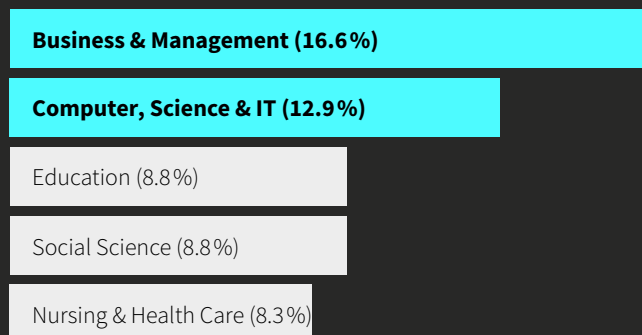


ONLINE LEARNING IN UNITED KINGDOM

THE TOP REASONS FOR ONLINE STUDIES

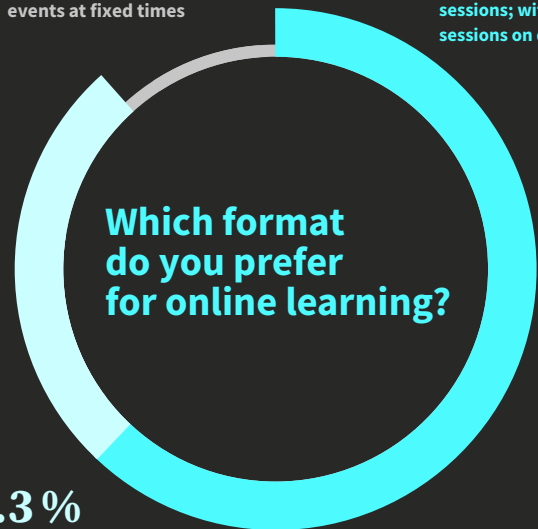
1. Develop myself/learn for life (38.2%)
2. Improve salary (30.9%)
3. Change professionally (30.0%)
4. Deepen my expertise (30.0%)
5. Ascend professionally/change career (26.7%)
6. Set up my own business (22.6%)

TOP 5 STUDY AREAS



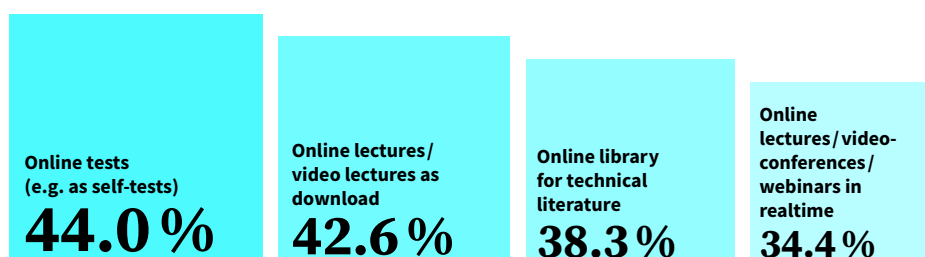
12.4%
with obligatory attendance
events at fixed times

61.3%
without classroom
sessions; with online
sessions on demand



26.3%
without attendance events;
with online events at fixed times

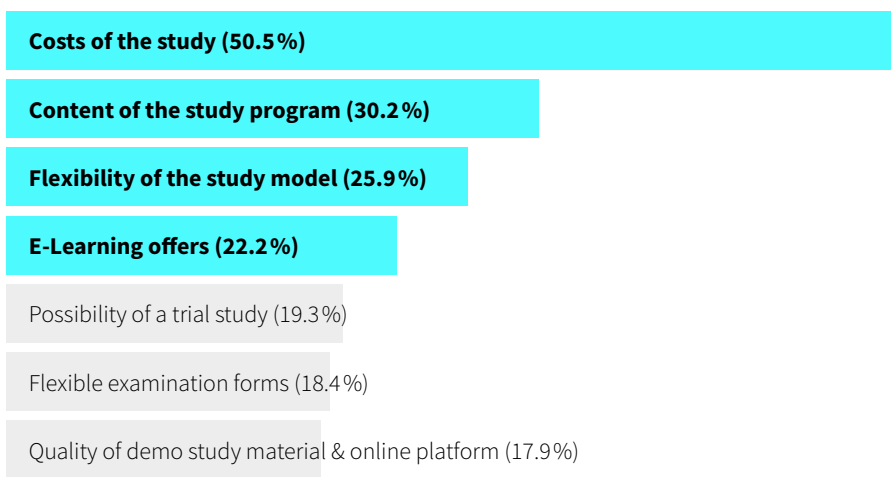
IMPORTANT ELEMENTS FOR ONLINE LEARNING:



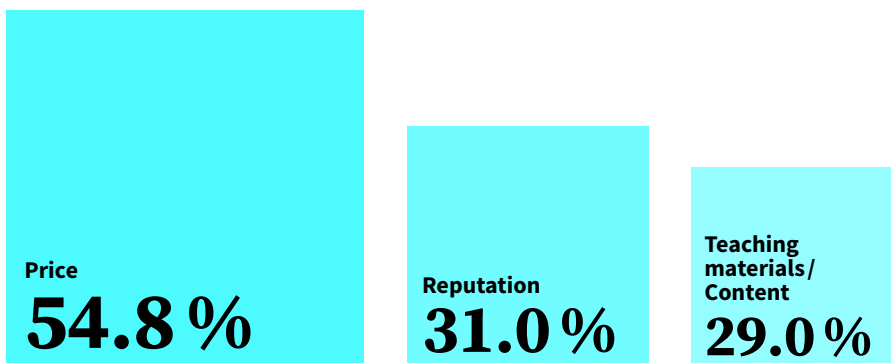
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INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

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 (31.0%)
2. Personal individual or group study coaching (29.0%)
3. IT-Helpdesk for technical questions (28.6%)
4. Online self-service platform (27.1%)
5. Reachability via chat (26.7%)

TOP COUNSELING SERVICES

1. Online study guidance by providers (37.5%)
2. Advice from providers via e-mail (34.3%)
3. Career advice/personal coaching (33.3%)
4. Visit of a job and education fair (32.4%)
5. Personal study guidance at the university (29.2%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Reachability by e-mail (45.2%)
2. Availability via messenger apps (36.2%)
3. Video explanations on individual questions (34.3%)
4. Reachability via chat (34.3%)
5. Online forum for communication with other students (30.0%)

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.