METHODOLOGY

WHO	HOW MANY	ACCURACY	WHEN	HOW
Gen Z Students (Ages 11-17) in Thailand	THAILAND n = 250	MOE = +/- 4.4	THAILAND: September 21 – October 5, 2017	20 minute online survey
Gen Z Teachers (Teach students Ages 11-17) in Thailand	THAILAND n = 100	MOE = +/- 9.9		

EXECUTIVE SUMMARY

INSIGHT 1 〉 GEN Z STUDENTS SEE TECH AND CREATIVITY AS IMPORTANT AND INTERSECTING ASPECTS OF THEIR IDENTITIES

- Gen Z is considered to be more curious, innovative and open-minded than past generations – in part because they have grown up in the age of technology, which provides more outlets and digital tools for exploration and expression

- Both students and teachers think Gen Z is more creative than past generations

- Gen Z students say that they "are always looking for a better way to do something" and "create mostly using digital or online tools/devices"

"Do many things using only technology available today that initially did not have."

Student, TH

"Because there are so many media, the children can have a better imagination."

Teacher, TH

INSIGHT 2 > GEN Z STUDENTS ARE EXCITED BUT NERVOUS FOR THEIR FUTURES, AND THEY DO NOT FEEL FULLY PREPARED FOR THE "REAL WORLD"

- Gen Z students have mixed emotions when it comes to their future after they finish school – they feel "excited" and "curious" but also "nervous" or "worried"

- Both students and teachers feel that Gen Z is only somewhat prepared for their futures after school

- Some students feel uncertain about finding a job and concerned that school has not properly prepared them for the "real world"

"I feel some fear and worry, but I am excited about the upcoming future." **Student, TH**

"I think what is learned in class is not enough to meet the challenges after school."

Teacher, TH

INSIGHT 3

> GEN Z LEARNS BEST BY DOING AND CREATING, AND STUDENTS AND TEACHERS ALIKE WANT MORE FOCUS ON CREATIVITY

- Both students and teachers alike agree that Gen Z learns best through doing / hands-on experience (e.g., Lab work, creating content)

- Both audiences wish that there was more of a focus on creativity in the classroom

- Teachers say that having more opportunities for this type of hands-on learning is the number one way they can better prepare Gen Z students for the workforce, but teachers also feel that they need more tools and technology to nurture creativity

INSIGHT 4 〉 CREATIVITY WILL PLAY A CRITICAL ROLE IN THE FUTURE WORKFORCE

- Students and teachers agree that being creative will be essential to their future success, and that creativity is going to play an integral role in solving many of the challenges the world faces today

- Students believe that they will be creating things in their future career, and that there are a lot of professions that require creativity

INSIGHT 5

- Most say that increased access to digital tools and technology will make Gen Z more creative and better prepared for the future workforce.

- Computers and technology classes are the "sweet spot" – both a top class to prepare students for the future and a top class
for creativity

- Teachers say that their students will one day have careers that we didn't even know would exist today

DETAILED RESULTS

Both students and teachers characterize Gen Z as creative, curious and confident
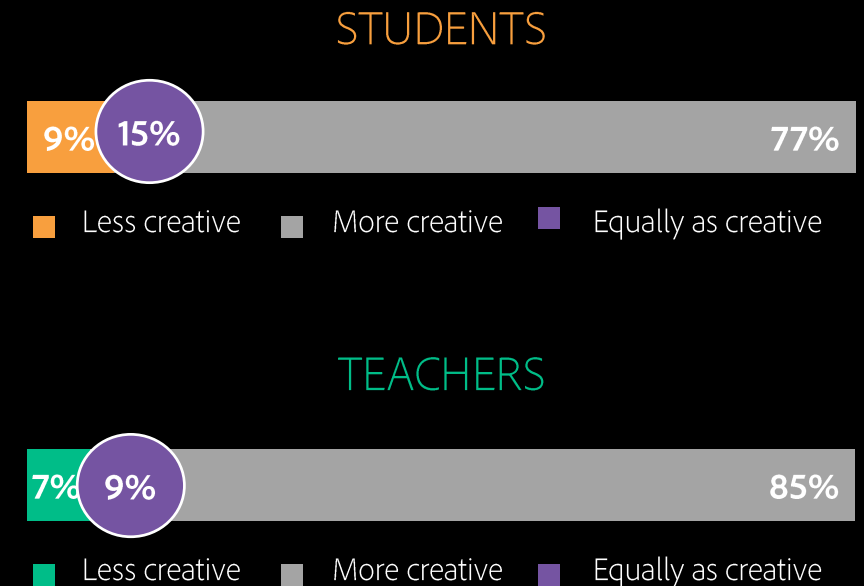
Gen Z feel they are more creative than past generations; beyond Australia, teachers agree wholeheartedly

Describing Gen Z
(Shown: % Top 5 Selected)

