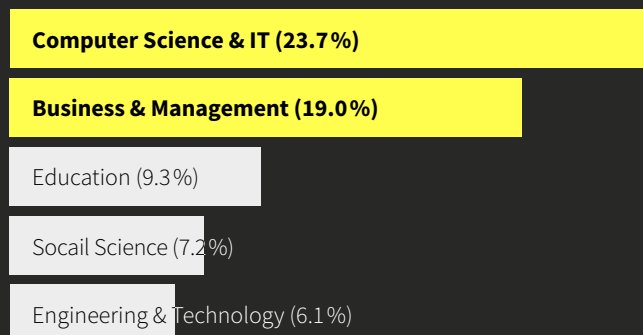


# ONLINE LEARNING IN GHANA

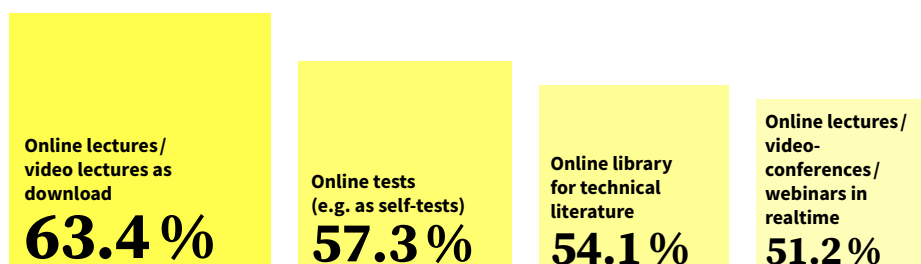
## THE TOP REASONS FOR ONLINE STUDIES

1. Develop myself/learn for life (52.0%)
2. Deepen my expertise (42.3%)
3. Ascend professionally/change career (38.7%)
4. Improve salary (34.4%)
5. Acquire digital skills (33.0%)
6. Set up my own business (31.9%)

## TOP 5 STUDY AREAS



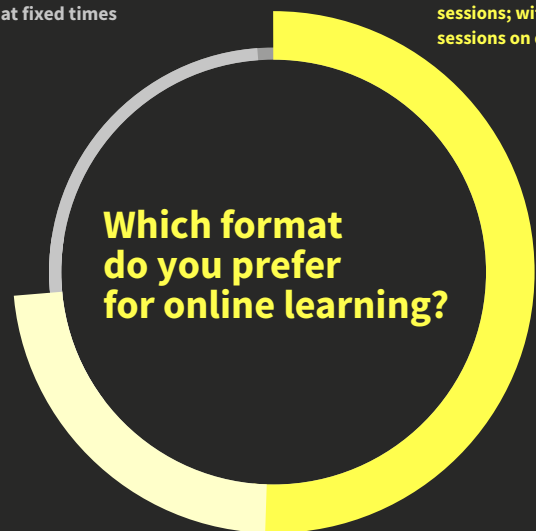
## IMPORTANT ELEMENTS FOR ONLINE LEARNING:



**24.7%**  
with obligatory attendance  
events at fixed times

**0.8%**  
other

**50.5%**  
without classroom  
sessions; with online  
sessions on demand

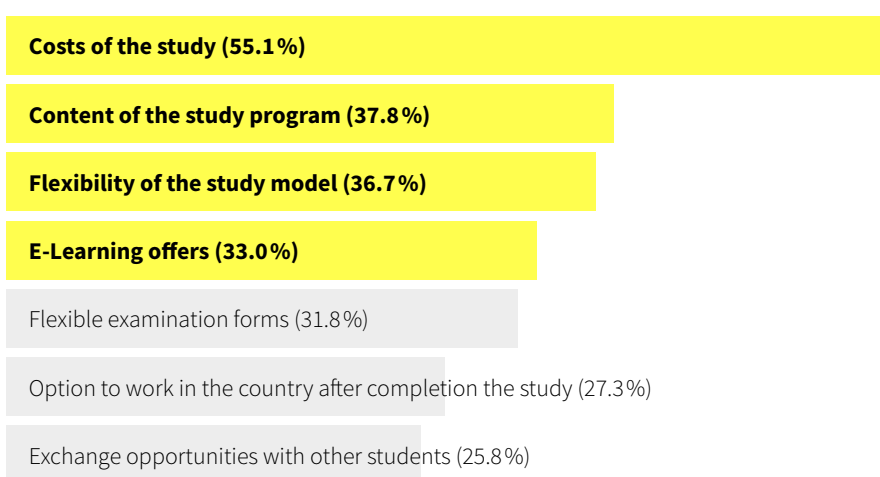


**24.0%**  
without attendance events;  
with online events at fixed times

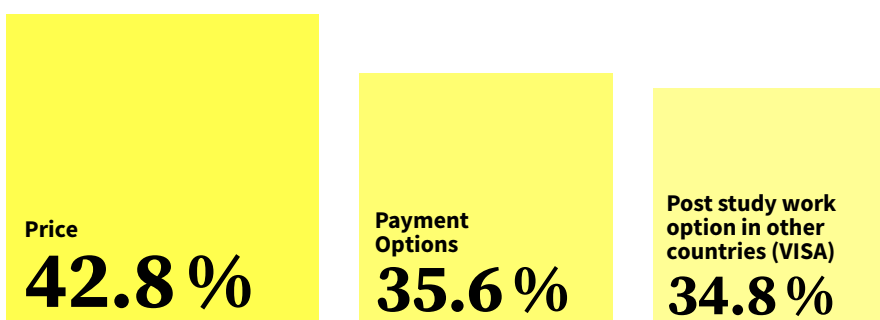
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## CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



## CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:



### TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. Career Service offers (49.2%)
2. Availability via messenger apps (39.8%)
3. Reachability by e-mail (39.4%)
4. Online self-service platform (38.2%)
5. Personal individual or group study coaching (37.4%)

### TOP COUNSELING SERVICES

1. Career advice / personal coaching (52.9%)
2. Online study guidance by providers (49.3%)
3. Discussions with students / alumni (34.2%)
4. Advice from providers via e-mail (30.1%)
5. Personal study guidance at the university (29.0%)

### TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Video explanations on individual questions (65.3%)
2. Availability via messenger apps (54.6%)
3. Online forum for communication with other students (53.0%)
4. Reachability by e-mail (51.0%)
5. Availability of the tutors / lecturers at the weekend (49.0%)

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)

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