Gen Z in the Classroom

Creating the Future

UK FINDINGS

www.adobeeducate.com/genz

METHODOLOGY

WHO	HOW MANY	ACCURACY	WHEN	HOW
Gen Z Students (Ages 11-17) in the UK	UK n=509	MOE = +/- 4.4%	Data collected September 26 – October 6, 2016	Online Survey
Gen Z Teachers (Teach students ages 11-17) in the UK	UK n=202	MOE = +/- 6.9%		

EXECUTIVE SUMMARY

GEN Z PERCEPTIONS

GEN Z
STUDENTS

GEN Z
EDUCATORS

Consider technology the
defining characteristic of Gen Z

Believe Gen Z learns best by
doing / creating

Gen Z is more
creative than past
generations

Think Gen Z is only somewhat
prepared for their future

Past generations
are more creative
than Gen Z

Believe Gen Z is
always looking for a
new way to do things

Want more of a focus on creativity
in the classroom

More likely to think
that most of what
Gen Z creates is
done digitally

Believe creativity will play a big role
in Gen Z's future success and
solving today's challenges

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

- Both students and teachers agree that coming up in the age of technology is the defining characteristic of Gen Z – and technology provides more digital tools and outlets for creativity

- Across markets, Gen Z students are most likely to describe themselves as "creative" and "team players"

- Gen Z students think they are more creative than past generations and say that they are "always looking for a better way to do something"

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 – their top emotions are "excited" but also "nervous"

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

- Many students feel uncertain about what they want to do, worried about finding a job and concerned that school has not properly prepared them for the "real world"

- Most students are not thinking about how their online presence will be interpreted by future universities or employers, and while some plan to create online portfolios in the future, the vast majority have not started

"I'm not sure what I want to do when I leave school yet or if I'll be able to find employment." **Student, UK**

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. Most feel that the technology is already in place, but the curriculum needs to catch up

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

> ## TECHNOLOGY WILL SET GEN Z APART IN THE FUTURE WORKFORCE

- Most say that increased access to digital tools and technology will make Gen Z more creative and better prepared for the future workforce. Still, some students and teachers think Gen Z's reliance on technology is holding them back from thinking "outside the box"

- Across all markets, computers & 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

Gen Z students are more likely than their teachers to describe themselves as creative

Describing Gen Z
(Shown: % Top 5 Selected)

	STUDENTS	TEACHERS
1	Hard working (50%)	A little lazy (65%)
2	Team player (42%)	Social (51%)
3	Social (40%)	Nervous about the future (35%)
4	Smart (39%)	Bored by the past (33%)
5	Creative (37%)	Confident (33%)

Click here to see full list of statements asked of students and teachers

Technology defines Gen Z

- Teachers and students agree that technology is the biggest difference between Gen Z and past generations.

- Students think about social media, computers, cellphones and generally being better with technology.

- Many teachers note that their Gen Z students are more reliant on technology and are heavy social media users.

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

STUDENTS

- "They don't seem to understand technology. As stereotypical as that is, it does actually affect everyone a bit because they assume we just don't care and sit on our phones when in reality we have the world in our pocket." (UK)

TEACHERS

- "They are 'digital natives' and have grown up with technology - great in some ways but also makes it difficult." (UK)

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

Gen Z Advantages
(Shown: Open End Responses)

- 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, but they also allude to the lack of self-reliance and technological dependence because of this.

STUDENTS

- "You can gain world knowledge quickly. It's easier to find things out because we can search for it online." (UK)

TEACHERS

- "Gen Zs are not intimidated by technology. They have many more opportunities available to them. They can have a broader world view, in that technology and the media has made it possible for them to know what is going on all over the world." (UK)

Technology provides more tools for creativity

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

- Gen Z students think that their creativity comes from access to a greater variety of tools, platforms, opportunities, and avenues to express oneself. They 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. Teachers also mentioned visual skills like photography and social skills like personal branding as assets to creativity.

