



Gen Z in the Classroom

Creating the Future

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METHODOLOGY

WHO	HOW MANY	ACCURACY	WHEN	HOW
Gen Z Students (Ages 11-17) in India	INDIA n=500	MOE = +/- 4.0	September 21 – October 5, 2017	20 minute online survey
Gen Z Teachers (Teach students Ages 11-17) in India	INDIA n=200	MOE = +/- 6.0		

A top-down view of a wooden desk. On the left is a book titled 'Oh, the Places You'll Go!' by Dr. Seuss, featuring a colorful, wavy pattern. A white smartphone with a play button icon on its screen is connected to a white charging cable and rests on the book. To the right is a spiral-bound notebook. A hand is holding a wooden pencil and a metal ruler over the notebook. A red circular object is partially visible in the foreground on the right. The text 'EXECUTIVE SUMMARY' is overlaid in large white letters.

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”

“I have better tools to learn and explore which helps me be more creative.”

Student, IN

“With the available resources the Gen Z has become more creative than the older generations.”

Teacher, IN

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”

“School does not prepare me for the real world.”

Student, IN

“Our education system mainly focuses on getting marks and to be competitive. Other activities like personality development, developing IQ/EQ is ignored.”

Teacher, IN

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

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.
- 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

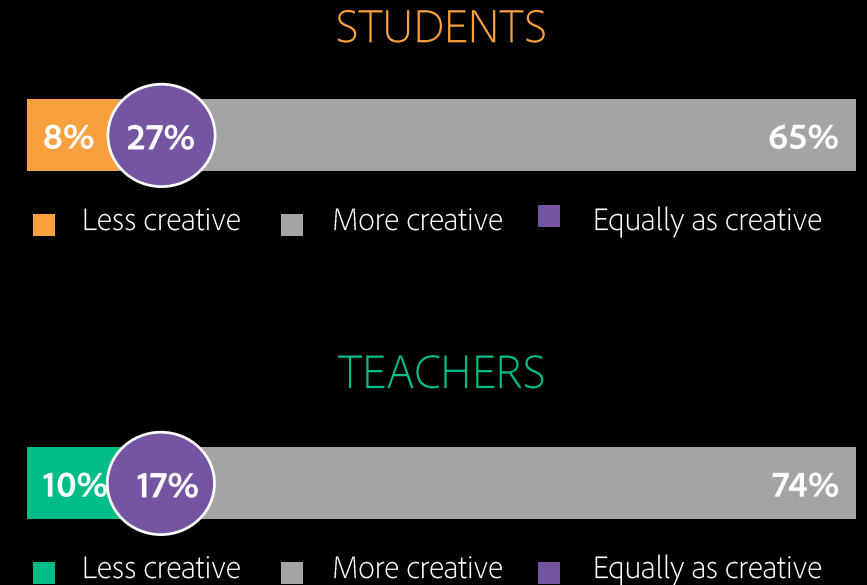
Gen Z feel they are more creative than past generations; teachers agree wholeheartedly

Describing Gen Z
(Shown: % Top 5 Selected)

	STUDENTS	TEACHERS
		
1	Confident (55%)	Smart (57%)
2	Creative (53%)	Confident (49%)
3	Smart (51%)	Creative (48%)
4	Hard working (48%)	Multi-tasker (44%)
5	Ambitious (43%)	Hard working (38%)

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

Gen Z Creativity Compared to Older Generations



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

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)

STUDENTS

"The biggest advantages we have are today we are technologically more advanced and hence we are better at networking through social media. Moreover we have more and better opportunities than were available to older generations." (IN)

TEACHERS

"Students are very curious about latest technology. Students learn more with the help of computers and mobile phones, where older generations never experienced them." (IN)

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

"Older generations didn't get opportunities to use modern technologies. They created things with natural products available in their surroundings. But the new generations can experiment with different technologies, so they are more creative." (IN)


TEACHERS

"In a country which is developing with a faster pace, Gen Z has more freedom and exposure than ever to showcase their skills and ideas." (IN)

