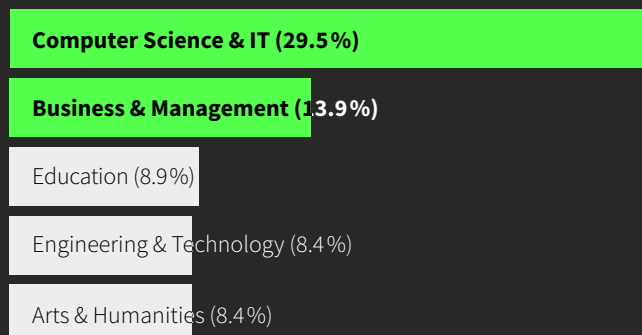


ONLINE LEARNING IN PAKISTAN

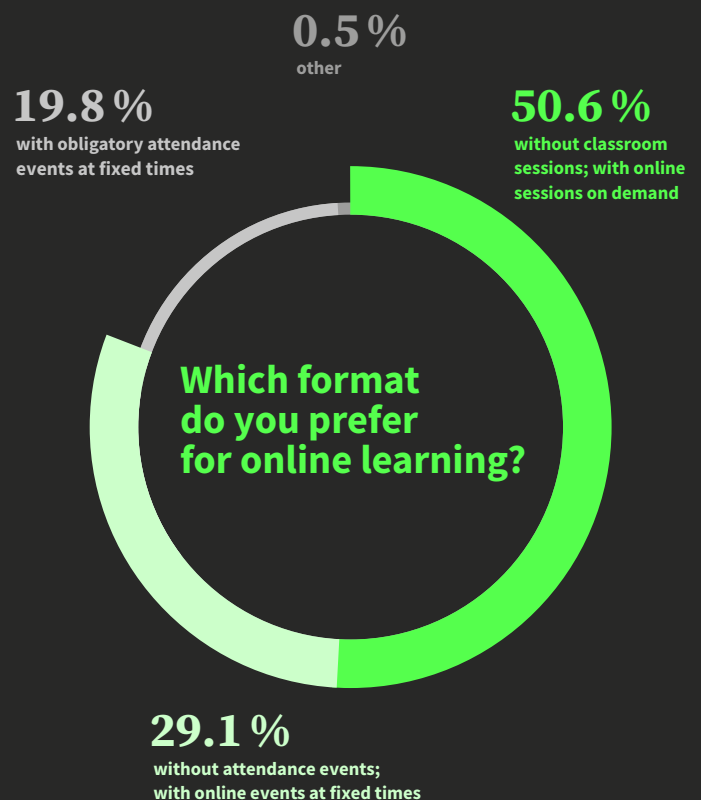
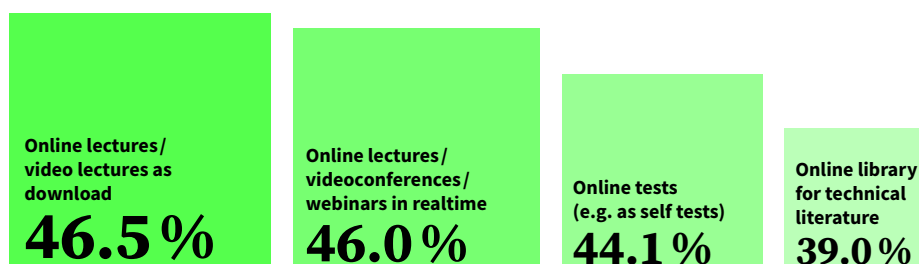
THE TOP REASONS FOR ONLINE STUDIES

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%)

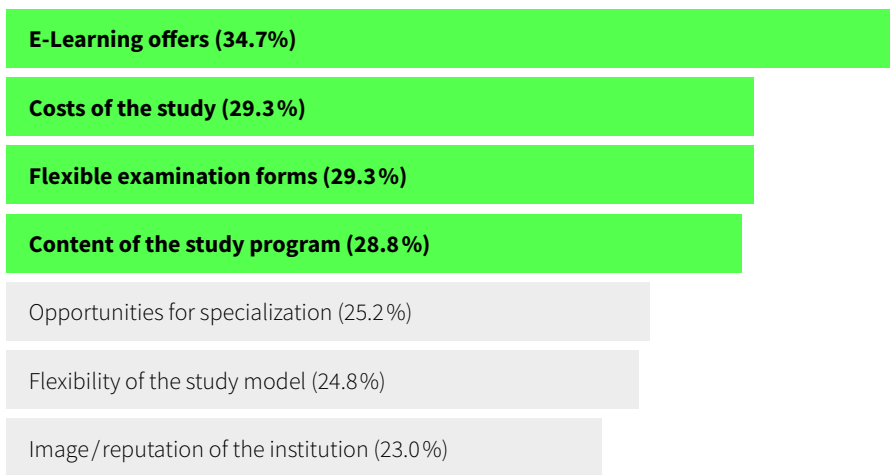
TOP 5 STUDY AREAS



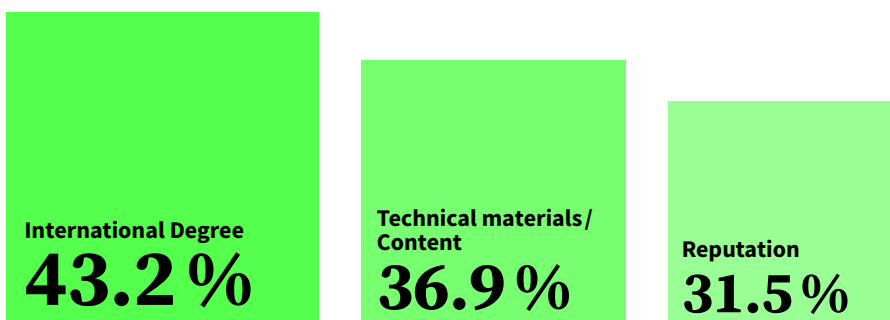
IMPORTANT ELEMENTS FOR ONLINE LEARNING:



CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



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 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/alumni (32.9%)
5. Visit of a job and education fair (28.0%)

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%)

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 International University at all study locations in matters relating to higher education law.