

THE TOP REASONS FOR ONLINE STUDIES

- 1. Develop myself/learn for life (40.1 %)
- 2. Improve salary (34.2%)
- 3. Ascend professionally/change career (29.7%)
- 4. Acquire digital skills (29.7%)
- 5. Deepen my expertise (29.3%)
- 6. Set up my own business (29.3%)

TOP 5 STUDY AREAS

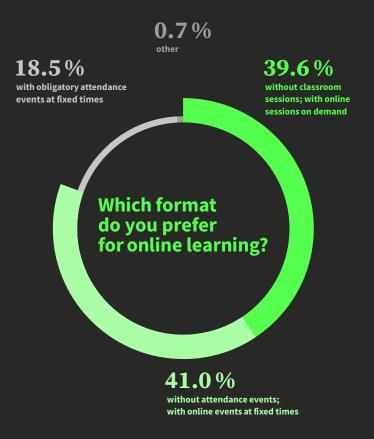
Business & Management (17.1%)

Computer Science & IT (15.8%)

Engineering & Technology (13.1%)

Medicine, Pharmacy, Psychology (9.5%)

Education (8.1%)



IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online lectures/video lectures as download 37.3%

Online tests (e.g. as self tests)

37.3 %

Learning Apps 34.0 %

Online Campus (e.g. for examregistrations, timetables, ...)

INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?

Flexibility of the study model (24.5%)

Option to work in the country after completion the study (21.8%)

E-Learning offers (21.3%)

Costs of the study (33.8%)

Flexible examination forms (20,4%)

Content of the study program (20.4%)

Quality of demo study material & online platform (19.9%)

International Degree 40.5%

Price 31.6 %

Teaching materials/Content 29.3 %

CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:

TOP NEEDS IN ADMINISTRATIVE SUPPORT

- 1. Personal individual or group study coaching (34.1%)
- 2. Online forum for communication with other students (28.0%)
- 3. Availability via messenger apps (27.6%)
- 4. Online platformwith FAQs (27.6%)
- 5. Reachability by e-mail (26.6%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

- 1. Videoexplanations on individual questions (38.3%)
- 2. Reachability by e-mail (35.5%)
- 3. Availability via messenger apps (35.0%)
- 4. Online forum for communication with other students (35.0%)
- 5. Online platform with FAQs (33.2 %)

TOP COUNSELING SERVICES

- 1. Online study guidance by providers (43.6%)
- 2. Personal study guidance at the university (38.5%)
- 3. Career advice/personal coaching (35.3%)
- 4. Discussions with students/alumni (28.0%)
- 5. Advice from providers per e-mail (27.1 %)

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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