

2022 Study

MOTIVATION TO LEARN DURING UNEMPLOYMENT.

**Upskilling as an opportunity for a new job.
How motivated are job seekers?**

PEOPLE HAVE MIXED FEELINGS ABOUT LEARNING DURING UNEMPLOYMENT.

LIFELONG LEARNING IS A KEY ISSUE IN EDUCATION AND UPSKILLING. BUT WHAT KIND OF MOTIVATION DO JOB SEEKERS HAVE FOR UPSKILLING? THE MOST RECENT STUDY CONDUCTED BY THE IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES (IU) TAKES A DETAILED LOOK AT “MOTIVATION TO LEARN DURING UNEMPLOYMENT”.

Around a third of respondents see unemployment as an opportunity. Almost half state their aim as being to find a job they really like. 42.4% stated that unemployment gives them time to make plans for their future – to plan what they really want to do.

Motivation for upskilling increases if it helps respondents achieve their personal goals. The level of motivation for upskilling is generally very high amongst job seekers. More than three quarters of respondents feel at least quite motivated to very motivated.

For 42.8% of respondents, the motivation to learn is particularly high when they know why they are doing it or know that learning will help them achieve their personal goals. In addition, 39.6% of respondents were motivated by being able to immediately put what they learn into practice. A similar number of respondents quote the success of the learning process itself as a motivating factor.

Those who take part in upskilling have to learn many new things and “go back to the classroom”. **Many respondents who have no motivation for upskilling said that it is because they have difficulty learning. Around 30% of respondents are worried that they are no longer capable of learning.** A quarter of respondents feel that they are too stressed for upskilling. And 24.2% of job seekers surveyed answered that upskilling wouldn't benefit them.

Ultimately, the motivation to learn increases when upskilling improves job prospects. For 55% of respondents, the certainty of actually being able to find a job is the main motivation for upskilling. And an increased starting salary was a good reason for upskilling for 40.5% of respondents.

Our conclusion: Job seekers generally have a positive attitude when it comes to upskilling during unemployment. However, they often fear learning something new or fear that they are no longer being capable of learning. This fear should be taken seriously and dispelled. Why are continued education and upskilling not that difficult? How can you learn to learn again? These are the questions that need to be answered in future.



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UNEMPLOYMENT & MOTIVATION TO LEARN IN GERMANY.

FOUR IMPORTANT TAKEAWAYS.

**UNEMPLOYMENT?
ALWAYS PRESENTS
OPPORTUNITY.**

37.2%

see opportunity in unemployment.

48.0%

see it as the push they need to finally find a job that they would really like to do.

**MOTIVATION LEVELS
FOR TARGETED
UPSKILLING ARE HIGH.**

79.5%

are fairly to very motivated when it comes to upskilling.

**THERE IS A
GREAT FEAR OF
LEARNING.**

29.5%

are afraid that they will have difficulty learning.¹

¹ Respondents who replied that they have no motivation for upskilling.

**NEW JOB PROSPECTS
THROUGH
UPSKILLING.**

55.0%

are upskilling to ensure they can find a job.



FACTS ABOUT UNEMPLOYMENT.

NO JOB

DOESN'T MEAN NO CHANCE.

The most common reason for unemployment is dismissal by an employer. The second most common is health reasons. **11.8% of respondents quit of their own accord.**

Why are you now unemployed?

In %: top 6 answers

23.0

I was dismissed.

20.4

I am no longer able perform my job due to health reasons.

16.6

My work contract expired.

15.1

I am no longer able to / no longer want to do my job due to personal reasons.

11.8

I quit.

11.0

I have never worked.



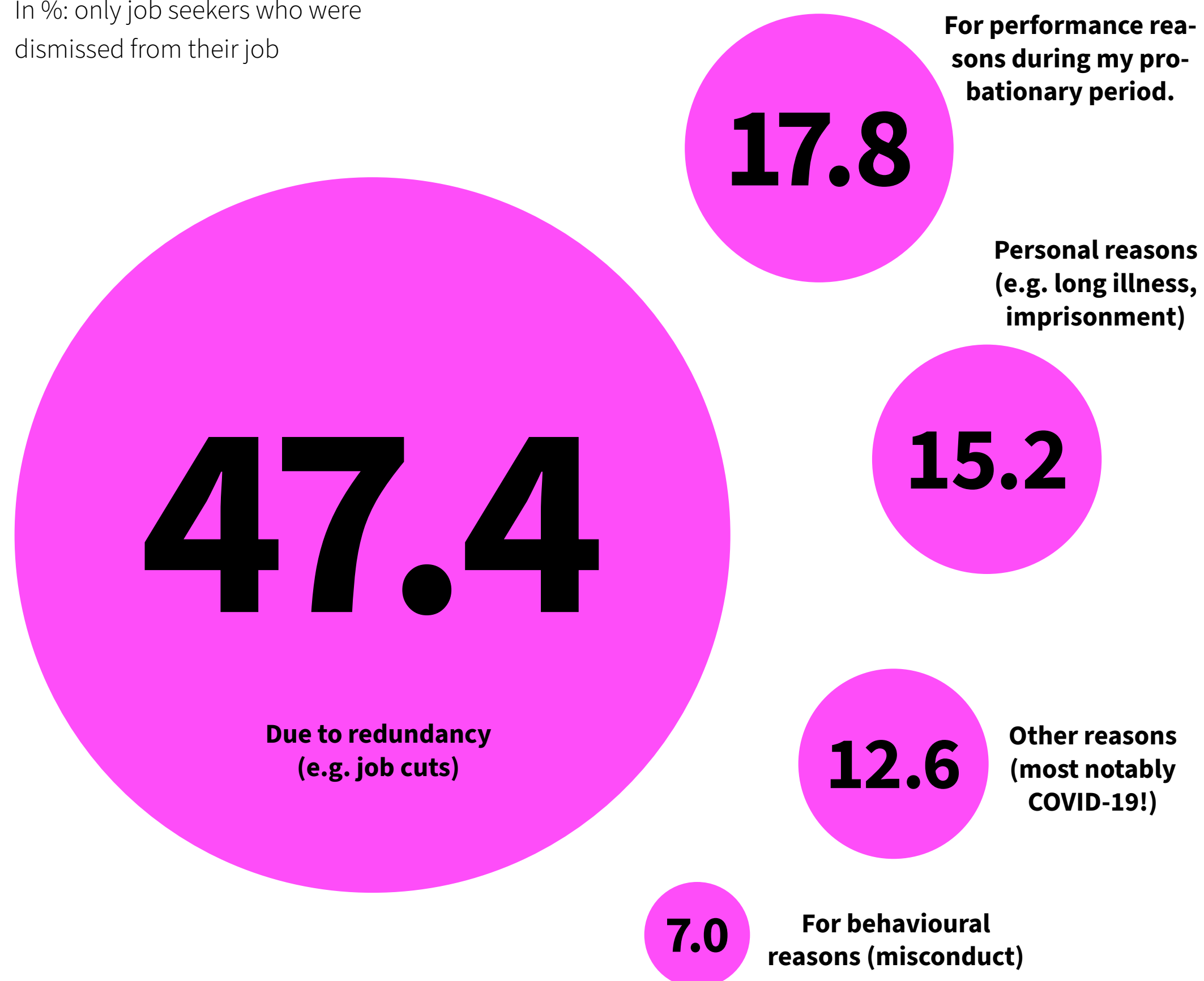
THE REASONS FOR BEING DISMISSED? OFTEN DUE TO REDUNDANCY.

Being made redundant due to job cuts is the most common reason for employee dismissal.

17.8% of respondents had to leave their company during their probationary period because they didn't meet the required performance standards. And the COVID-19 crisis also led to a wave of dismissals.

