

# CHINA EDUCATION NEWSLETTER

A quarterly newsletter for American educators who are interested in China

October 2012



U.S. CONSULATE GENERAL GUANGZHOU

COMMERCIAL SECTION



## CHINESE SAT EXAMINEE: FROM 20 TO 20,000 IN LAST TEN YEARS

### Upcoming Events

Nov 4, 2012

**EIC Study Fair  
Wuhan**

Nov 11, 2012

**Shinyway Study Fair  
Guangzhou**

Nov 11, 2012

**GreatChina Study Fair  
Guangzhou**



EILEEN BAI

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*For more information about the education market in China, to arrange study fairs, briefings, and meetings, or to subscribe to this newsletter, please contact*

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*Special thanks to Veronica Liang, Commercial Specialist at Guangzhou for her contribution to this newsletter.*

The number of Chinese students who took the SAT test has increased dramatically from 20 in 2002 to 20,000 in 2012. It is obviously captured the trend that more and more Chinese students would like to pursue undergraduate program in the United State, and the SAT test facilitates students to apply for Top U.S. Universities.

In 2003, China had the first SAT training class in Shanghai, with only 50 students. Half of them were Chinese students, and rest of them were HongKongese and international students. From 2003 to 2006, there were 3,000 students have attended the SAT training classes in the whole country. At that time, only very few and very top Chinese students considered taking the SAT test and the purpose of taking the SAT test was applying for scholarships.

Since 2007, more Chinese students applied for undergraduate study in U.S. The number of Chinese SAT Examinees has increased dramatically. In 2009, it was reported that one of five examinees who took the SAT test outside of U.S was Chinese.

The SAT test is still not allowed to be given in mainland China. Being a convenient travel destination, Hong Kong has hosted the most of SAT examinees from mainland China. From October 2007 to June 2008, the number of SAT examinees in Hong Kong was 7,300. Ninety-five percent of which were from mainland China. From October 2008 to June 2009, 15,000 mainland Chinese went to Hong Kong for the SAT test. In 2011, almost 20,000 mainland Chinese took the SAT test in Hong Kong.

Source: <http://edu.people.com.cn/GB/1053/18062845.html>, <http://news.xkb.com.cn/>

## MORE THAN 20% OF CHINESE STUDENT GIVE UP “GAO KAO” TO PURSUIT STUDY OVERSEAS

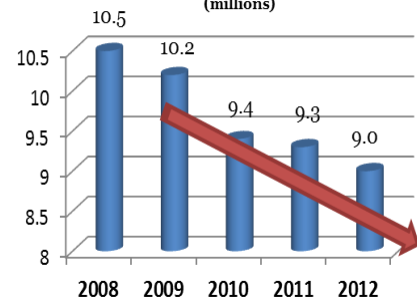
The Chinese Gao Kao (China's Higher Education Entrance Examination) used to be the only way for Chinese students to go to college.

In the past four years, the number of students taking Gao Kao has been dropped nearly 1.4 million.

In 2011, nearly 1 million students didn't take the Gao Kao, with 21.1 % of those were choosing to study overseas instead. According to the China Education Association for International Exchange's 2011 China Study Abroad Trends Report, 22.6% of all Chinese high school students apply to study abroad. The main reasons contributing to the younger age inclination to overseas education include the lack of quality education resources/system in mainland China. Higher household income also helps parents and students

chasing higher standard of education. In addition, the sluggish employment situation is another major consideration. For many thousands of Chinese students, an overseas education is still a way of opening doors into a better career.

Trend of Number of Student attend Chinese Gao Kao (millions)



Source: China Ministry of Education

Source: [http://liuxue.eol.cn/zong\\_he\\_3381/20120705/t20120705\\_803613.shtml](http://liuxue.eol.cn/zong_he_3381/20120705/t20120705_803613.shtml)



## WEIBO HELPS OVERSEAS UNIVERSITIES SPEAK TO CHINESE STUDENTS

From June 2012, Zinch China started to work with Sina Weibo, the leading "Twitter-plus-Facebook-like" form of social media in China.

Zinch China will help undergraduate and graduate programs in the United States and other major countries to open and manage verified Sina Weibo accounts. Launched in August 2009, Sina's Weibo.com has more than 300 million users who generate over 120 million daily messages. Weibo.com is the largest web portal in China now.

Zinch China's research revealed that 80% of Chinese high school and college students use Weibo, while 42% use Weibo

every day. By comparison, only 31% of American college-aged students use Twitter, with only 20% of those reporting daily use. Taking advantage of the Weibo platform's popularity, over 700 universities from Mainland China and Hong Kong have set up official accounts on Weibo.com to attract Chinese students.

At no charge, Zinch China will help foreign undergraduate and graduate universities/colleges to complete the necessary Weibo.com application process, required by Sina in order to ensure the authenticity of the school's postings.

Source: <http://finance.yahoo.com/news/zinch-china-sina-weibo-together-123000104.html>

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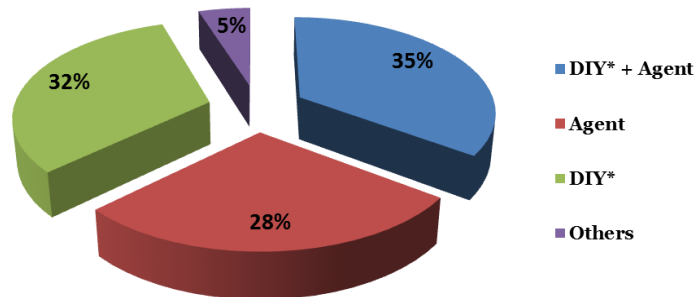
Education is not the means of showing people how to get what they want. Education is an exercise by means of which enough men, it is hoped, will learn to want what is worth having.

- RONALD REAGAN

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## MORE THAN 63% OF CHINESE STUDENTS INTEND TO HEAVILY RELY ON EDUCATION AGENT TO PURSUIT THEIR PROMISES OF STUDY

Approach that Chinese Student Prefers to Study Aboard in 2011



DIY\* - Student on their own to apply colleges in overseas.

Sources: Study Aboard Investigation Report" by www.eol.cn - <http://liuxue.eol.cn/html/lxrep/>

## CHINESE STUDENTS IN U.S. STRUGGLE TO MAKE FRIENDS

As the number of foreign students attending colleges and universities in U.S. is growing, a recent study in the *Journal of International and Intercultural Communication* has suggested that 38% of international students have no close American friends. The report goes into detail, disclosing that 52% of East Asian students reporting having no close American friends at all. This is a troubling trend as studying abroad has been a growing trend among Chinese students and that 35% of them choose to study in U.S. when they go abroad.

Communications experts suggest that the difficulty arises in the cultural, linguistic, and social differences between the countries. One expert suggested that one primary barrier is the concept of "small talk", and that East Asian culture doesn't care much for it whereas in the U.S. most university students engage in casual small talk through developing a friendship. Administrators should be quick to address this trend because surveys show that the development of intercultural relationship is a key factor in students' satisfaction of their time abroad, and that students who don't make close friends

are likely to leave the host country feeling alienated.

Many universities with cultural exchange programs have tried to aid the situation by facilitating the intermingling of international students with local students. The most common forms of this are special programs that mix the students as well as mixed residential facilities.



Sources: <http://blogs.voanews.com/breaking-news/2012/07/18/foreign-students-struggling-to-make-friends-in-us->