternatives to university

While university was the most commonly considered pathway choice among Year 12 and 13 students surveyed, other options are also under consideration - more than half (53%) were considering at least one university alternative<sup>1</sup>.

Just 24% of those surveyed this year were confident they could find an apprenticeship if they wanted one.

And compared to last year, a higher proportion now felt applications for apprenticeships were competitive (46% in Jan '24 compared to 40% in Jan '23).

You can read more about Year 12 and Year 13 students' future plans and career goals in our summary, [here](#).  
Our 2023 apprenticeship research summary is available [here](#).

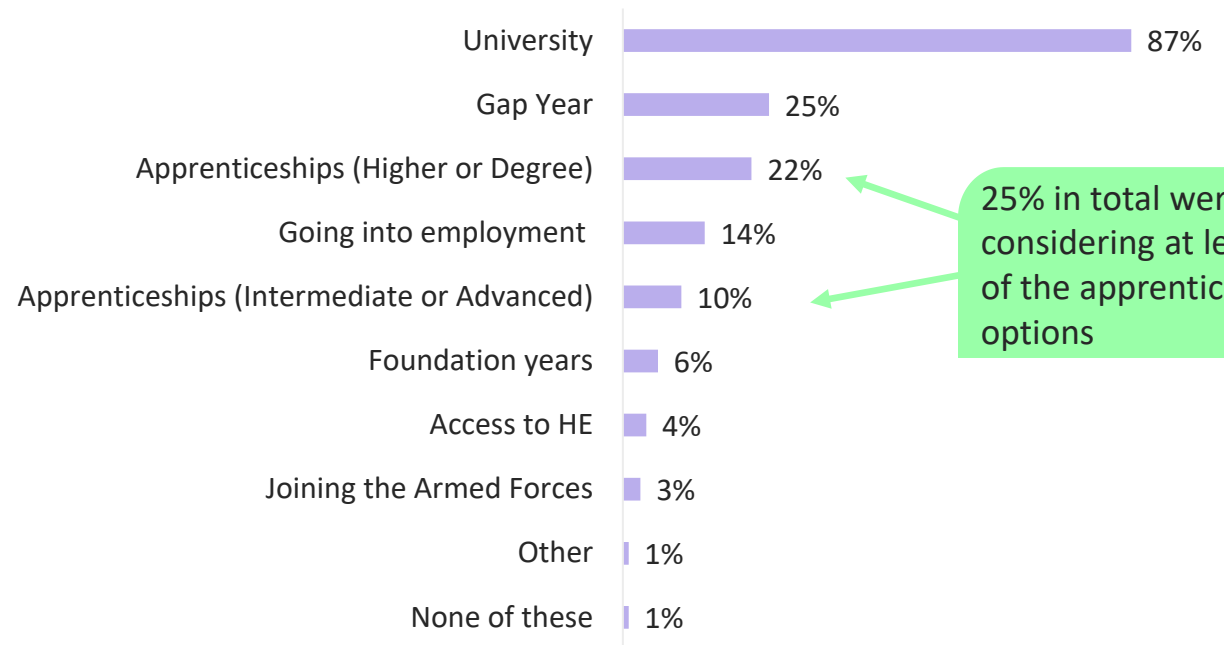
**Methodology:** Online survey

**Audience:** Year 12 and 13 (or equivalent) students aged 16+

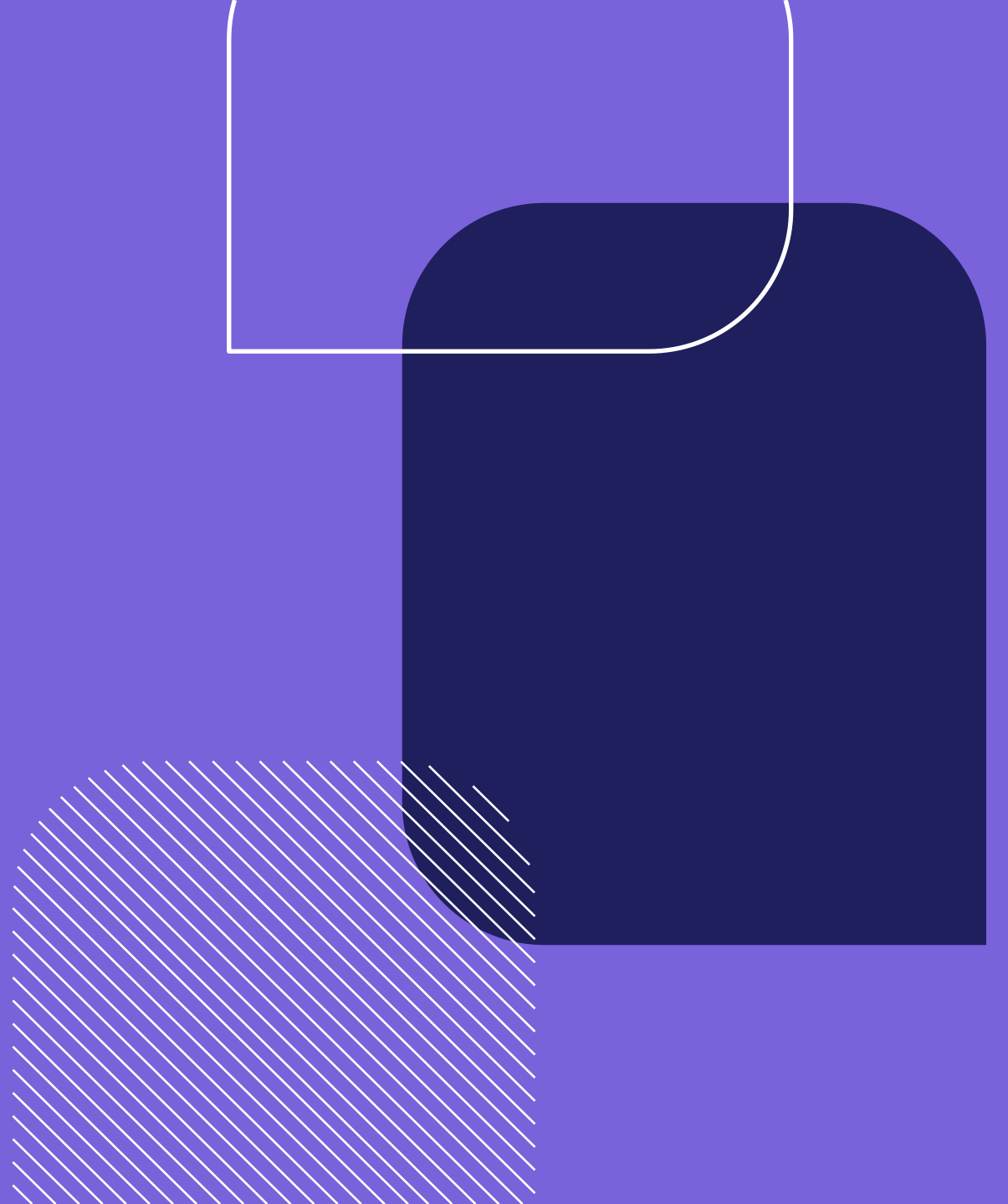
**Fieldwork:** 3<sup>rd</sup> – 6<sup>th</sup> November 2023<sup>1</sup> / 5<sup>th</sup> – 8<sup>th</sup> January 2024<sup>2</sup>

**Base:** 726 respondents<sup>1</sup> / 858 respondents<sup>2</sup>

Q: Which of the following are you considering for after you finish school / college? Please select all that apply



# Product news



**January  
registrations on site**

3,159  
Year 11

4,668  
Year 12

7,981  
Year 13

## Uni guide – reviews now open

Throughout the year, whether it be in the application window, conversion window or Results season, student voice plays a major part in supporting applicants with their uni decisions.

Student reviews offer some of the most authentic descriptions of life at a particular university. That's why we are requesting new reviews to be made on our sister site, the Uni Guide, so current students and recent graduates can help a whole new cohort of future undergraduates. And that's where we need your help...