Why were you dismissed?

In %: only job seekers who were dismissed from their job



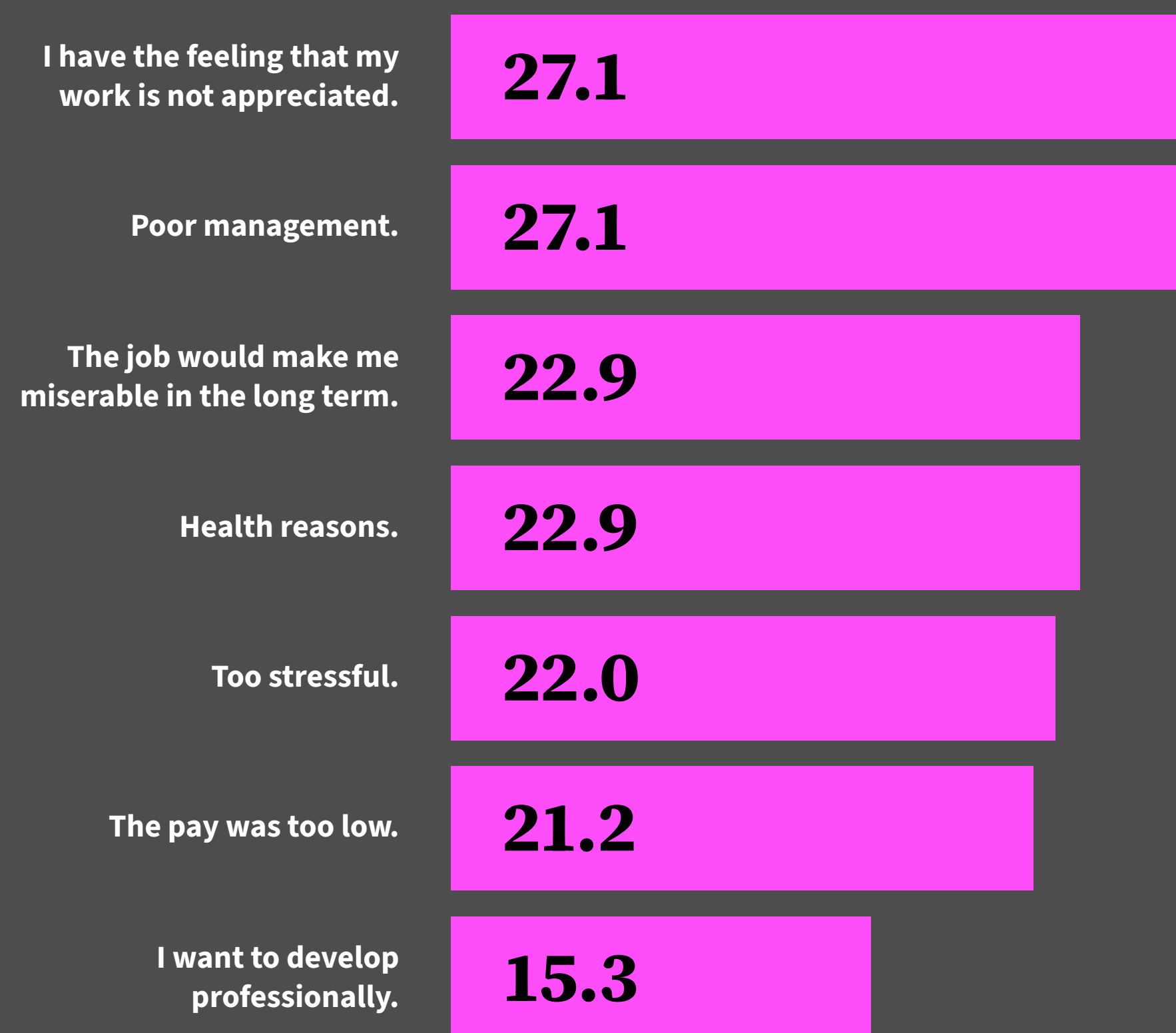
WHAT ABOUT THE PEOPLE WHO HANDED IN THEIR NOTICE?

A lack of appreciation and poor management are the top reasons why people quit their job.

But health reasons, high levels of stress and a constant feeling of unhappiness in the job were also commonly mentioned.

Why did you quit your job?

In %: only respondents who quit their job, top 7 answers

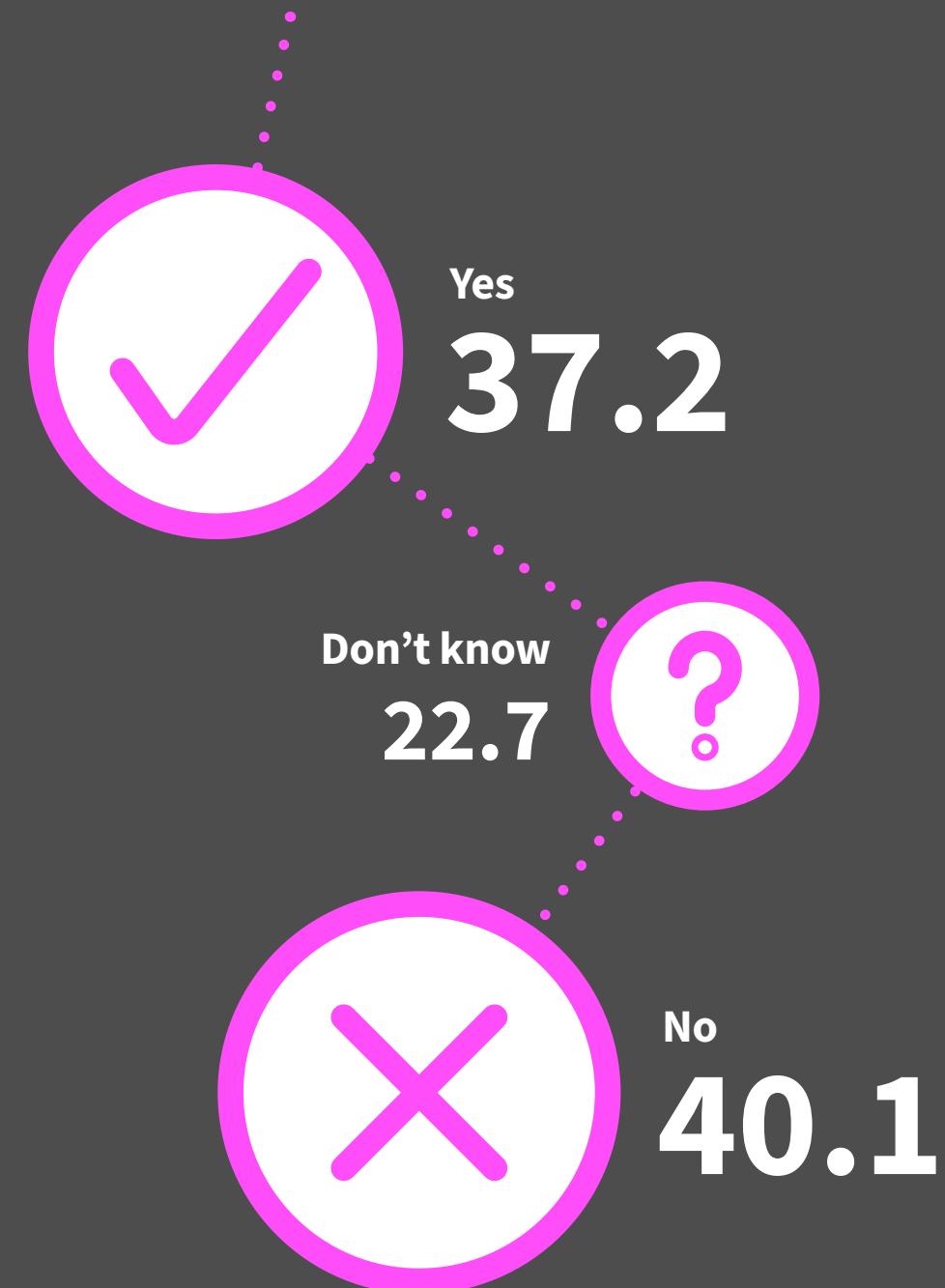


THE OUTLOOK? DEFINITELY NOT BLEAK.

