

ONLINE LEARNING IN INDIA

THE TOP REASONS FOR ONLINE STUDIES

1. Develop myself/learn for life (53.5%)
2. Acquire digital skills (47.4%)
3. Deepen my expertise (47.4%)
4. Improve salary (43.7%)
5. Ascend professionally/change career (42.7%)
6. Change professionally (38.5%)

TOP 5 STUDY AREAS

Computer Science & IT (29.6%)

Business & Management (21.6%)

Engineering & Technology (13.1%)

Marketing, Media, Communication (7.5%)

Arts & Humanities (5.6%)

16.0%

with obligatory attendance
events at fixed times

65.7%

without classroom
sessions; with online
sessions on demand

Which format
do you prefer
for online learning?

18.3%

without attendance events;
with online events at fixed times

IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online tests
(e.g. as self tests)

55.5%

Online lectures/
video lectures as
download

53.1%

Online lectures/
videoconferences/
webinars in realtime

52.6%

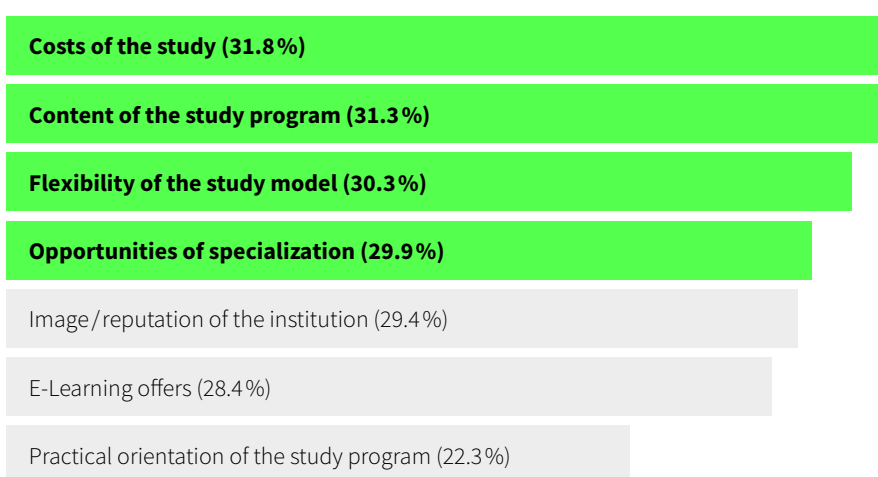
Online library
for technical
literature

50.7%

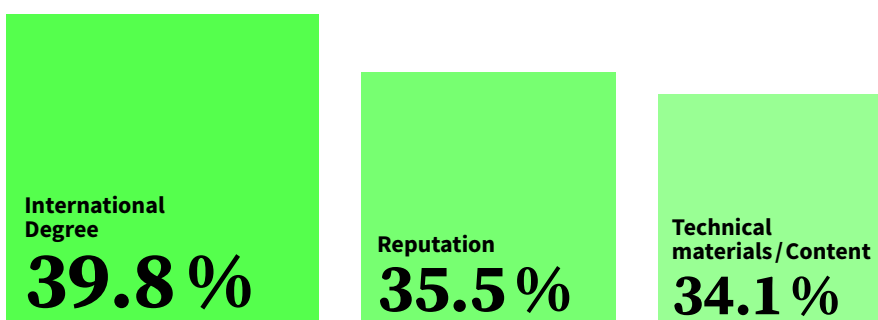
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INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:



TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. Career Service offers (48.3%)
2. Online self-service platform (44.5%)
3. Personal individual or group study coaching (40.3%)
4. Online platform with FAQs (39.3%)
5. Online forum for communication with other students (38.4%)

TOP COUNSELING SERVICES

1. Online study guidance by providers (57.3%)
2. Career advice/personal coaching (45.0%)
3. Personal study guidance at the university (40.8%)
4. Discussion with students/alumni (37.9%)
5. Advice from providers per e-mail (30.3%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Availability via messenger apps (50.2%)
2. Reachability by e-mail (49.8%)
3. Videoexplanations on individual questions (48.8%)
4. Availability of the tutors/lecturers after 8 p.m. (47.4%)
5. Online forum for communication with other students (45.0%)

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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