



UiT The Arctic University of Norway

Transforming higher education in Arctic Norway through online studies

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Background

- Finnmark is Norway's northernmost and easternmost region
- Finnmark has borders with Russia in the east and Finland in the south
- Finnmark is larger than Denmark
- Finnmark is characterized by a tough Arctic climate and extreme distances
- A very large proportion of the inhabitants (80%) live far from campus in Alta town

Social mission

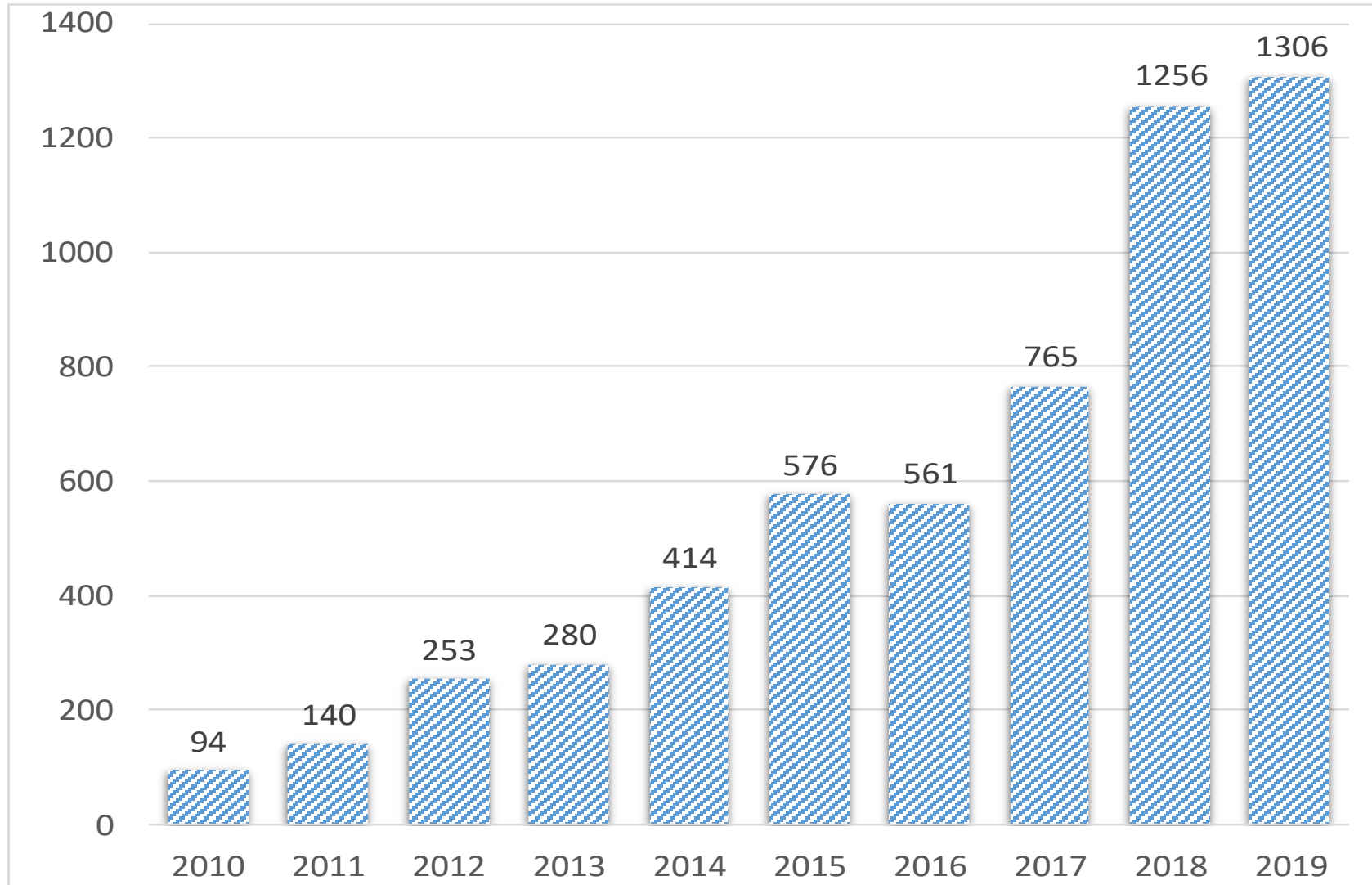
- To provide competence enhancement to people throughout the whole region



Online studies

- The school delivers online courses in economics and management that recognize ECTS credits.
- The offer has hit a “nerve” in the market, and today more than 1200 students, scattered all over the country, apply for admission

Market response



Gender and Age Online vs Campus students

		Online (n=80)	All (four) campuses of School of Business and Economics (n=281)
Proportion of women		63%	43%
Age (years)	19–24	15%	73%
	25–30	30%	1%
	31–36	16%	6%
	37–42	13%	3%
	43–48	13%	2%
	49–54	8%	1%
	55–60	5%	0%

Place of residence online students and campus students

		Online (n=80)	Campus (n=281)
Place of residence	Finnmark (Arctic Norway)	20%	20%
	Troms (Arctic Norway)	20%	63%
	Nordland (north of Norway)	13%	11%
	Central Norway (Østlandet)	34%	4%
	Rest of the country	13%	2%


Percentage of job employment

		Online (n=80)
Degree of job employment	Approx. 0%	11%
	Approx. 25%	6%
	Approx. 50%	9%
	Approx. 75%	8%
	Full-time job	63%
	Other	3%

Educational background online students

		Online (n=80)
Educational background	General university and college admission certification	15%
	Real (nonformal) competence	10%
	Bachelor's degree	48%
	Master's degree	21%
	Other formal education	6%

Why is it attractive for you to study online?

- Work flexibility
 - Family flexibility
 - Place of residence flexibility
 - Economic flexibility
 - Time flexibility
 - Knowledge need
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Cannibalization?

- Do online studies cannibalize traditional campus studies?
- In a survey, we asked who chose to study online and why

What study options did you consider?

	Proportion (n = 80)
I would have chosen another online education	55%
I would have chosen an education as a campus student	9%
I would have studied, but not at a university	1%
I would not have studied at all	31%
Other	4%

Main findings

- Online studies serve as an essential channel for lifelong learning
- The students are mainly middle-aged and well educated women who work full-time or part-time
- Many of them have family obligations and live far away from campus

Conclusions

- In this case study, e-studies and traditional campus studies do not compete, but instead complement each other as they attract different target groups of students

Questions?

