

GEN Z

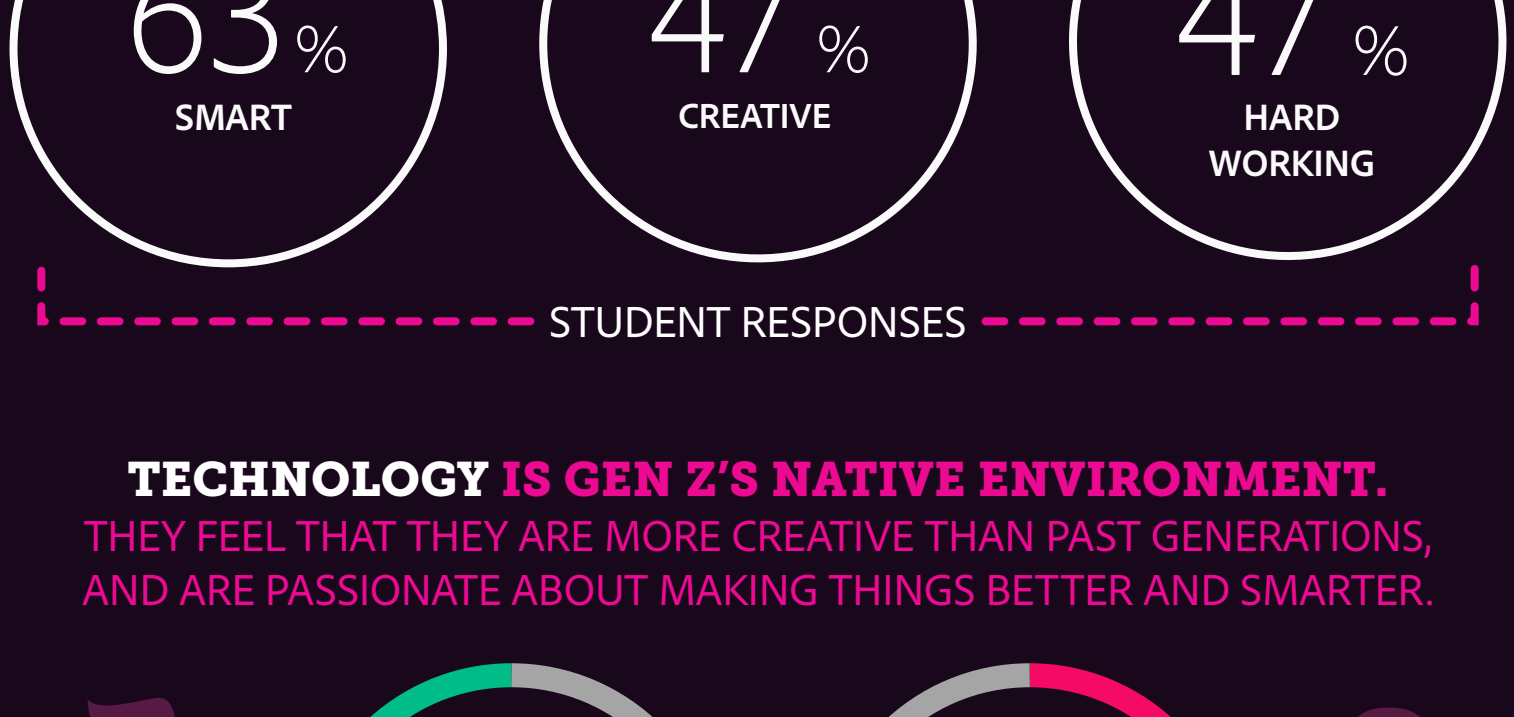
in the Classroom:

Creating the Future



We asked 1000+ U.S. Gen Z students aged 11-17 and 400+ teachers of Gen Z students to tell us how they feel about learning, creativity and the future, and here is what we found...

GEN Z STUDENTS SEE THEMSELVES AS SMART, CREATIVE AND HARD WORKING.



TECHNOLOGY IS GEN Z'S NATIVE ENVIRONMENT. THEY FEEL THAT THEY ARE MORE CREATIVE THAN PAST GENERATIONS, AND ARE PASSIONATE ABOUT MAKING THINGS BETTER AND SMARTER.