	STUDENTS	TEACHERS
	🏴	🏴
1	Team player (53%)	Creative (65%)
2	Outgoing (47%)	Original (57%)
3	Original (46%)	Confident (51%)
4	Curious (46%)	Curious (49%)
5	Creative (41%)	Bored by the past (44%)

Q6: Which of the following words best describe [you / Gen Z]? [MULTI-SELECT]

Gen Z Creativity Compared to Older Generations

STUDENTS

9% 15% 77%

■ Less creative ■ More creative ■ Equally as creative

TEACHERS

7% 9% 85%

■ Less creative ■ More creative ■ Equally as creative

Q11: Do you think that [you are / Gen Z is] more creative, less creative or equally as creative as older generations? [SINGLE SELECT]

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Modern infrastructure and technology gives Gen Z more opportunities to explore their curiosity

- Teachers and students agree that Gen Z enjoys more opportunities than past generations, such as access to technology and more freedom for self-expression.

- Gen Z is often positively associated with tech immersion and literacy, including social media, computers and cellphones. However, some worry that Gen Z students may be too reliant on technology.

Differences Between Gen Z and Past Generations
(Shown: Open End Responses)

TEACHERS

"Gen Z will use technology in everyday life. I own a business Or own boss rather than working for someone. Have a good salary Time working independently. Many students want to work with the relevant technology." (TH)

Q7: What do you think are the biggest differences between [you / Gen Z] and older generations [like your parents' or grandparents' generation]? [OPEN END]

Technology provides more tools and inspiration for Gen Z creativity

- Gen Z students think that their creativity comes from access to a greater variety of tools, platforms, opportunities, and avenues to express oneself. Some also point to the ability to access other people's ideas as something that inspires their own creativity.

- Teachers say that Gen Z students have greater opportunities and are naturally exploratory.

How Gen Z is More Creative
(Shown: Open End Responses)

STUDENTS

"Is able to work creatively using technology to help. The older generation is not as good as mine." (TH)

TEACHERS

"[Gen Z has access to] a variety of media, better equipment and can find information more easily." (TH)

Q12: How [are you / is Gen Z] more creative than older generations? [OPEN END]

Gen Z students are innovative multitaskers that like to create using digital or online tools and devices

Perceptions of Gen Z & Creativity
(Shown: % Somewhat Agree / Strongly Agree)

	STUDENTS	TEACHERS
I like / Gen Z likes products that can be personalized	92%	95%
I enjoy / Gen Z enjoys taking ideas and creating something from them	94%	88%
I am / Gen Z is always looking for a better way to do something	93%	92%
Most of what I create / Gen Z creates is done using digital or online tools / devices	80%	93%
Multi-tasking comes naturally to me / Gen Z	65%	82%

Q10: How much do you agree or disagree with each of the following statements?

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Technology gives Gen Z unprecedented access to information and global connectivity...

- Gen Z sees interconnectivity, access to information, inclusion, and the greater variety of professional choices as their greatest advantages. This generation is filled with hope at this age and sees potential and possibility through the lens of technology and a global network.

- Teachers say that the ease of access and familiarity Gen Z has with technology opens a whole world of possibility.

Gen Z Advantages
(Shown: Open End Responses)

TEACHERS

"Access to technology, easily and quickly. The children get to know the news and society around the world faster." (TH)

Q8: What are the biggest advantages that [you have / Gen Z has] compared to older generations? [OPEN END]

...However, Gen Z also faces more pressure to keep up with technology developments and competition for job placement

- Teachers see the negative side in a globally connected world with global competition. Some also point to interpersonal, social, independent and logical thinking as skills Gen Z students are not adequately developing.

- Students are more concerned about their future job opportunities and global issues like the environment.

Gen Z Advantages
(Shown: Open End Responses)

STUDENTS

"The technology is developed increasingly making daily life more convenient and fast, and activities relating to technologies that have caused many challenges." (TH)

Q9: What are the biggest challenges that [you face / Gen Z faces] compared to older generations? [OPEN END]

Gen Z is excited and curious about the future after school, but many also feel worried or nervous
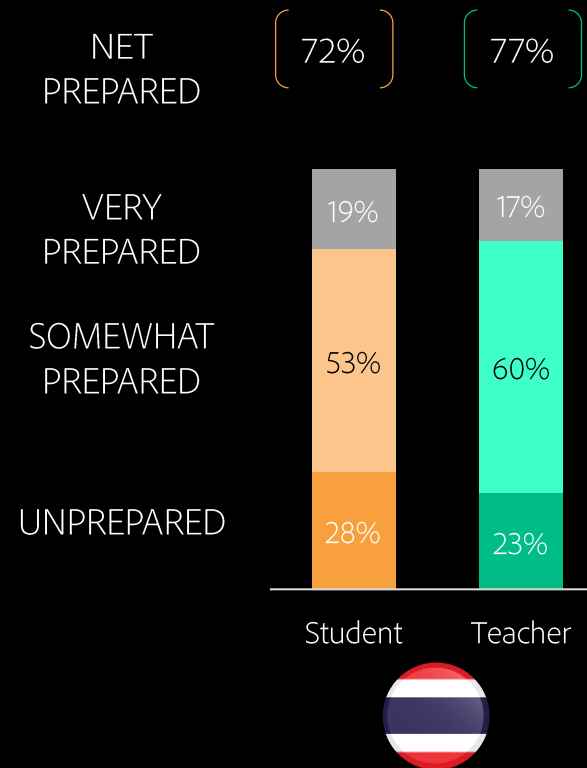
Gen Z Feelings About Future After School
(Shown: Top 5 Responses, Students)

