

2020 Special
Report

Online Education Steps Up:

What the world is learning
(from home)

Shelter in place and social distancing due to the COVID-19 pandemic have turned our professional and personal worlds upside down. People are adapting as best as they can to this new reality; connecting virtually, and finding online resources to help them continue to work, teach, socialize, and learn.

As a result, we've seen a significant surge in online learning over the last two months. We feel proud and humbled that we are able to provide the tools people need to create and access educational content.

Udemy's Outlook

Udemy is uniquely positioned to provide a multifaceted snapshot of the current state of online learning. The Udemy platform provides a wide range of content for both work-related topics, like coding and communication skills, and personal interests like music and cooking.

Udemy is used by individual learners as well as businesses. What's also unique about Udemy are the variety of instructors who create our courses. While some teach formally, many are everyday experts in their field. We like to say that not all teachers are found in classrooms and anyone with something to share can become one. Lastly, Udemy has a global reach, enabling us to provide data and insights on online learning and teaching trends around the world.



Particularly during this time of the pandemic, I'm looking at ways to gain some knowledge, improve myself, and try to evolve with this changing landscape.

- 41-year-old male student, Canada

Preview of the Future

Although this report focuses on online learning trends emerging during the COVID-19 pandemic from the last two months, we believe that it also may provide a preview of more lasting changes in the ways we work and learn. In recent years, there has been a lot of debate about the Future of Work and there are increasingly blurred work-life boundaries. In some ways, almost overnight, we're living it.

Which changes might be permanent? With greater numbers of people being exposed to online learning for the first time, many may continue to rely on learning this way in the future. Also, the current uptick in course creation signals that instructors may be more aggressively leveraging platforms like Udemy for supplementary income, which also could continue post-pandemic. Continuous learning — for upskilling or reskilling to find new employment or to increase job security — likely will continue to be beneficial for workers. Furthermore, many businesses may find that online training can be more cost effective.

This report has three sections:

- Learning enrollment trends
- Teaching/content creation trends
- Usage trends from businesses and governments

Key Findings

* There are spikes in Udemy enrollments (**425% overall increase**), course creation (**55%**), and Udemy for Business consumption (**80%**) as people are required to shelter in place and are turning to online learning to help them remain engaged and active in school, work, and life.

* Online learning enrollments have significantly increased all over the world with surges in Spain (**280% increase**), India (**200% increase**), and Italy (**320% increase**) after shelter-in-place orders took effect.

* In addition to strong growth in technical categories like Web Development (**60% increase**) and Data Science (**58% increase**), online learning is increasingly being used for lifestyle and health support, with courses on Pilates (**402% increase**) and Meditation (**111%**) surging.

* There is increased interest in online courses to feed personal interests and new hobbies, such as Ukulele (**292%**) and Technical Drawing (**920%**). Demand for particular online learning topics also varies by country/geographic area, such as Communication Skills in India (**606% increase**) and Piano in Spain (**466%**).

Learning Trends

Perhaps unsurprisingly, as people are looking for ways to be productive while sheltering in place, we're seeing a surge in online learning enrollments for individual learners across the entire Udemy marketplace. In addition, people may be proactively looking to upskill or reskill in response to the uncertain economic situation.

In these times of challenge and change, Udemy's mission to improve lives through learning is more vital than ever. We remain committed to being a learning partner for every phase of life, providing people around the world affordable access to the skills needed to meet the demands of our changing world.

Overall Udemy Enrollment Growth

Since late February, as countries began to evaluate stay-at-home orders and national closures, course enrollments across the entire Udemy marketplace platform have increased more than **425%**.



I was **laid off from my job due to the coronavirus**, so I have a lot of free time on my hands to learn. I'm starting a new investment course in the hopes that it will inspire me to find a new way to make money online and not have to rely so much on a 9-5. My goal eventually might be to not have a 9-5 at all.

- 27-year-old female student, CA, United States

Udemy Course Enrollment Growth



When I take courses or learn online, it's usually for hobbies or things I like to do in my free time. But as of recently, **work is a motivator** because there are times that I need to learn something right at that moment, like using Zoom.