All the same: around a third of surveyed job seekers see opportunity in unemployment.

When respondents see opportunity in unemployment, it is most often the push to find a new job that they would actually like to do – or the time to consider what they want to do in future.

Fundamentally, do you see opportunity in unemployment? In %



48.0 Unemployment gives me the push I need to find a job that I would really like to do.

42.4 I have time to consider what I want to do in future.

38.6 I have time to upskill and gain new qualifications.

37.8 I have time to think about my future career.

33.0 I have time to look after my health.

30.6 I have more time for my family.

What opportunities do you see in unemployment?

In %: respondents who see opportunity in their unemployment; top 6 answers

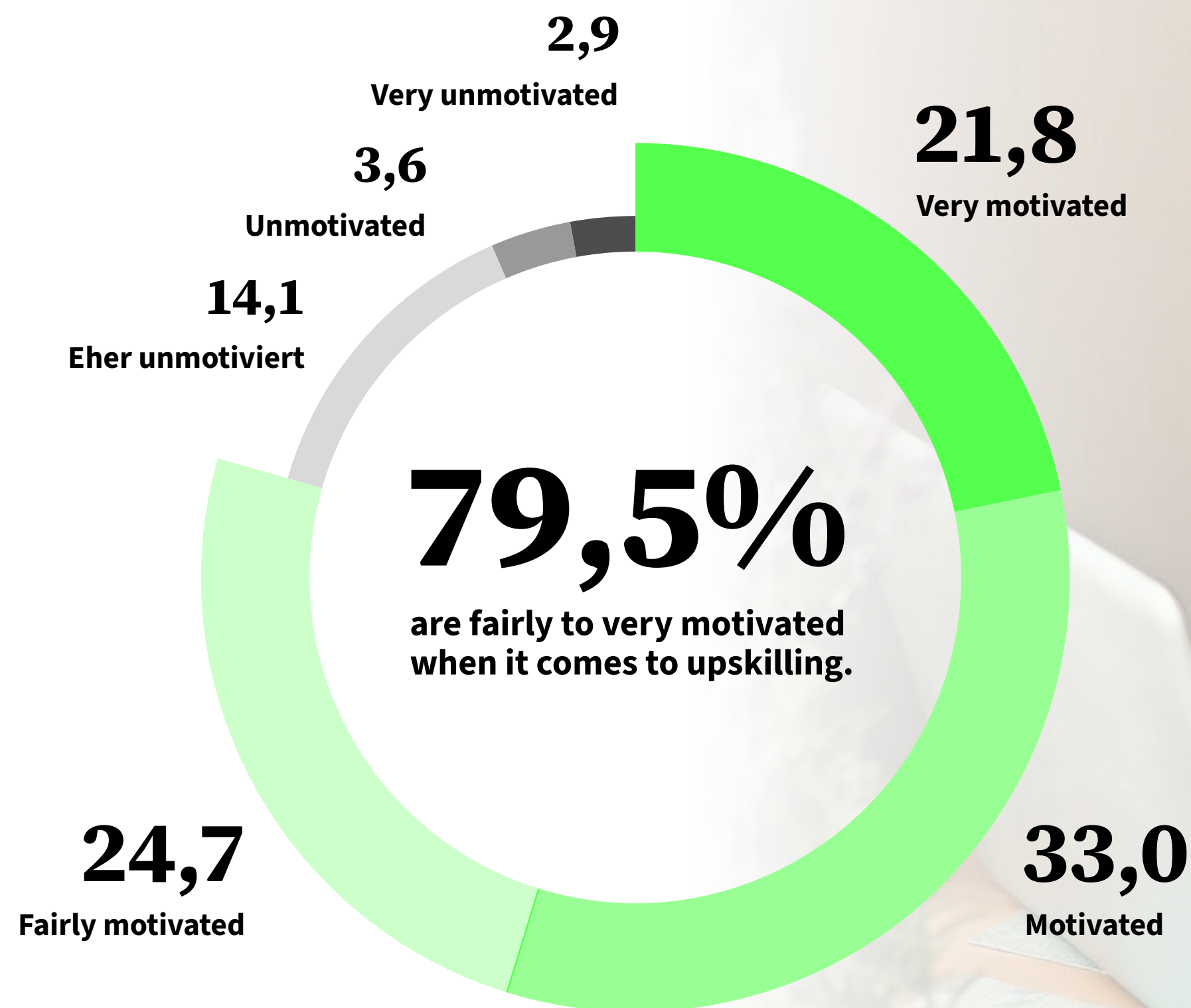


MOTIVATION FOR UPSKILLING.

UPSKILLING? BASICALLY, IT'S A GREAT IDEA.

The level of motivation for upskilling is generally very high amongst job seekers. Over half feel motivated or very motivated. If you add those who feel “quite motivated”, then it’s almost 80%.

How motivated are you in general regarding upskilling?
In %



HAVING TO START LEARNING AGAIN? IS A MAJOR HURDLE FOR MANY.

Many respondents who have no motivation for upskilling said that they have difficulty learning. Over a quarter feel too stressed. And 24.2% of job seekers surveyed answered that upskilling wouldn't benefit them.

Why are you (rather) unmotivated when it comes to upskilling?

In %: respondents who are rather unmotivated / unmotivated / very unmotivated regarding upskilling; top 6 answers



“LEARNING AS AN ADULT SHOULDN'T CAUSE ADDITIONAL PRESSURE – IT SHOULD OFFER PROSPECTS AND SUPPORT. STARTING TO LEARN AGAIN IS SOMETIMES ASSOCIATED WITH ADDITIONAL STRESS, WHICH PRESENTS A MAJOR HURDLE FOR MANY PEOPLE. BUT THIS WORRY IS UNFOUNDED. THESE BARRIERS CAN BE BROKEN DOWN BY PROVIDING EASILY ACCESSIBLE SUPPORT THROUGH TUTORS, PERSONAL CONTACTS AND JOINT STUDY EVENTS WITH OTHER STUDENTS THROUGHOUT THE UPSKILLING COURSE. LEARNING IS PERSONAL. LEARNING PROCESSES AND BEHAVIOURS ARE ALL PERSONAL TO THE LEARNER.

Prof. Dr Svenja Krämer

Professor of Adult Education at IU International University of Applied Sciences

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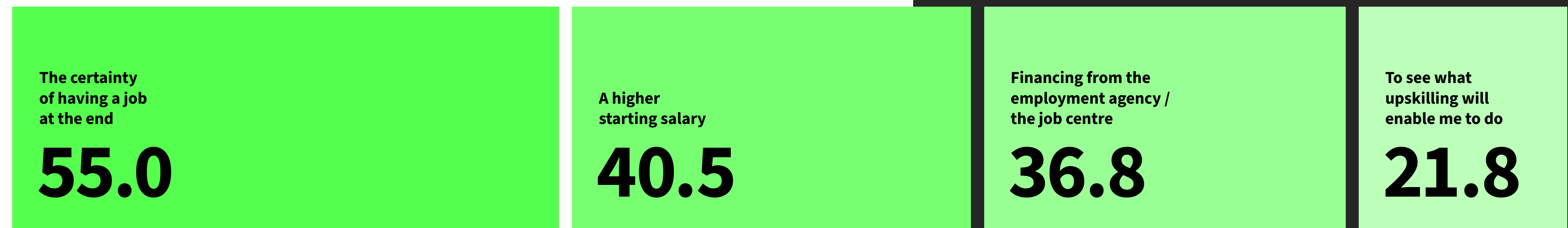


THE TOP MOTIVATIONS FOR UPSKILLING.