	STUDENTS
	🇹🇭
1	Excited (64%)
2	Curious (45%)
3	Happy (39%)
4	Worried (29%)
5	Confident (24%)

Q22: When you think about your future after you finish school, how do you feel? [MULTI-SELECT UP TO 3]

Most students and educators think that Gen Z is only somewhat prepared for their future after they finish school

Gen Z Preparedness for the Future

	NET PREPARED	
	72%	77%

	Student	Teacher
VERY PREPARED	19%	17%
SOMEWHAT PREPARED	53%	60%
UNPREPARED	28%	23%

🇹🇭

Q23: How prepared do you [feel for your / think your students are for their] future after [you / they] finish school? [SINGLE SELECT]

Both students and teachers are nervous about Gen Z's preparedness for the "real world" after school

How Gen Z is Unprepared
(Shown: Open End Responses)

- Students who feel unprepared for their future after school are uncertain about what they want to do for a career or are worried about their job prospects. Some also say what they learn in school is not adequately preparing them for the "real world."

- Teachers are also concerned that Gen Z is lacking "real-world skills," and many worry that they are too reliant on their families.
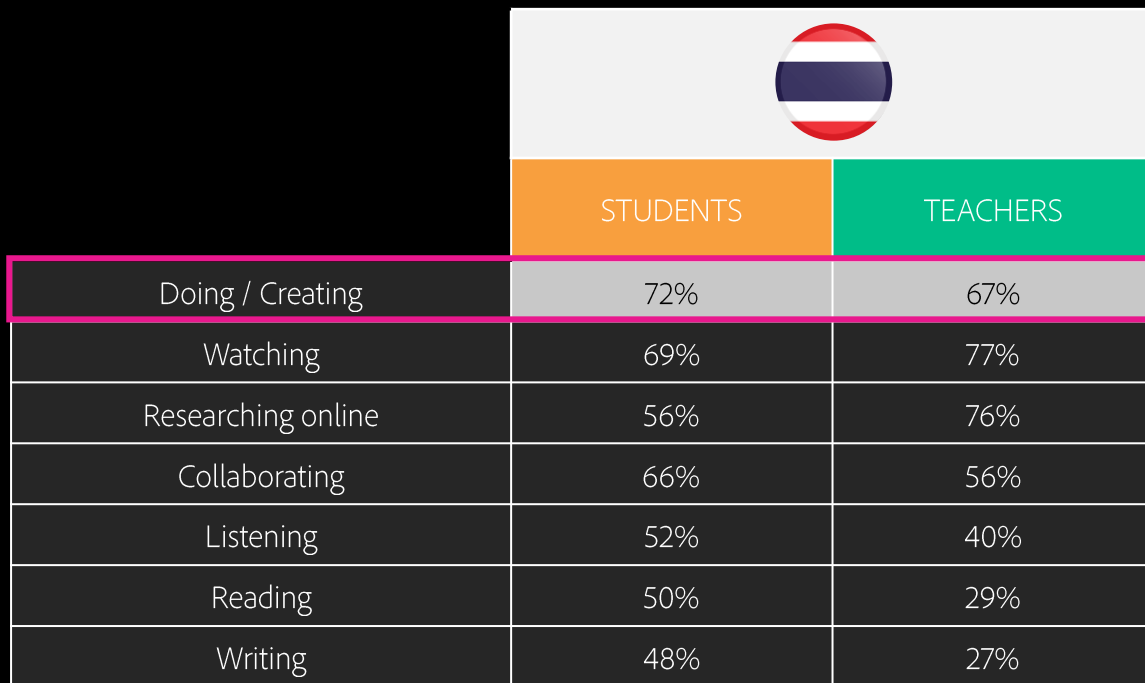
STUDENTS

"Students in higher education are not ready for life after school. They need to accumulate knowledge for real life experience." (TH)

Q25: What are some of the reasons why you [feel / think your students are] unprepared for [your / their] future after [you / they] finish school? [OPEN END]

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Gen Z learns best by creating and hands-on experiences…

…Yet students and teachers agree the current curriculum is more focused around lectures and writing

