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EDUCATIONAL MANAGEMENT SYSTEM: REPUTATION ANALYSIS AND SOCIAL LISTENING OF STUDY IN RUSSIA “ESTUDIAR EN RUSIA”*Abstract:*

The relevance of this research topic lies in the fact that the conflict between Russia and Ukraine has affected various aspects of life including the sphere of education. H1: The Ukrainian conflict damaged Russian’s academic credibility with the Western countries. H2: Due to the influence of the rating sites on Latin American countries, they do not consider Russia as a potential study destination. In order to prove it two content analysis software that are freely available online are used to conduct the reputation analysis. 69 articles or publications that mentioned "Estudiar en Rusia" (Study in Russia) between February 2022 and January 2023 were studied in this paper.

Keywords:

Academic credibility, reputation analysis, Study in Russia

The relevance of this research topic lies in the fact that the serious impact of the conflict between Russia and Ukraine has affected educational institutions due to the credibility offering programs and students’ perceptions of their future careers. Universities all across the globe responded quickly to the current political situation and imposed sanctions against Russia including banning the students and professors from participation in the programs of international exchange. [1]. Because of the extreme conditions, plenty of worldwide sanctions affected Russian higher education, including certification, publication, online courses, and student attraction. On the other hand, ties with the West that have been built over decades are now suspended, [2]. and European academics are penalizing years of hard work as a result of the current situation.

One of the most significant challenges for Russian higher education institutions is their international reputation. The country has been sanctioned by the rating sites QS and THE. According to Nunzio Quacquarelli, CEO and Founder of the QS World University Rankings, Russian and Belarussian entries will not be included in the QS university rankings for next year, and Russia will no longer be promoted as a study destination [3]. As a result, Russia will lose hundreds of new international students for its educational institutions. The following hypothesis is being tested in this research.

– H1: The Ukrainian conflict damaged Russian’s academic credibility with the Western countries

– H2: Due to the influence of the rating sites on Latin American countries, they do not consider Russia as a potential study destination.

In order to prove the previous hypothesis, the proposed methodology is divided into three phases.

Two content analysis software that are freely available online are used to conduct the reputation analysis. The surveys conducted previously on Latin American students in chapter

2.1 provide the basis for the search’s primary findings.

The keywords for the search are Study, Universities, Scholarships, Russia, Opportunities, Lifestyle, and Excellence. Following the use of terms to create search phrases during the search, the following results were found. “Study in Russia” and “Russian Universities”, “Russian academic excellence”, “Russian scholarships”, and “Lifestyle in Russia”. Finally, "Study in Russia" took first place with the most articles written over the year, but the main objective is to examine how Latin Americans perceive higher education in Russia. The same set of words are then employed again using the tool, this time in Spanish, and the results are shown below.

Tool: Buzz sumo and Mediatoolkit platforms [4] Word: Estudiar en Rusia (Study in Russia) Period: 1 year (Jan 2022 to Jan 2023)

The tool discovered 69 articles or publications that mentioned "Estudiar en Rusia" (Study in Russia) between February 2022 and January 2023, totaling 12,248 engagements, or

177 on average for each publication. Those publications were primarily produced by 4 domains.

Figure 1 illustrates the number of publications for the specified month as represented by the bars, and the engagement of those publications as represented by the trend line. As for the months with the biggest response peaks, we can see September (10 articles, 2,842 engagements), December (8 articles, 122 engagements), October (7 pieces, 372), and February (6 articles, 319 engagements) 2022.

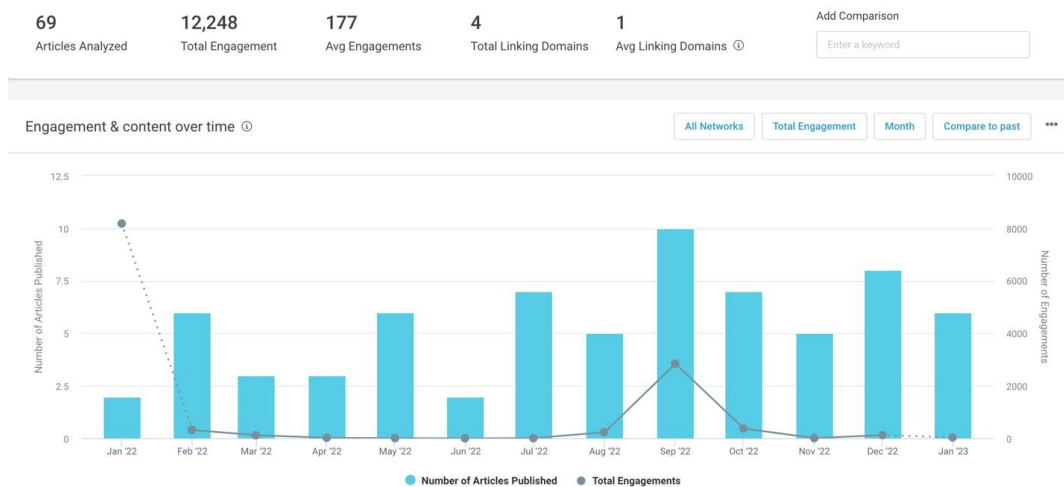


Figure 1 – Behavior of mentions
Source: Buzz sumo, content analyzer (2023)