One university who shared it via their own 'What's on' email last year received over 1000+ reviews or ratings across the different review areas! Assets available here:

<https://tsrmatters.com/product/uni-guide-reviews-2024/>

The Student Room  
Uni Guide

**WIN** an iPhone 15

Review your uni and be entered into our draw to win the latest iPhone

Get started

# AI moderation





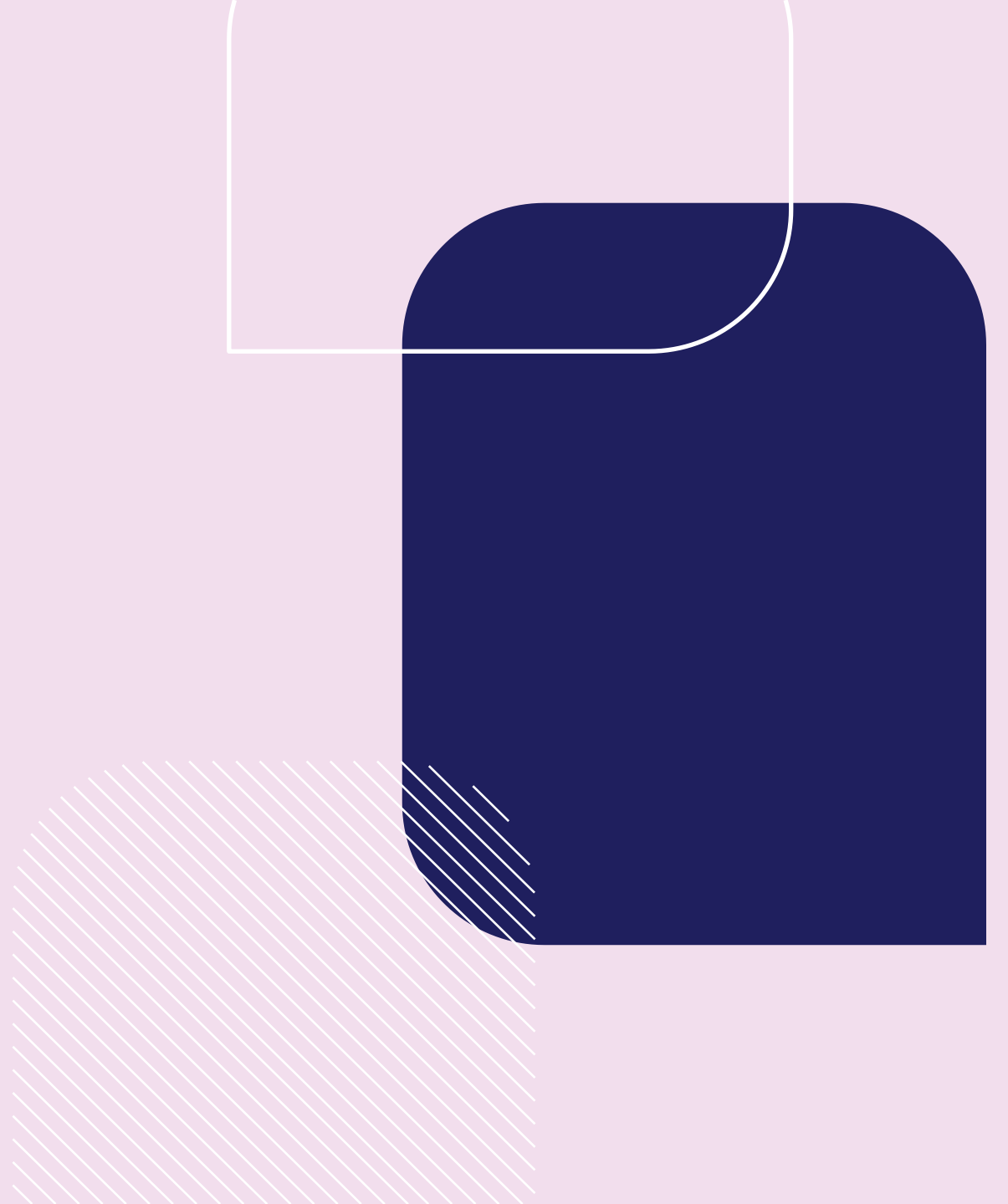
**Automated and human informed moderation to keep student safe by using AI from Google's Counter Abuse Technology Team.**

**New posts are scored in various toxicity categories.**

**When thresholds are hit, we can immediately and automatically notify the moderators and in extreme instances auto remove the content from the site.**



