

ONLINE LEARNING IN CANADA

THE TOP REASONS FOR ONLINE STUDIES

1. Develop myself/learn for life (39.8%)
2. Ascend professionally/change career (38.4%)
3. Improve salary (36.0%)
4. Deepen my expertise (32.2%)
5. Change professionally (30.8%)
6. Acquire digital skills (23.2%)

TOP 5 STUDY AREAS

Business & Management (27.5%)

Computer, Science & IT (15.2%)

Social Work (7.6%)

Arts & Humanities (6.2%)

Engineering & Technology (6.2%)

11.4%

with obligatory attendance
events at fixed times

62.1%

without classroom
sessions; with online
sessions on demand

Which format
do you prefer
for online learning?

26.5%

without attendance events;
with online events at fixed times

IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online lectures/
video lectures as
download

49.5%

Online tests
(e.g. as self-tests)

49.0%

Online lectures/
videoconferences/
webinars
in realtime

38.2%

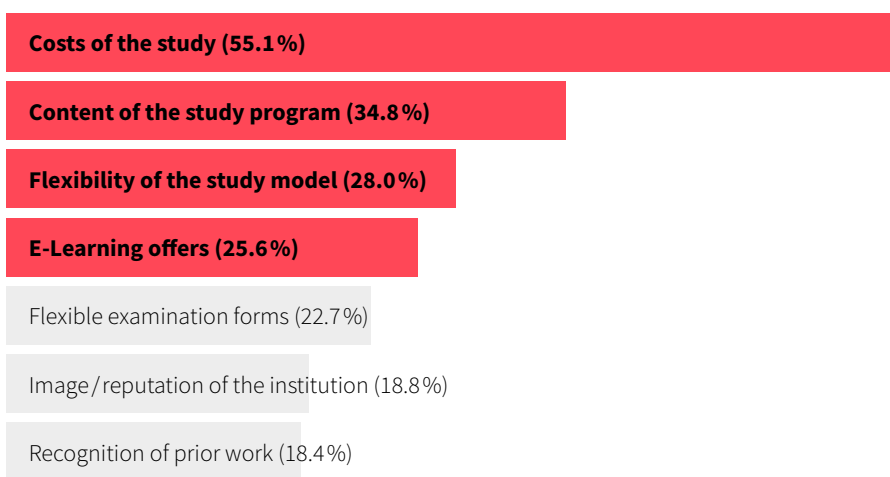
Online library
for technical
literature

35.3%

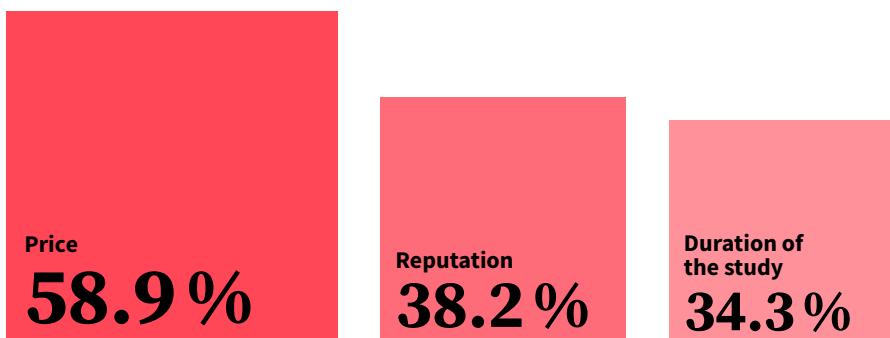
iu

INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:



TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. Reachability by e-mail (48.8%)
2. Reachability via chat (29.0%)
3. Online self-service platform (29.0%)
4. IT Helpdesk for technical questions (28.5%)
5. Online forums for communication with other students (26.1%)

TOP COUNSELING SERVICES

1. Career advice/personal coaching (40.7%)
1. Online study guidance by providers (40.2%)
3. Advice from providers via e-mail (34.4%)
4. Personal study guidance at the university (30.6%)
5. Discussions with students/alumni (24.9%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Reachability by e-mail (53.9%)
2. Video explanations on individual questions (37.9%)
3. Reachability via chat (37.9%)
4. Online forum for communication with other students (35.0%)
5. Availability of the tutors/lecturers at the weekend (34.0%)

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)

Publisher:

IU Internationale Hochschule
Juri-Gagarin-Ring 152 • 99084 Erfurt
www.iu.org

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.