In September, the month with the most publications, the most significant headline was a controversy in El Salvador involving a public official who transferred resources from state scholarships to her daughter-in-law for her own benefit. The scholarship was granted for studies at a Moscow institution in the Russian Federation. The publication, with the heading "Carolina

Recinos becó a su nuera para estudiar en Rusia" [5] received 437 engagements on Facebook and 1,900 shares on Twitter and remained a significant topic for a long time. A total of 2400 reactions were obtained. In terms of reactions, 94% of users on Facebook were upset, 3% were amused, and 3% enjoyed the post. It is vital to note that articles resulting from a local controversy might have an impact on Education's image.

On the other hand, December the next month with the biggest number of articles published, articles promoting Russian Federation scholarships to Latin American students stand out. Headlines such as "Becas para que colombianos estudien pregrados y posgrados en Rusia" [6], "¿Quieres estudiar en Rusia con una beca? Aquí te explicamos cómo hacerlo" [7] "La casa de Rusia en Argentina abre la convocatoria a becas para estudiar en ese país" [8], stand out in the publications of the fourth quarter of the year. This article received an average of 40 engagements with a few Twitter shares, and 98% of users reacted positively to the content.

The publication "Selección de solicitantes en el extranjero para estudiar en la Universidad Estatal de Rusia de A. N. Kosygin" [9] was released in October and discusses the prerequisites and options for enrolling in the federal university of A.N. Kosygin. With 158 Facebook reactions and 4 Twitter shares, this article has received a total of 162 interactions. The fourth quarter of the year is known for publishing articles regarding scholarships and chances to enroll in Russian universities for the upcoming academic year, and at least 95% of user replies are positive.

Articles on the subject of "Study in Russia" take a different and unfavorable stance in February when the first signs of conflict arise. The most controversial article concerns Cubans trying to return to their nation as the political crisis escalates. 59 of the 60 comments came from Facebook, while 1 came from Twitter on the post titled "Régimen de La Habana dice estudiar alternativas para el retorno de cubanos varados en Rusia" [10] Since the first quarter of 2022 news around the political crisis has impacted Latin-American perception to Russian Federation. However, for the second quarter, Latin American governments adopt a neutral position and claim that the political chaos in Russia won't affect study opportunities or scholarships. As mentioned in the article "Roces entre Colombia y Rusia no afectarán becas de jóvenes en ese país: embajada en Bogotá" [11], on April 26, 2022.

We can see that Monday is the day that has produced the highest levels of contact with publications in the instance of Study in Russia. Figure (2).

Average engagement by day published

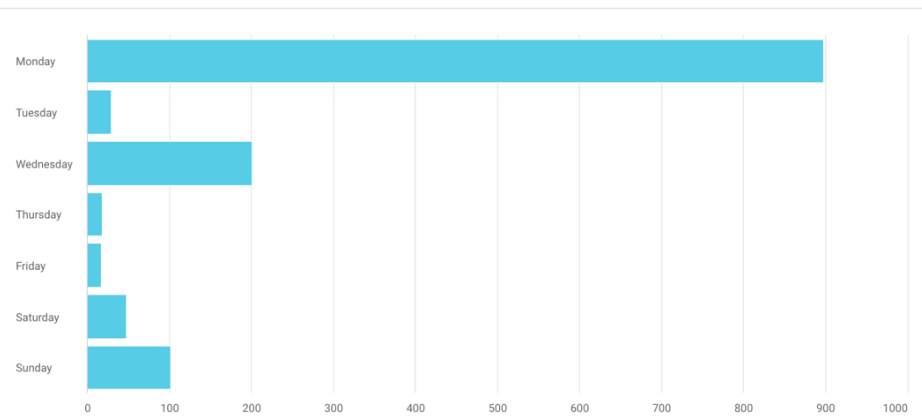


Figure 2 –Engagement by day published
Source: Buzz sumo, content analyzer (2023)

Articles published on this day have an average engagement of 900; the second day with the most engagement is Wednesday, with an average of 200 reactions; nonetheless, compared the two days, Monday appears to be four times more successful.

On the other side, Twitter, YouTube, Websites and Facebook are the primary media sources that publish items from the Study in Russia (Figure 3).