# Data capture



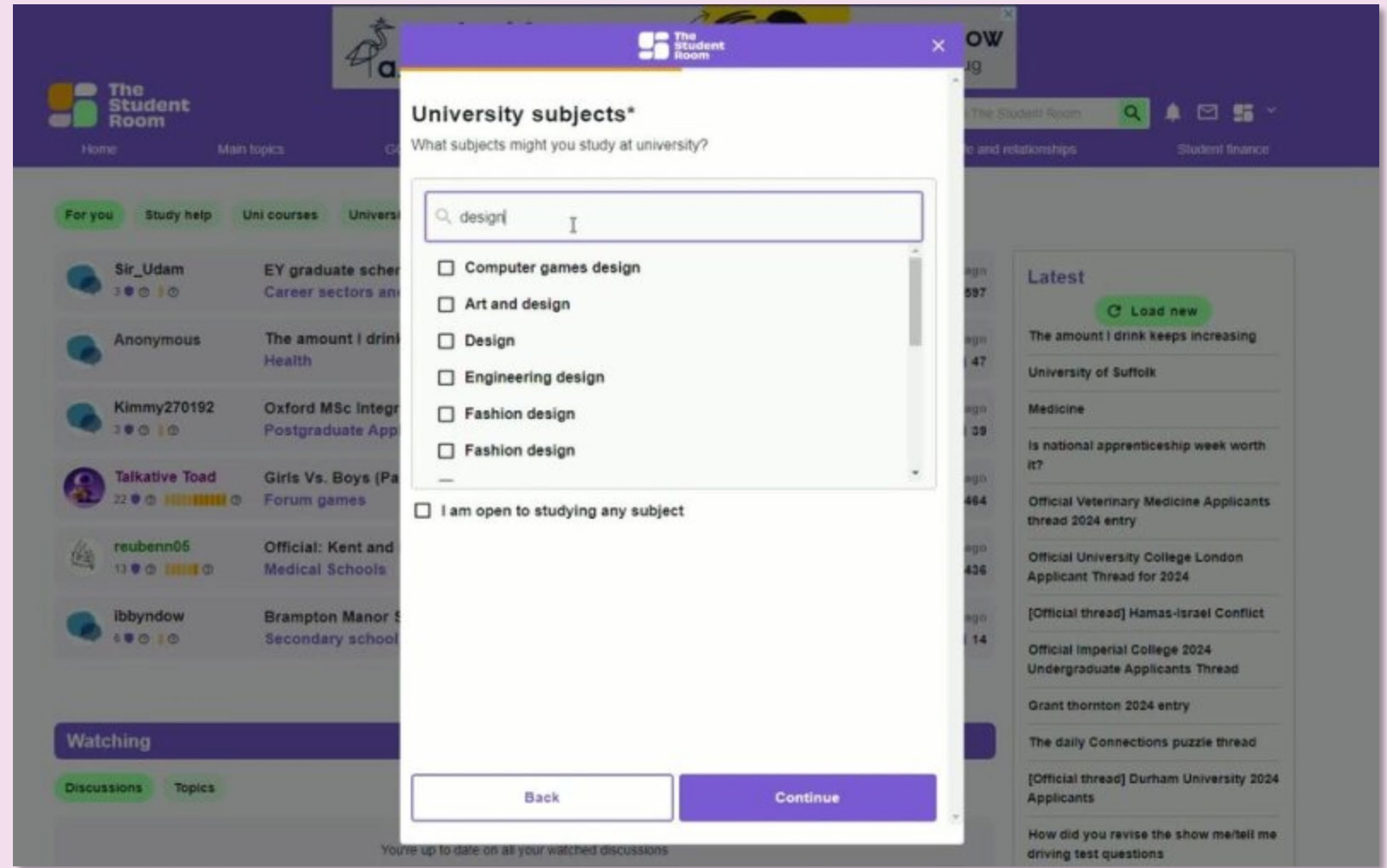
## Data Capture

Launched a new data capture on The Student Room and The Uni Guide

- Improved the UX
- Driving personalisation on site and email
- Boosted completion rates
- Capturing core education data points about our users

55% of users complete the first question on The Student Room

90% of users complete the first question on The Uni Guide



As we mentioned in previous updates, the option is live to request a prospectus for universities students say they are interested in.

This has delivered 33,575 form leads in Feb 2023-Dec 2023 for clients with leads switched on.

