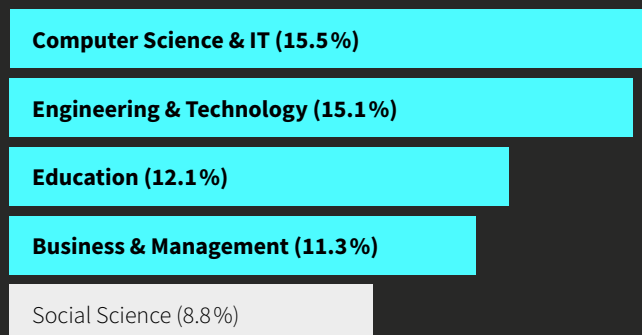


# ONLINE LEARNING IN SOUTH KOREA

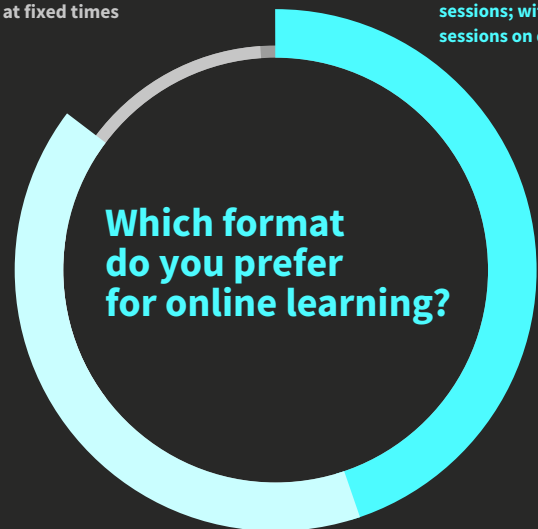
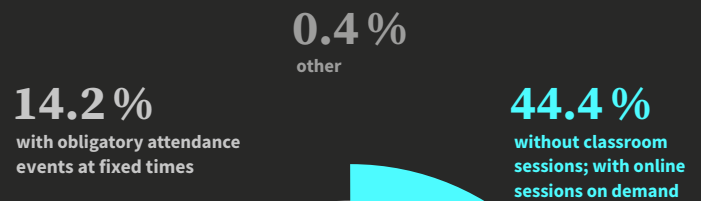
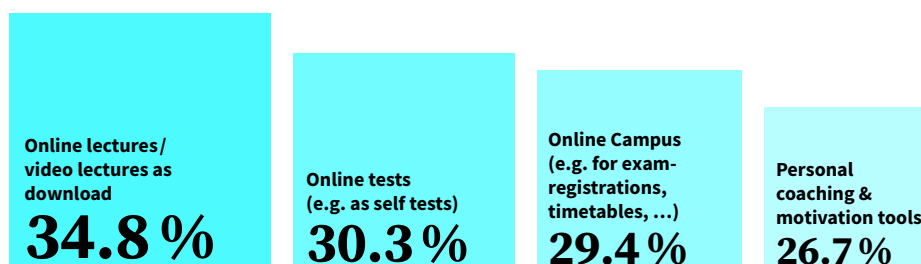
## THE TOP REASONS FOR ONLINE STUDIES

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



## IMPORTANT ELEMENTS FOR ONLINE LEARNING:

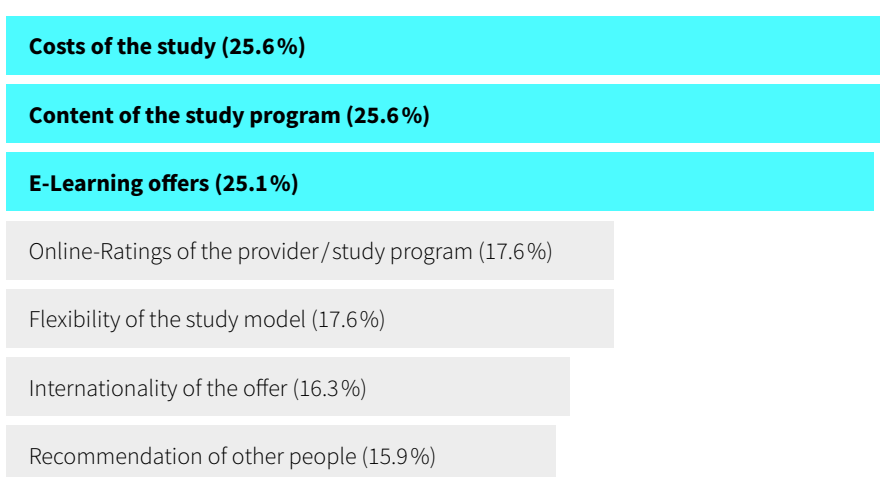


41.0%  
without attendance events;  
with online events at fixed times

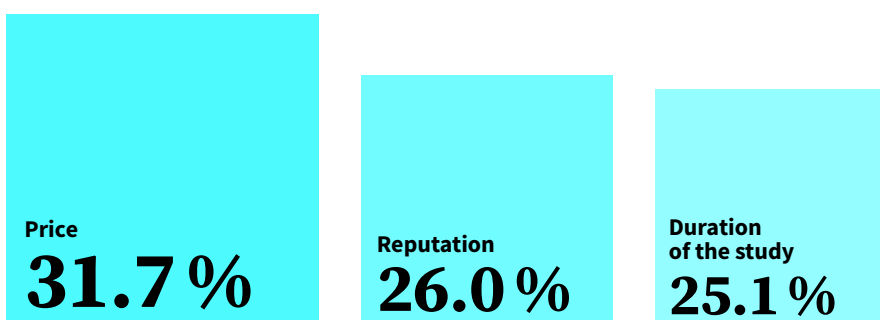
**iu**

INTERNATIONAL  
UNIVERSITY OF  
APPLIED SCIENCES

## 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 (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 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%)

### 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%)

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)

**Publisher:**

IU Internationale Hochschule  
Juri-Gagarin-Ring 152 • 99084 Erfurt  
[www.iu.org](http://www.iu.org)

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.