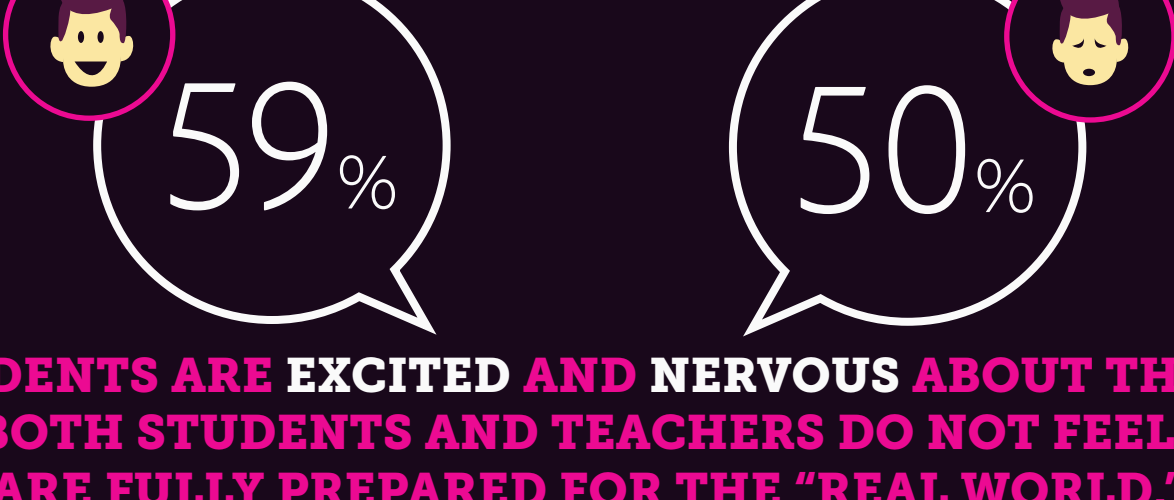


My generation is more open and tolerant to different types of people. I think a new generation can bring fresh ideas and more thinking outside the box.

STUDENT, AGE 17

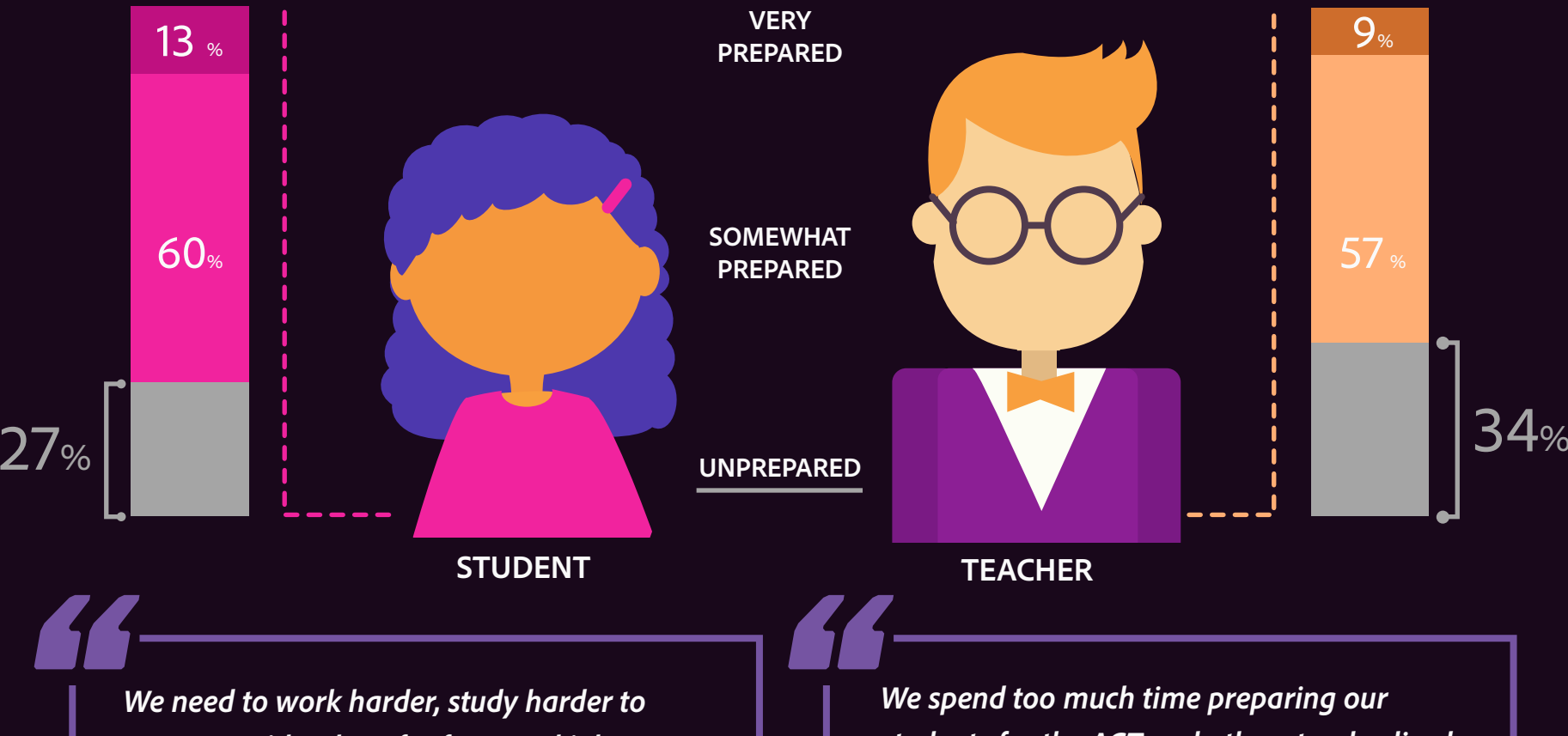
I think that myself and my generation looks for smarter solutions to problems, instead of the long and tedious solutions.