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	89%	82%
I enjoy / Gen Z enjoys taking ideas and creating something from them	91%	83%
I am / Gen Z is always looking for a better way to do something	93%	83%
Most of what I create / Gen Z creates is done using digital or online tools / devices	81%	81%
Multi-tasking comes naturally to me / Gen Z	86%	79%

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

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)

STUDENTS

"My generation's thinking is related to our nation as well as the whole world, but my parent's generation was restricted to their family and native country." (IN)

TEACHERS

"With advances in technology, it is possible to teach students with audio visual effects which makes them remember things for a very long time. Earlier it was not possible." (IN)

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

"Our biggest challenge is the competition and resources. Being up-to-date with technological advancements and competition with our generation."(IN)

TEACHERS

"Older generation were not shy and used to be more social because they don't have access to advance technology etc. but Gen Z has excess to all modern technology .. they are smart but not social." (IN)

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

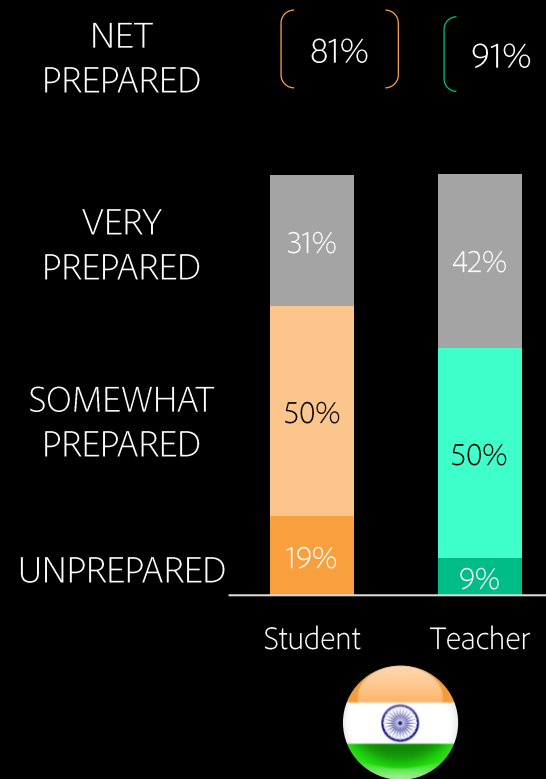
Gen Z Feelings About Future After School
(Shown: Top 5 Responses, Students)

STUDENTS	
	
1	Excited (61%)
2	Confident (55%)
3	Curious (39%)
4	Happy (38%)
5	Nervous (16%)

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



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

"Older generations didn't face the same problems as the younger ones and do not really know the future of things and what actually the market demands." (IN)


TEACHERS

"Most of them do not know what to do, when to do and how to do." (IN)

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]

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

Effectiveness of Gen Z Teaching Methods


		
	STUDENTS	TEACHERS
Doing / Creating	62%	56%
Watching	65%	68%
Researching online	60%	53%
Collaborating	53%	56%
Listening	63%	55%
Reading	64%	51%
Writing	56%	50%

*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]