The certainty of actually being able to find a job is the main motivation for upskilling. And an increased salary was a good motivator for upskilling for 40.5% of respondents. Financing from the employment agency / the job centre also plays a major role.

What would motivate you to take part in upskilling?

In %: respondents who are not currently planning to take part in any upskilling; frequency with which the factor appeared in the top 3 answers (factors above 20%)



“UPSKILLING IS NOT PURELY A TRANSFER OF KNOWLEDGE. UPSKILLING IS AN INCENTIVE, A PHASE FOR RE-THINKING AND REARRANGING. THOSE WHO UPSKILL ESTABLISH CONTACTS AND GET TO KNOW NEW PEOPLE. AND BY DOING SO THEY DEVELOP NEW JOB PROSPECTS THAT THEY SIMPLY MIGHT NOT HAVE THOUGHT OF PREVIOUSLY. THEY HAVE THE OPPORTUNITY TO RECONSIDER THEIR OWN NEEDS AND WISHES AND, WITH A NEW CERTIFICATE IN HAND, PURSUE HAPPINESS AND SUCCESS IN THEIR JOB. IN PARTICULAR, A FORMALLY RECOGNISED QUALIFICATION AIDS EMPLOYABILITY.



Prof. Dr Svenja Krämer

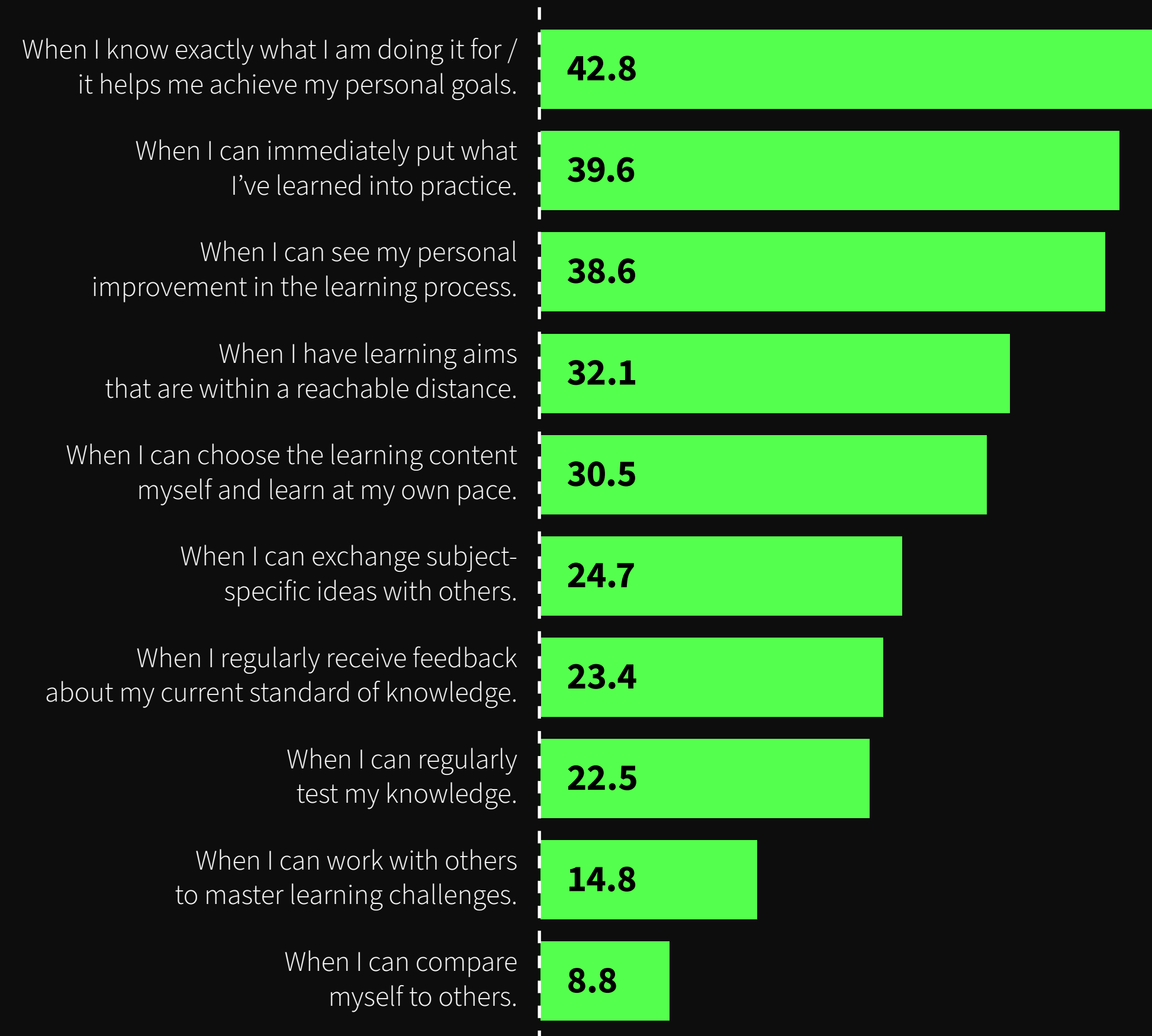
Professor of Adult Education at

IU International University of Applied Sciences

UPSKILLING SHOULD WORK TOWARDS AN AIM. AND BE PRACTICAL.

The motivation to learn is particularly high when respondents know why they are doing it or when learning will help them achieve their personal goals. Respondents were also motivated by being able to immediately put what they learn into practice. A similar number of respondents quote the success of the learning process itself as a motivating factor.