STUDENTS

- "We don't just have a pen and paper. We have the technology. We have more ways to be creative." (UK)
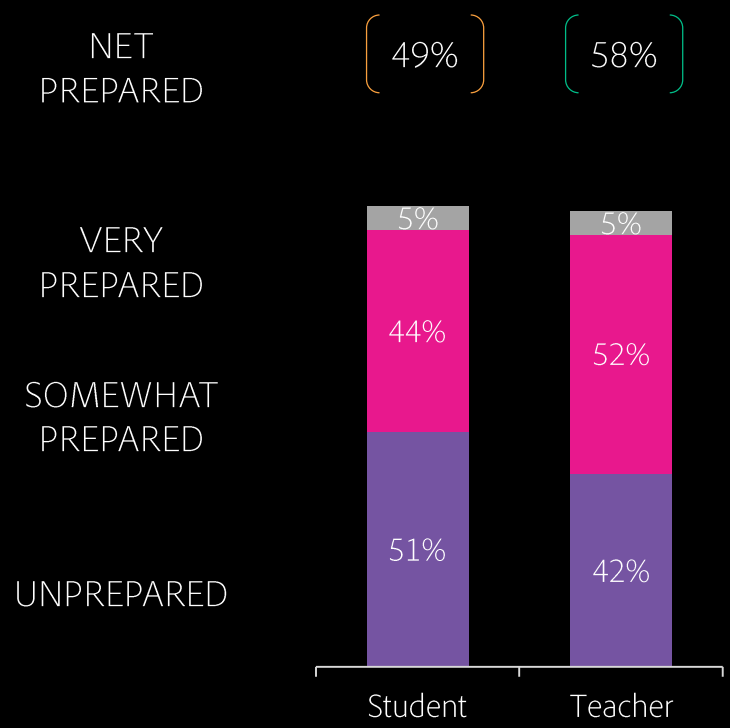
Gen Z is equally excited and nervous about their future after school

Gen Z Feelings About Future After School
(Shown: Top 5 Responses, Students)

	STUDENTS
1	Nervous (51%)
2	Excited (48%)
3	Curious (41%)
4	Worried (26%)
5	Scared (20%)

Few students or educators think Gen Z is very prepared for their future

Gen Z Preparedness for the Future

NET PREPARED

49%   58%

VERY PREPARED

	Student	Teacher
(top)	5%	5%
VERY PREPARED	44%	52%
SOMEWHAT PREPARED		
UNPREPARED	51%	42%

Student   Teacher

Both students and teachers are nervous about having Gen Z be prepared for the real world

- 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 that the information they are learning in school is not adequately preparing them for the "real world."

- Teachers are also concerned that Gen Z is lacking "real-world skills," and that they need stronger ambitions and work ethic to be prepared for the future after school.

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

STUDENTS

- "I don't know what I want to do when I leave school - I feel pressured to make a decision because the subjects I choose need to be related to what I want to do after school." (UK, 16)

Students are split on whether the things they are learning in school vs. out of school are more important in preparing them for their future

Gen Z Views Preparation for the Future After School
(Shown: Students)

37%

63%
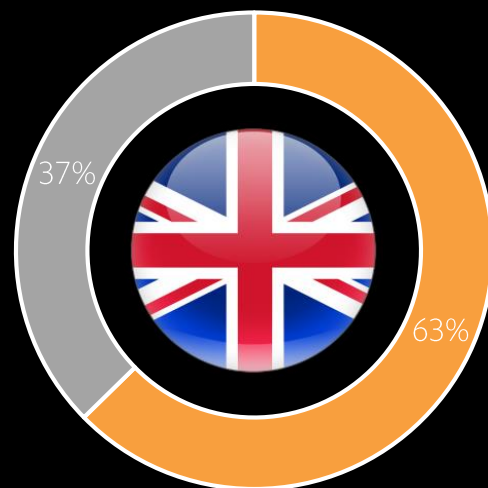
■ What I'm learning IN SCHOOL is most important in preparing me for my future after I finish school

■ What I'm learning OUTSIDE OF SCHOOL is most important in preparing me for my future after I finish school

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

Effectiveness of Gen Z Teaching Methods

	STUDENTS	TEACHERS
Doing / Creating	65%	81%
Watching	56%	56%
Researching online	51%	47%
Collaborating	41%	57%
Listening	48%	21%
Reading	41%	16%
Writing	37%	24%

*Shaded boxes indicate significantly higher percentages among audiences.

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

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

	STUDENTS	TEACHERS
Listening	58%	45%
Writing	54%	63%
Reading	40%	39%
Researching Online	23%	16%
Doing / Creating	15%	29%
Watching	9%	22%
Collaborating	14%	21%

*Shaded boxes indicate significantly higher percentages among audiences.