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

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

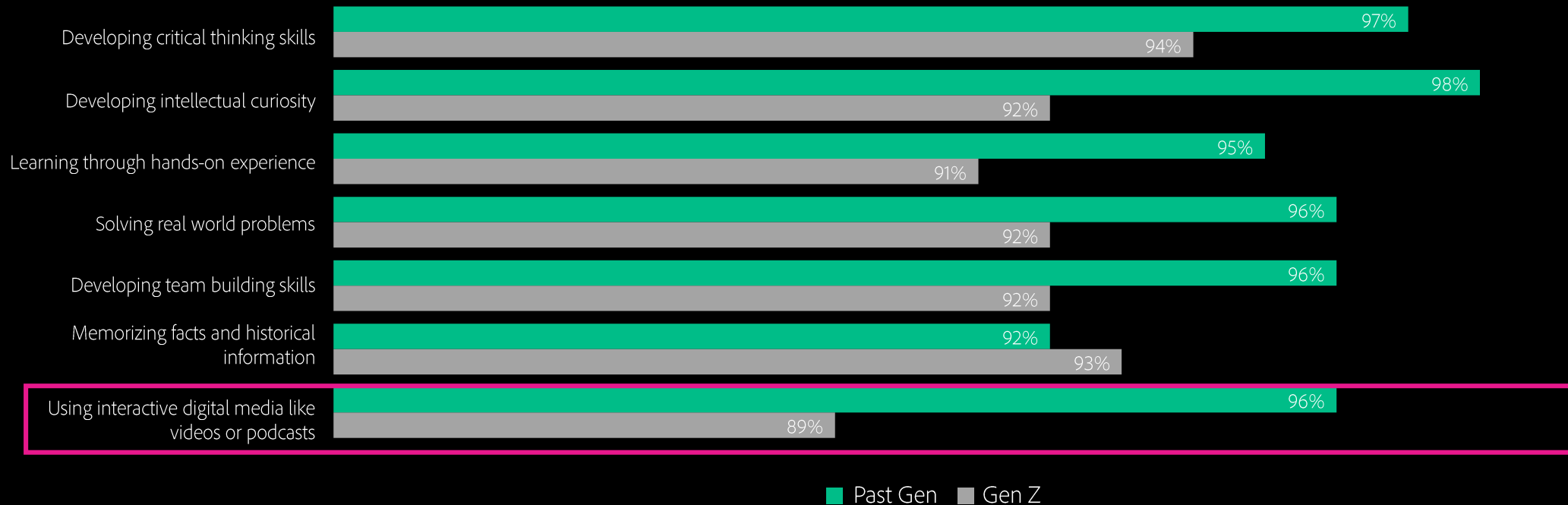
		
	STUDENTS	TEACHERS
Listening	59%	45%
Writing	55%	38%
Reading	59%	37%
Researching Online	36%	47%
Doing / Creating	37%	35%
Watching	32%	36%
Collaborating	31%	34%

*Shaded boxes indicate top learning method by audience.

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)

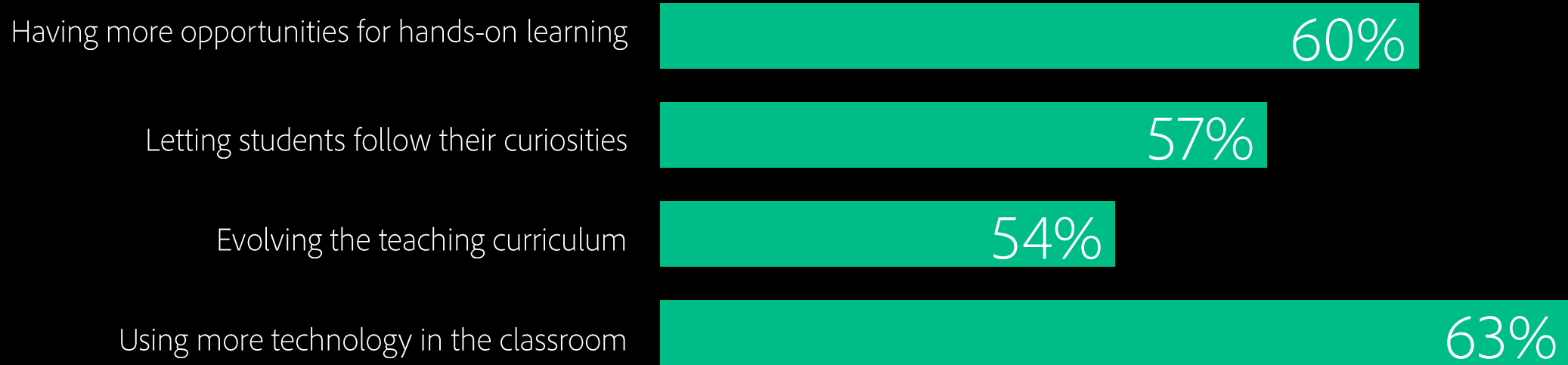


Q17: Below is a list of different educational priorities. How important were each of the following in educating previous generations of students?

Q18: Today, how important are each of the following in educating Gen Z students?