Effectiveness of Gen Z Teaching Methods
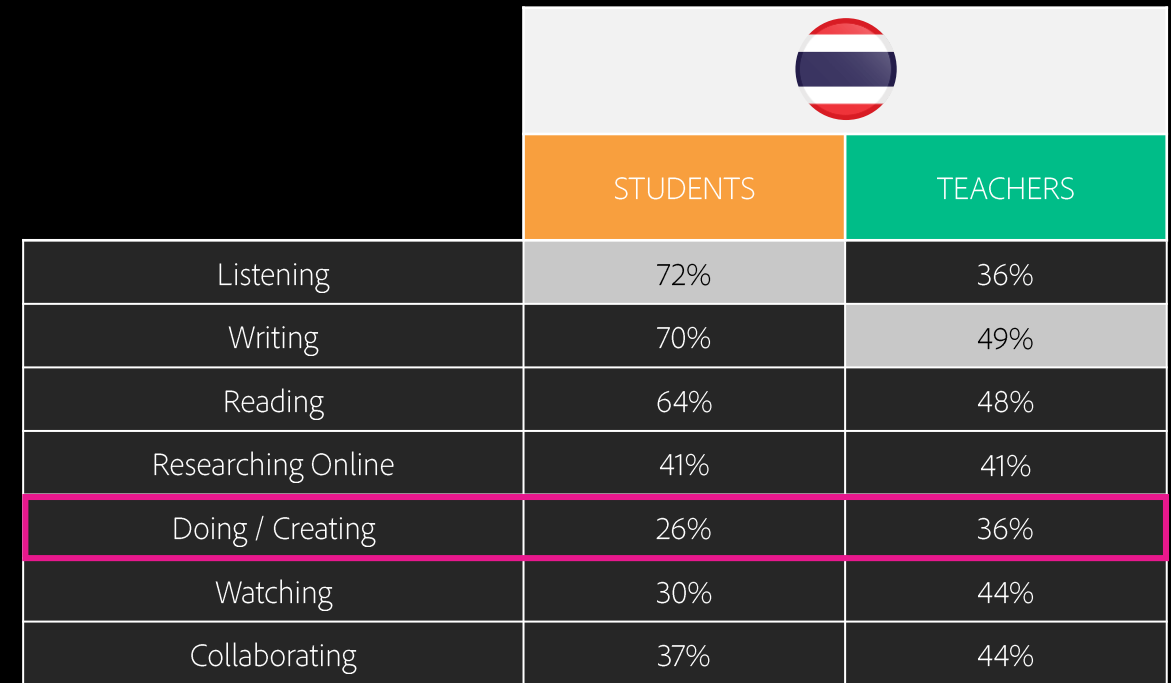
	STUDENTS	TEACHERS
Doing / Creating	72%	67%
Watching	69%	77%
Researching online	56%	76%
Collaborating	66%	56%
Listening	52%	40%
Reading	50%	29%
Writing	48%	27%

*Shaded boxes indicate top learning method by audience.

Frequency of Gen Z Teaching Methods
(Shown: % All of the Time)

	STUDENTS	TEACHERS
Listening	72%	36%
Writing	70%	49%
Reading	64%	48%
Researching Online	41%	41%
Doing / Creating	26%	36%
Watching	30%	44%
Collaborating	37%	44%

*Shaded boxes indicate top learning method by audience.

Q15: In which of the following ways do [you / Gen Z students] generally learn best when it comes to classwork? [MULTI-SELECT]

Q16: How often do [you / Gen Z students] get to learn by…? [ASKED FOR EACH METHOD SELECTED IN Q15]

Teaching priorities today are more about interactive tools

Educational Priorities for Gen Z and Past Generations
(Shown: % Somewhat / Very Important, Teachers)

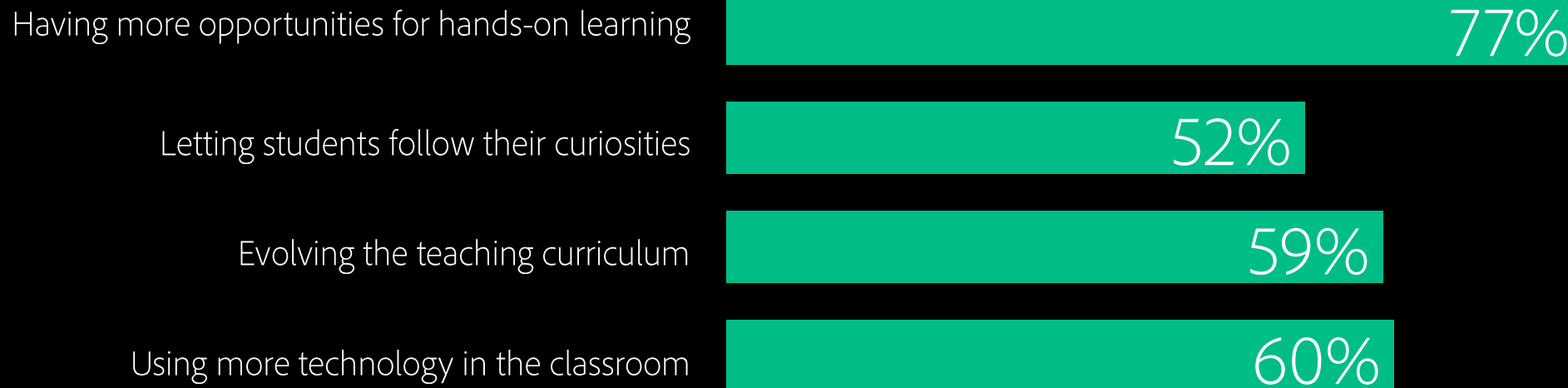| Priority	Past Gen	Gen Z
Developing critical thinking skills	95%	98%
Developing intellectual curiosity	97%	100%
Learning through hands-on experience	94%	98%
Solving real world problems	97%	98%
Developing team building skills	96%	96%
Memorizing facts and historical information	85%	86%
Using interactive digital media like videos or podcasts	84%	97%