- 32-year-old female student, Mexico

Udemy Enrollment Growth By Topic

As might be expected, there is strong growth in course enrollments for core work-related topics. We looked back at our [2020 Top Skills Infographic](#) we published at the beginning of the year to see whether there has been a change in enrollments in the past few months. We discovered the following surges in skills: Neural Networks (**61% increase**), TensorFlow (**46%**), Chatbots (**60%**), Microsoft Azure (**31%**), and OpenCV (**40%**), as well as soft business skills like Growth Mindset (**206%**), Innovation (**98%**), Communication (**131%**), Focus Mastery (**119%**), and Creativity (**51%**).

In addition, Udemy lifestyle and personal interest courses are increasingly being accessed by individual learners for entertainment, health, and wellness.

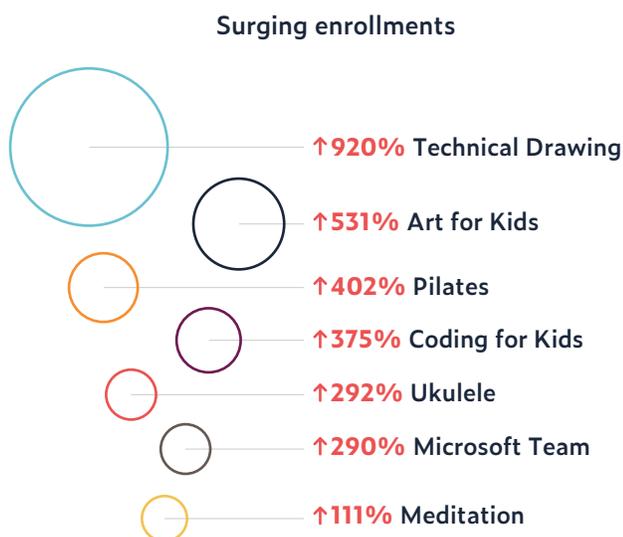
For example, Pilates (**402% increase**) and Yoga (**175%**) to help people stay in shape while at home; music lessons like Ukulele (**292%**) and Blues Guitar (**190%**) to help people learn a new instrument; and courses focused more on relaxation like Meditation (**111%**) and Watercolor Painting (**210%**). There is also increased enrollment in courses that parents can take with their children, like Art for Kids (**531%**) and Coding for Kids (**375%**), as they adapt to parenting in this new world.



My personal goal during this quarantine is to record an entire EP (extended play) of my own music.

