

## **Abstract**

The last decades have seen a growing number of international students. States and institutions all around the world are trying to attract students from abroad. Nowadays, to reach the target group they are putting information online. It is foreseeable since the Internet has deeply penetrated our daily life. However, there is still a lack of understanding of how aspiring international students use online sources, and how these sources influence their decision to study abroad. This thesis aims to provide up-to-date information on the influence of social media on the decision-making process of aspiring international students. This study was conducted with qualitative interviews with international students of Charles University.

After the data analysis, it became apparent that even though social media does not have a major impact on one's choice to study abroad, it is an important medium that helps one to maintain and create personal networks and disseminate people's influence. Therefore, one can conclude that social network sites facilitate student migration.

## **Keywords**

social media, international students, student migration, decision-making, aspiring students, student mobility