Trend Study International

ONLINE LEARNING IN VIETNAM

THE TOP REASONS FOR ONLINE STUDIES

1. Develop myself/learn for life (40.9%)

- 2. Improve salary (38.1%)
- 3. Change professionaly (27.7%)
- 4. Acquire digital skills (32.1%)
- 5. Deepen my expertise (29.8%)
- 6. Ascend professionally/change career (29.8%)

12.5% with obligatory attendance events at fixed times

60.5% without classroom sessions; with online sessions on demand

TOP 5 STUDY AREAS

Computer Science & IT (20.5%) Business & Management (15.8%) Education (14.9%) Engineering & Technology (12.6%) Social Science (10.7%)

Which format do you prefer for online learning?

27.0 % without attendance events; with online events at fixed times

IMPORTANT ELEMENTS FOR ONLINE LEARNING:

Online tests (e.g. as self tests) **39.2**% Online lectures/ videoconferences/ webinars in realtime **37.3**%

Online library for technical literature **37.3**%

Learning apps **36.4**%



CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?

Costs of the study (33.2%)

Content of the study program (29.9%)

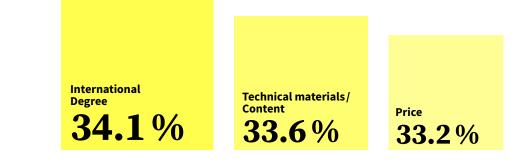
Quality of demo material & online platform (23.7%)

Online-Ratings of the provider/study program (21.8%)

Flexibility of the study model (20.9%)

Flexible examination forms (20.4%)

Exchange opportunities with other students (20.4%)



CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:

TOP NEEDS IN ADMINISTRATIVE SUPPORT

- 1. Online forum for communication
- with other students (36.4%)
- 2. Online platform with FAQs (32.1 %)
- 3. Personal individual or group study coaching (31.1 %)
- 4. Online self-service platform (29.2%)
- 5. Availability via messenger apps (29.2%)

TOP SUBJECT-SPECIFIC SUPPORT TOOLS DURING STUDY

- 1. Online forum for communication with other students (41.1%)
- 2. Availability via messenger apps (38.8%)
- 3. Reachability by e-mail (38.3%)
- 4. Availability of the tutors/lecturers after 8 p.m. (35.9%)
- 5. Availability of the tutors/lecturers at the weekend (35.4%)

TOP COUNSELING SERVICES

- 1. Online study guidance by providers (46.9%)
- 2. Personal study guidance at the university (41.3%)
- 3. Advice from providers per e-mail (36.6%)
- 4. Career advice/personal coaching (32.9%)
- 5. Visit of a job and education fair (29.1%)

Panel: Kantar Data collection

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.