- 37-year-old male student, MD, United States

Udemy Topic Enrollment Trends



Growth in our top 10 skills

Tech Skills

1. TensorFlow ↑46%
2. Chatbots ↑60%
3. Microsoft Azure ↑31%
4. OpenCV ↑40%
5. Neural Networks ↑61%

Soft Skills

1. Growth Mindset ↑206%
2. Creativity ↑51%
3. Focus Mastery ↑119%
4. Innovation ↑98%
5. Communication ↑131%

Percent increase in enrollments on Udemy from February 2020 to March 2020

Udemy Enrollment Growth by Geographic Area

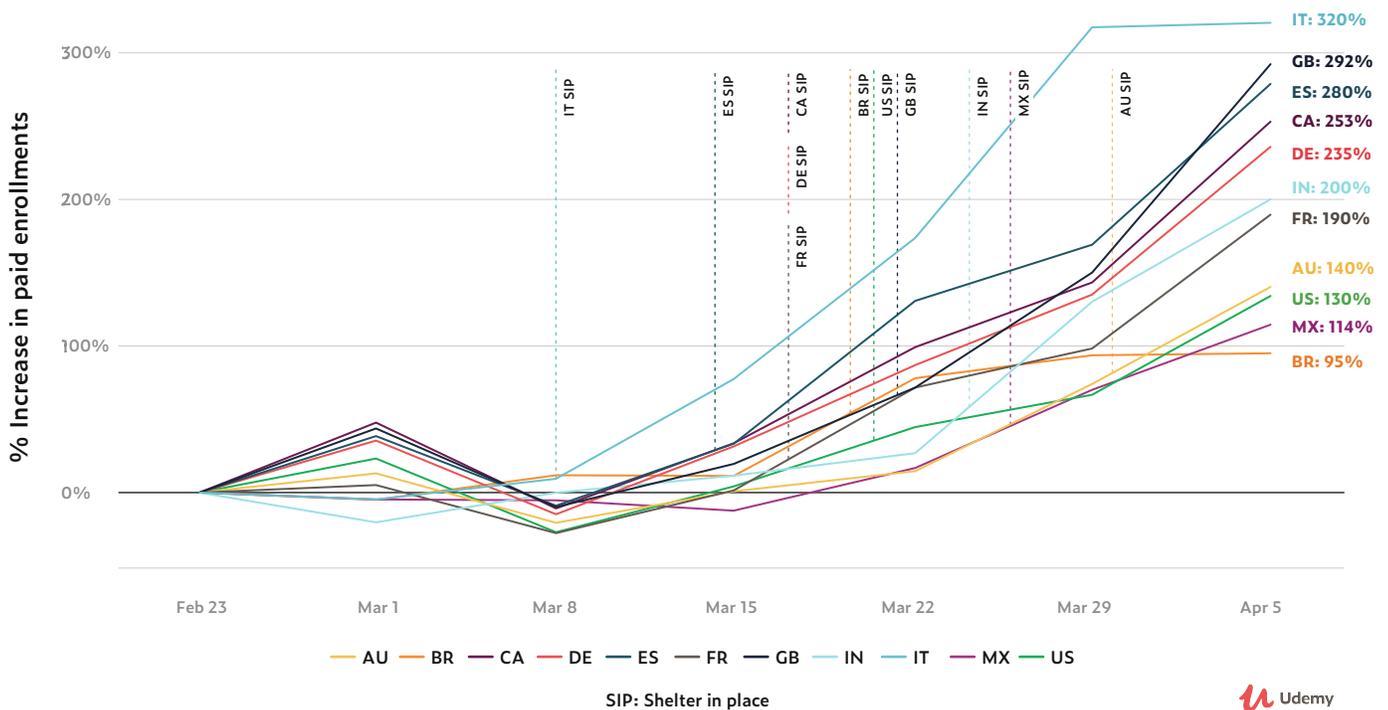
When looking at the data, it becomes clear that increased demand for online learning courses correlates with the timing of shelter-in-place orders. As people were required to stay home in countries around the world, we saw incredible surges in course enrollments as learners looked to Udemy to upskill, stay busy, or increase productivity. For example, we've seen up to **280%** growth in enrollments in Spain, **200%** growth in enrollments in India, and **320%** growth in enrollments in Italy since late February and after their respective shelter-in-place orders went into effect.



I run a tattoo shop, so I was even looking at Udemy as a way to create my own course to share my knowledge. Primarily now though, I want to learn more about digital marketing and how I can help my business through digital channels.