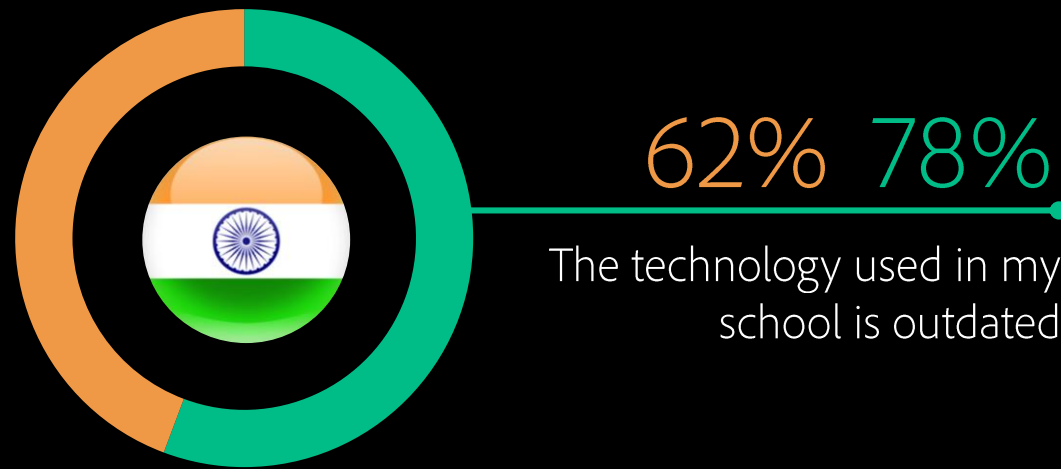
Teachers want more opportunities for hands-on learning and letting students follow their curiosities to prepare them for the workforce

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



Teachers and students want better technology and tools in the classroom

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



■ Students ■ Teachers

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)

	INDIA	
	STUDENTS	TEACHERS
I wish there was more of a focus on creativity in my classes / curriculum	92%	89%

Q20: How much do you agree or disagree with each of the following statements?
[SINGLE SELECT]

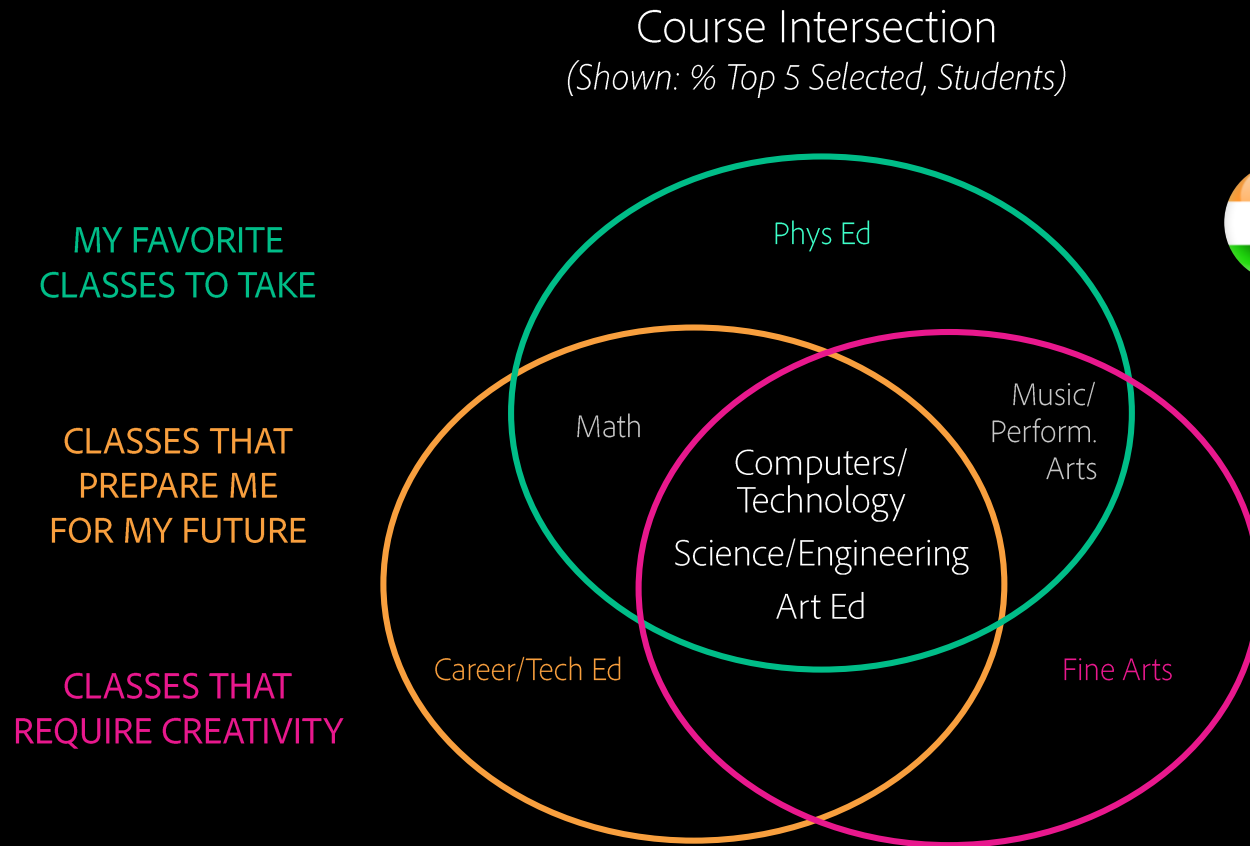
Students and teachers are aligned on the importance of creativity in Gen Z's future success