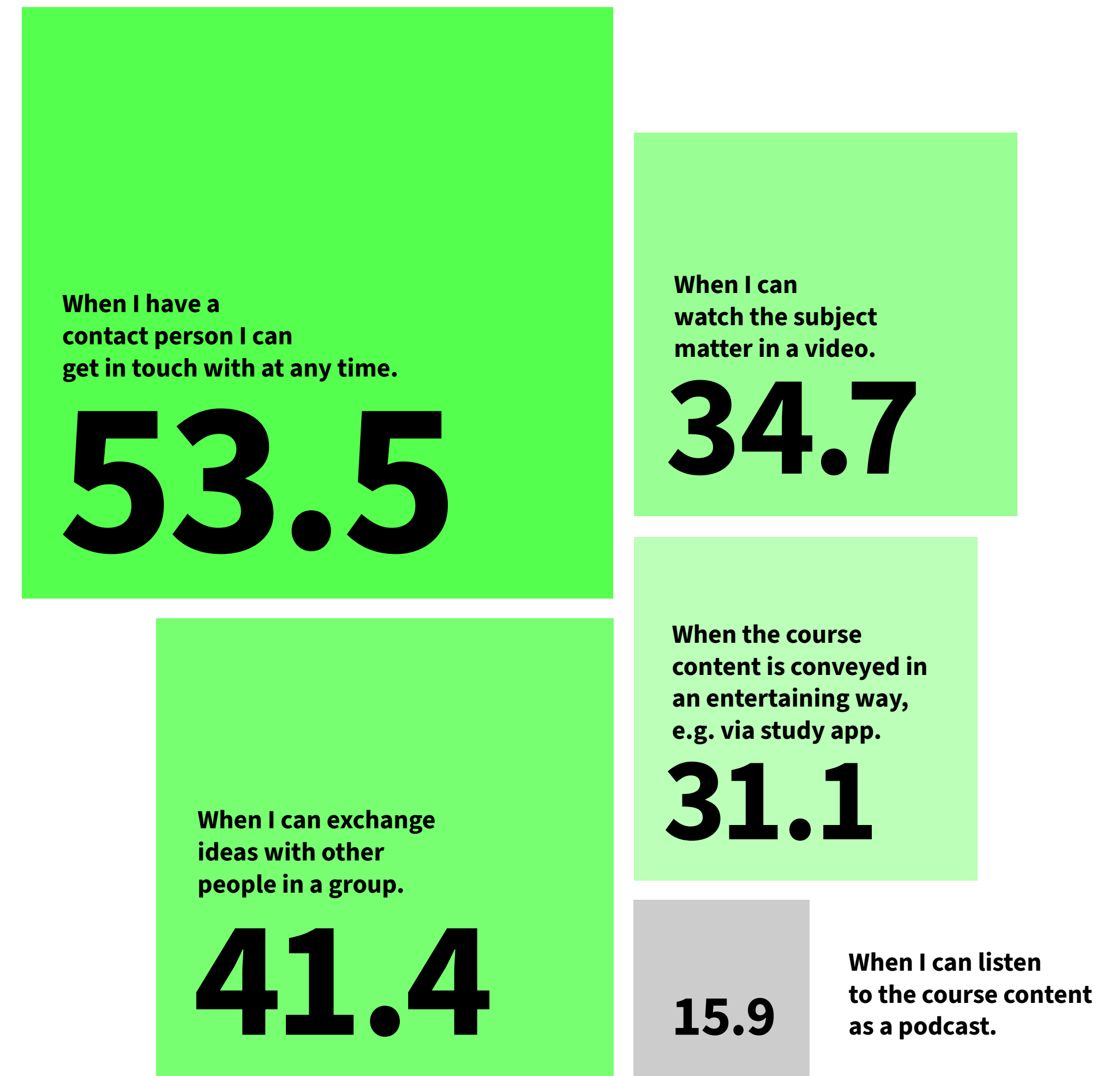
What motivates you to learn / do you find fun? In %



INDIVIDUAL AND PERSONAL SUPPORT WHILE LEARNING? IT'S ESSENTIAL!

Having a personal contact is an important factor in successful learning for over half of respondents. In second place is the exchange of ideas in a group, which also makes learning more personal. And respondents want visual, audio and entertaining support. For example via video, study app or podcast.

What helps you learn? In %



FACTS ABOUT UPSKILLING DURING UNEMPLOYMENT.

STATUS: UPSKILLED.

Despite all of the upskilling courses on offer and a high level of motivation, almost half of respondents are not currently planning to upskill.

One in five people have already looked into upskilling, but have not yet signed up. Only 18.2% of respondents are currently taking part in an upskilling course or have signed up for upskilling.

Are you currently upskilling or are you planning to? In %

44.7

I am not currently planning any upskilling.

20.7

I have looked into concrete possibilities but have not yet signed up.

16.5

I am generally interested but other reasons are preventing me from taking part.

9.3

I am currently upskilling.

8.9

I have already signed up for upskilling that hasn't started yet.



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UNDER CERTAIN CIRCUMSTANCES, THE EMPLOYMENT AGENCY PROVIDES JOB SEEKERS WITH 'TRAINING VOUCHERS' TO FINANCE THEIR UPSKILLING COURSE OF CHOICE. NOT EVERY JOBSEEKER SEEMS TO BE AWARE OF THIS OPTION, OR THE RANGE OF FINANCED UPSKILLING OPTIONS DOES NOT SEEM TO APPEAL TO THEM.”

Dr. Thomas Fink
Head of the IU Academy

54.9% OF JOB-SEEKING RESPONDENTS SAY THAT THEIR UPSKILLING IS BEING FINANCED BY THE EMPLOYMENT AGENCY / JOB CENTRE. 45.1% SAY THEIRS IS NOT.

Is your upskilling being financed by the employment agency / the job centre? Respondents who are currently taking part in an upskilling course or have signed up for upskilling

NO UPSKILLING? THE REASONS ARE SIMPLE.

Almost one in five people have simply never thought about further upskilling. Many have no idea of what they should learn (17.4%). Or can't see any significant benefit in upskilling (15.6%).



Why are you not currently planning to upskill?

In %: respondents who are not currently planning to upskill



AGE – A SIGNIFICANT REASON FOR NOT PLANNING TO UPSKILL.

“There is a great fear of no longer being capable of learning – especially among older job seekers. But this worry is unfounded. A person’s upskilling choices and approach to learning may change over the course of their life, but they still continue to learn. When participants are allowed to set the pace of their own upskilling, learning is possible at any age.”