Legend: ■ Past Gen ■ Gen Z
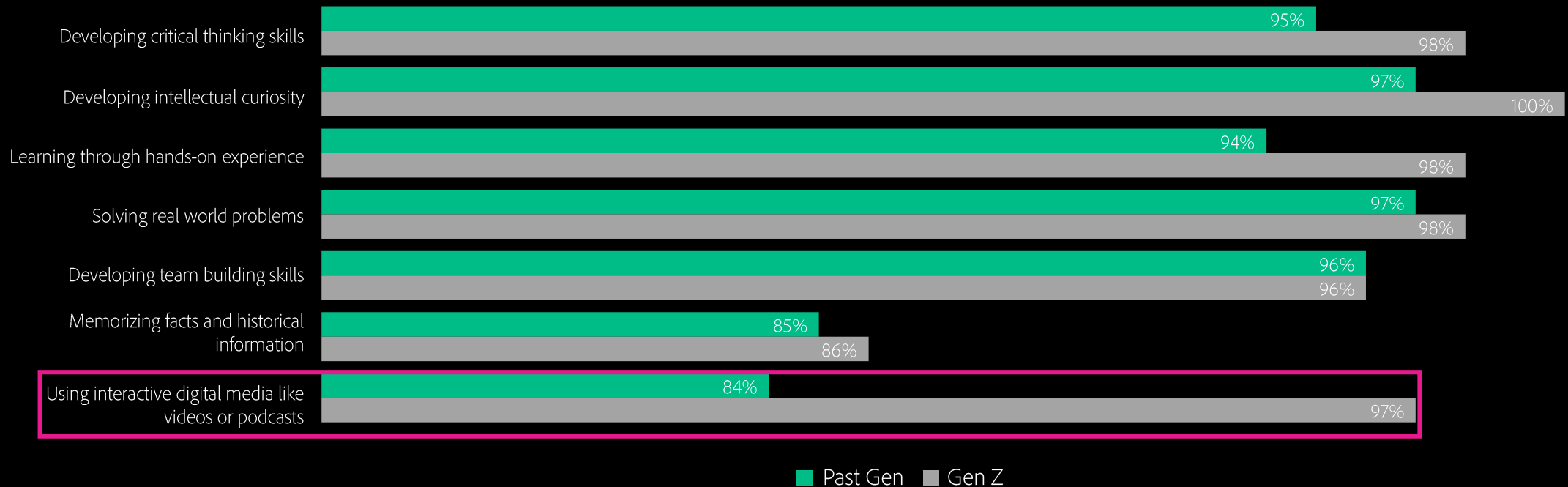
Q17: Below is a list of different educational priorities. How important were each of the following in educating previous generations of students?
Q18: Today, how important are each of the following in educating Gen Z students?

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Teachers want more opportunities for hands-on learning and letting students follow their curiosities to prepare them for the workforce

Methods to Better Prepare Gen Z for the Future Workforce
(Shown: Teachers)

Having more opportunities for hands-on learning	77%
Letting students follow their curiosities	52%
Evolving the teaching curriculum	59%
Using more technology in the classroom	60%

Teachers and students want better technology and tools in the classroom

Perceptions of the Technology & Tools
*(Shown: % Somewhat Agree / Strongly Agree, Students, Teachers)*

59% **70%**
The technology used in my school is outdated

95%
I need better tools to help prepare Gen Z for the future workforce
asked only of teachers

■ Students ■ Teachers

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Although teachers already inspire curiosity, both audiences want more of a focus on creativity in the classroom

Perceptions of Gen Z Classes & Curriculum
(Shown: % Somewhat Agree / Strongly Agree)

