

THE TOP REASONS FOR ONLINE STUDIES

- 1. Develop myself/learn for life (41.8 %)
- 2. Ascend professionally/change career (32.4%)
- 3. Change professionally (32.0%)
- 4. Acquire digital skills (28.0%)
- 5. Improve salary (27.6%)
- 6. Set up my own business (26.7%)



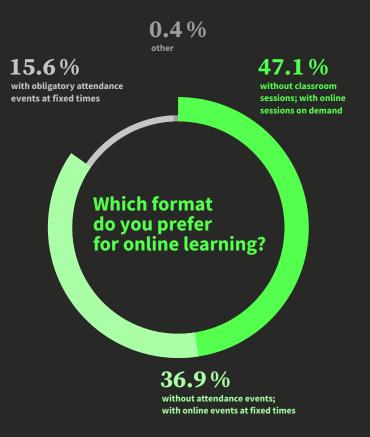
Computer, Science & IT (15.1%)

Education (13.8%)

Business & Management (10.2%)

Social Science (9.8%)

Engineering & Technology (9.3%)



IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online tests (e.g. as self-tests)
41.8 %

Online lectures/video lectures as download 39.9 %

Learning Apps 37.1%

Online lectures/videoconferences/webinars in realtime 35.2%

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

Costs of the study (30.9%)

E-Learning offers (30.0%)

Content of the study program (26.7%)

Internationality of the offer (25.8%)

Flexibility of the study model (21.7%)

Option to work in the country after completion the study (21.7%)

High proportion of face-to-face events (20.7%)

Price 40.5%

International Degree 39.5 %

Payment Options 28.4 %

CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:

TOP NEEDS IN ADMINISTRATIVE SUPPORT

- 1. Career Service offers (30.8%)
- 2. Availability via messenger apps (29.0%)
- 3. Personal individual or group study coaching (28.0%)
- 4. Online platform with FAQs (25.2%)
- 5. Reachability via chat (24.8%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

- 1. Availability via messenger apps (38.3%)
- 2. Reachability by e-mail (37.4%)
- 3. Online forum for communication with other students (34.6%)
- 4. Reachability by phone (30.8%)
- 5. Video explanations on individual questions (30.8 %)

TOP COUNSELING SERVICES

- 1. Personal study guidance at the university (39.7%)
- 2. Career advice/personal coaching (37.4%)
- 3. Online study guidance by providers (36.5%)
- 4. Discussions with students/alumni (27.4%)
- 5. Visit of a job and education fair (27.4%)

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)

Panel: Kantar

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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.