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

	INDIA	
	STUDENTS	TEACHERS
I / Gen Z will be better prepared for the future given how well I / they understand technology	94%	90%
Creativity is going to play an integral role in solving many of the challenges the world faces today	95%	89%
Being creative will be essential to my / Gen Z's future success	95%	91%

Q36: How much do you agree or disagree with each of the following statements?
[SINGLE SELECT] [GRID]

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



Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]

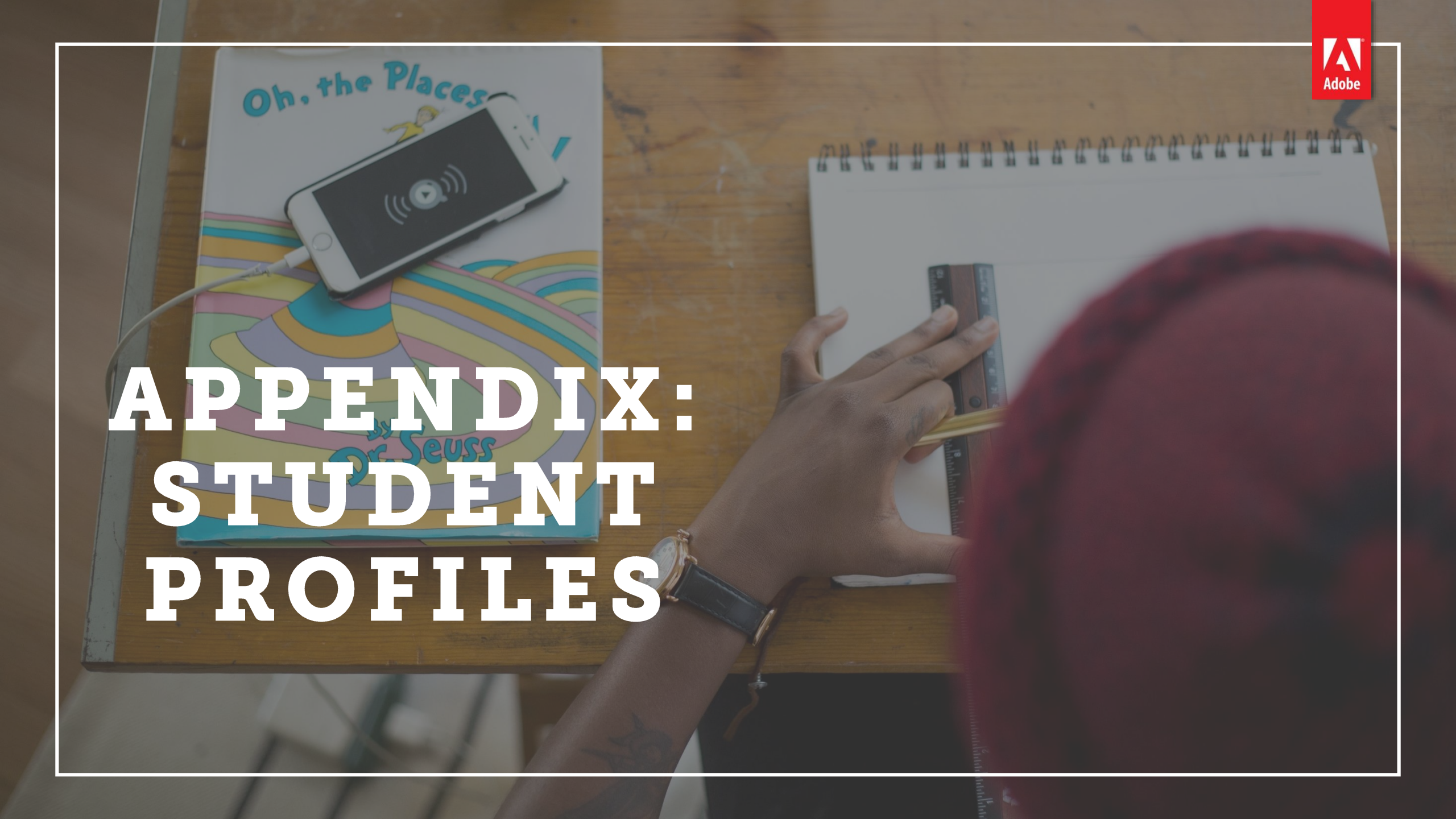
Q29: Which of your classes is most useful to you in preparing for your future after you finish school? [MULTI-SELECT UP TO 3]