STUDENT, AGE 16



GEN Z STUDENTS ARE EXCITED AND NERVOUS ABOUT THE FUTURE, AND BOTH STUDENTS AND TEACHERS DO NOT FEEL THEY ARE FULLY PREPARED FOR THE "REAL WORLD."

GEN Z PREPAREDNESS FOR FUTURE



We need to work harder, study harder to compete with others for few good jobs, everything is technology oriented and dependent now.

STUDENT, AGE 15

We spend too much time preparing our students for the ACT and other standardized tests that ultimately will serve them very little in the real world. We also aren't updating our curriculum to the technological age.

TEACHER



NEARLY HALF OF STUDENTS FEEL WHAT THEY LEARN OUTSIDE OF THE CLASSROOM IS MORE IMPORTANT TO THEIR FUTURE CAREERS AS WHAT THEY LEARN INSIDE.

I have parents who discuss real world issues and problems with me and I get to see how they problem-solve.

STUDENT, AGE 16

Everyone has a phone and/or tablet in class. This is unheard of even 4 years ago. Curriculum is WAY behind these kids...you can view instantaneous info whereas textbooks and papers are obsolete. Also, Gen Z students want to be entertained...they will believe/trust YouTube over a textbook any day.

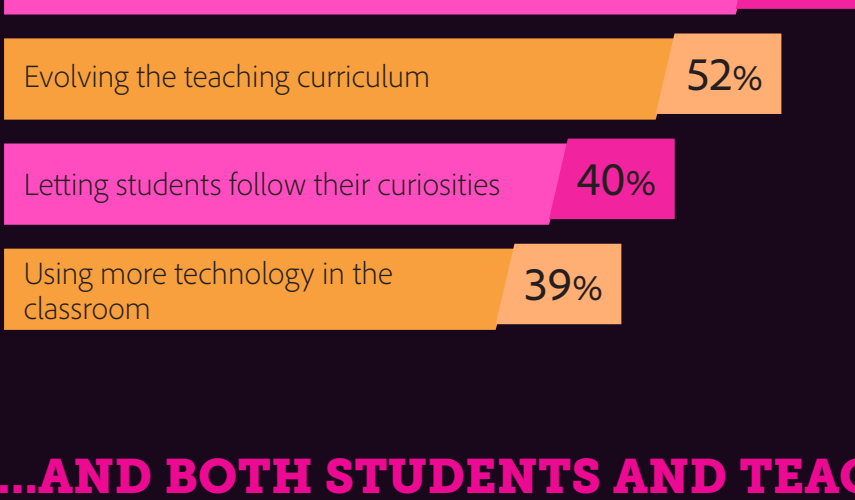
TEACHER

BOTH STUDENTS AND TEACHERS AGREE THE MOST EFFECTIVE WAYS OF LEARNING ARE:



TEACHERS WANT TO MAKE CHANGES IN THE CLASSROOM TO BETTER PREPARE GEN Z STUDENTS FOR THE FUTURE WORKFORCE...