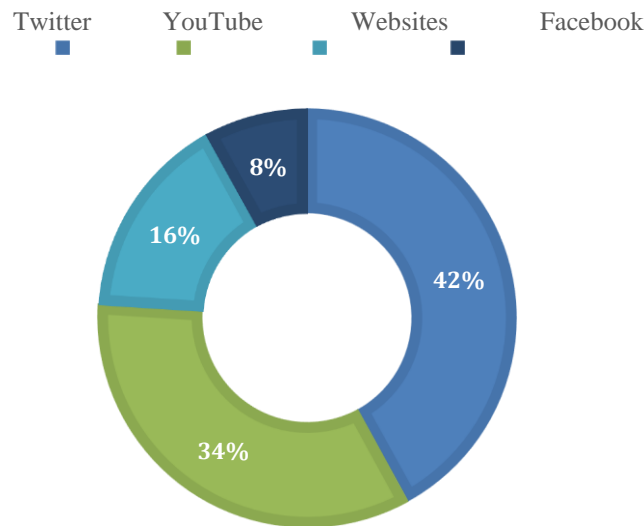


Figure 3 – Media sources that write on studying in Russia
Source: Complain by Autor Mediatoolkit, content analyzer (2023)

Because the study's focus is on Latin American countries, it was conducted in Spanish (Figure 4). According to the research, Ecuador has the most interest in studying in Russia, with 100 searches, followed by Peru and Colombia in third position. Despite the fact that Spain is a member of the European Union, they nevertheless have items in the search for Study in Russia.



Figure 4 – Interest per Region
Source: Buzz sumo, content analyzer (2023)

- Keywords by domain

When performing the domain studyinrussia.ru, the tool reveals that 4.7K keywords employed in SEO were discovered in the page's content. Google's search optimization technology, capable of generating 41.5K organic visitors. The phrase "courses in Russia" is searched 260 times per month on average, but only 79 visitors access the domain studyinrussia.ru, despite the fact that it appears at the top of the Google search. According to Figure 5, the search trend for the term "Study in Russia" is positive and growing moderately. The average monthly searches were 260 in February 2022 and increased to 320 in August 2022.

At the moment, the cost per click is \$6.54, meaning that this sum must be paid each time an ad is clicked.

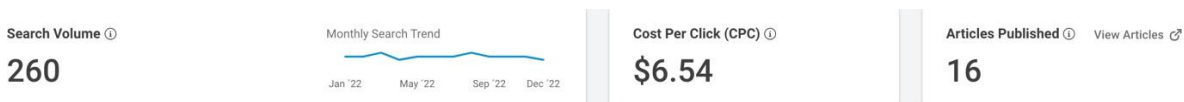


Figure 5 –Search Volume

Source: Buzz sumo, content analyzer (2023)

The main search terms used to find the institution's pages include "courses," "degrees," "lifestyle," "renowned Russian scientists," "medical studies," "Ph.D.," "weather," "scholarships," "dorms," and "language."

It has been discovered that the official page of the institution is among the top 5 pages on the search query results page, but that bachelorstudies.com, a private search engine, is in first place, followed in third by the official domain studyinrussia.ru, which has a high domain authority (D.A 42). The website performs well enough to be listed on the first few pages of results; we located studylink.com and studyinrussia.com on the fourth and fifth place, both private search engines with no connection to the official website.

- Backlinks

A backlink is a link that is intentionally included into the text of another website so that it can bring the reader to a different website where there is additional content. In addition to helping Google's search engines assess the relevance and importance of the content, its goal is to increase the number of web users who consult and visit the organization's website. Using the website studyinrussia.ru there were 4 backlinks found, all pointing to external websites for example: hse.ru and russische-botschaft.ru. The following are the headings of the external articles with the most engagement that contain these links: "Foreign Affairs and Security" has received 2.5K likes, following by "20 GOVERNMENT scholarships to be revealed this year Ublife" with 2K likes and "Master's Program 'Management in the Experience Industry'" with 1.7K reactions.

- Questions online relate with Study in Russia

The content analyzer tool turned up 9 questions for the Study Study in Russia. They are all from the second of January to the twentieth of January 2023. The following are the main questions:

- What are the benefits of studying medicine in Russia or Ukraine?
- Are there any public medical colleges in Canada, America, France, the UK, and Russia?
- Have the restrictions on foreign students studying in Russia been lifted now that Crimea has been annexed?
- What is the expected attitude towards immigrants from other countries who come to work/study in Russia?
- Do foreign students need an invitation letter from a university or school to study in Russia?
- How much does it cost to study in Russia?
- Can I work while studying in Russia?
- Would you recommend me study abroad in Russia?
- How much does it cost to study MBBS in a private college in Russia?

