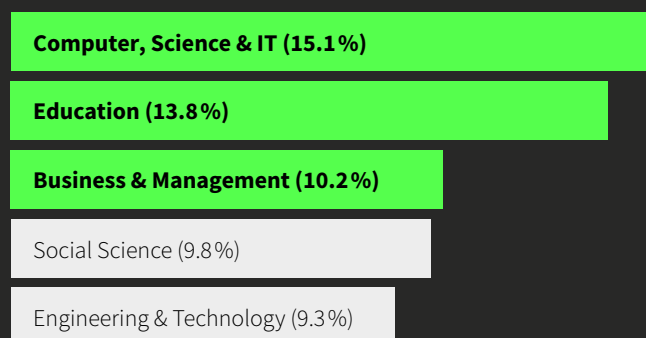


ONLINE LEARNING IN TURKEY

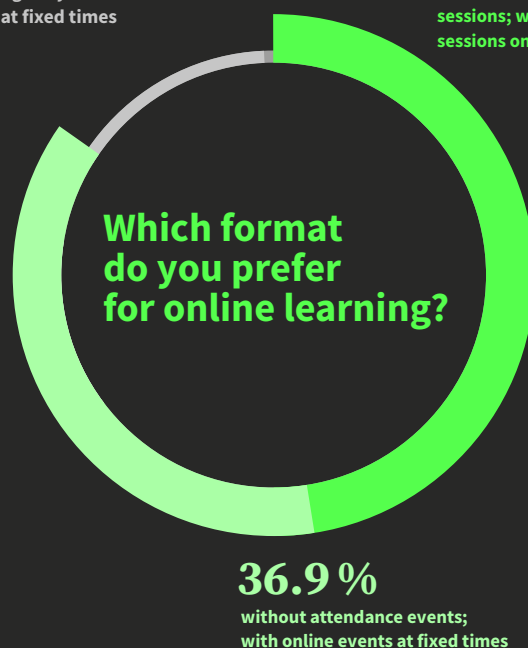
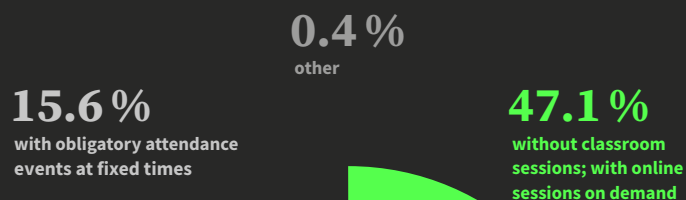
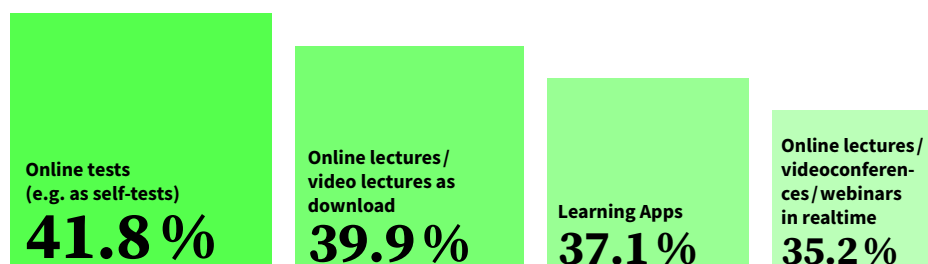
THE TOP REASONS FOR ONLINE STUDIES

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%)

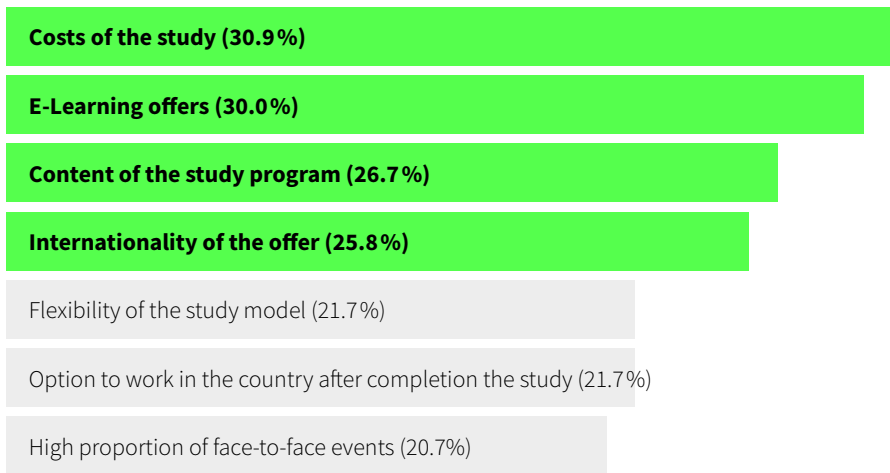
TOP 5 STUDY AREAS



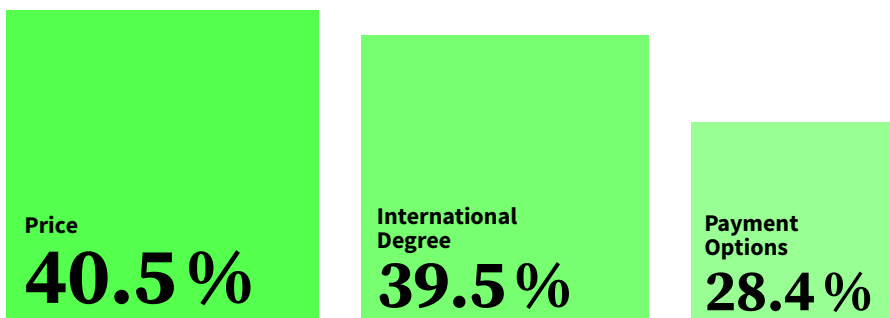
IMPORTANT ELEMENTS FOR ONLINE LEARNING:



CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:



TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. 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 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%)

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%)

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.