METHODS TO BETTER PREPARE GEN Z FOR THE FUTURE WORKFORCE (Shown: Teacher responses)



I try to make projects more applicable to their lives and integrate technology into labs including simulators, video clips and app usage.

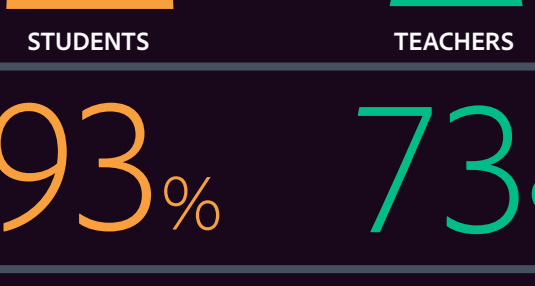
TEACHER

...AND BOTH STUDENTS AND TEACHERS WISH THERE WAS MORE OF A FOCUS ON CREATIVITY IN THE CLASSROOM.



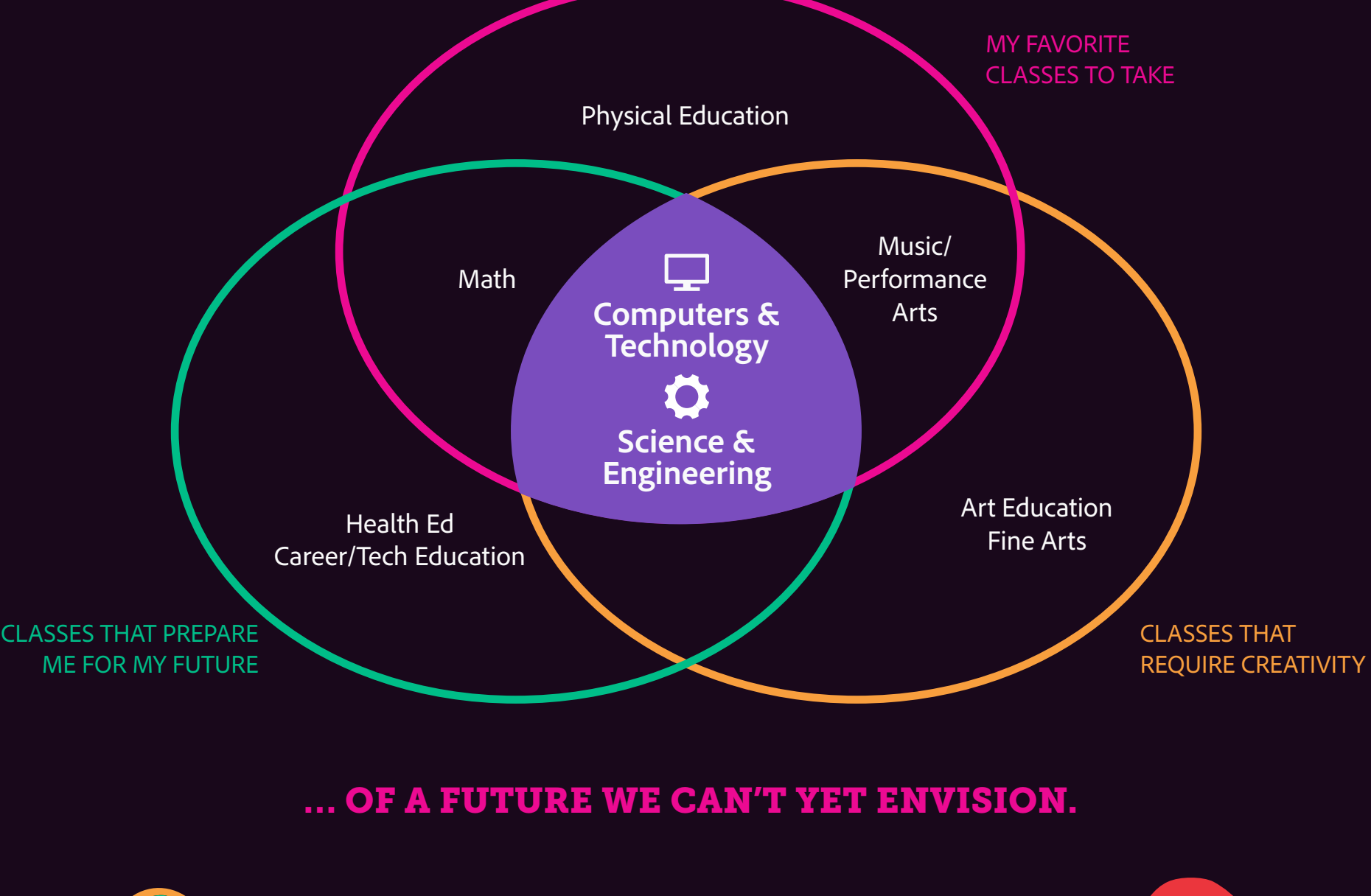
BECAUSE ALL AGREE THAT CREATIVITY WILL BE ESSENTIAL TO GEN Z'S SUCCESS IN THE FUTURE WORKFORCE...

