

ONLINE LEARNING IN SWEDEN

THE TOP REASONS FOR ONLINE STUDIES

1. Develop myself/learn for life (40.4%)
2. Deepen my expertise (29.8%)
3. Change professionally (27.1%)
4. Ascend professionally/change career (26.6%)
5. Improve salary (26.6%)
6. Acquire digital skills (22.5%)

TOP 5 STUDY AREAS

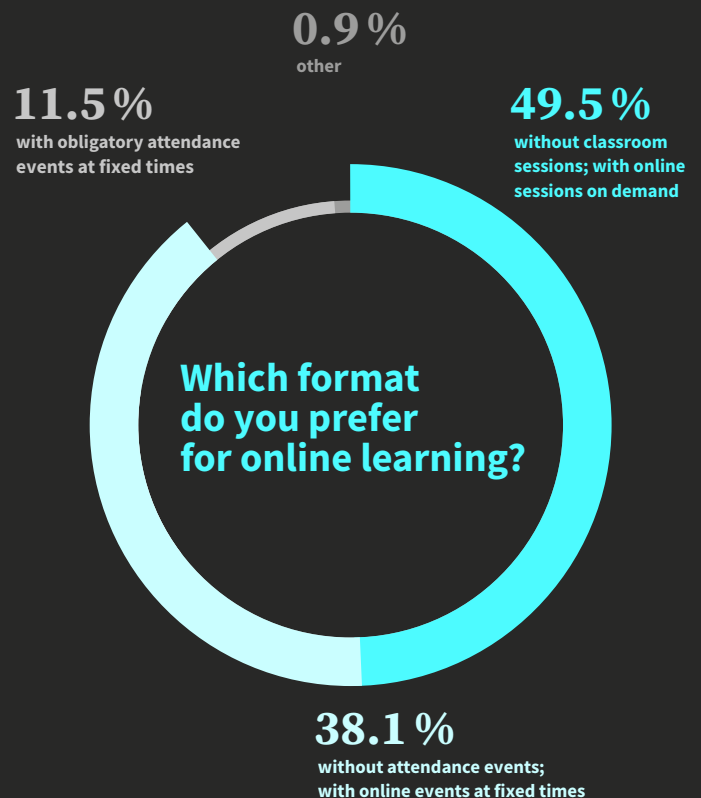
Computer, Science & IT (24.8%)

Engineering & Technology (14.7%)

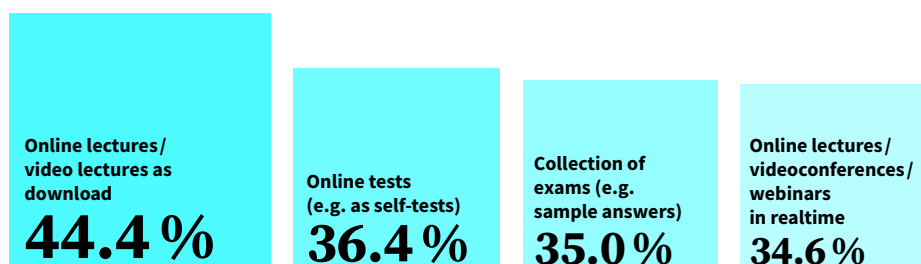
Business & Management (8.7%)

Medicine, Pharmacy, Psychology (6.4%)

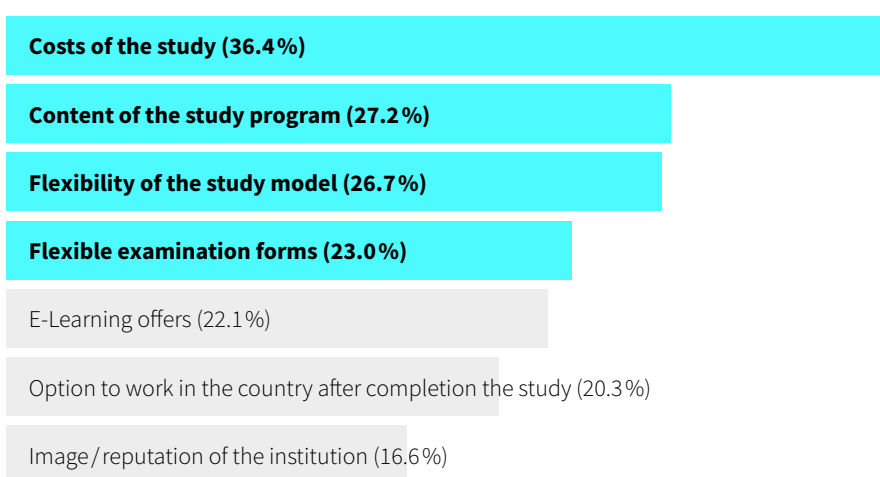
Education (6.0%)



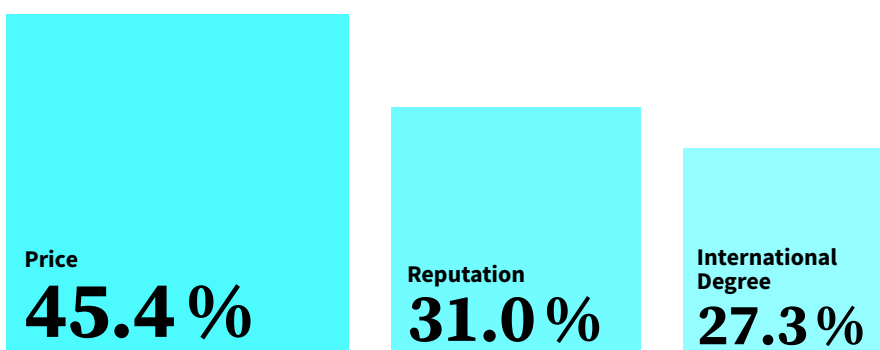
IMPORTANT ELEMENTS FOR ONLINE LEARNING:



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 (36.9%)
2. Online forum for communication with other students (27.6%)
3. Reachability via chat (26.6%)
4. Personal individual or group study coaching (25.7%)
5. Online self-service platform (23.8%)

TOP COUNSELING SERVICES

1. Career advice/personal coaching (35.0%)
2. Online study guidance by providers (32.3%)
3. Personal study guidance at the university (30.4%)
4. Advice from providers by e-mail (29.0%)
5. Discussions with students/alumni (28.1%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Reachability by e-mail (50.0%)
2. Video explanations on individual questions (35.5%)
3. Online forum for communication with other students (35.0%)
4. Availability via messenger apps (31.3%)
5. Online platform with FAQs (29.9%)

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

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.