Teaching priorities today are more about interactive tools and less about memorizing facts
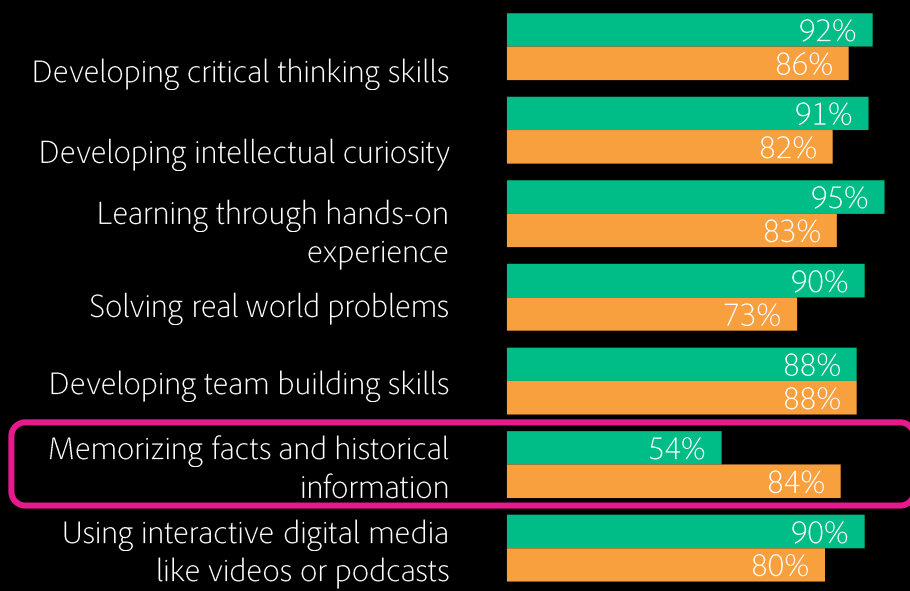
Educational Priorities for Gen Z and Past Generations
(Shown: % Somewhat / Very Important, Teachers)

Developing critical thinking skills
- Past Generations: 85%
- Gen Z: 92%

Developing intellectual curiosity
- Past Generations: 88%
- Gen Z: 91%

Learning through hands-on experience
- Past Generations: 84%
- Gen Z: 95%

Solving real world problems
- Past Generations: 79%
- Gen Z: 90%

Developing team building skills
- Past Generations: 78%
- Gen Z: 88%

Memorizing facts and historical information
- Past Generations: 84%
- Gen Z: 54%

Using interactive digital media like videos or podcasts
- Past Generations: 34%
- Gen Z: 90%

■ Past Generations ■ 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?

21

Despite shifting priorities, Gen Z students still learn through memorization at least some of the time

Educational Priorities for Gen Z
(Shown: % Somewhat / Very Important; % At Least Some of the Time)

Developing critical thinking skills
92%
86%

Developing intellectual curiosity
91%
82%

Learning through hands-on experience
95%
83%

Solving real world problems
90%
73%

Developing team building skills
88%
88%

Memorizing facts and historical information
54%
84%

Using interactive digital media like videos or podcasts
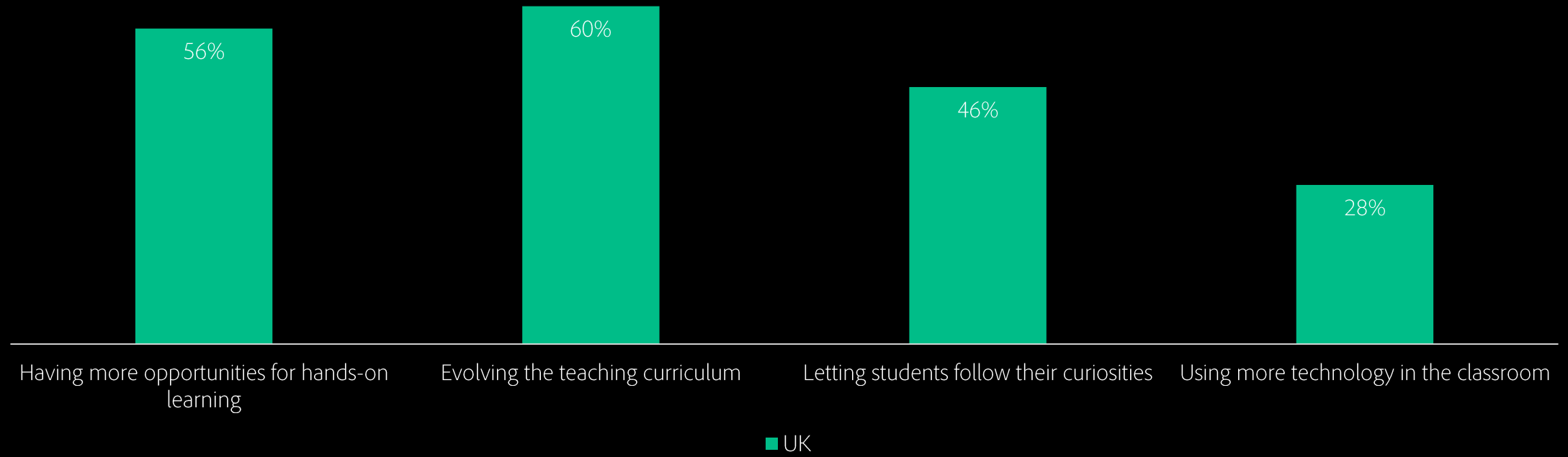90%
80%

Q18: Today, how important are each of the following in educating Gen Z students?
Q19: Thinking about your own experience at school, how often do you learn in each of the following ways?