Would you recommend me study abroad in Russia? [12] is the question posed on the website reddit.com. The current situation, in which many potential students are hesitant to go to Russia because of the political crisis, is described in a post from January 13, 2023. There are 11 comments on the article. Three users leave comments on the main question, while eight different individuals reply to the comments. The response that received the most feedback is as follows: "It will be difficult to transfer money or find a sustainable job in Russia. Also it's an issue of your diploma getting recognized abroad. While it's easier in computer science, I think the perception will be in the favor of a German diploma than a Russian one. Another thing, I know nothing about German education, but there can be a huge gap in quality of education between different universities in Russia. Carefully study your options before you enroll." (reddit.com).

- YouTube

The Bolivian Students' video, which has 4.1K views and 222 interactions, has the most views and engagement. The nearly hour-long film has students in Moscow performing a traditional dance from Bolivia as well as remarks from her diplomatic representation in Russia. At this performance, there was also a representative of Latin American relations in Russia. The entire content of this video, which is in Spanish, highlights the advantages of Russian students' way of life. On the other hand, the video call "Is it worth studying in Russia? my Russian diploma" performed by a Russian woman. It is opposite of a good image from education in Russia. She is talking about her own experience as a graduate student and she states that her diploma is worthless outside her country. Due to the conflict, many countries have rejected the professional background of Russian citizens even more in unfriendly countries. That is the reason why she performed the video. This video has 4.3K views and a total of 2 engagements, but in the comments section she reaches more than 100 comments with very negative feedback about Russia Education.

Table 1 – content on YouTube

Official name	Translation	Date	Views	Comms	Engag.
Estudiantes de Bolivia en Rusia: "¡Vengan a estudiar acá!" ¹¹	Bolivian students in Russia: "Come study here!"	06/08/22	4142	172	222
Un Ecuatoriano en Moscu - Vale la pena mudarse a Rusia ? - Como estudiar en Rusia - La Vida en Rusia ¹²	An Ecuadorian in Moscow - Is it worth moving to Russia? - How to study in Russia - Life in Russia	18/02/22	1175	37	128
Estudiar la escuela primaria en Rusia. La Vida en Moscú ep. 6 ¹³	Study primary school in Russia. Life in Moscow ep. 6	28/12/22	454	3	75
Costos para estudiar en Rusia ¹⁴	Costs to study in Russia	22/03/22	329	2	57
El secreto de un sueño cumplido - Estudiar becado en Rusia, una de las mayores potencias del mundo ¹⁵	The secret of a dream come true - Study with a scholarship in Russia, one of the greatest powers in the world	05/02/22	229	1	15
Último llamado 2022 para estudiar gratis o bajo costo en Rusia ⁶	Last call 2022 to study free or low cost in Russia	26/05/22	451	12	6
Conflicto entre Rusia y Ucrania evidenció interés para estudiar en ese país ⁷	Conflict between Russia and Ukraine showed interest in studying in that country	13/04/22	2722	6	4
¿Merece la pena estudiar en Rusia? Mi diploma ruso ⁸	Is it worth studying in Russia? my Russian diploma	02/08/22	4294	102	2
Estudiar en Rusia - RACUS. ¡estudia entre los mejores! ⁹	Study in Russia - RACUS. study among the best!	15/07/22	44	0	2
7 Tips para estudiar en Rusia ¹⁰	7 Tips to study in Russia	18/11/22	174	1	1

Source: Complain by Autor [Mediatoolkit, content analyzer (2023)]

The current study analyzed 69 articles or publications that mentioned "Estudiar en Rusia" (Study in Russia) between February 2022 and January 2023, totaling 12,248 engagements, or 177 on average, for each publication. Two content analysis programs that are freely available online are used to conduct the reputation analysis. After those publications came to an end, the first hypothesis was confirmed: it is true that the geopolitical tensions between Russia and Ukraine have had an impact on how Latin Americans perceive Russia as a viable destination for study abroad. However,

¹¹ <https://www.youtube.com/watch?v=w0uJ8D63fWA>

¹² <https://www.youtube.com/watch?v=IG9ikxgMufM>

¹³ <https://www.youtube.com/watch?v=RpCZKZ2pWGQ>

¹⁴ <https://www.youtube.com/watch?v=9H2VgJyqeis>

¹⁵ <https://www.youtube.com/watch?v=HmYt68bXHN0>

hypothesis 2 has been rejected because students' impressions of Russia as a study destination are unaffected by the QS rating system. Scholarships and affordable living costs continue to be the two most attractive items for students when selecting a location for higher education, though this study showed that in order to effectively communicate to Latin American communities the benefits of studying abroad in Russia, educational institutions need to adapt the way they interact with these communities.

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