

THE TOP REASONS FOR ONLINE STUDIES

- 1. Ascend professionally/change career (29.3%)
- 2. Develop myself/learn for life (23.6%)
- 3. Change professionally (22.0%)
- 4. Improve salary (21.5%)
- 5. Deepen my expertise (21.1%)
- 6. Set up my own business (21.1%)

TOP 5 STUDY AREAS

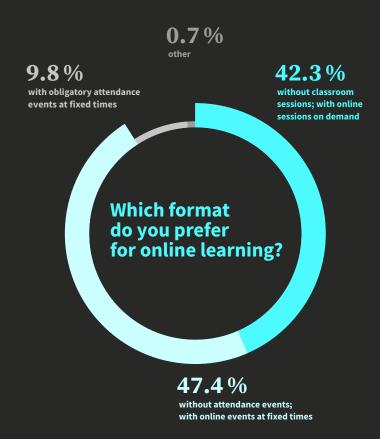
Business & Management (13.4%)

Marketing, Media & Communication (11.4%)

Computer, Science & IT (11.4%)

Engineering & Technology (10.6%)

Education (8.5%)



IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online lectures/videoconferences/webinars in realtime

Virtual meetings & chat rooms for learning and discussing

28.2%

Online lectures/ video lectures as download

26.5%

Online Campus (e.g. for examregistrations, timetables, ...)

INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?

Flexibility of the study model (22.6%)

Content of the study program (20.1%)

Cost of the study (18.8%)

E-Learning Offers (18.4%)

Possibility of a trial study (17.2%)

Option to be allowed to work in the country off ... (17.2%)

Image/reputation of the institution (15.5%)

CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:

31.2 %

Price **27.4**%

International Degree 26.6 %

TOP NEEDS IN ADMINISTRATIVE SUPPORT

- 1. Personal individual or group study coaching (22.4%)
- 2. Reachability by e-mail (21.9%)
- 3. Online forums for student communication (21.1%)
- 4. Availability via Messenger (20.3%)
- 5. Online platformwith FAQs (19.4%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

- 1. Videoexplanations on individual questions (31.2%)
- 2. Online forumfor student communication (30.4%)
- 3. Reachability by e-mail (28.3%)
- 4. Availability of the tutors/lecturers after 8 p.m. (24.9%)
- 5. Online platform with FAQs (24.5 %)

TOP COUNSELING SERVICES

- 1. Discussion with students/alumnis (29.3%)
- 2. Online study guidance by providers (27.7%)
- 3. Personal study guidance at the universtiy (27.3%)
- 4. Career advice/personal coaching (27.3%)
- 5. Visit of a job and education fair (22.7%)

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.