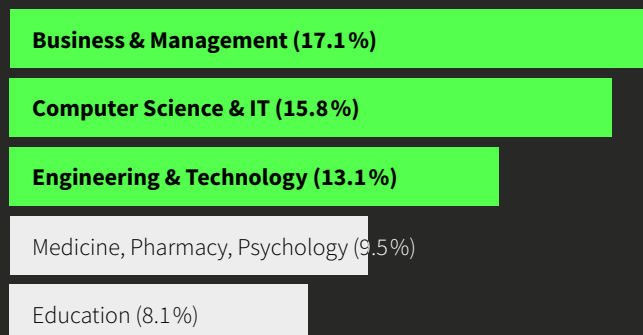


ONLINE LEARNING IN SAUDI ARABIA

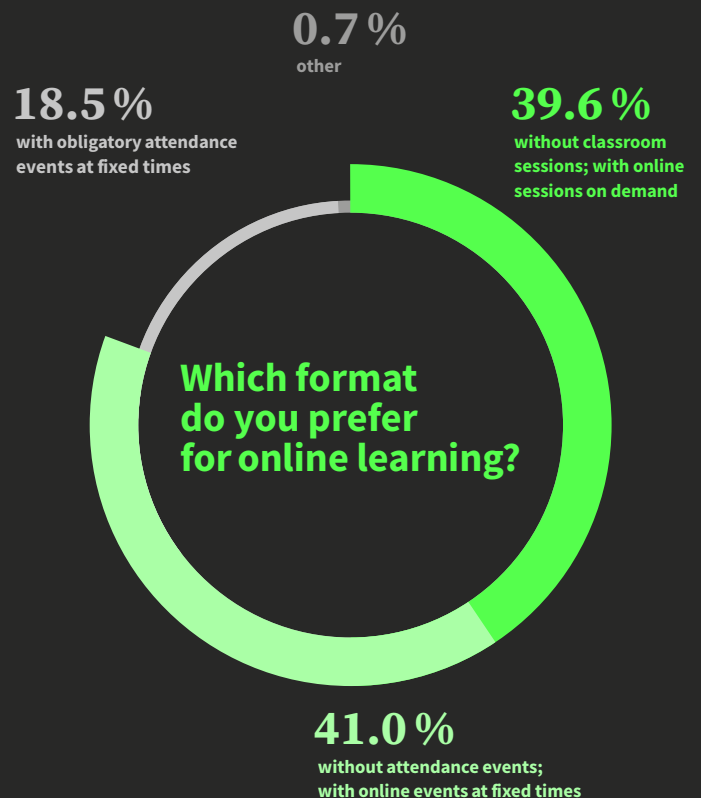
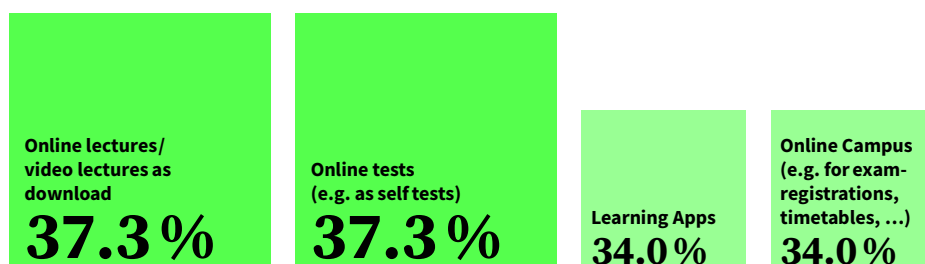
THE TOP REASONS FOR ONLINE STUDIES

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%)

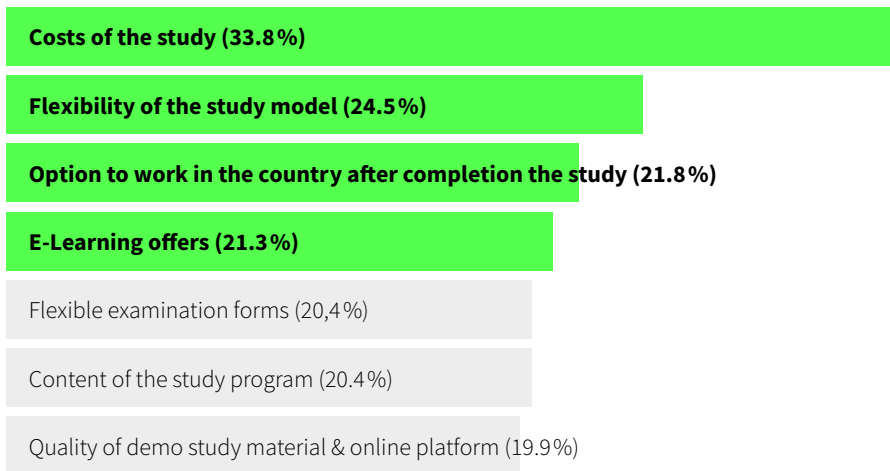
TOP 5 STUDY AREAS



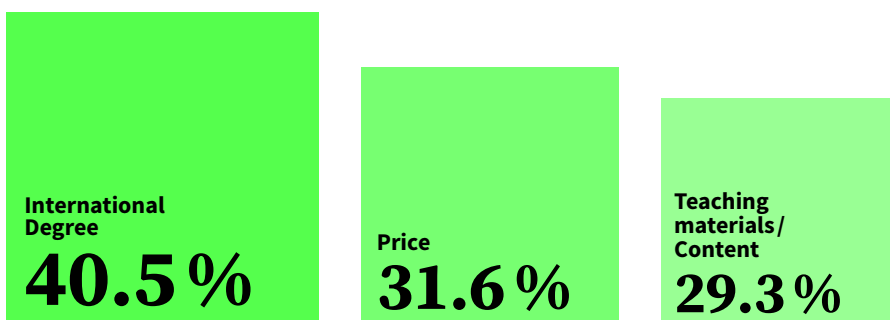
IMPORTANT ELEMENTS FOR ONLINE LEARNING:



CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:



TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. 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 platform with FAQs (27.6%)
5. Reachability by e-mail (26.6%)

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%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Video explanations 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%)

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.