Prof. Dr Svenja Krämer

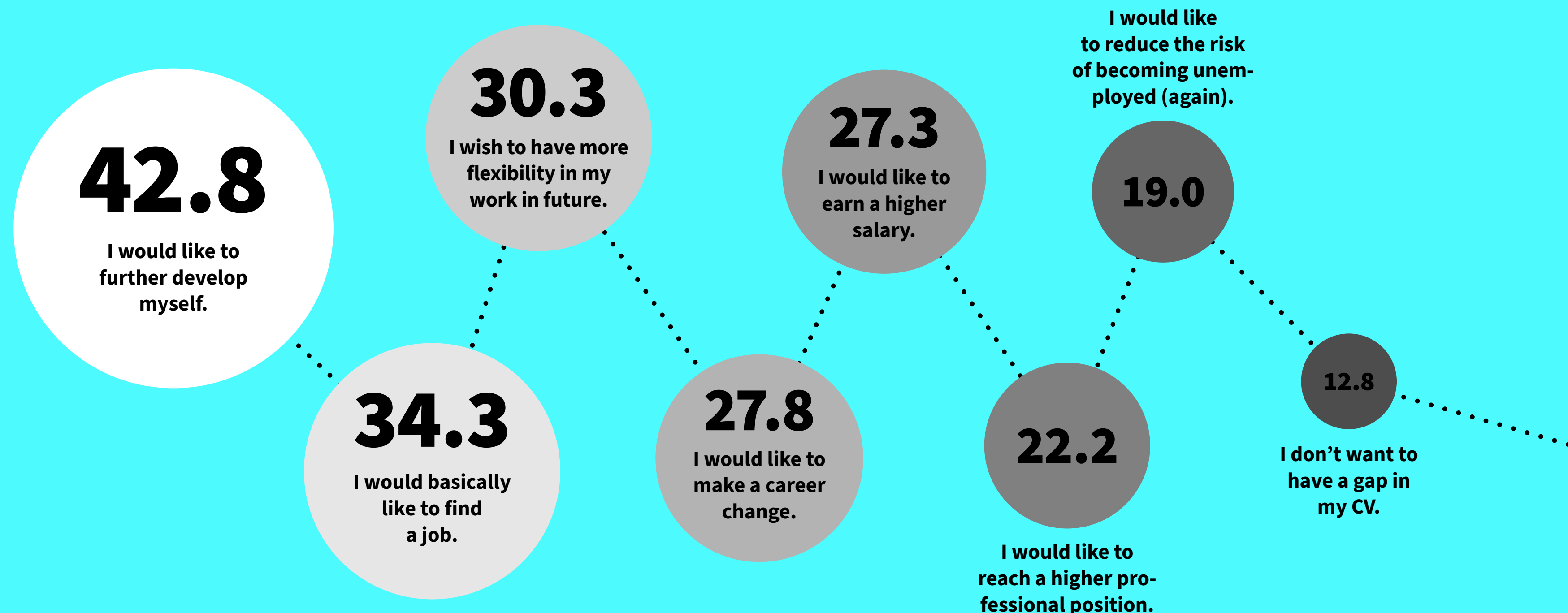
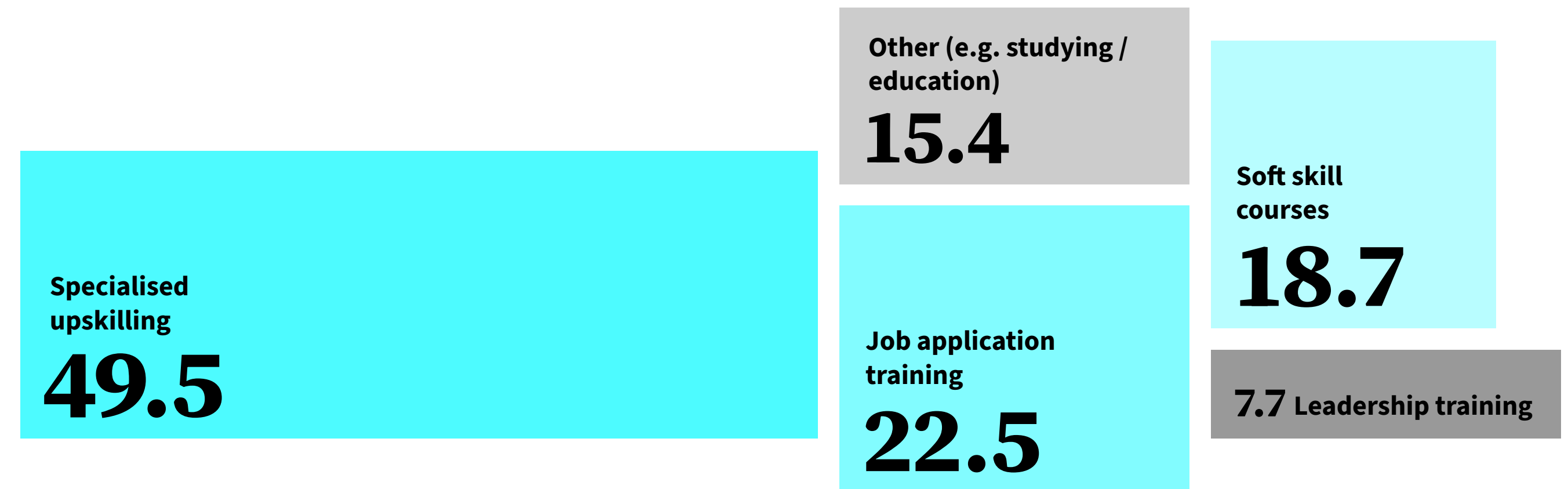
Professor of Adult Education at
IU International University of Applied Sciences



PERSONAL AND PROFESSIONAL DEVELOPMENT IN FOCUS.

Almost half of respondents are taking part in specialised upskilling courses. In addition, 18.7 respondents are taking courses on soft skills, leadership and communication.

What kind of upskilling course are you currently taking part in or have you signed up for? In %: respondents who are currently taking part in an upskilling course or have signed up for upskilling



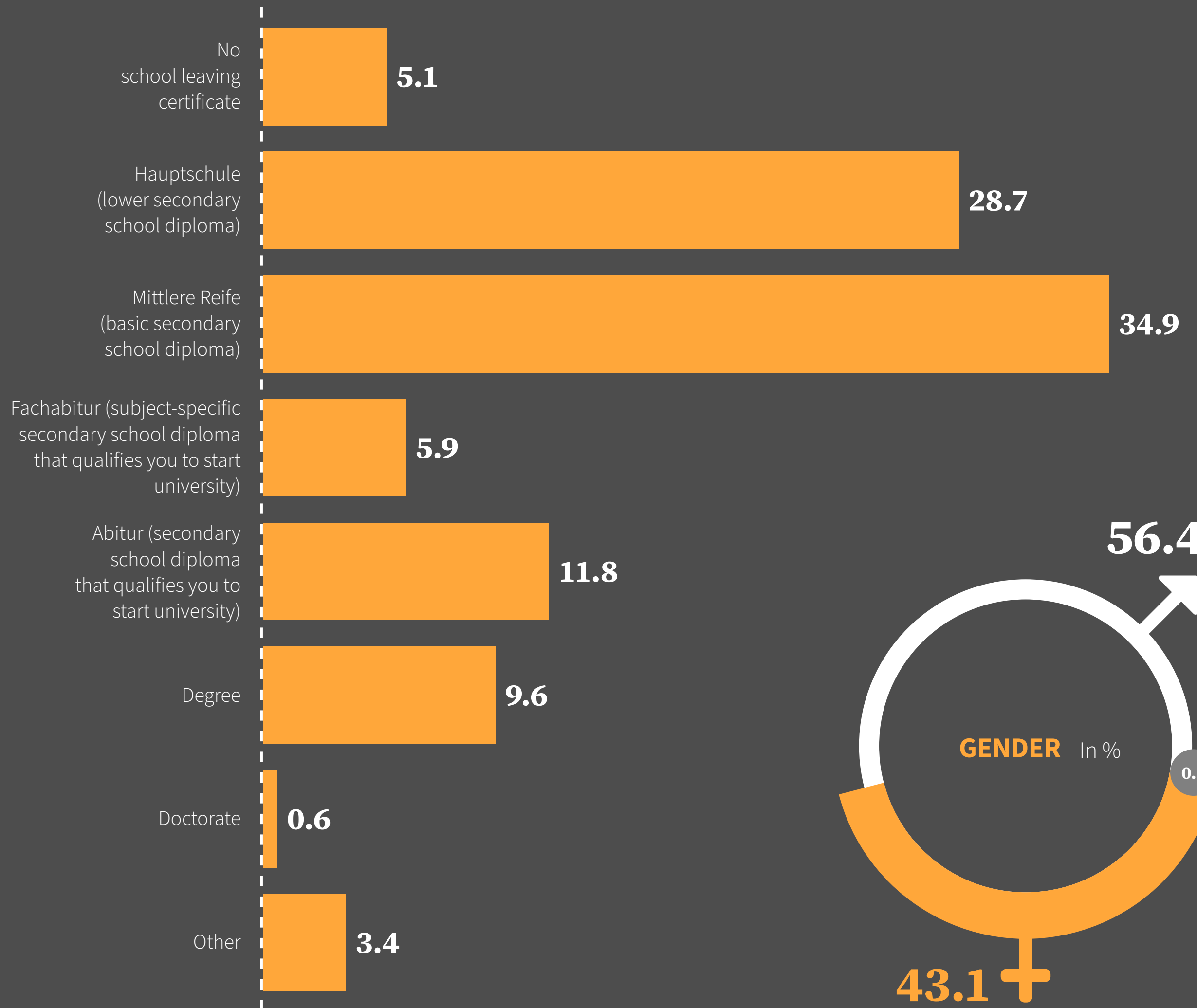
The reasons for upskilling are quite clear: personal development takes the top spot at 42.8%. This is followed by the motivation to get back to earning a living (34.3%). In a similar vein, 19% would like to reduce the risk of becoming unemployed again.

