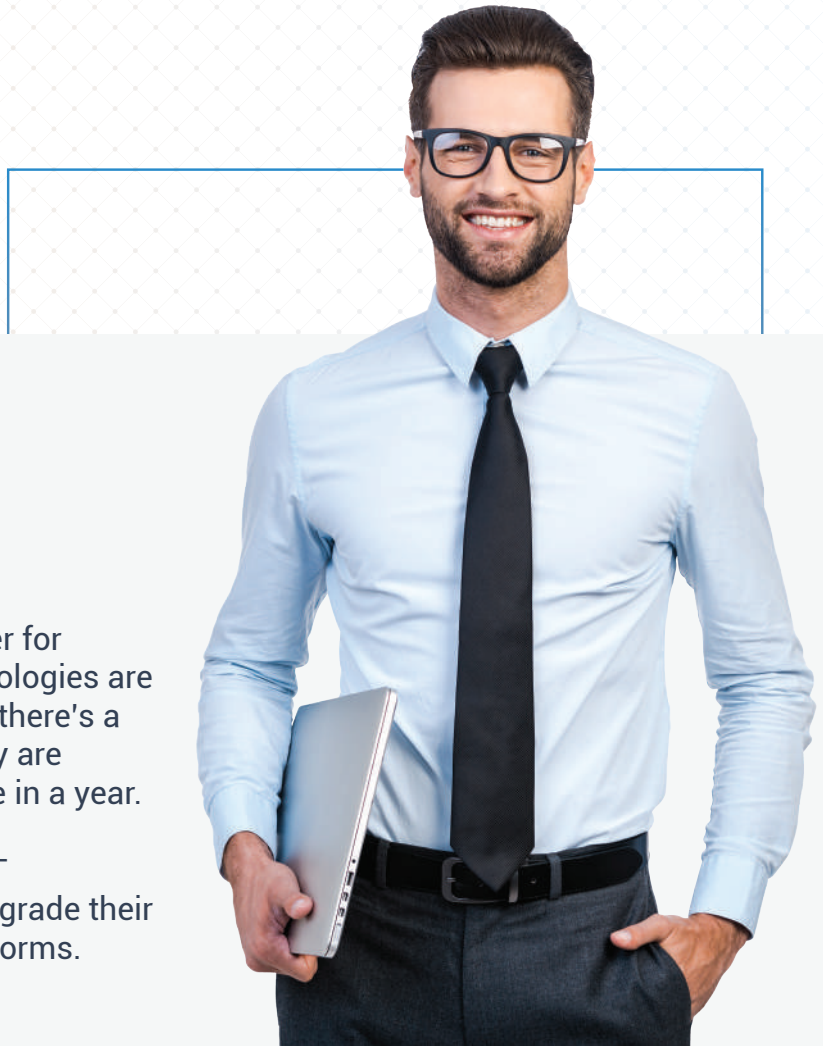


A woman with long brown hair, wearing a grey sweater, is sitting at a desk. She is looking down at a laptop on the left and holding a pen over an open notebook on the right. The entire image is covered with a semi-transparent blue overlay.

edureka!

Learning & the Modern IT Professional

Understanding the modern Indian IT Professional's relationship with learning on the job



Introduction

Upskilling is more important than ever for today's Indian IT professional. Technologies are developing at breakneck speeds and there's a good chance that the technology they are skilled in today may become obsolete in a year.

That's why more and more working IT professionals today are looking to upgrade their skills with the help of e-learning platforms.

We wanted to understand the behavior of the Indian IT professional when it comes to learning. To get our answers, we conducted an online survey where 339 Indian IT professionals told us about:

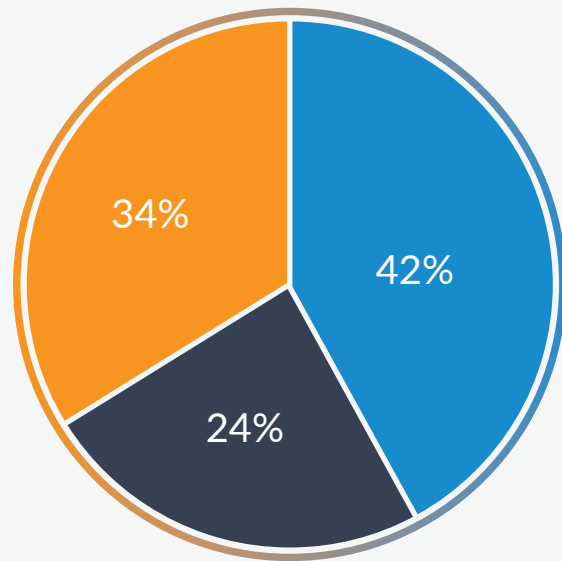
- The reasons they pick a learning method
- The biggest issues they face when learning a new technology
- What they would like in their ideal learning method
- The importance that money plays in the learning method they pick

This is what we found:

A large portion of IT professionals *give up without completing* their learning journey

How often do you give up when learning a new technology?

- All or most of the time
- Rarely or never
- Half of the time



- 42% say they give up most of the time after they have started learning a new technology
- 24% say they give up around half of the time
- 34% say they rarely or never give up after they have started the learning journey

Most important reason for **giving up** during the learning process

What is the reason you give up when learning a new technology?