	STUDENTS	TEACHERS
I wish there was more of a focus on creativity in my classes / curriculum	95%	100%
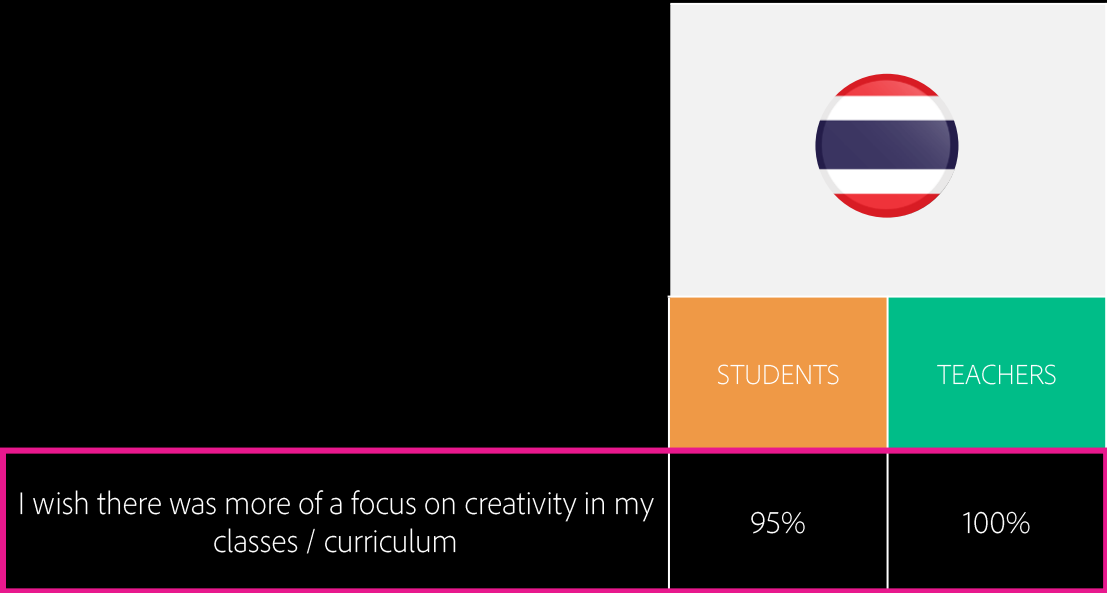
*Shaded boxes indicate significantly higher percentages among audiences.
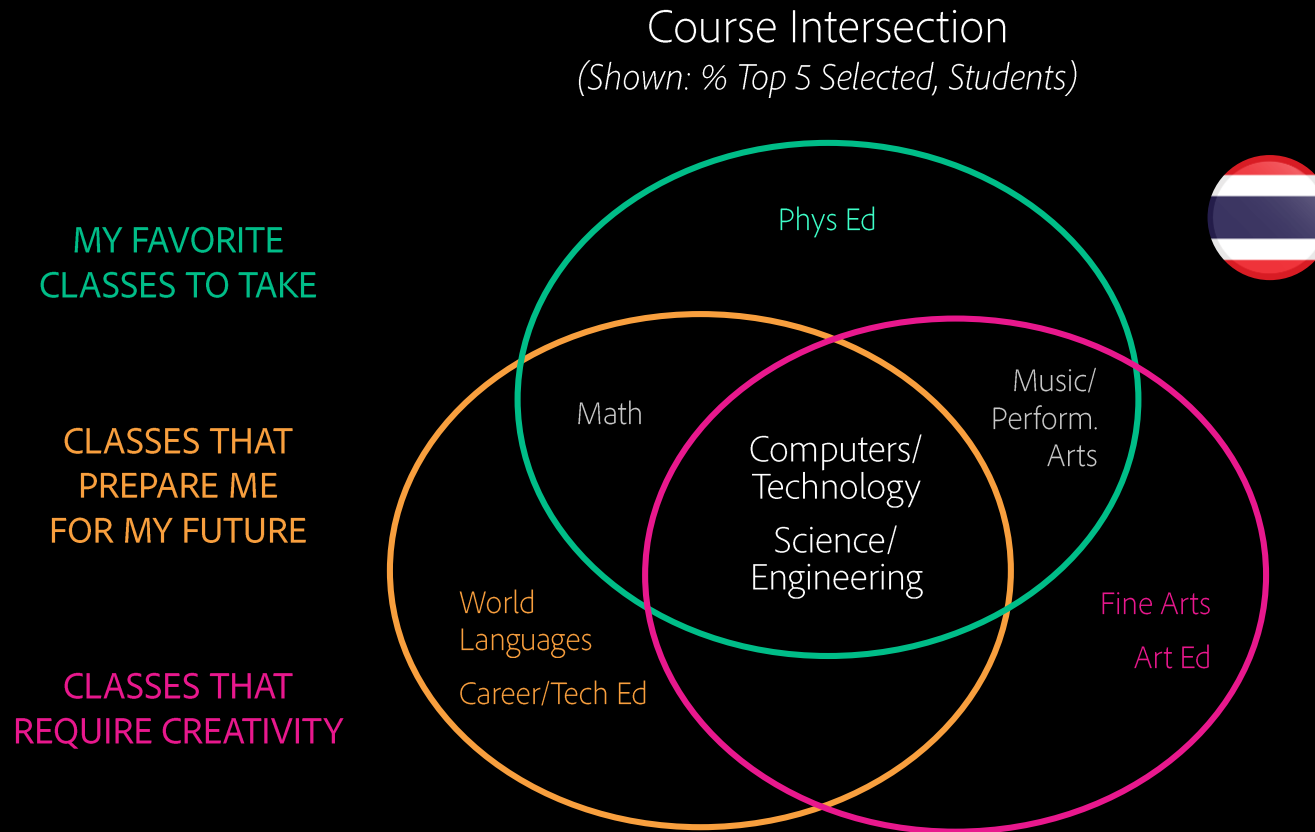
Students and teachers are aligned on the importance of creativity in Gen Z's future success