22

Teachers want more opportunities for hands-on learning to prepare students for the workforce

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

Having more opportunities for hands-on learning	Evolving the teaching curriculum	Letting students follow their curiosities	Using more technology in the classroom
56%	60%	46%	28%

■ UK

Although teachers already inspire curiosity, both audiences want more 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	70%	75%
My teachers / I inspire me / my students to be curious	71%	94%
I / Gen Z would rather work with others on a project than work alone	68%	75%
It can be hard for me / Gen Z to understand all of the information that is taught in school	69%	86%
The classes / curriculum at my school are outdated	45%	39%
The technology used in my school is outdated	37%	48%

*Shaded boxes indicate significantly higher percentages among audiences.

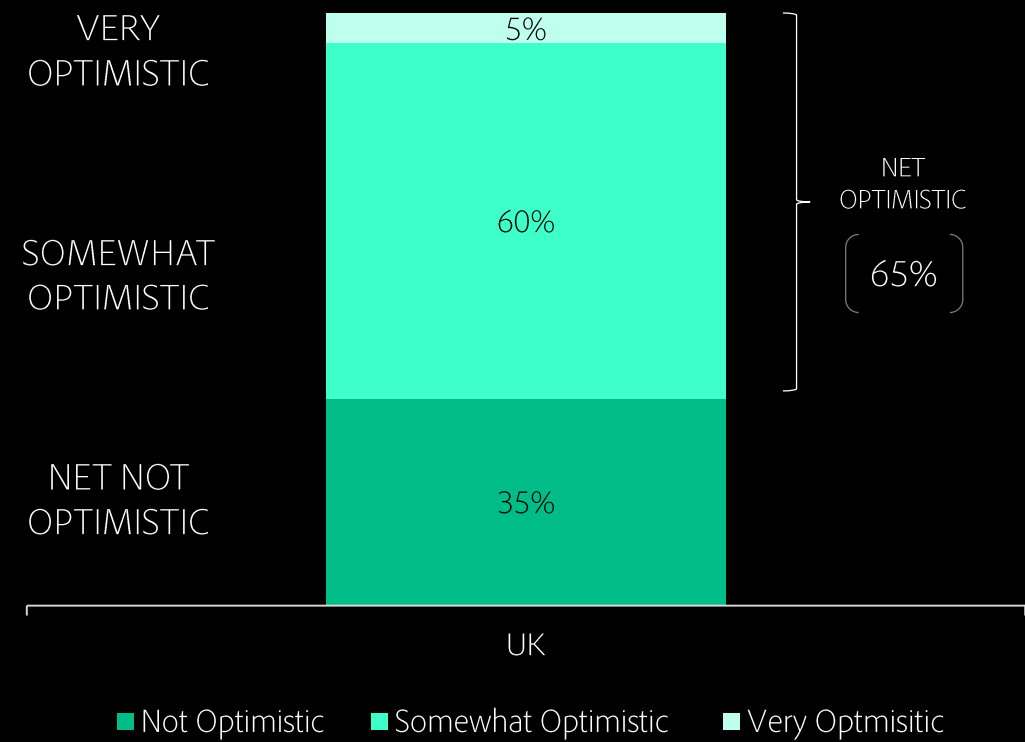# Computers and technology courses are important for both creativity and future preparation

