

Dear Diary

Researching the LSE
Welcome Week
Experience

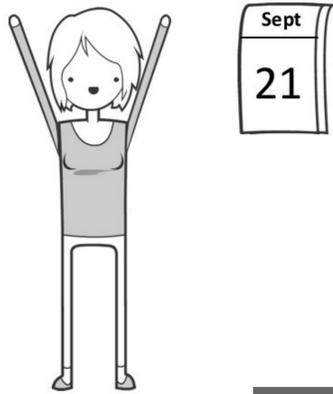
Question

What is important to students during their first week at LSE?

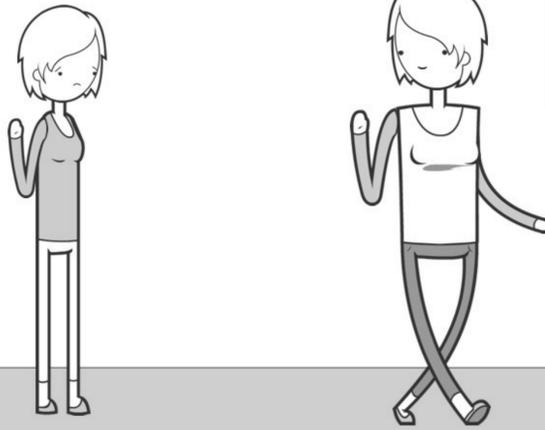
Method: Diary Study

- During Welcome Week 2015, ten new UG/PG students posted daily updates (audio, video, text or images) about their experiences on a private Tumblr.
- Every day they posted, they received a virtual "stamp". Everyone who had collected five stamps by the end of the week received a £20 book voucher.

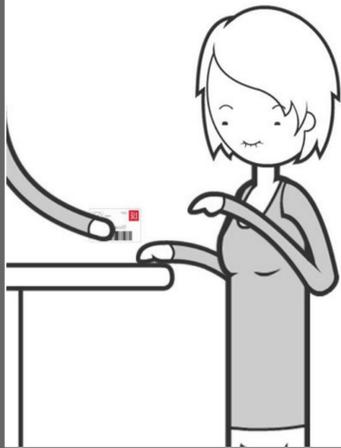
"It was my first day at LSE...I was brimming over with energy."



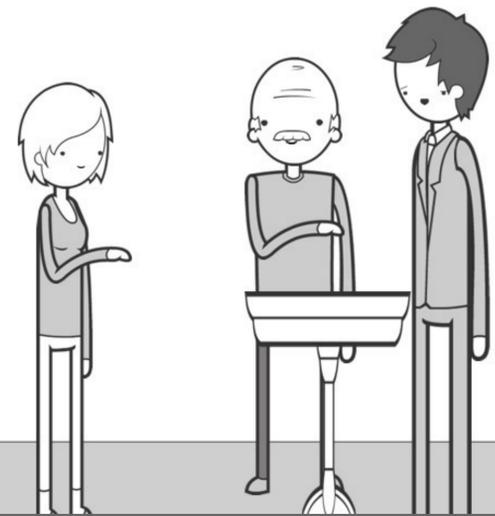
"It was definitely hard saying goodbye and I was a lot more upset than I thought I'd be."



"It was very exciting to get my LSE ID - a confirmation that I was truly an LSE student."



"I will definitely be one of those students that asks for time and support from her professors. I know I'll need it.."



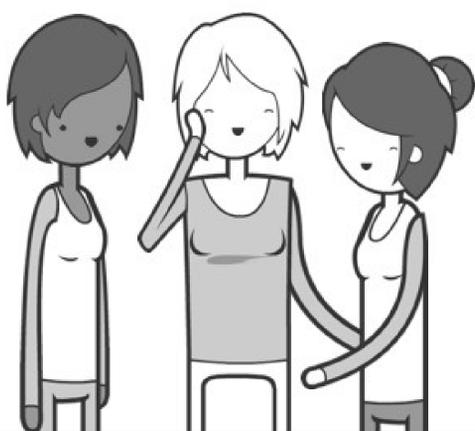
"I'm putting myself in debt to attend this school and I want to make sure I am getting the best education I can."

"The whole process [of choosing courses] seems a bit daunting. Information is available online but it's scattered and not easy to find or understand."



"I was worried about what options to take because I didn't want to take the wrong ones and they be really hard and throw my chances of a 1st out of the window....It became so overwhelming...I thought I was too uncompetitive for this institution and that I was going to fail."

"The homesickness really hit me and coupled with poor eating and lack of sleep, it left me very upset."



"I think that these past days have been a bit strange for everyone...A mixture of anxiousness and excitement..."

"As Welcome Week has ended and the real program is about to begin, I am full of anticipation of what it will be like."



Value/Outcomes

- increased understanding of the student experience
- discussions over how to better reach students throughout the academic year
- building empathy
- sharing findings with colleagues across the School



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Thanks to Steve Cable (@steve_cable)
for the comic patterns.