

THE TOP REASONS FOR ONLINE STUDIES

- 1. Develop myself/learn for life (37.2%)
- 2. Ascend professionally/change career (26.4%)
- 3. Deepen my expertise (25.5%)
- 4. Acquire digital skills (21.3%)
- 5. Improve salary (20.5%)
- 6. Set up my own business (20.5%)

TOP 5 STUDY AREAS

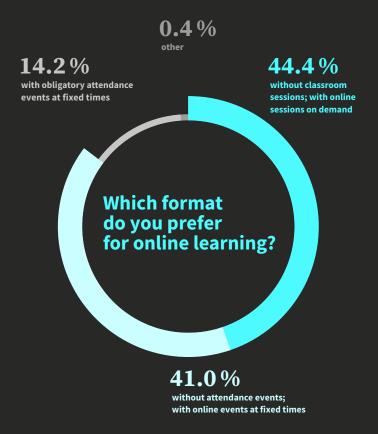
Computer Science & IT (15.5%)

Engineering & Technology (15.1%)

Education (12.1%)

Business & Management (11.3%)

Social Science (8.8%)



IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online lectures/video lectures as download 34.8 %

Online tests (e.g. as self tests)

30.3 %

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

Personal coaching & motivation tools $26.7\,\%$

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

Costs of the study (25.6%)

Content of the study program (25.6%)

E-Learning offers (25.1%)

Online-Ratings of the provider/study program (17.6%)

Flexibility of the study model (17.6%)

Internationality of the offer (16.3%)

Recommendation of other people (15.9%)

CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:

31.7 %

Reputation **26.0**%

Duration of the study 25.1 %

TOP NEEDS IN ADMINISTRATIVE SUPPORT

- 1. Reachability by e-mail (30.0%)
- 2. Online self-service platform (25.1%)
- 3. Apps (e.g. for contact with service units) (24.7%)
- 4. Online platform with FAQs (23.3%)
- 5. Availability via messenger apps (19.3%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

- 1. Reachability by e-mail (35.9%)
- 2. Availability via messenger apps (30.9%)
- 3. Videoexplanations on individual questions (28.7%)
- 4. Availability of the tutors/lecturers after 8 p.m. (26.0%)
- 5. Availability of the tutors/lecturers at the weekend (24.2 %

TOP COUNSELING SERVICES

- 1. Online study guidance by providers (33.3%)
- 2. Personal study guidance at the university (30.7%)
- 3. Advice from providers per e-mail (30.3%)
- 4. Career advice/personal coaching (29.4%)
- 5. Visit of a job and education fair (25.5%)

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.