

# ONLINE LEARNING IN THE UNITED STATES

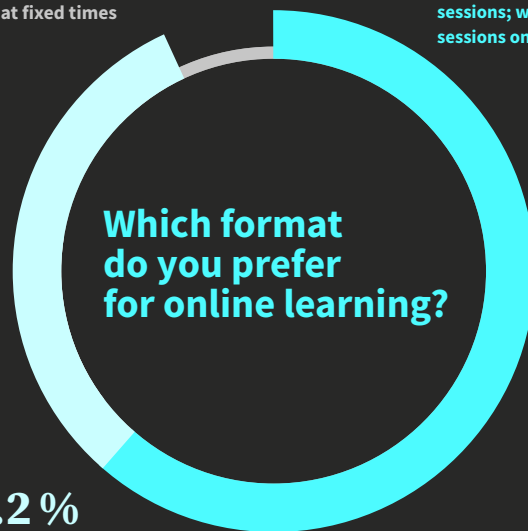
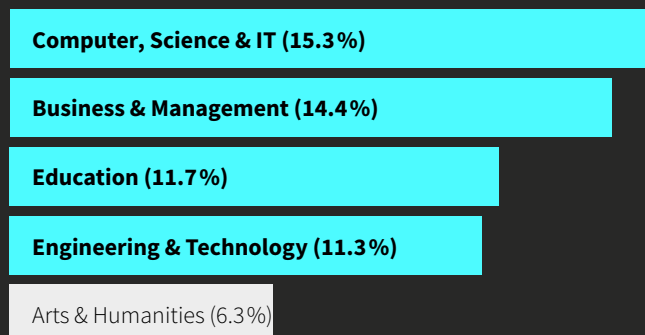
## THE TOP REASONS FOR ONLINE STUDIES

1. Develop myself/learn for life (37.8%)
2. Improve salary (34.2%)
3. Deepen my expertise (29.7%)
4. Ascend professionally/change career (28.8%)
5. Acquire digital skills (27.5%)
6. Good use of the current phase of my life (24.3%)

8.1%  
with obligatory attendance  
events at fixed times

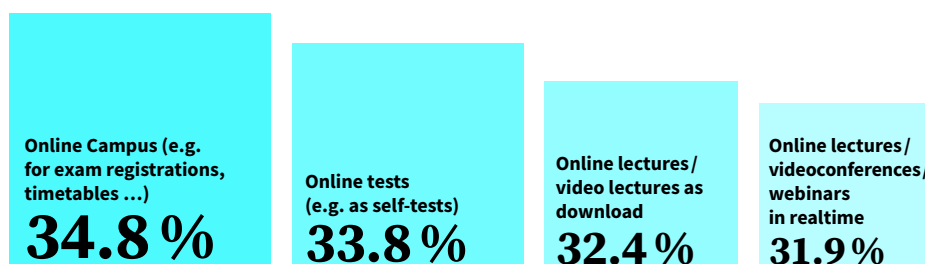
61.7%  
without classroom  
sessions; with online  
sessions on demand

## TOP 5 STUDY AREAS

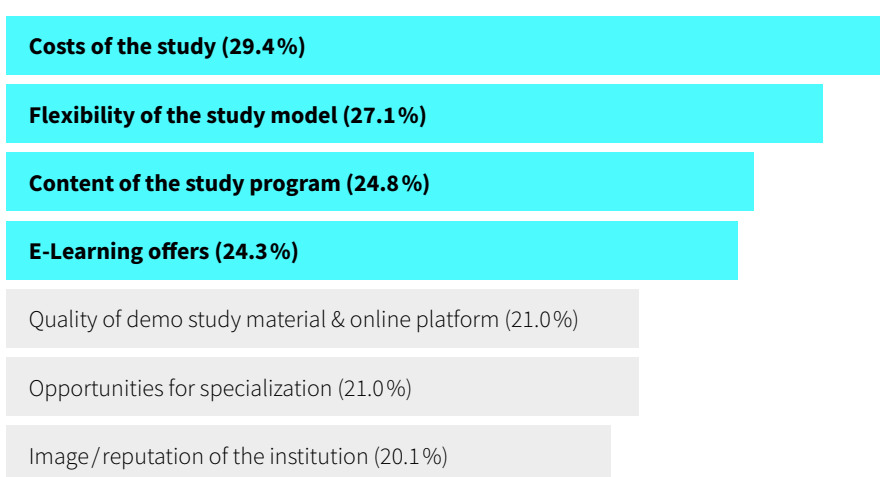


30.2%  
without attendance events;  
with online events at fixed times

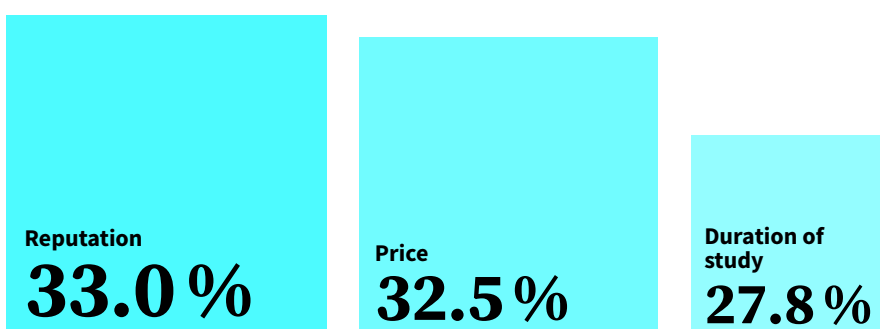
## IMPORTANT ELEMENTS FOR ONLINE LEARNING:



## 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 (33.5%)
2. Reachability via chat (27.4%)
3. Online self-service platform (25.9%)
4. Personal individual or group study coaching (25.0%)
5. Online platform with FAQs (24.1%)

### TOP COUNSELING SERVICES

1. Online study guidance by providers (36.4%)
2. Career advice / personal coaching (35.0%)
3. Discussions with students / alumni (29.9%)
4. Personal study guidance at the university (29.4%)
5. Advice from providers via e-mail (28.5%)

### TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

1. Reachability by e-mail (35.1%)
2. Online forum for communication with other students (35.1%)
3. Video explanations on individual questions (34.6%)
4. Reachability via chat (31.3%)
5. Availability of the tutors/lecturers after 8 p.m. (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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Juri-Gagarin-Ring 152 • 99084 Erfurt  
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