Why would you like to upskill or why are you currently upskilling? In %: respondents who are currently taking part in an upskilling course, have signed up for upskilling or are interested in upskilling

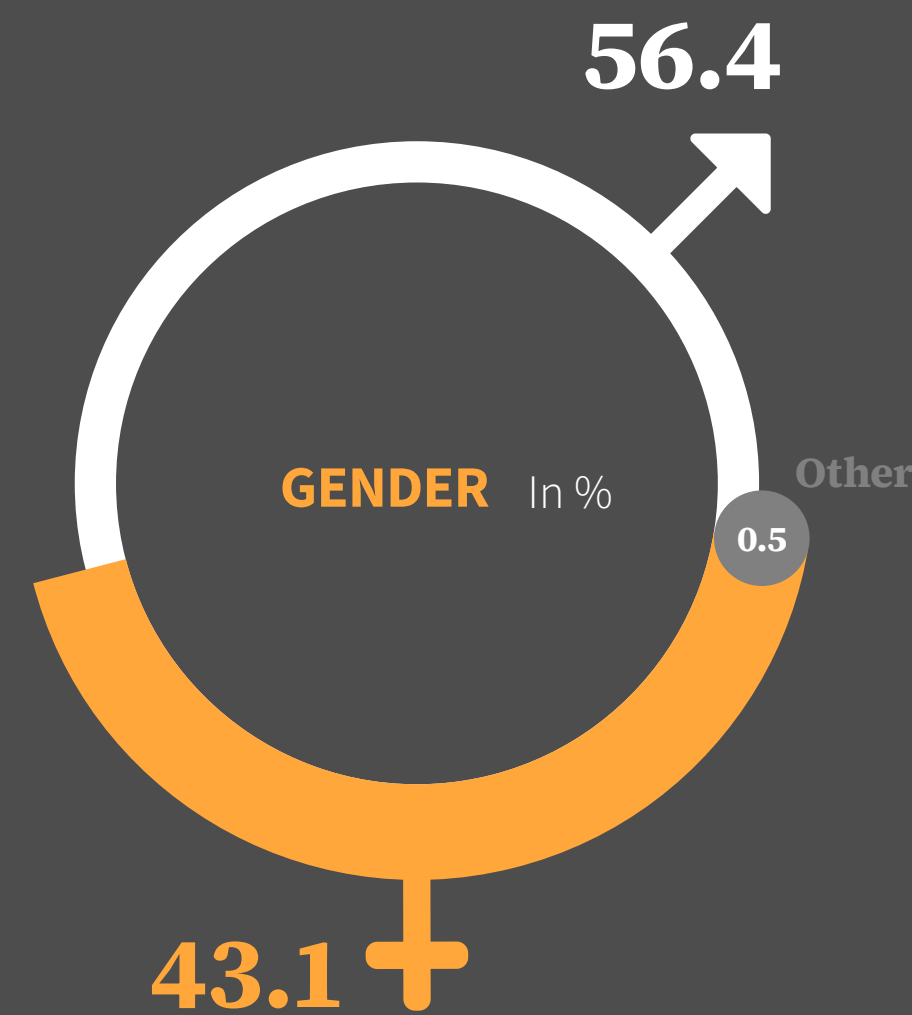
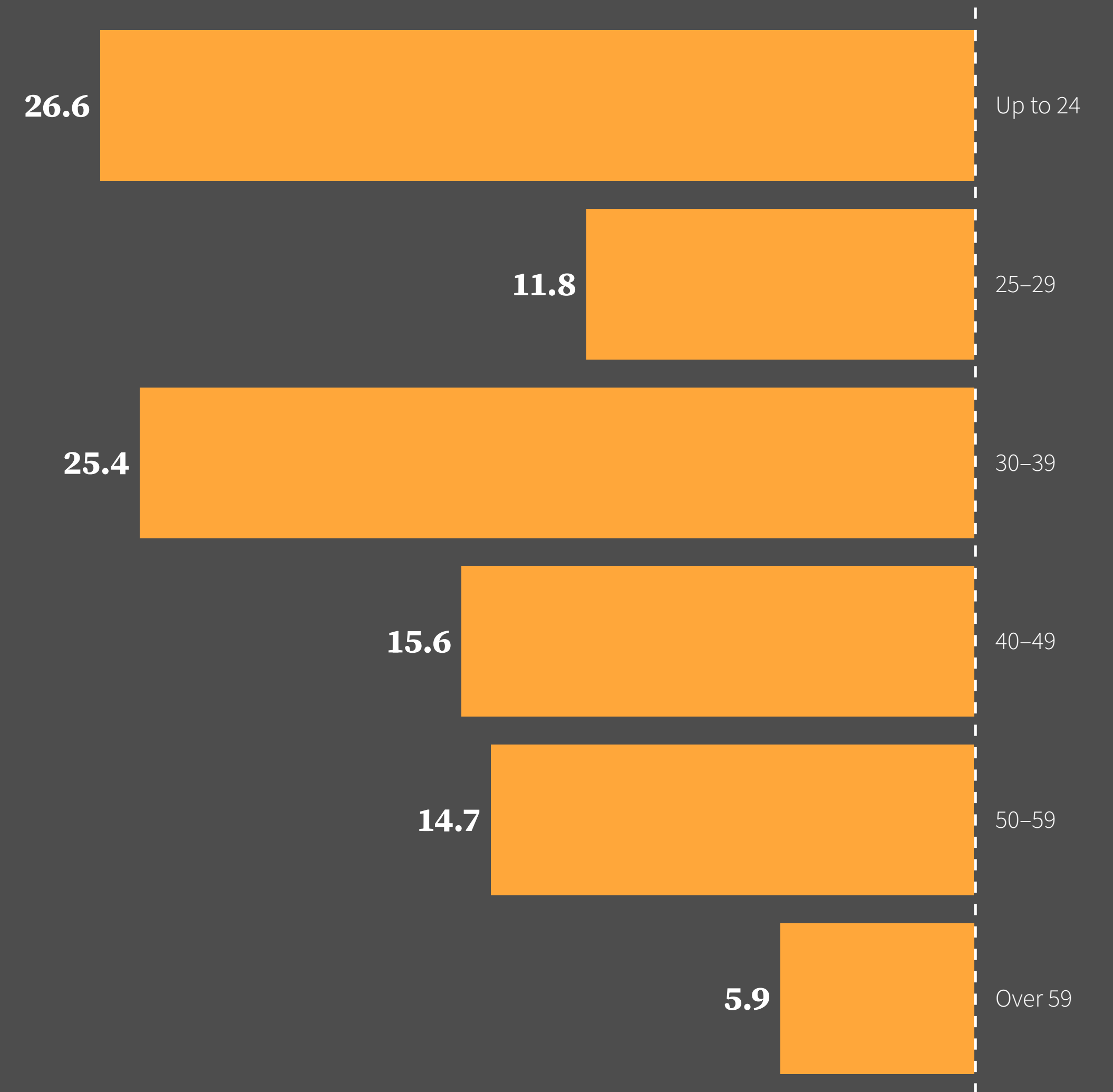
FACTS ABOUT THE STUDY PARTICIPANTS.

ABOUT THE STUDY.