PERCEPTIONS OF THE FUTURE GEN Z WORKFORCE (Shown: % Somewhat Agree/Strongly Agree)

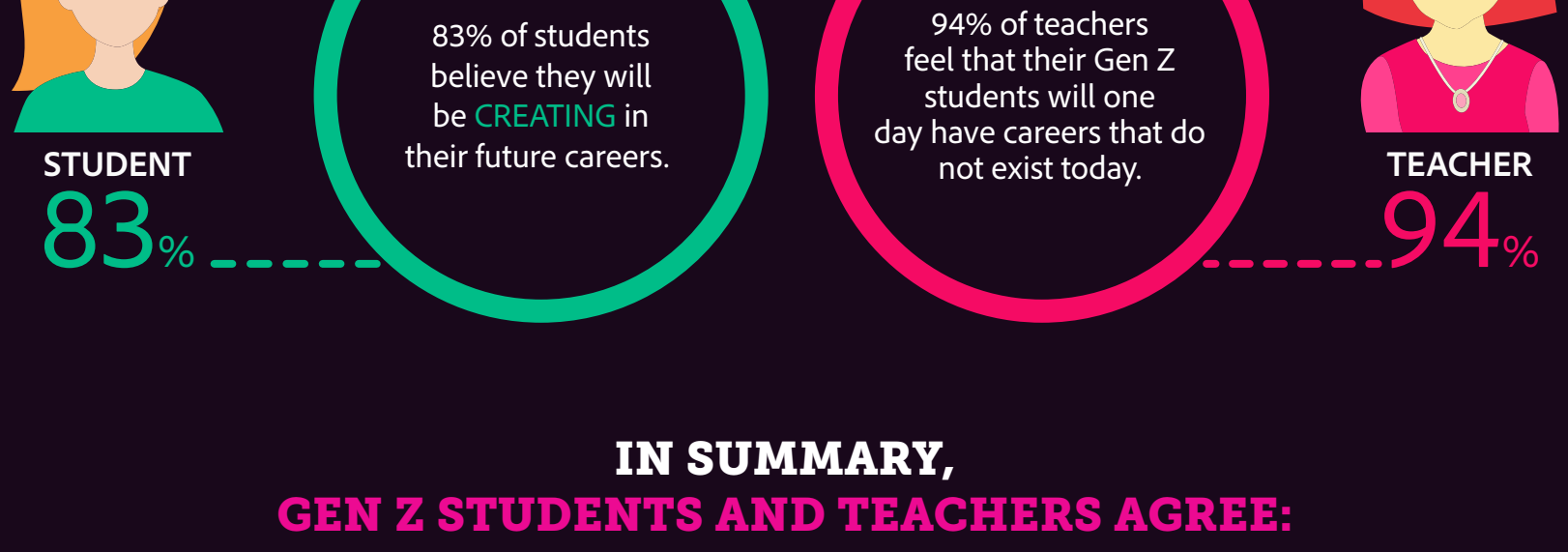


Students will be better prepared for the future given how well they understand technology.	93%	73%
Creativity is going to play an integral role in solving many of the challenges the world faces today.	89%	93%
Being creative will be essential to Gen Z's success.	85%	91%

... AND THAT TECHNOLOGY WILL BE THE ENABLER...



... OF A FUTURE WE CAN'T YET ENVISION.



IN SUMMARY, GEN Z STUDENTS AND TEACHERS AGREE:

To see the full study visit: www.adobeeducate.com/genz

Data from Gen Z in the Classroom: Creating the Future, an online survey among a group of 1,007 Gen Z Students (ages 11-17) in the US, and 414 Gen Z Teachers (teach students ages 11-17) in the US. Data collected September 26 - October 6, 2016 by Edelman Intelligence. Margin of error at the 95% confidence level for the sample is +/- 31% for students and 4.9% for teachers.