- 41-year-old male student, Canada

Udemy Course Enrollment Growth by Country

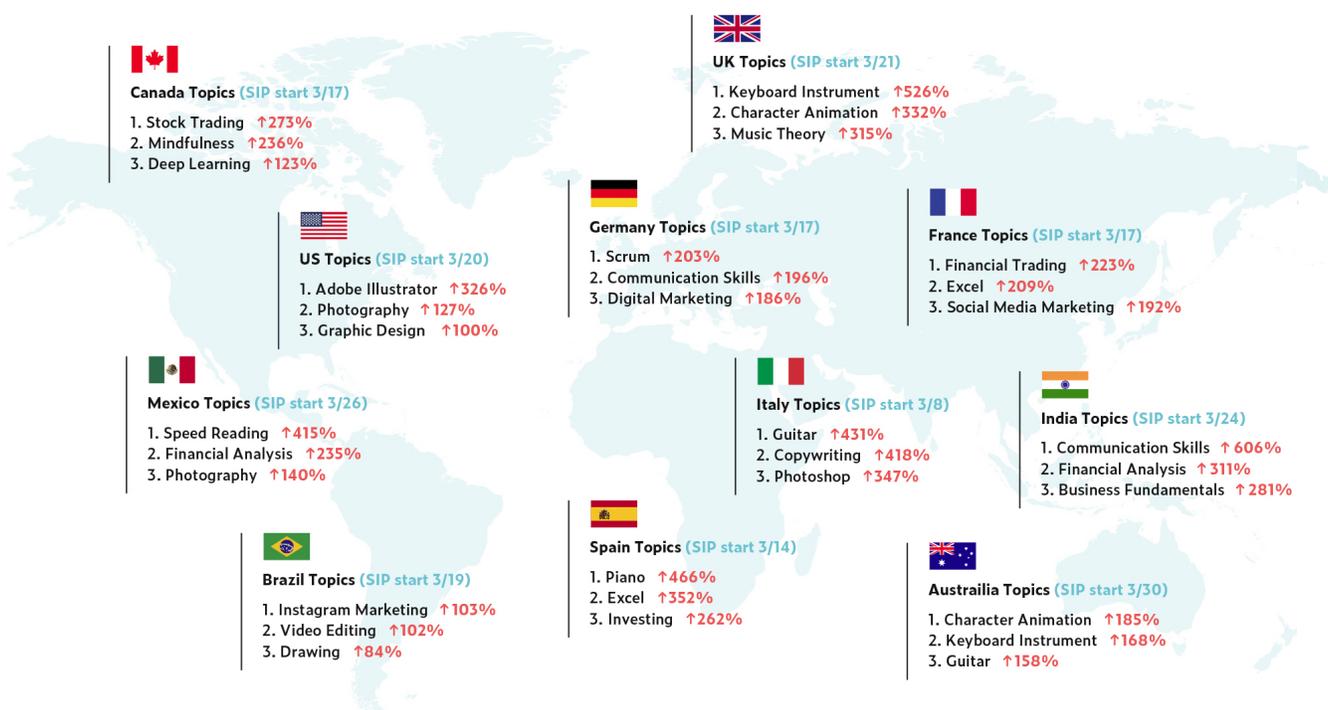


Topic Interest by Geographic Area

It's interesting to see the courses that have the highest growth in enrollments by country and what people are learning when they can't go out or they have additional time:

- **Canadians** are learning Stock Trading (**273% increase in enrollments**) and Mindfulness (**236%**)
- People in the **UK** and **US** are gravitating toward art with Character Animation (**332% increase in UK**) and Adobe Illustrator (**326% in US**)
- People in **Mexico** are focusing on Financial Analysis (**235% increase**)
- **Brazilians** are brushing up on tactical skills, learning about Instagram Marketing (**103% increase**), Video Editing (**102%**), and Drawing (**84%**)
- The **Spanish** are taking Piano (**466% increase**) and Investing (**262%**)
- The **French** are learning Financial Trading (**223%**) and Excel (**209%**)
- **Germans** are focused on skills for work as they learn Scrum (**203%**) and Digital Marketing (**186%**)
- **Italians** are taking courses on Guitar (**431%**), Copywriting (**418%**), and Photoshop (**347%**)
- People in **India** are learning Communication Skills (**606%**) and Business Fundamentals (**281%**)
- **Australians** are flexing creative muscles with Character Animation (**185%**) and Keyboard Instruments (**168%**)

Highest Enrollment Surges by Country Since Shelter in Place



Highest percent increase in enrollments by country 21 days before and after respective shelter-in-place orders

Teaching Trends

In addition to increases in course enrollments, we're seeing growth in the number of courses being published. At Udemy, we believe not all teachers are found in classrooms, but can instead be anyone with expertise or knowledge to share. The uptick in course creation may be a result of several factors, including possibly having additional free time during shelter in place, needing a way to move in-person teaching online, or working to supplement or replace lost income.

There has been significant growth in course creation since the start of shelter-in-place orders, with a **55%** increase in the number of courses published to the Udemy marketplace overall. Categories with the highest surge in new courses include Office Productivity (**159% increase**), Health and Fitness (**84%**), IT & Software (**77%**), Personal Development (**61%**), Teaching & Academics (**58%**), Business (**56%**), and Music (**55%**).