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

MY FAVORITE
CLASSES TO TAKE

CLASSES THAT
PREPARE ME
FOR MY FUTURE

CLASSES THAT
REQUIRE CREATIVITY

History

Science /
Engineering
PhysEd
Math

Computers /
Technology

Art Ed
Fine Arts
Language Arts
Music /
Perform. Arts

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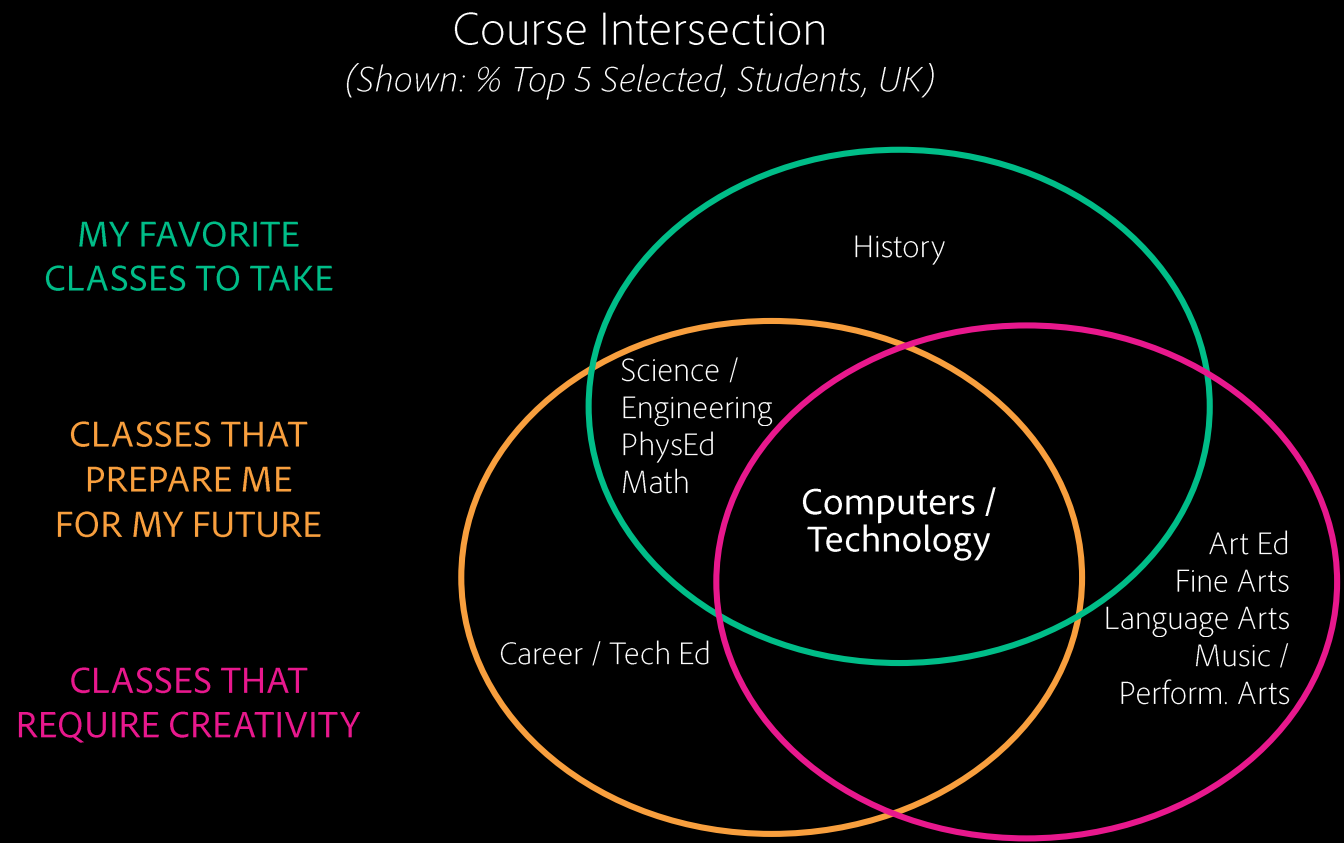
Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]
Q29: Which of your classes is most useful to you in preparing for your future after you finish school? [MULTI-SELECT UP TO 3]
Q42: Which of the following classes do you feel requires some form of creativity? [MULTI-SELECT]

25

One in three Gen Z educators do not feel optimistic about the future career prospects of their students

## Optimism about Gen Z Career Prospects
(Shown: Teachers)

VERY OPTIMISTIC — 5%

SOMEWHAT OPTIMISTIC — 60%

NET NOT OPTIMISTIC — 35%

NET OPTIMISTIC — 65%

UK

■ Not Optimistic ■ Somewhat Optimistic ■ Very Optmisitic

Just 52% of students in the UK have a dream career in mind

Plans for the Future
(Shown: Students)

