# Article information:

Full article: Student perceptions of themselves as ‘consumers’ of higher education  
<https://www-tandfonline-com.ezproxy4.library.arizona.edu/doi/full/10.1080/01425692.2015.1113856>

# Article summary:

1. UK higher education has become increasingly market-driven and funded through private student contributions fees since the implementation of the Browne Review's core recommendation in 2012.

2. The marketization of higher education has led to the promotion of greater student choice, increased competition between institutions, and a focus on enhancing institutional provision through student feedback and performance criteria.

3. The changing landscape of higher education has led to students perceiving themselves as consumers with a more consumerist orientation towards their institutions, placing more power in the hands of paying customers who expect services and products that match their demands.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

该文章探讨了英国高等教育市场化改革对学生的影响，特别是将学生视为“消费者”的观念。然而，该文章存在一些偏见和不足之处。

首先，该文章过于强调学生作为消费者的角色，并将其视为市场化改革的主要受益者。然而，这种观点忽略了其他利益相关者（如教师、研究人员和社会）在市场化改革中所面临的挑战和机遇。

其次，该文章没有充分考虑到学生对高等教育的动机和期望可能因个人差异而异。例如，有些学生可能更关注职业发展和经济回报，而另一些则更关注知识获取和个人成长。

此外，该文章没有提供足够的证据来支持其主张。例如，在讨论学生是否将高等教育视为商品时，作者没有引用任何实证研究来支持这一观点。

最后，该文章缺乏对市场化改革可能带来的风险和负面影响的深入探讨。例如，高额学费可能会导致社会阶层间的不平等，并使得某些群体无法接受高等教育。

综上所述，该文章在探讨英国高等教育市场化改革对学生的影响方面提供了一些有价值的见解，但也存在一些偏见和不足之处。

# Topics for further research:

* Other stakeholders in higher education marketization
* Variations in student motivations and expectations
* Empirical evidence supporting the claim of students viewing higher education as a commodity
* Risks and negative impacts of marketization reform
* Social inequality and access to higher education
* Limitations and biases in the article's analysis

# Report location:

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