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Titolo	Consuming higher education : why learning can't be bought / / Joanna Williams
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Descrizione fisica	1 online resource (x, 166 pages)
Disciplina	378
Soggetti	Education, Higher - Aims and objectives Education, Higher - Economic aspects Education, Higher - Marketing Higher education and state
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: it's not about the money -- Students within a changing university -- The rise of the student consumer -- Constructing consumption -- Teaching consumption and consuming learning -- A question of identity -- Customer care -- Beyond entitlement.
Sommario/riassunto	Consuming Higher Education explores the status of students within the university and society, and the funding and purpose of higher education, drawing on empirical data, UK and USA government policy documents, speeches by policy makers and media representations of students. Joanna Williams moves beyond the debates surrounding fees to consider the impact of the consumption model on universities, learning, knowledge, and student identity. While consumer status initially appears to empower students, Williams argues that it ultimately erodes students' autonomy and reduces learning to an instrumental focus on credit accumulation. At the same time, in giving students consumer status, lecturers are encouraged to avoid intellectually or emotionally challenging content so as not to upset student consumers,

which could promote dissatisfaction. Williams draws these themes and arguments together to consider what it means to be a student and to explore alternative conceptions of higher education