- 57% — Have Plans for College
- 52% — Have a Dream Job

UK

■ Have Plans for College ■ Have a Dream Job
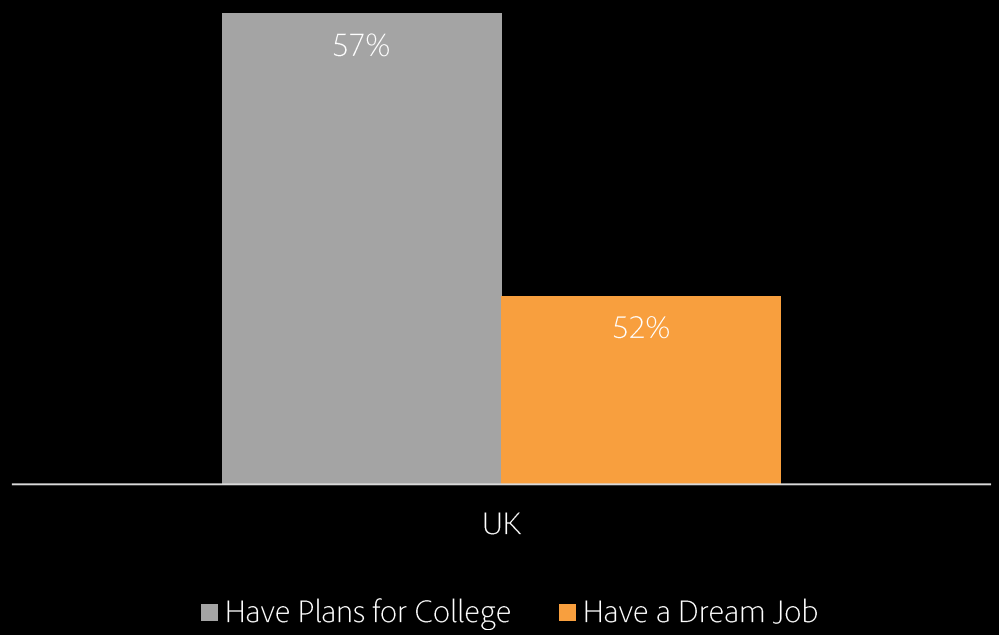
Gen Z Dream Jobs
(Shown: Open End Responses, Students)
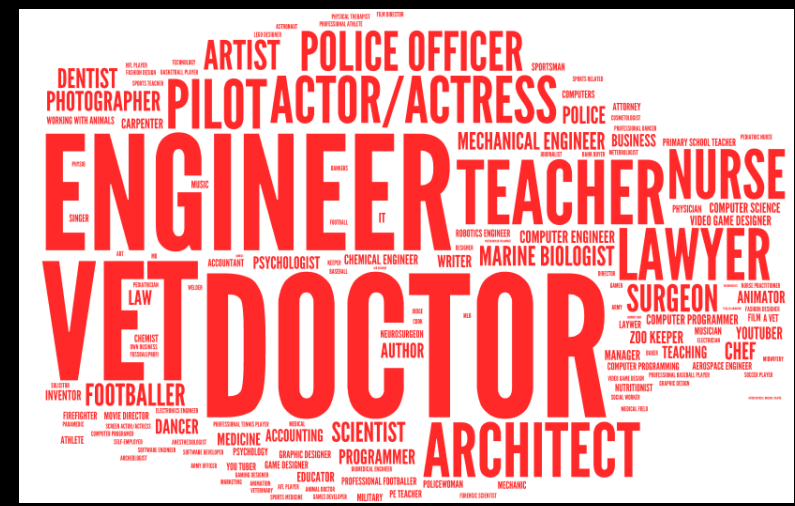
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Students and teachers are aligned on the importance of creativity in Gen Z's future success
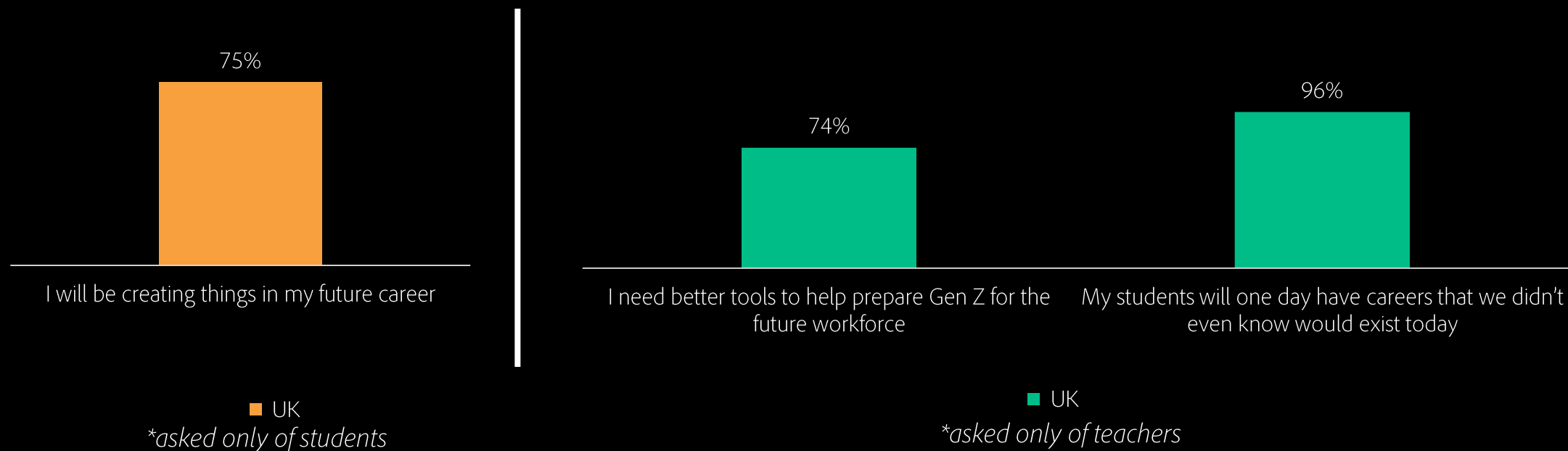
Perceptions of the Future Gen Z Workforce
(Shown: % Somewhat Agree / Strongly Agree, Students, Teachers)

