Korea University
Student Life Revealed!

Korea University
Office of International Affairs
16. 04. 2021
KU Culture

Identity

Commitment

Passion

Dedication
Why focusing on Culture?

- A lack of cultural experience
- No physical interaction
- Unique college culture

Why Live streaming?

- Two-way interaction
- Instant response to comments
- Utilizing student-led broadcasting facilities
1. When was Korea University established?

Co-curricular program

Live streaming show was hosted and broadcasted by KU students
Pre-recorded footages introduce student culture, food and facilities

- 16 November 2020 7pm (GMT+9)
- One hour running time
- 35 real time participants / over 400 views
Feedback

- Questions about (campus facilities, senior-junior admissions)
- study at KU again, but on campus

What we learned?

- Blended elements (live & pre-recorded)
- Students need more direction in production
- Time difference