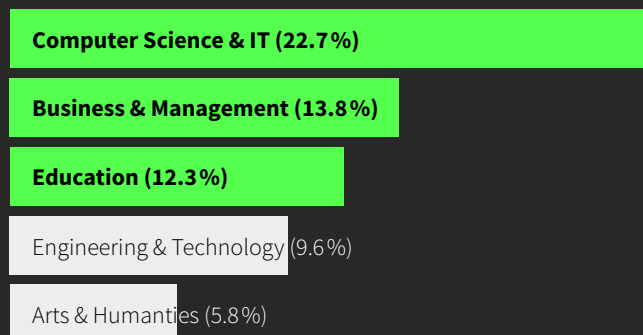


ONLINE LEARNING IN BRAZIL

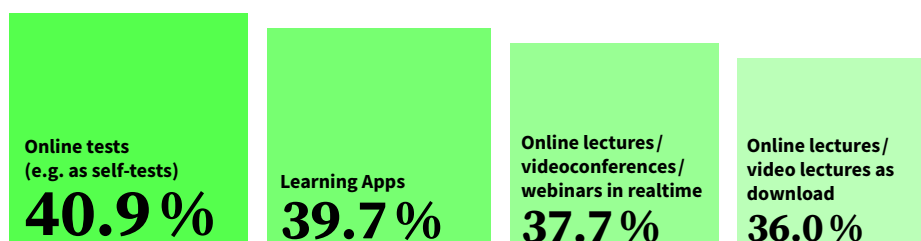
THE TOP REASONS FOR ONLINE STUDIES

1. Ascend professionally / change career (38.5 %)
2. Develop myself / learn for life (33.5 %)
3. Acquire digital skills (32.3 %)
4. Improve salary (30.4 %)
5. Change professionally (25.8 %)
6. Deepen my expertise (25.4 %)

TOP 5 STUDY AREAS

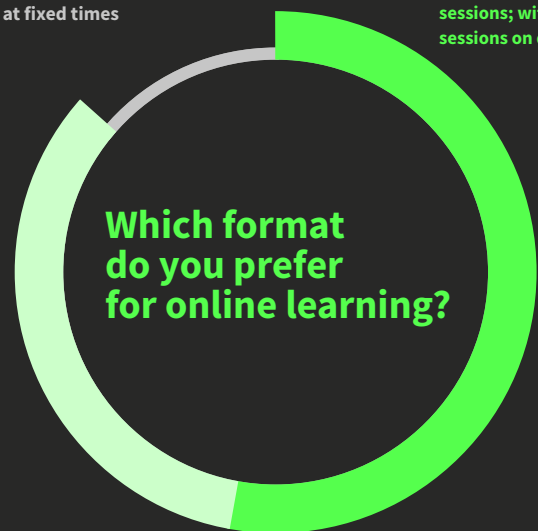


IMPORTANT ELEMENTS FOR ONLINE LEARNING:



14.6 %
with obligatory attendance
events at fixed times

52.7 %
without classroom
sessions; with online
sessions on demand

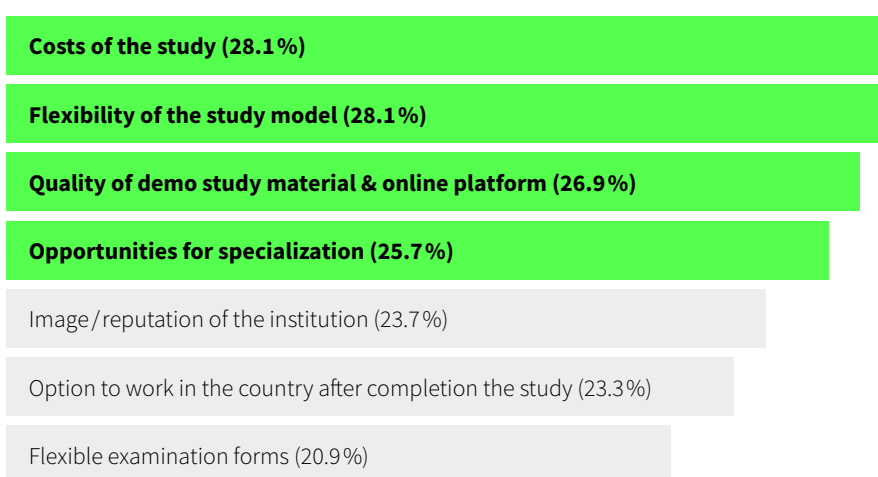


32.7 %
without attendance events;
with online events at fixed times

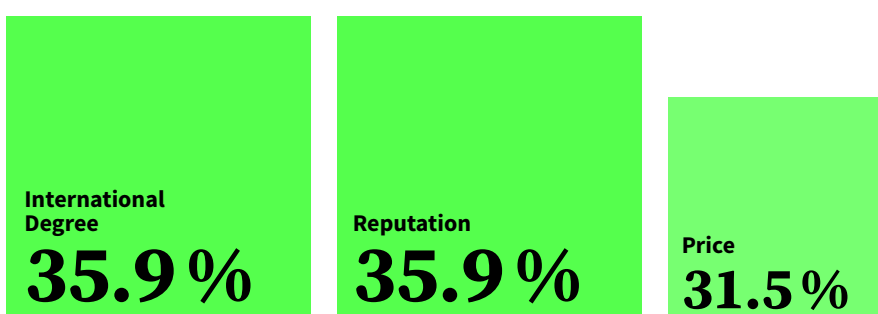
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INTERNATIONAL
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APPLIED SCIENCES

CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:



TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. Online forum for communication with other students (38.4%)
2. Personal individual or group study coaching (37.6%)
3. Availability via messenger apps (33.6%)
4. Apps (e.g. for contact with service units) (33.6%)
5. Online platform with FAQs (32.4%)

TOP COUNSELING SERVICES

1. Online study guidance by providers (47.8%)
2. Personal study guidance at the university (37.3%)
3. Discussions with students/alumni (32.5%)
4. Career advice/personal coaching (29.8%)
5. Visit of a job and education fair (25.1%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Availability via messenger apps (48.0%)
2. Video explanations on individual questions (47.2%)
3. Online forum for communication with other students (41.5%)
4. Online platform with FAQs (36.3%)
5. Reachability by e-mail (36.3%)

Panel: Kantar

Data collection: 04.12.2020 – 10.12.2020

Anonymous survey via Questback
young professionals in 28 countries
with interest in online studies
200 participants per country –
except for Algeria (50 participants)

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The Ministry of Economics, Science and Digital Society of the State of Thuringia is responsible for the IU International University at all study locations in matters relating to higher education law.