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I'm working on a cyber-security course and have several other ideas for future courses. The only way people can access education right now is online, and I want to share my knowledge so learners around the world can fulfill their goals, whatever they may be.

- 47-year-old male instructor, Argentina

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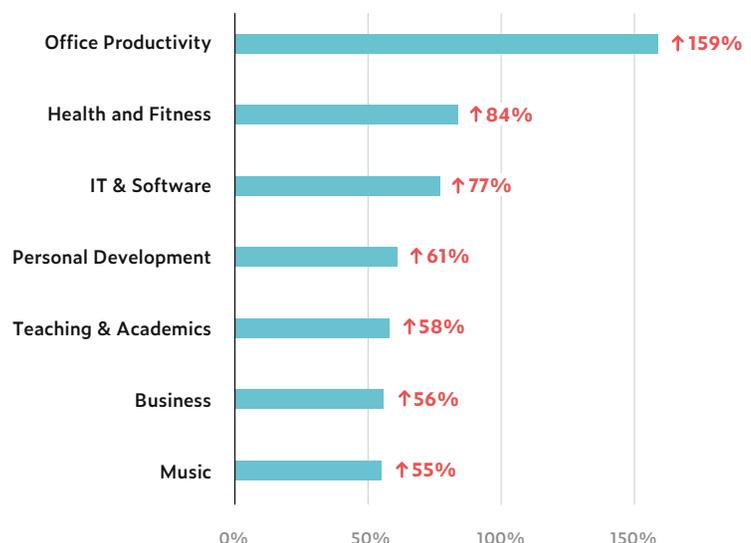
I created design and photo-editing courses to help entrepreneurs who have been affected by the COVID-19 pandemic and need to know these skills to manage their business digitally. I'm also hoping that these courses will help people who may have lost their jobs recently and want to learn new skills that will allow them to work from home.

- 30-year-old female instructor, Australia

Growth in Courses Being Created on Udemy



Topics of new courses being created



Percent increase in published courses after shelter in place

Udemy for Business Trends

While many businesses have long had online training courses available to employees, we're seeing an unprecedented increase in consumption of course content on Udemy for Business in the last month. This may be due to factors including moving in-person training events online and travel restrictions, as well as increased need to cross-train and upskill employees as a result of remote working, layoffs, and reorganizations.

Udemy for Business Consumption Growth

Since late February as organizations began to evaluate their remote strategies, overall consumption across Udemy for Business has increased **80%**.

