

# ONLINE LEARNING IN ROMANIA

## THE TOP REASONS FOR ONLINE STUDIES

1. Develop myself/learn for life (37.4%)
2. Ascend professionally/change career (34.5%)
3. Improve salary (30.3%)
4. Acquire digital skills (24.4%)
5. Change professionally (23.9%)
6. Deepen my expertise (21.0%)

## TOP 5 STUDY AREAS

Computer, Science & IT (22.3%)

Business & Management (18.1%)

Education (10.9%)

Engineering & Technology (8.8%)

Medicine, Pharmacy, Psychology (6.7%)

16.0%  
with obligatory attendance  
events at fixed times

52.9%  
without classroom  
sessions; with online  
sessions on demand

Which format  
do you prefer  
for online learning?

31.1%  
without attendance events;  
with online events at fixed times

## IMPORTANT ELEMENTS FOR ONLINE LEARNING:

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

55.9%

Online lectures/  
video lectures as  
download

42.3%

Online library  
for technical  
literature

41.9%

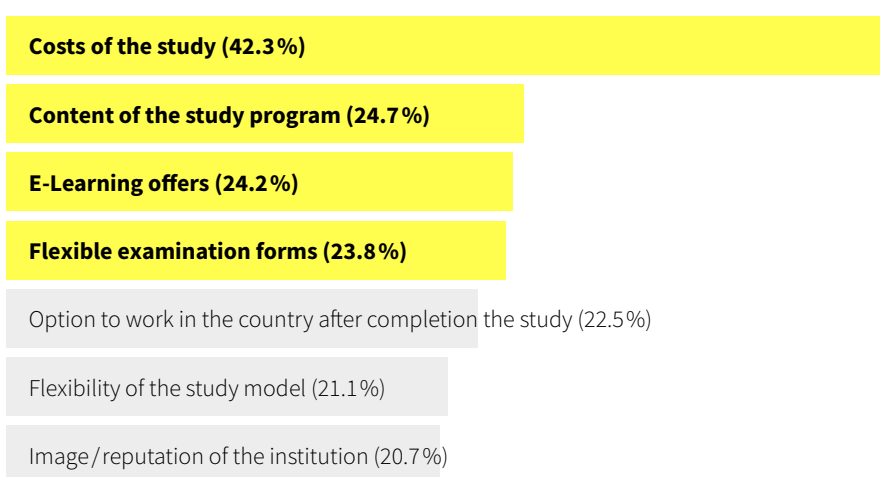
Online  
lectures/video-  
conferences/  
webinars  
in realtime

38.7%

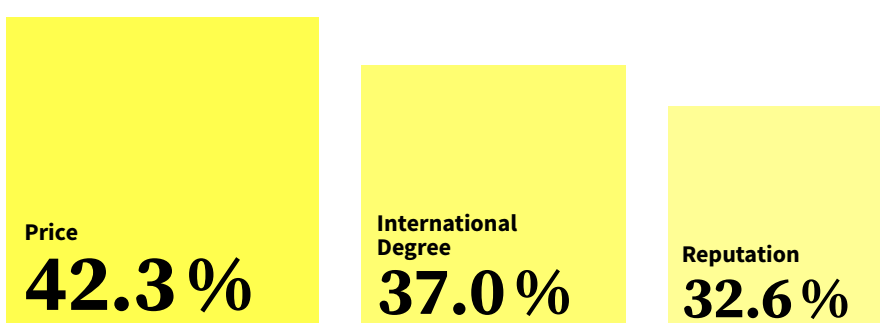
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## CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



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



## TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. Reachability by e-mail (34.4%)
2. Online forum for communication with other students (32.6%)
3. Availability via messenger apps (31.7%)
4. Online self-service platform (31.7%)
5. Online platform with FAQs (29.0%)

## TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Reachability by e-mail (47.1%)
2. Online forum for communication with other students (41.3%)
3. Video explanations on individual questions (39.0%)
4. Availability via messenger apps (38.6%)
5. Online platform with FAQs (34.1%)

## TOP COUNSELING SERVICES

1. Online study guidance by providers (40.4%)
2. Career advice / personal coaching (38.3%)
3. Personal study guidance at the university (32.6%)
4. Advice from providers by e-mail (30.9%)
5. Visit of a job and education fair (27.0%)

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)

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