

# ONLINE LEARNING IN SOUTH AFRICA

## THE TOP REASONS FOR ONLINE STUDIES

1. Develop myself/learn for life (52.8%)
2. Deepen my expertise (41.0%)
3. Improve salary (40.2%)
4. Ascend professionally/change career (37.1%)
5. Acquire digital skills (34.9%)
6. Set up my own business (28.8%)

## TOP 5 STUDY AREAS

Computer Science & IT (25.8%)

Business & Management (24.9%)

Education (8.3%)

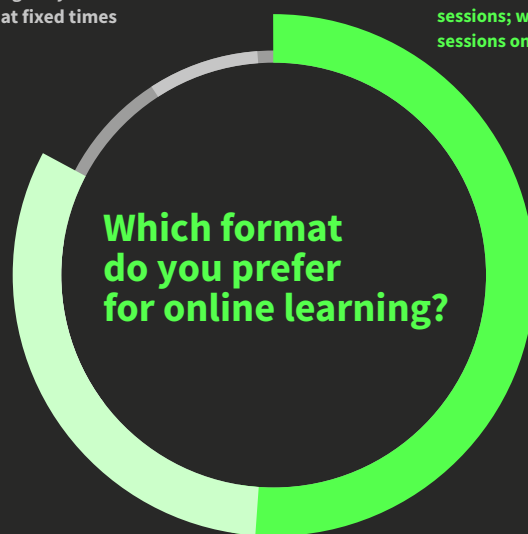
Marketing, Media & Communication (6.1%)

Engineering & Technology (5.7%)

17.5%  
with obligatory attendance  
events at fixed times

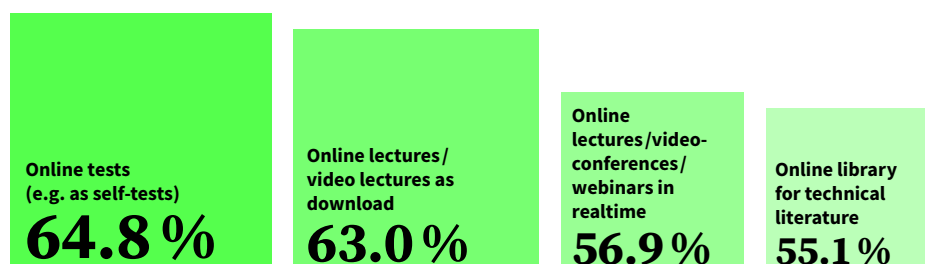
0.8%  
other

51.1%  
without classroom  
sessions; with online  
sessions on demand

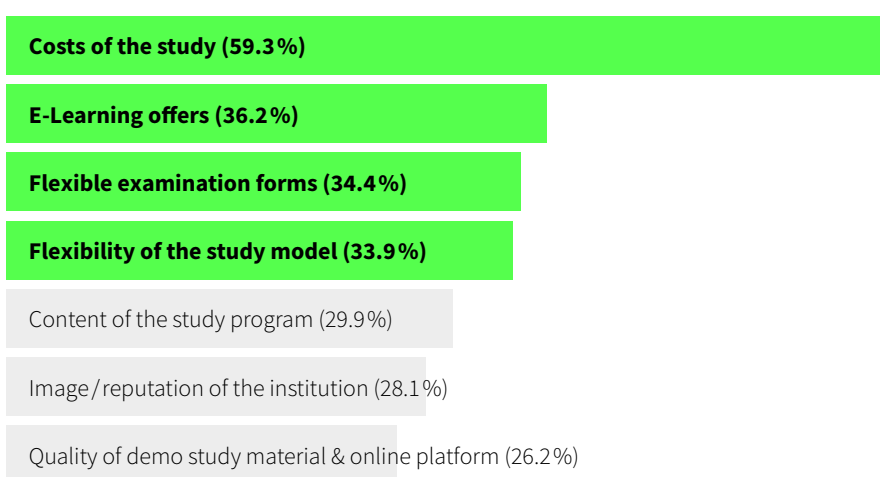


30.6%  
without attendance events;  
with online events at fixed times

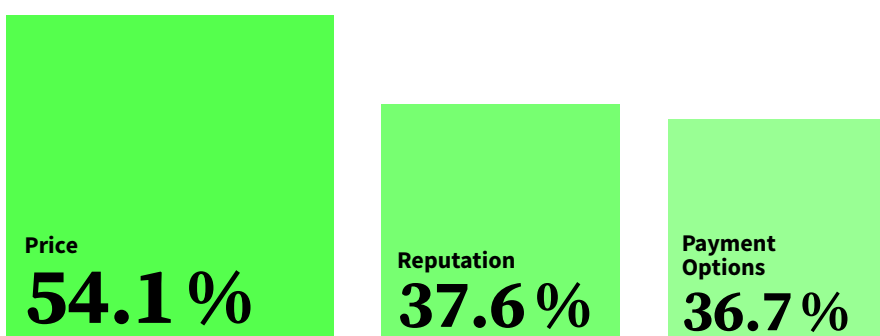
## IMPORTANT ELEMENTS FOR ONLINE LEARNING:



## 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 (49.5%)
2. Availability via messenger apps (49.5%)
3. Online self-service platform (48.2%)
4. Online forum for communication with other students (40.4%)
5. IT Helpdesk for technical questions (40.4%)

## TOP COUNSELING SERVICES

1. Career advice / personal coaching (49.6%)
2. Online study guidance by providers (47.3%)
3. Advice from providers via e-mail (40.6%)
4. Discussions with students / alumni (23.7%)
5. Visit of a job and education fair (21.4%)

## TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Video explanations on individual questions (61.3%)
2. Reachability by e-mail (60.8%)
3. Availability via messenger apps (52.5%)
4. Reachability via chat (49.8%)
5. Online forum for communication with other students (49.3%)

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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