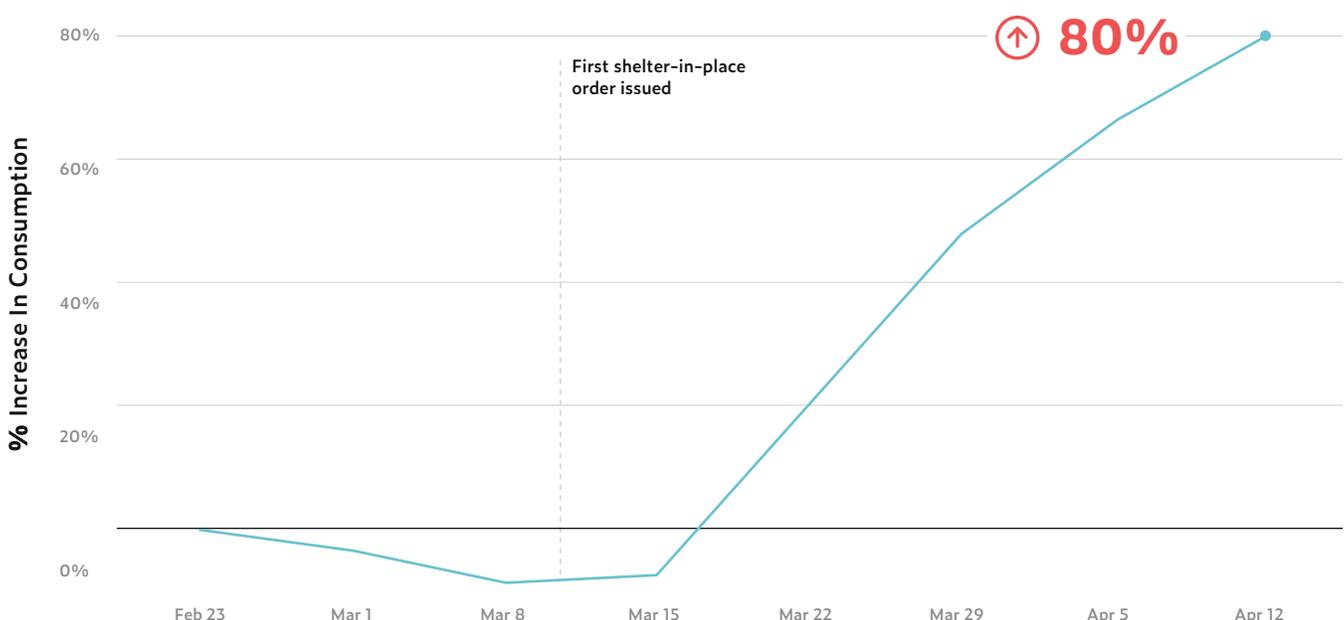


At OneWeb, we found ourselves like so many others hurt by the COVID pandemic that resulted in many of our teammates being laid off. We make it a **priority to treat our people with the same respect and appreciation on the way out as we did on their way in** because we strive to live by our company values. During this difficult time we wanted to do everything we could to **support our team** and to give them access to valuable resources and services.

Continuing to offer Udemy to our team felt like a very small and tangible way we could help and we are happy to know that so many people across our company, in all different departments are taking advantage of the platform and **learning new skills**. During these hard times having access to educational tools can be helpful in teaching us something new about ourselves and **expanding our growth mindset**. I am proud of our team.

- Heidi Dillard, Chief Administrative Officer, OneWeb

Udemy for Business Consumption Growth



Udemy for Business Topic Interest

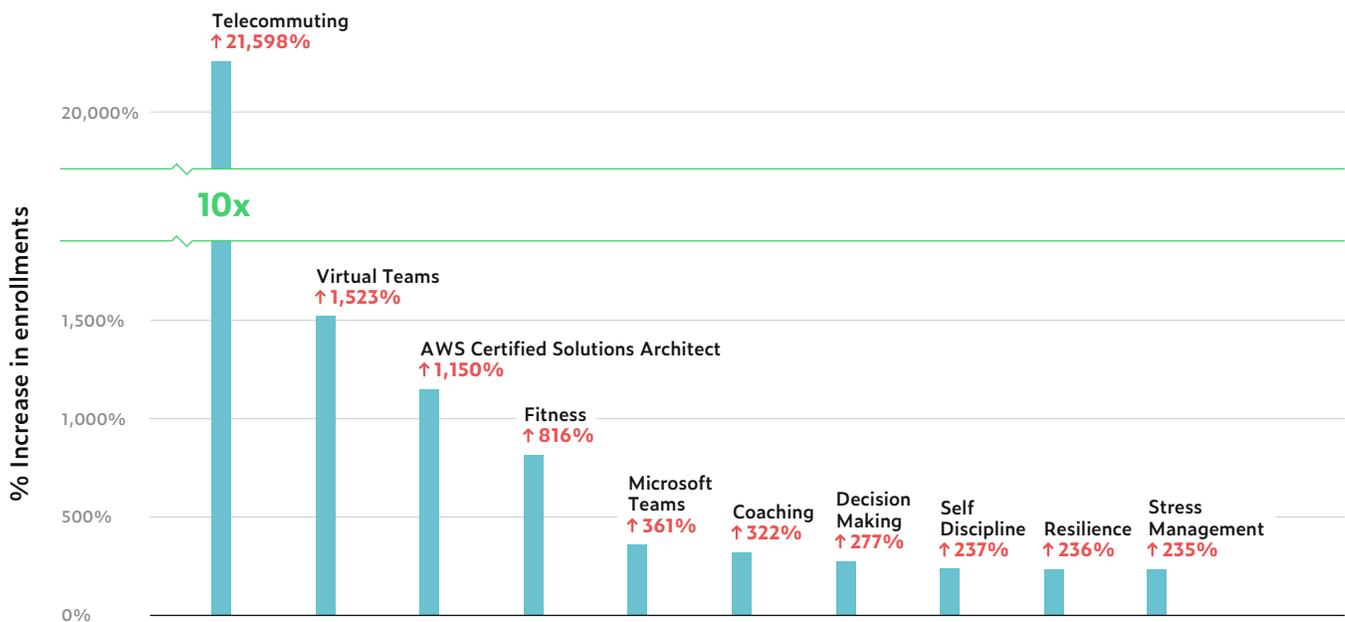
While the huge surge in enrollments in courses related to Telecommuting (**21,598% increase**) and Virtual Teams (**1,523%**) aren't a complete surprise, we're also seeing large increases in people using online learning to increase productivity and personal development. As employees transition to remote work, they are now increasingly learning Coaching (**322%**), Self-Discipline (**237%**), Resilience (**236%**), and Stress Management (**235%**).