Perceptions of the Future Gen Z Workforce
(Shown: % Somewhat Agree / Strongly Agree, Students, Teachers)

	STUDENTS	TEACHERS
I / Gen Z will be better prepared for the future given how well I / they understand technology	98%	98%
Creativity is going to play an integral role in solving many of the challenges the world faces today	95%	96%
Being creative will be essential to my / Gen Z's future success	97%	99%

Computers and technology courses are important for both creativity and future preparation

Course Intersection
(Shown: % Top 5 Selected, Students)

MY FAVORITE
CLASSES TO TAKE

CLASSES THAT
PREPARE ME
FOR MY FUTURE

CLASSES THAT
REQUIRE CREATIVITY

Phys Ed

Math

Music/
Perform.
Arts

Computers/
Technology

Science/
Engineering

World
Languages

Career/Tech Ed

Fine Arts

Art Ed

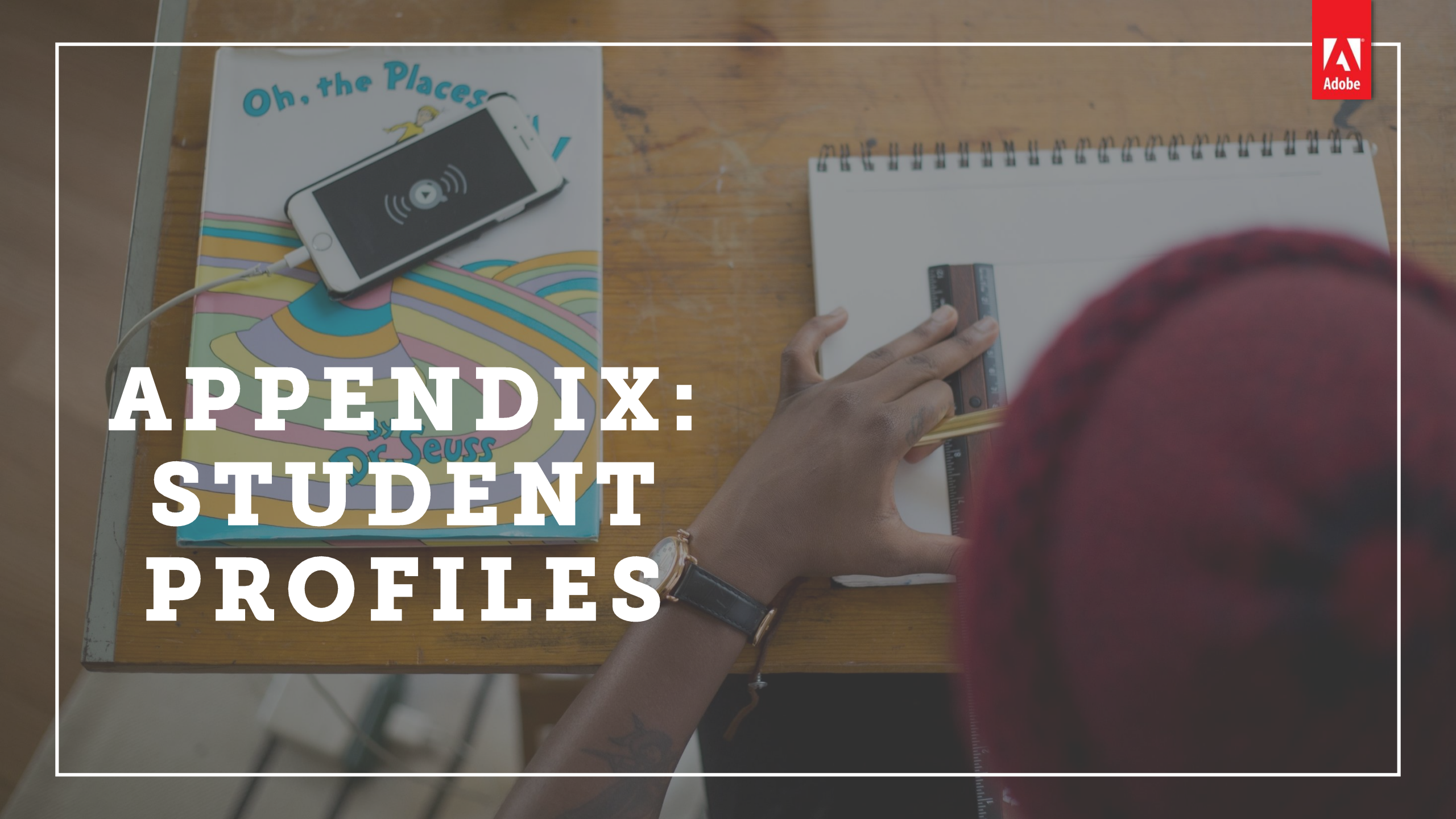Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]
Q29: Which of your classes is most useful to you in preparing for your future after you finish school? [MULTI-SELECT UP TO 3]
Q42: Which of the following classes do you feel requires some form of creativity? [MULTI-SELECT]

