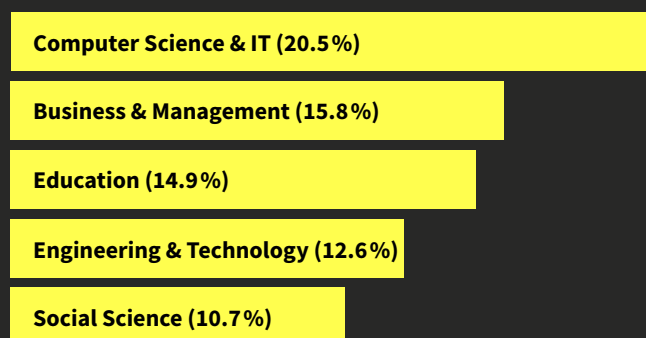


ONLINE LEARNING IN VIETNAM

THE TOP REASONS FOR ONLINE STUDIES

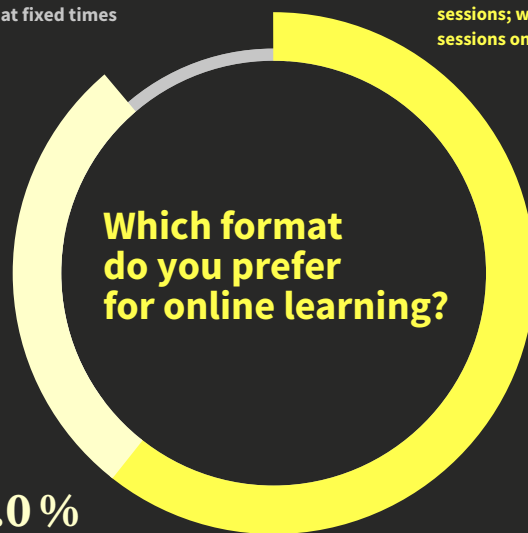
1. Develop myself/learn for life (40.9%)
2. Improve salary (38.1%)
3. Change professionally (27.7%)
4. Acquire digital skills (32.1%)
5. Deepen my expertise (29.8%)
6. Ascend professionally/change career (29.8%)

TOP 5 STUDY AREAS



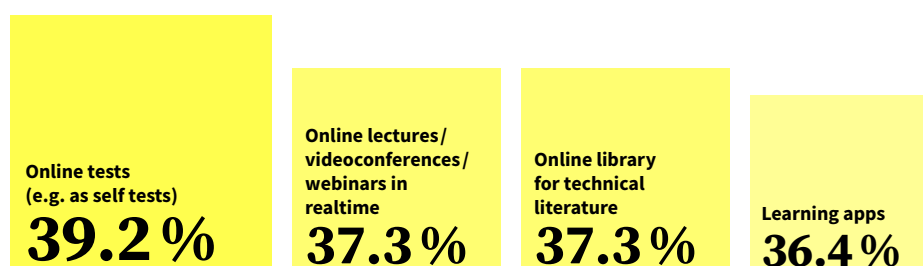
12.5%
with obligatory attendance
events at fixed times

60.5%
without classroom
sessions; with online
sessions on demand

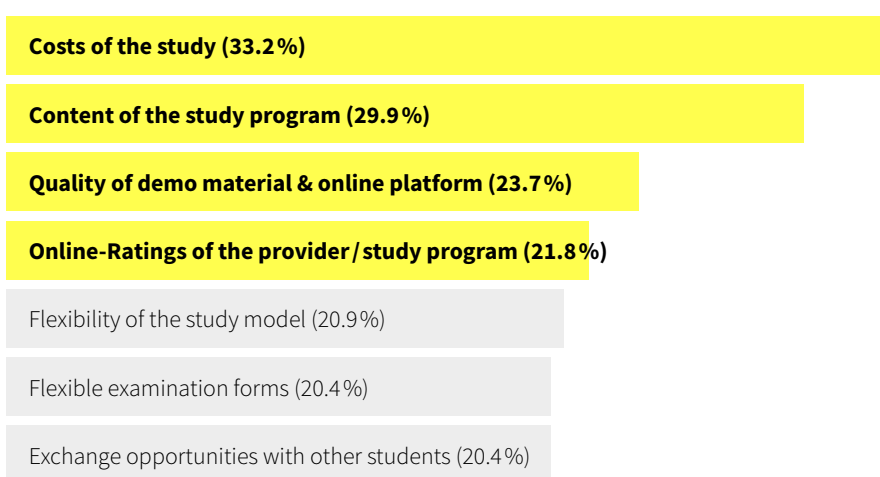


27.0%
without attendance events;
with online events at fixed times

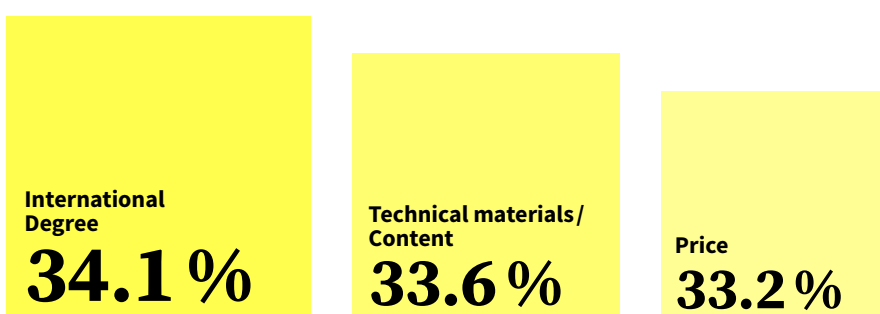
IMPORTANT ELEMENTS FOR ONLINE LEARNING:



CHOOSING THE RIGHT STUDY PROGRAM. WHAT'S IMPORTANT?



CHOOSING A STUDY PROVIDER. THE MOST IMPORTANT CRITERIAS:



TOP NEEDS IN ADMINISTRATIVE SUPPORT

1. 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 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%)

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%)

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.