

SEMI-STRUCTURED INTERVIEW QUESTIONS**INTRODUCTION**

I am a student from the University of Malaya pursuing Masters Degree in Linguistics. I am conducting a survey to find out the degree of importance of key features present in the study abroad programme (SAP) brochure content. This information will be used in assisting the researcher to better understand the structure of the SAP printed materials when targeting an international community.

I would appreciate it if you could spare 15 minutes of your time to complete this questionnaire, thank you.

PROCEDURE

The questionnaire is divided into two parts. Part A states respondent's personal information whilst part B details respondent's opinion concerning the importance of certain information included in the SAP brochure content. Your answers will remain completely confidential and will be used only for the purposes of this study. Please return the completed questionnaire to the person in charge.

Part A

1. Nationality : _____
2. Which year of study are you currently in? : _____
3. What is your major (area or discipline of study)? : _____
4. What is your reason to study abroad?
 - ☐ for personal growth
 - ☐ for intercultural experience
 - ☐ for career enhancement
 - ☐ for pleasure
 - ☐ other (please specify) _____
5. Who would you see as the target audience of study abroad programme brochure?
 - ☐ Students
 - ☐ families
 - ☐ Parents
 - ☐ institution of higher education
 - ☐ other (please specify) _____

Part B

1. Based on your opinion, are the following features important to be included in the content of a study abroad programme brochure?

Note:

Not imp. at all = Not important at all

Less imp. = Less important

Imp. = Important

Very imp. = Very important

| Brochure content | Not imp. at all | Less imp. | Imp. | Very imp. |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| Institution's name; motto and/or slogan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Institution's achievement, long experience and its specialty | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Institution's visions, missions or goals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Comments and opinions from past and existing students' study abroad experiences | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <u>Academic details:</u> - Course listings | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| - Application procedure and deadline | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| - Student financial assistance | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| - Estimated fees and living expenses | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| - Academic calendar | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Types of activities and facilities available | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Contact information of the person-in-charge for SAP | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Institution's map and campus locations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

2. What other key information would you suggest to include into the SAP printed text for future brochure designing?

End of Questionnaire