Our learning data at Booz Allen Hamilton is telling an interesting story. We have always been an organization of continuous learners, but we're seeing renewed interest as employees adjust to new ways of working, **consuming content around problem solving, productivity, and working and managing virtually.** Employees who may have been reticent to learn online are engaging in learning new skills that will help them do their jobs better or support transitions to new roles amidst the shifting landscape.

- Jim Hemgen, Senior Associate at Booz Allen Hamilton

Udemy for Business Topics With Highest Surge In Enrollments



Udemy for Business Topics

Enrollments on Udemy for Business from Feb 2020 to Mar 2020



The ability to **drive engagement with our employees** is more important than ever. SurveyMonkey places a high priority on employee communication, and Udemy is one tool that provides value to our employees and their growth journey. Udemy's *Feedback is Fuel* course, for example, helps our employees learn how to ask and give feedback — a skill we've been encouraging our employees to learn for the past year,

and one that is especially important now while working remotely with each other. Since our company has moved to a virtual work environment, Udemy has responded with speed to **offer curated resources on best practices for remote working**, employee productivity, and more. Those timely courses blend well with the custom content that we create on the Udemy platform.

- Monica Choi, Senior Program Manager for Talent Development at SurveyMonkey

Conclusion

As they say, necessity is the mother of invention. We're seeing this adage in action, as people are quickly finding new ways to learn, teach, work, and connect with one another. While the adoption of online learning was accelerated globally by the COVID-19 pandemic, Udemy believes the move to online learning will be sustained over time, as learners, teachers, and businesses continue to find value and new applications for online courses to enhance both their personal and professional lives.



As a result of this pandemic, we are all being forced to learn. Some of us are learning how to work from home and how to work from home with kids at home. Others are learning out of necessity because of job loss or an uncertain professional future. Learning requires effort, but it can help us make progress from where we are today to where we want to be.

We are in a unique time in history where a platform like Udemy can provide us with more opportunities for learning than ever before. Learning can also be a salve to stress. We find ourselves looking to pick up new skills, whether it's gardening, a musical instrument, or a new coding language in part because there can be a pleasurable effect of being challenged in the right way.

Accomplishing new tasks and meeting new challenges, expanding what we do, what we can do, and therefore who we are... this is all very satisfying.

- Pdraig Nash, Ph.D., Director of Learning Science and Instructional Design at Udemy

About Udemy

With a mission to improve lives through learning, Udemy is the world's largest online learning destination that helps students, businesses, and governments gain the skills they need to compete in today's economy. Millions of students are mastering new skills from 57,000 expert instructors teaching over 150,000 online courses in topics from programming and data science to leadership and team building. For companies, Udemy for Business offers an employee training and development platform with subscription access to 4,000+ courses, learning analytics, as well as the ability to host and distribute their own content. Udemy for Government is designed to upskill workers and prepare them for the jobs of tomorrow. Eighty percent of Fortune 100 companies trust Udemy for employee upskilling. Udemy is privately held and headquartered in San Francisco with offices in Denver, Brazil, India, Ireland, and Turkey. Udemy investors include Insight Partners, Prosus (Naspers Ventures), Norwest Venture Partners, and Stripes.