Trend Study International

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

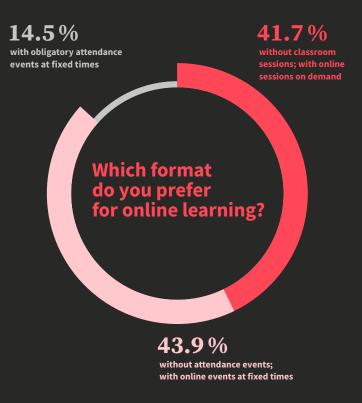
Computer, Science & IT (15.8%)

Business & Management (11.4%)

Social Science (10.5%)

Engineering & Technology (9.6%)

Education (7.9%)



IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online tests (e.g. as self-tests)
42.0 %

Online lectures / video lectures as download 39.3 %

Online library for technical literature 34.2 %

Online lectures/
videoconferences/
webinars
in realtime
32.0 %

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

E-Learning offers (30.6%)

Costs of the study (29.7%)

Content of the study program (24.3%)

Flexibility of the study model (23.4%)

Practical orientation (21.6%)

Flexible examination forms (21.6%)

Image/reputation of the institution (18.0%)

Price **37.9** %

International Degree 27.9 %

Duration of the study 27.9 %

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. Availabilty of contact persons on weekend (26.0%)
- 5. Personal individual or group study coaching (25.6%)

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%)

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%)

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:

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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.