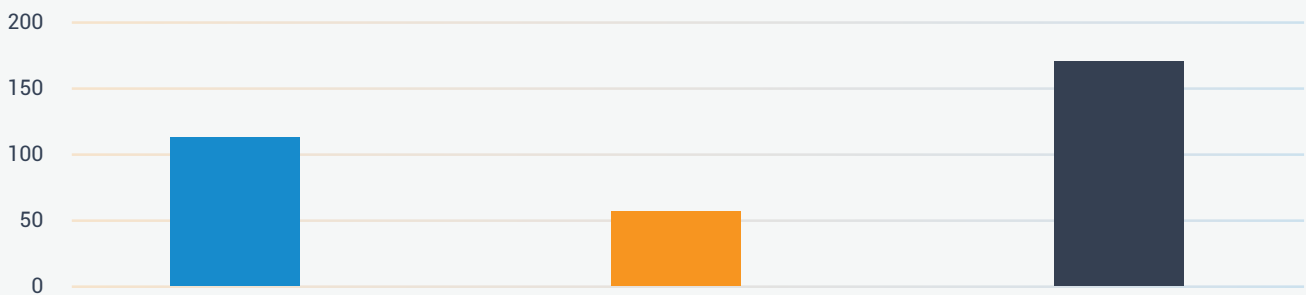
The most important reason stated by the respondents was a **lack of support and guidance when learning a new technology**.

A **lack of self-motivation** was the second biggest issue.

However, the **time it takes to learn a new technology** was the least important concern for the respondents.

Most IT professionals prefer to **learn new technologies online with the help of live instructors**

If you wanted to learn a new technology today, what method would you prefer?



*Learn on my own
with digital
content*

*Enroll in a
physical Institute*

*Learn online with
the help of live
instructors*

Most respondents would prefer to **learn at home with the help of a real-time instructor.**

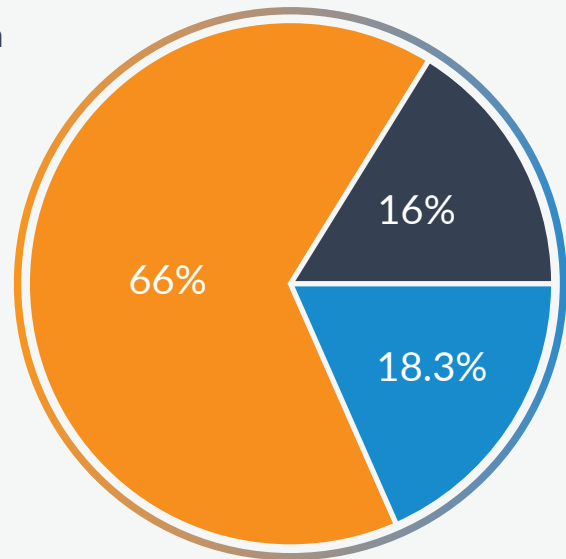
Respondents also feel strongly for **learning at their own pace with the help of digital content.**

Traveling to a physical location to learn is the least preferred method for working professionals.

For most IT professionals *money is an important but not critical factor in choosing a course to learn*

If you're considering learning a new technology, how important of a consideration is affordability?

- Critical
- Important
- Not Important

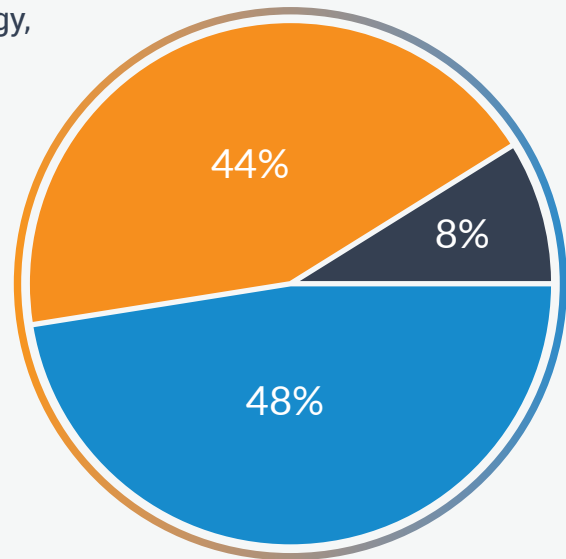


- 66% don't mind paying for quality of learning and support as long as the money isn't exorbitant
- 18% don't mind compromising on quality as long as costs are low
- 16% don't mind high costs for high quality of support and learning

Most IT Professionals want their *learning process to be interactive*

During the process of learning a new technology, how important is it for you to interact with the instructor?

- Critical
- Important
- Not Important



- 48% respondents believe that it's critical to be able to ask their questions immediately
- 44% respondents want to be able to ask questions at least once during learning sessions
- Only 8% respondents don't think it's important to be able to ask questions to their instructors



Conclusion

Key Insights

- Almost half of all IT professionals who start learning on their own, **regularly give up without completing the course**.
- **Inability to motivate themselves and lack of hands-on guidance** are two crucial reasons why most learners quit.
- **Ease of access** is a very important factor for IT professionals when they pick their learning platform.
- Most learners prefer a **high level of interactivity & engagement** when they learn. Indian IT professionals **don't mind spending** on quality learning and support.

A 2017 report showed that the primary reason professionals opted for online learning was convenience and accessibility.

But today, they are expecting more than that.

A working professional today expects that their learning platform will not only provide them with accessibility and convenience but also a **higher level of interactivity and engagement**. It's not enough to merely give them easy access to study materials but rather, they need to be motivated and engaged with, just like in a physical classroom.

In order to meet today's working professional's learning needs, an online learning platform can't be content with just providing easy access to learning material. Today's e-learning platforms need to offer the best of both worlds - online's **inherent convenience and easy access** with offline's **real-time guidance, engagement, and authenticity**.

About Edureka

Edureka is a global e-learning platform for live, instructor-led training in trending technologies and has a learner community in over 100 countries. We offer short-term courses, supported by online resources, along with 24/7 lifetime support. We have an unwavering commitment to help working professionals keep up with changing technologies. Edureka has the **highest course completion rate in the industry**.