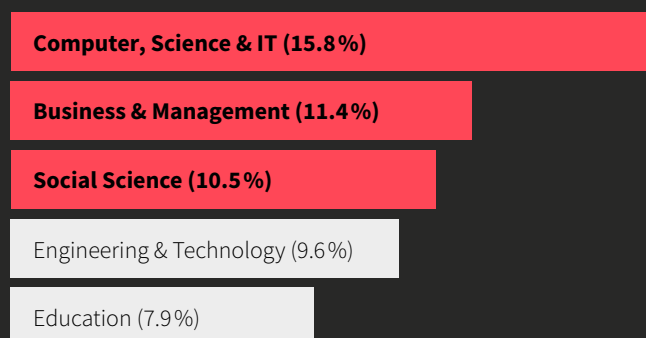


ONLINE LEARNING IN POLAND

THE TOP REASONS FOR ONLINE STUDIES

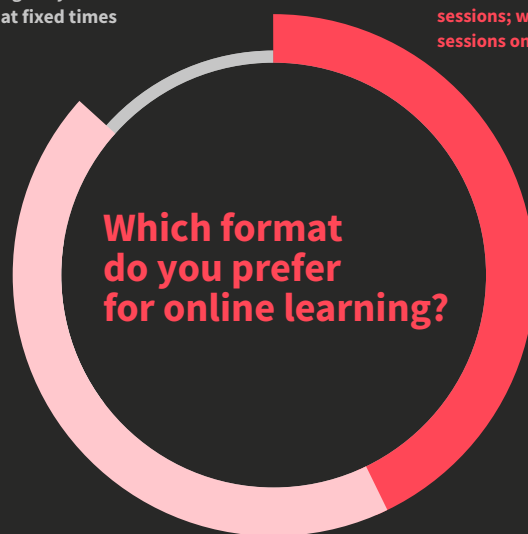
1. Develop myself/learn for life (40.8%)
2. Improve salary (30.7%)
3. Ascend professionally/change career (28.5%)
4. Deepen my expertise (27.6%)
5. Acquire digital skills (23.7%)
6. Change professionally (20.2%)

TOP 5 STUDY AREAS



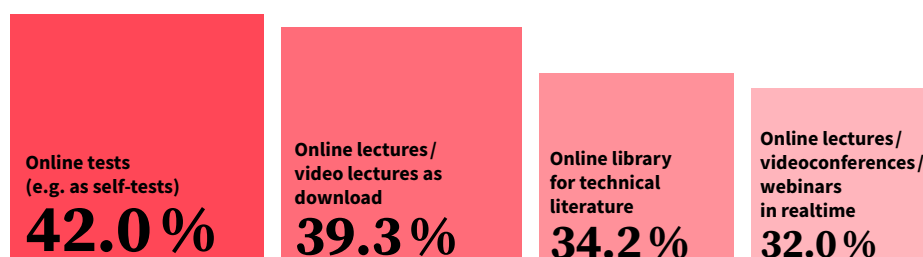
14.5%
with obligatory attendance
events at fixed times

41.7%
without classroom
sessions; with online
sessions on demand

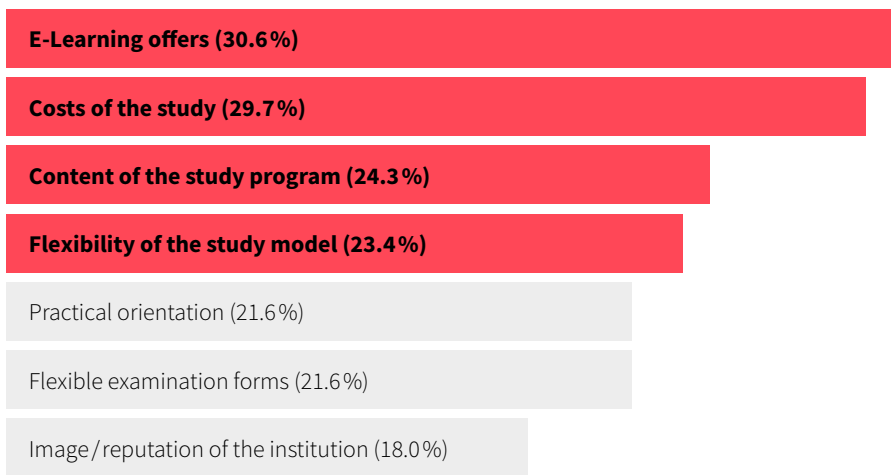


43.9%
without attendance events;
with online events at fixed times

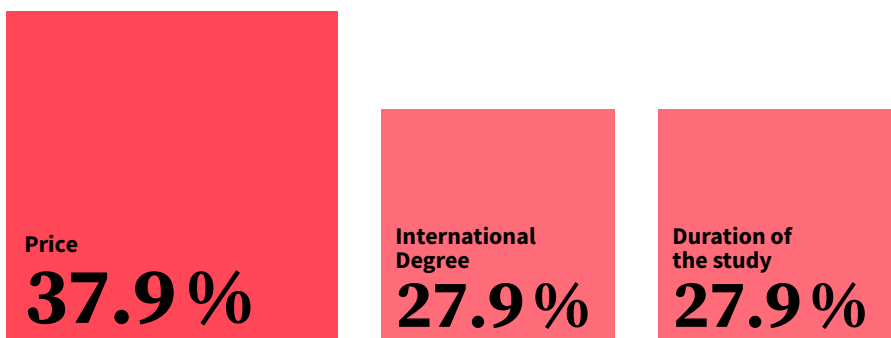
IMPORTANT ELEMENTS FOR ONLINE LEARNING:



CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:



TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. Reachability by e-mail (29.2%)
2. Reachability via chat (28.3%)
3. Online self-service platform (26.0%)
4. Availability of contact persons on weekend (26.0%)
5. Personal individual or group study coaching (25.6%)

TOP COUNSELING SERVICES

1. Online study guidance by providers (34.8%)
2. Personal study guidance at the university (33.5%)
3. Career advice/personal coaching (32.1%)
4. Advice from providers by e-mail (32.1%)
5. Discussions with students/alumni (26.8%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Reachability by e-mail (40.2%)
2. Availability via messenger apps (32.4%)
3. Video explanations on individual questions (32.0%)
4. Reachability via chat (30.6%)
5. Online forum for communication with other students (29.7%)

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.