

ONLINE LEARNING IN KENYA

THE TOP REASONS FOR ONLINE STUDIES

1. Deepen my expertise (43.2%)
2. Develop myself/learn for life (42.4%)
3. Ascend professionally/change career (40.2%)
4. Acquire digital skills (31.4%)
5. Set up my own business (24.6%)
6. Improve salary (23.5%)

TOP 5 STUDY AREAS

Computer Science & IT (23.1%)

Business & Management (21.2%)

Social Science (7.2%)

Arts & Humanities (6.4%)

Nursing & Health Care (6.4%)

24.2%

with obligatory attendance
events at fixed times

51.9%

without classroom
sessions; with online
sessions on demand

Which format
do you prefer
for online learning?

23.9%

without attendance events;
with online events at fixed times

IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online lectures/
video lectures as
download

66.4%

Online lectures/
video conferences/
webinars in realtime

62.0%

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

58.1%

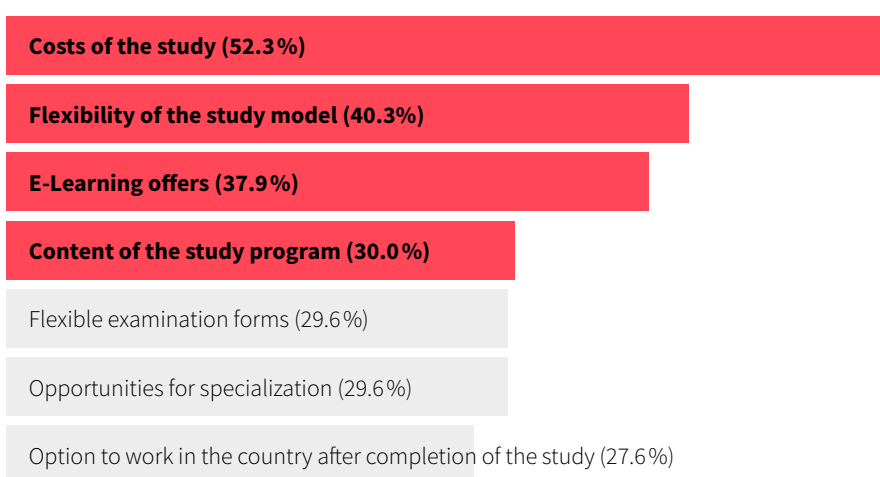
Online library
for technical
literature

57.2%

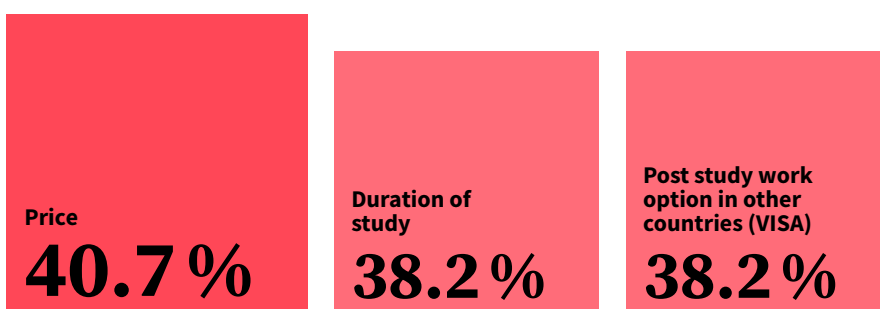
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INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

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 (47.0%)
2. Online forum for communication with other students (46.2%)
3. Reachability by e-mail (44.9%)
4. Online self-service platform (41.9%)
5. Placement of practice partners (40.7%)

TOP COUNSELING SERVICES

1. Online study guidance by providers (54.9%)
2. Career advice / personal coaching (46.3%)
3. Personal study guidance at the university (36.9%)
4. Advice from providers via e-mail (32.5%)
5. Discussions with students / alumni (26.7%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Video explanations on individual questions (62.7%)
2. Online forum for communication with other students (60.5%)
3. Reachability by e-mail (57.1%)
4. Availability via messenger apps (51.5%)
5. Availability of the tutors/lecturers after 8 p.m. (48.1%)

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

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