**The Student Room**

### Find out more from our university partners

Fill in your details below to request a prospectus and receive email updates from these universities

Arts University Bournemouth

First name  Last name

Email

Mobile number  UK Postcode

Country of residence  Year starting university

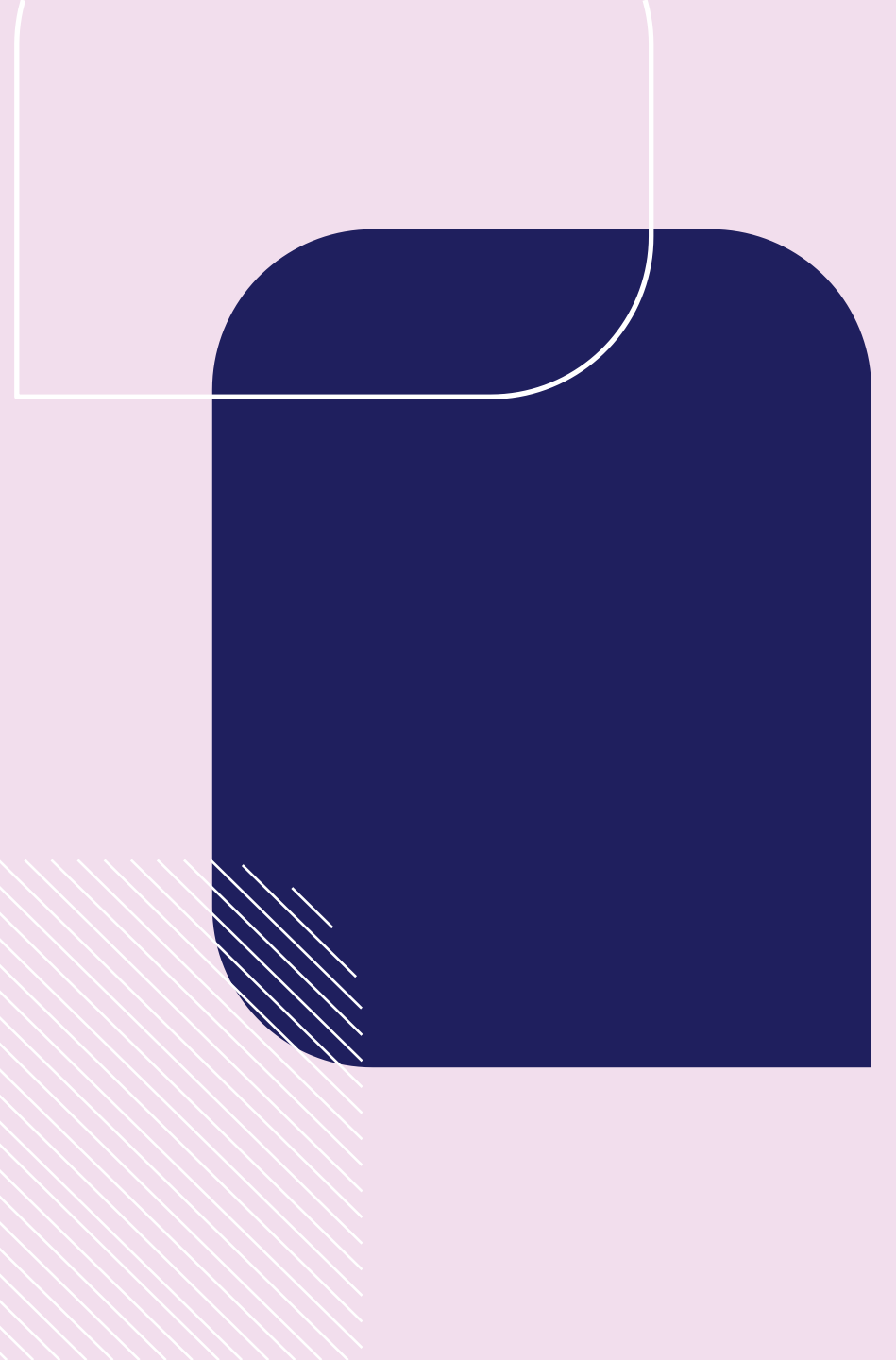
Primary subject of interest

I consent for my data to be shared with our university partners so I can receive updates from them via email or text (if mobile number provided). For more information read our [terms and conditions](#) and [privacy policy](#).

Please note we will only send your request to your selected universities if you tick the consent above

[Back](#) [Continue](#)

# Takeover adverts



# Ads – Takeovers

An update to the takeover has seen considerable performance increases in testing on desktop vs the current side panels. These are the results from the initial test, which are very promising and are driving further testing through native as well.

- 206% increase in **impressions**
- 300% increase in **clicks**
- 80% increase in **tracked conversions**

