

## THE TOP REASONS FOR ONLINE STUDIES

- 1. Acquire digital skills (33.3%)
- 2. Develop myself/learn for life (31.6%)
- 3. Set up my own business (30.0%)
- 4. Make good use of the current phase of my life (29.1%)
- 5. Improve my salary (28.7%)
- 6. Change my career due to the corona pandemic (25.7 %



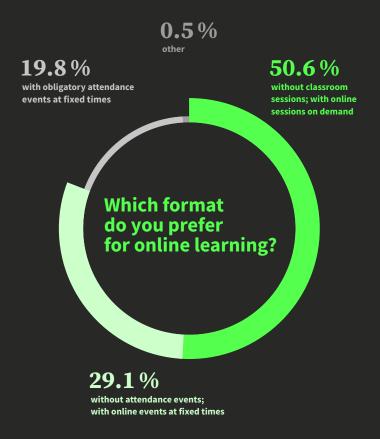
Computer Science & IT (29.5%)

Business & Management (1.3.9%)

Education (8.9%)

Engineering & Technology (8.4%)

Arts & Humanities (8.4%)



## IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online lectures/video lectures as download 46.5 %

Online lectures / videoconferences / webinars in realtime 46.0 %

Online tests (e.g. as self tests) **44.1** %

Online library for technical literature 39.0 %

INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?

E-Learning offers (34.7%)

Costs of the study (29.3%)

Flexible examination forms (29.3%)

Content of the study program (28.8%)

Opportunities for specialization (25.2%)

Flexibility of the study model (24.8%)

Image/reputation of the institution (23.0%)

International Degree 43.2%

Technical materials/Content 36.9 %

Reputation 31.5%

CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:

### **TOP NEEDS IN ADMINISTRATIVE SUPPORT**

- 1. Availability via messenger apps (38.1%)
- 2. Career Service offers (34.0%)
- 3. Online self-service platform (34.0%)
- 4. Online platform with FAQs (34.0%)
- 5. Online forum for communication with other students (32.1%)

# TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

- 1. Video explanations on individual questions (47.0%)
- 2. Availability via messenger apps (47.0%)
- 3. Online forum for communication with other students (44.2 %)
- 4. Availability of the tutors/lecturers at the weekend (43.3 %)
- 5. Online platform with FAQs (38.1%)

### **TOP COUNSELING SERVICES**

- 1. Online study guidance by providers (44.9%)
- 2. Career advice/personal coaching (40.0%)
- 3. Personal study guidance at the university (34.2%)
- 4. Discussion with students/alumnis (32.9%)
- 5. Visit of a job and education fair (28.0%)

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)

#### **Publisher:**

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

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.