Teachers think their students will one day have careers that we didn't even know would exist today

Perceptions of the Future Gen Z Workforce
(Shown: % Somewhat Agree / Strongly Agree, Students, Teachers)

75%
I will be creating things
in my future career
asked only of students

97%
My students will one day have
careers that we didn't even
know would exist today
asked only of teachers

APPENDIX: STUDENT PROFILES

THAILAND GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps		Online Behaviors
1	Computers & Technology (50%)	Sports (48%)	▶ (YouTube)	77%	Post my own photos (78%)
2	Mathematics (37%)	Music (32%)	(Instagram)	50%	Share someone else's photos (62%)
3	Physical Education (23%)	Volunteering (24%)	(Snapchat)	3%	Share someone else's videos (59%)
4	Music / Performing Arts (20%)	Computer science (16%)	f (Facebook)	93%	Post my own videos (57%)
5	Science & Engineering (19%)	Dance (16%)	(Twitter)	29%	Share someone else's link to a story or article online (50%)

70%
post content
53%
share content

Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]
Q3: What extracurricular or after-school activities do you participate in? Please select all that apply. [MULTI-SELECT]
Q43: First, which of the following websites or apps do you use? Please select all that apply. [MULTI-SELECT]
Q45: And which of the following do you do online or using apps? Please select all that apply. [MULTI-SELECT]

DEMOGRAPHICS – THAILAND STUDENTS

Category	Sub-Category	%
Gender	Male	50%
	Female	50%
Grade	12	11%
	13	28%
	14	11%
	15	11%
	16	12%
	17	9%
	18	17%
Age	11-13	44%
	14-15	22%
	16-17	21%

Favorite Subject	%
Computers & Technology	50%
Mathematics	37%
Physical Education	23%
Music / Performing Arts	20%
Science & Engineering	19%
World Languages	14%
Fine Arts	12%
History	8%
Art Education	8%
Career & Technical Education	7%
Health Education	7%
Social Studies / Political Science	4%
Language Arts & Literature	2%
Other	2%
Industrial Arts	1%

Extracurricular	%
Sports	48%
Music	32%
Volunteering	24%
Dance	16%
Computer science	16%
Drama	15%
Sports clubs	11%
Fine arts	10%
None	10%
Art clubs	9%
Student government	9%
Internship	9%
Journalism / Yearbook	5%
Debate	4%
Robotics	3%
Other	1%

Region	%
Central	38%
Northeast	23%
North	18%
South	11%
East	9%
West	2%

APPENDIX: TEACHER PROFILES

DEMOGRAPHICS – THAILAND TEACHERS

Category	Sub-Category	%
Gender	Male	45%
	Female	55%
Age	22-24	6%
	25-34	44%
	35-44	40%
	45-54	8%
	55-64	2%
	65-74	0%
	75 and over	0%
Employment	Full-Time	99%
	Part-Time	1%

Category	Sub-Category	%
Grade(s) Teach	12	29%
	13	46%
	14	29%
	15	29%
	16	14%
	17	14%
	18	19%
Years of Experience	1-5 years	43%
	6-10 years	30%
	11-20 years	19%
	More than 20 years	6%

Subject(s) Taught	%
Mathematics	40%
Computers & Technology	24%
World Languages	14%
Social Studies / Political Science	14%
History	13%
Health Education	10%
Science & Engineering	9%
Physical Education	9%
Career & Technical Education	9%
Special Education	8%
ESOL / Bilingual Programs	8%
Language Arts & Literature	5%
Art Education	5%
Music / Performing Arts	4%
Other	3%
Fine Arts	3%
Industrial Arts	3%
Library Media Programs	2%

Region	%
Central	37%
Northeast	22%
North	25%
South	10%
East	4%
West	2%