	STUDENTS	TEACHERS
I / Gen Z will be better prepared for the future given how well I / they understand technology	92%	82%
Creativity is going to play an integral role in solving many of the challenges the world faces today	79%	93%
Being creative will be essential to my / Gen Z's future success	77%	87%

*Shaded boxes indicate significantly higher percentages among audiences.

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

■ UK
asked only of students

74%

I need better tools to help prepare Gen Z for the future workforce

96%

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

■ UK
asked only of teachers

Students feel that there are a variety of careers that require creativity

Gen Z Views on Career Opportunities
(Shown: Students)

25%

75%
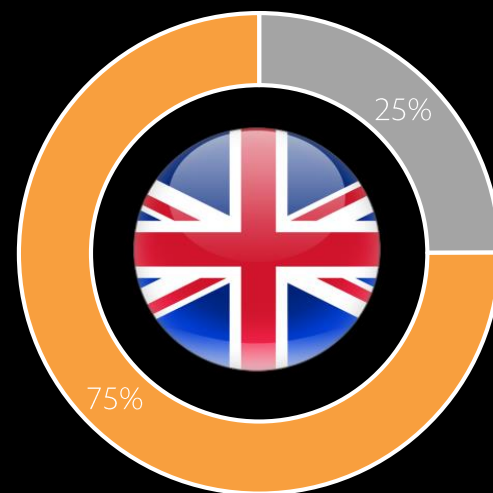
◼ There are only a handful of careers or professions that require creativity   ◼ There are many careers or professions that require creativity

APPENDIX: STUDENT PROFILES

UK GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Computers & Technology (36%)	Sports (47%)	(71%)	Post my own photos (60%)
2	Mathematics (35%)	Music (20%)	(68%)	Share someone else's videos (37%)
3	Science & Engineering (29%)	Volunteering (16%)	(57%)	Post my own videos (36%)
4	Physical Education (28%)	Drama (12%)	(57%)	Share someone else's photos (35%)
5	History (22%)	Dance (12%)	(35%)	Share someone else's link to a story or article online (32%)

70%
post content
55%
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 – UK STUDENTS

Category	Sub-Category	%
Gender	Male	53%
	Female	47%
Grade	Year 7	14%
	Year 8	15%
	Year 9	8%
	Year 10	14%
	Year 11	14%
	Year 12	17%
	Year 13	18%
Age	11-13	37%
	14-15	27%
	16-17	36%

Favorite Subject	%
Computers & Technology	36%
Mathematics	35%
Science & Engineering	29%
Physical Education	28%
History	22%
Art Education	21%
Music / Performing Arts	19%
Other	12%
Language Arts & Literature	10%
Social Studies / Political Science	10%
World Languages	8%
Health Education	5%
Career & Technical Education	4%
Fine Arts	4%
Industrial Arts	1%

Extracurricular	%
Sports	47%
None	20%
Music	20%
Volunteering	16%
Drama	12%
Dance	12%
Computer science	10%
Other	8%
Debate	6%
Robotics	3%
Student government	3%
Journalism / Yearbook	3%
Fine arts	3%
Internship	2%

Region	%
North East	5%
North West	15%
Yorkshire And The Humber	6%
East Midlands	9%
West Midlands	10%
East Of England	6%
London	13%
South East	15%
South West	8%
Wales	6%
Scotland	5%
Northern Ireland	2%

