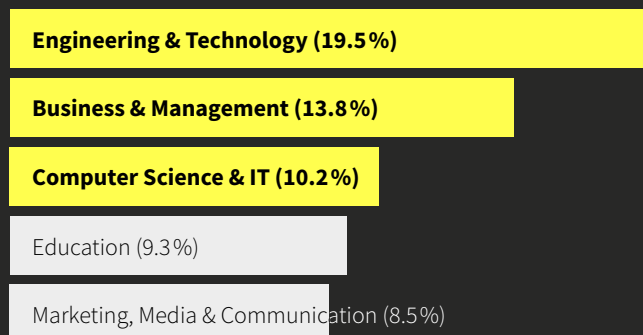


ONLINE LEARNING IN COLOMBIA

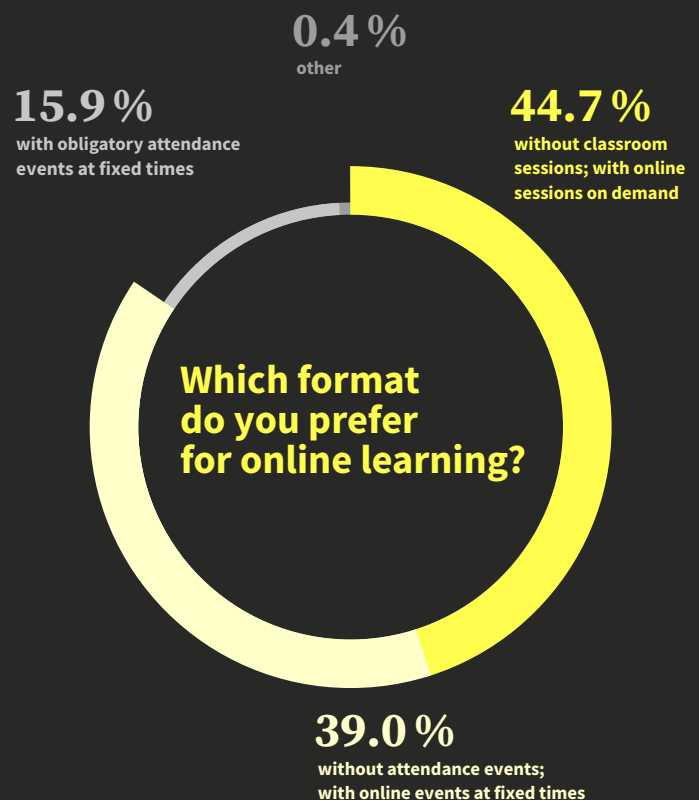
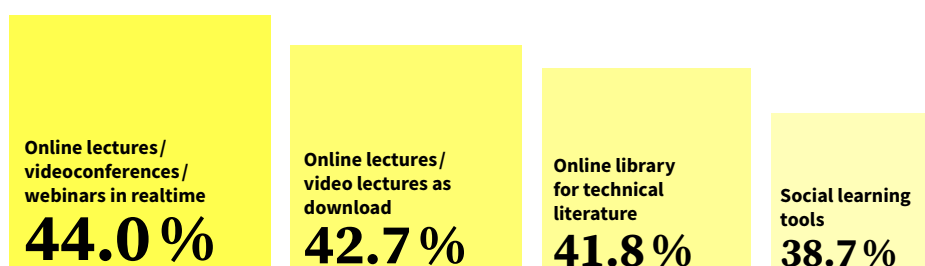
THE TOP REASONS FOR ONLINE STUDIES

1. Ascend professionally / change career (34.1 %)
2. Develop myself / learn for life (32.5 %)
3. Improve salary (31.3 %)
4. Change professionally (27.2 %)
5. Set up my own business (26.4 %)
6. Acquire digital skills (25.2 %)

TOP 5 STUDY AREAS



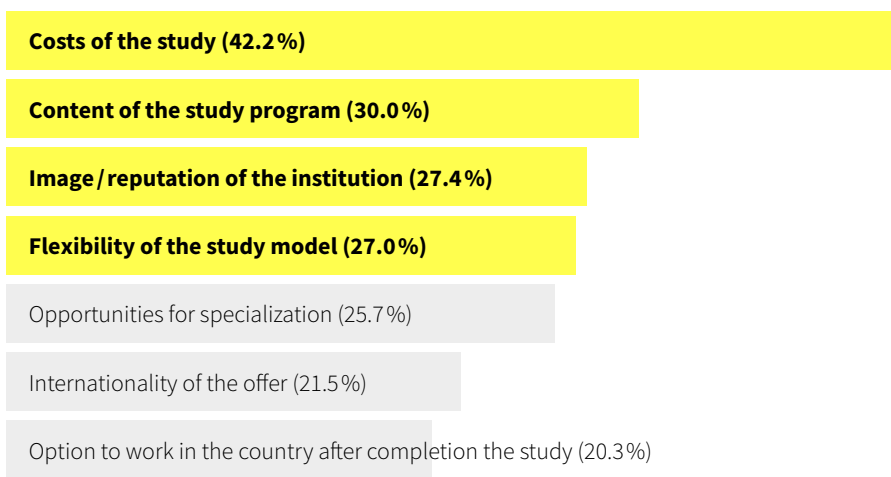
IMPORTANT ELEMENTS FOR ONLINE LEARNING:



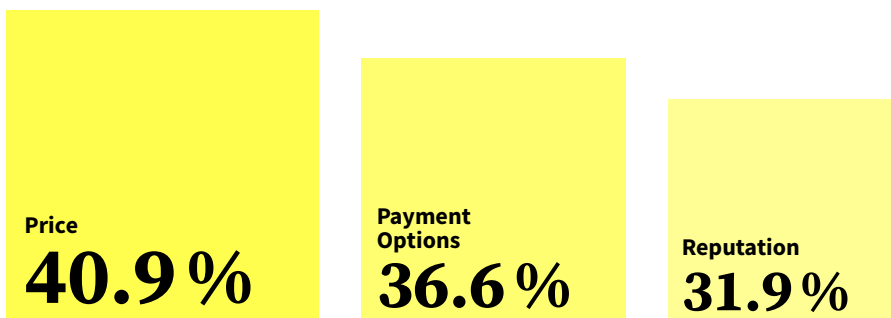
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APPLIED SCIENCES

CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:



TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. Online self-service platform (32.9%)
2. Availability via messenger apps (32.0%)
3. Personal individual or group study coaching (32.0%)
4. Online platform with FAQs (31.6%)
5. Career Service offers (29.0%)

TOP COUNSELING SERVICES

1. Online study guidance by providers (47.1%)
2. Personal study guidance at the university (36.7%)
3. Career advice / personal coaching (36.3%)
4. Visit of a job and education fair (28.8%)
5. Advice from providers per e-mail (28.8%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Video explanations on individual questions (50.4%)
2. Availability via messenger apps (45.2%)
3. Availability of the tutors / lecturers at the weekend (42.6%)
4. Online forum for communication with other students (42.2%)
5. Availability of the tutors / lecturers after 8 p.m. (41.7%)

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.