HIGHEST QUALIFICATION In %



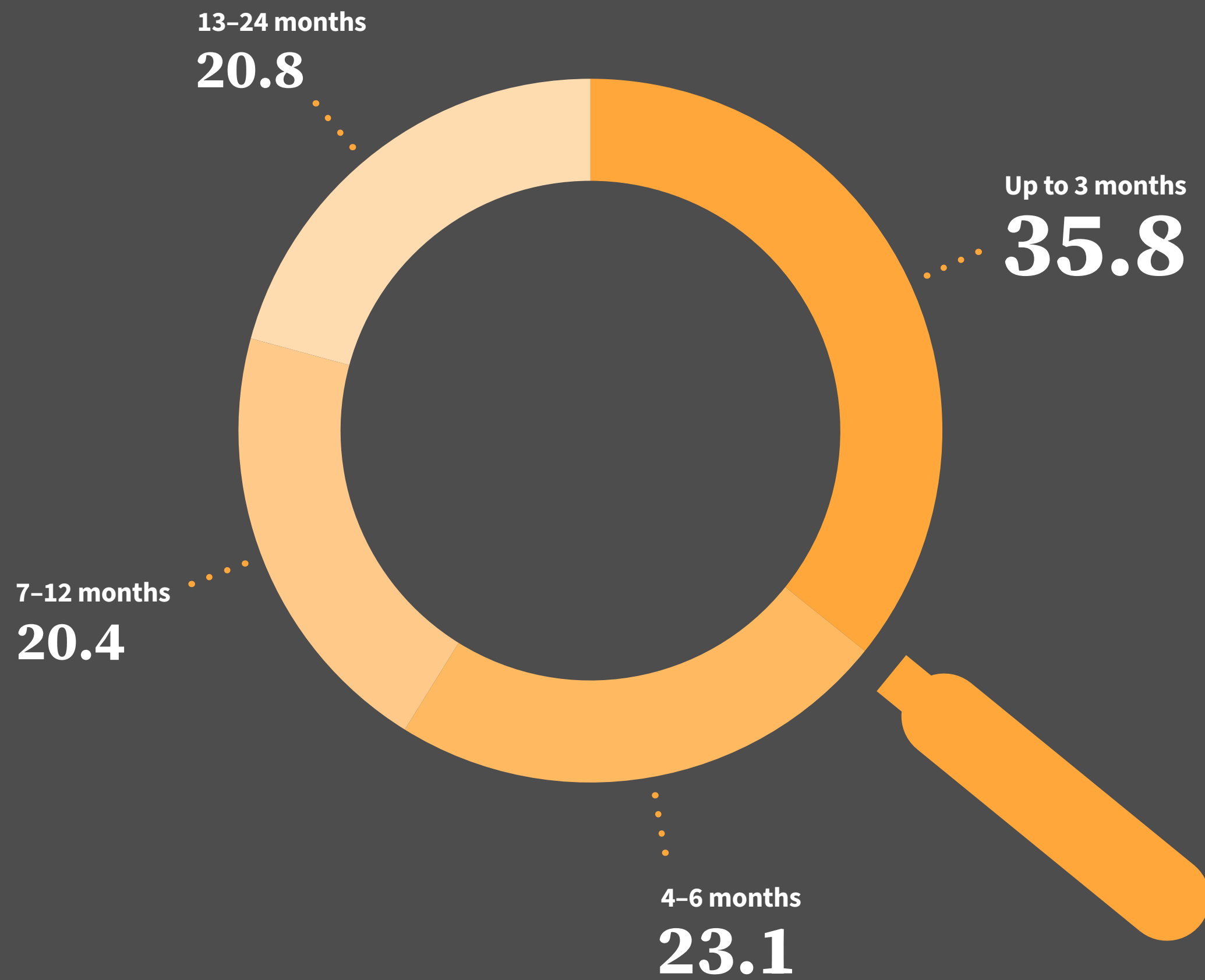
AGE In %



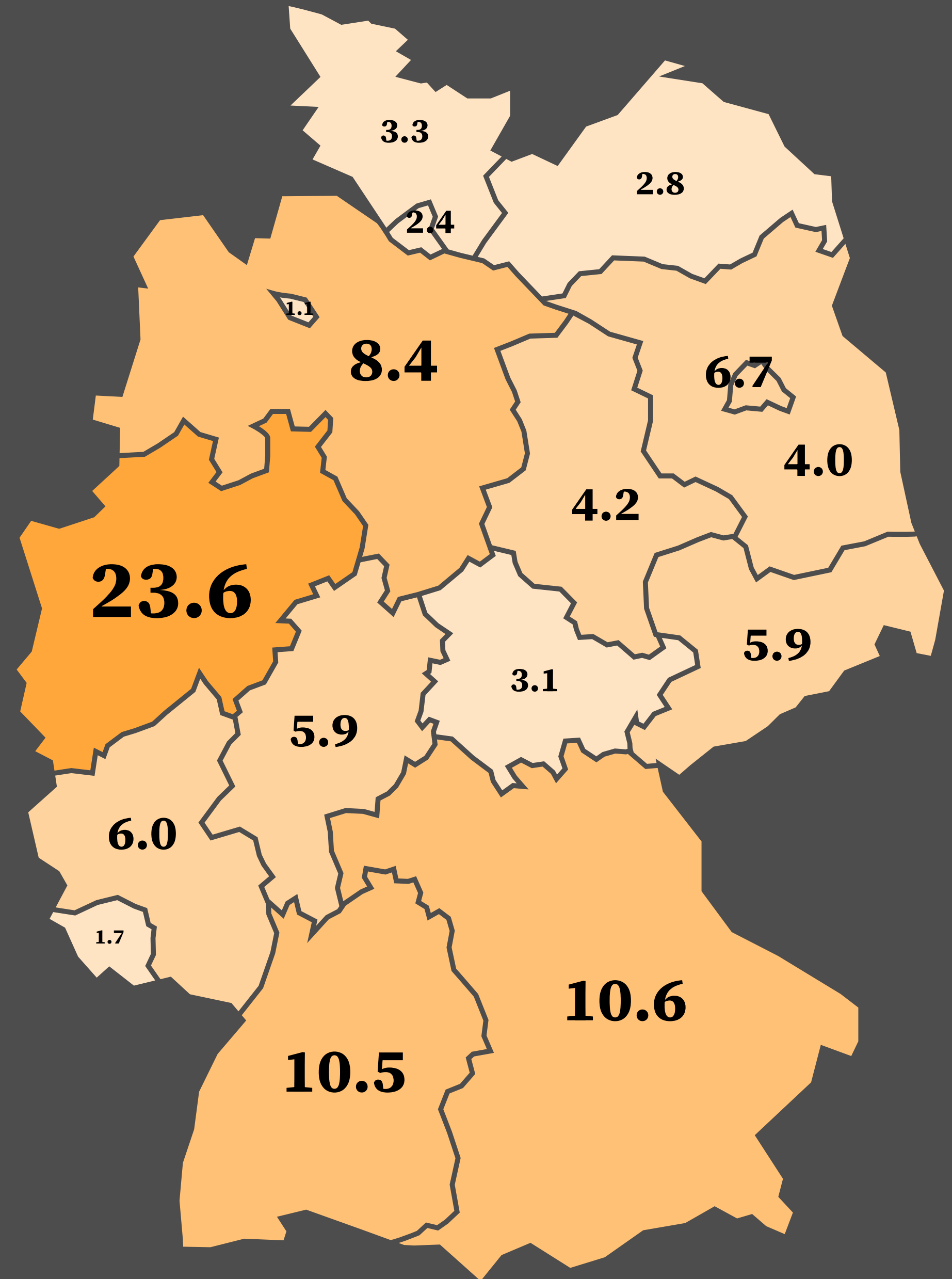
FACTS ABOUT THE STUDY PARTICIPANTS.

ABOUT THE STUDY.

HOW LONG HAVE YOU BEEN SEEKING A JOB? In %



WHICH STATE DO YOU LIVE IN? In %



FACTS ABOUT THE STUDY PARTICIPANTS.

ABOUT THE STUDY.

1.002
respondents
from Germany

Target group: People who have been unemployed for no more than 24 months.

Contact us

If you have any questions or comments,
please contact us: research@iu.org

IMPRESSUM

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Juri-Gagarin-Ring 152 · 99084 Erfurt
iu.org

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