APPENDIX: TEACHER PROFILES
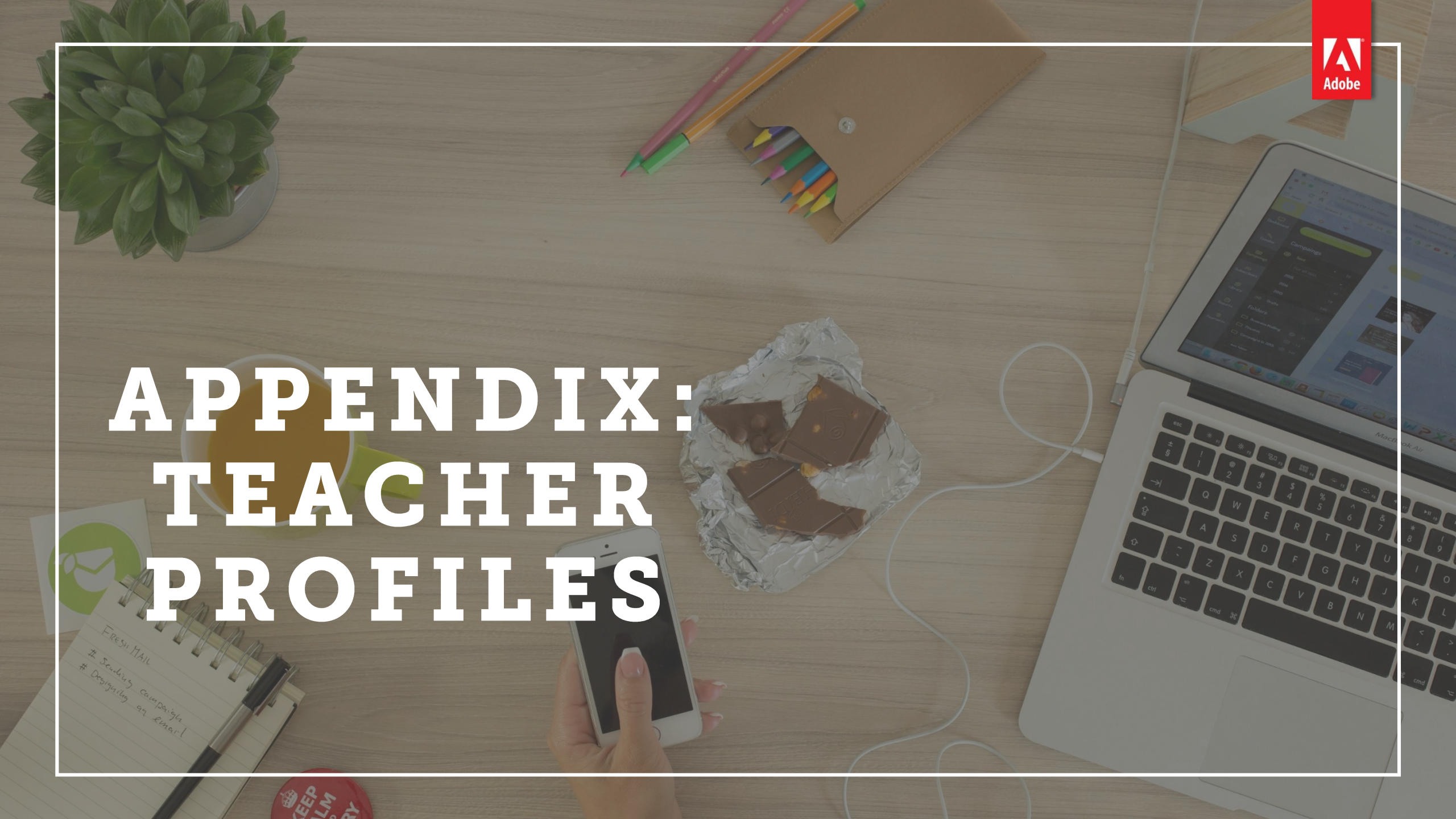
DEMOGRAPHICS – UK TEACHERS

Category	Sub-Category	%
Gender	Male	35%
	Female	65%
Age	22-24	0%
	25-34	19%
	35-44	31%
	45-54	22%
	55-64	23%
	65-74	5%
	75 and over	0%
Employment	Full-Time	68%
	Part-Time	32%

Category	Sub-Category	%
Grade(s) Teach	Year 6	11%
	Year 7	77%
	Year 8	87%
	Year 9	88%
	Year 10	83%
	Year 11	84%
	Year 12	50%
	Year 13	45%
Years of Experience	1-5 years	16%
	6-10 years	25%
	11-20 years	28%
	More than 20 years	31%

Subject(s) Taught	%
Mathematics	23%
Science & Engineering	20%
Language Arts & Literature	14%
Other	13%
Special Education	11%
World Languages	11%
Music / Performing Arts	9%
Physical Education	8%
Computers & Technology	6%
History	5%
Health Education	5%
Social Studies / Political Science	4%
Art Education	4%
Career & Technical Education	2%
ESOL / Bilingual Programs	2%
Fine Arts	2%
Industrial Arts	1%
Library Media Programs	1%

Region	%
North East	5%
North West	15%
Yorkshire And The Humber	6%
East Midlands	9%
West Midlands	10%
East Of England	6%
London	13%
South East	15%
South West	8%
Wales	6%
Scotland	5%
Northern Ireland	2%