

# ONLINE LEARNING IN MEXICO

## THE TOP REASONS FOR ONLINE STUDIES

1. Improve salary (41.8%)
2. Develop myself/learn for life (38.5%)
3. Ascend professionally/change career (35.0%)
4. Acquire digital skills (32.3%)
5. Deepen my expertise (27.7%)
6. Set up my own business (25.9%)

## TOP 5 STUDY AREAS

Computer Science & IT (20.0%)

Business & Management (15.9%)

Engineering & Technology (14.1%)

Education (9.1%)

Medicine, Pharmacy, Psychology (6.8%)

10.5%  
with obligatory attendance  
events at fixed times

0.4%  
other

44.1%  
without classroom  
sessions; with online  
sessions on demand

Which format  
do you prefer  
for online learning?

45.4%  
without attendance events;  
with online events at fixed times

## IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online lectures/  
video lectures as  
download

50.2%

Online tests  
(e.g. as self tests)

46.0%

Online lectures/  
videoconferences/  
webinars in realtime

45.1%

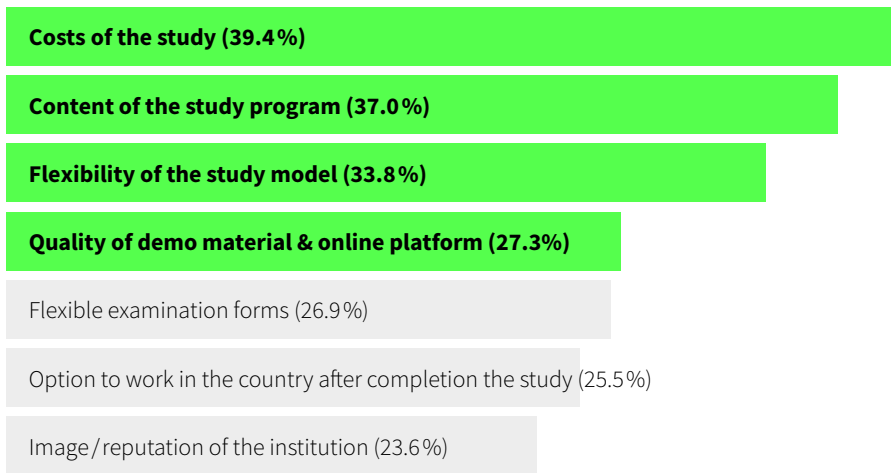
Online library  
for technical  
literature

42.7%

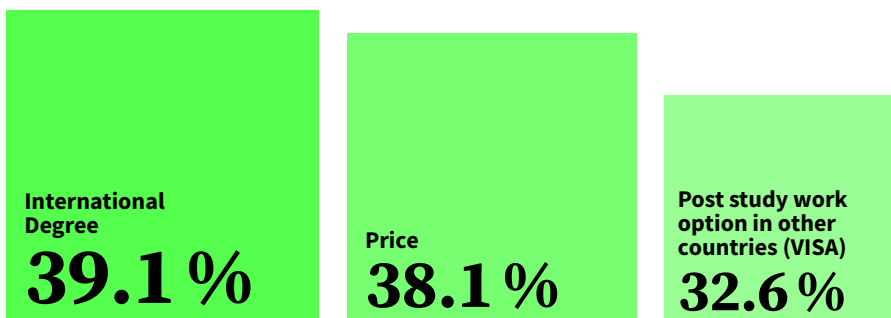
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## CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



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



### TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. Personal individual or group study coaching (40.5%)
2. Online self-service platform (38.1%)
3. Availability via messenger apps (37.7%)
4. Online platform with FAQs (33.0%)
5. Online forum for communication with other students (31.6%)

### TOP COUNSELING SERVICES

1. Online study guidance by providers (55.3%)
2. Career advice / personal coaching (46.1%)
3. Personal study guidance at the university (39.2%)
4. Advice from providers per e-mail (28.1%)
5. Discussions with students / alumni (21.7%)

### TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Availability via messenger apps (47.7%)
2. Availability of the tutors / lecturers at the weekend (47.7%)
3. Online forum for communication with other students (42.1%)
4. Video explanations on individual questions (41.6%)
5. Online platform with FAQs (40.2%)

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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