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)



A top-down view of a student's desk. On the left is a book titled 'Oh, the Places You'll Go!' by Dr. Seuss, featuring a colorful, wavy rainbow design. A white smartphone is placed on the book, displaying a play button icon with sound waves. To the right is a spiral-bound notebook with a ruler and a pencil. A person's hand, wearing a watch and having a tattoo, is visible near the notebook. A red circular object is partially visible in the foreground on the right.

APPENDIX: STUDENT PROFILES

INDIA GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Computers & Technology (54%)	Sports (64%)	75%	Post my own photos (65%)
2	Mathematics (46%)	Music (46%)	47%	Share someone else's photos (53%)
3	Science & Engineering (45%)	Dance (43%)	22%	Post my own videos (51%)
4	Art Education (16%)	Drama (30%)	83%	Share someone else's videos (50%)
5	Music / Performing Arts (14%)	Sport clubs (29%)	36%	Share someone else's link to a story or article online (50%)

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]

70%
post content
53%
share content

DEMOGRAPHICS – INDIA STUDENTS

Category	Sub-Category	%
Gender	Male	52%
	Female	48%
Grade	Sixth standard	4%
	Seventh standard	11%
	Eighth standard	20%
	Ninth standard	13%
	Tenth standard	16%
	Eleventh standard	17%
	Twelfth standard	19%
Age	12-13	34%
	14-15	28%
	16-17	29%

Favorite Subject	%
Mathematics	46%
Science & Engineering	45%
Computers & Technology	54%
Music / Performing Arts	14%
Physical Education	10%
History	9%
Art Education	16%
Language Arts & Literature	10%
Social Studies / Political Science	9%
Fine Arts	9%
World Languages	8%
Career & Technical Education	8%
Health Education	6%
Other	2%
Industrial Arts	0%

Extracurricular	%
Sports	64%
Music	46%
Dance	43%
Drama	30%
Fine arts	28%
Debate	28%
Robotics	18%
None	4%
Other	2%
Volunteering	0%
Student government	0%
Journalism / Yearbook	0%
Computer science	0%
Internship	0%

Region	%
Maharashtra	20%
Delhi	10%
Karnataka	8%
Tamil Nadu	8%
West Bengal	8%
Uttar Pradesh	7%
Telangana	7%
Andhra Pradesh	6%
Gujarat	3%
Kerala	3%
Madhya Pradesh	3%
Rajasthan	3%
Haryana	2%
Punjab	2%
Assam	1%
Bihar	1%
Chhattisgarh	1%
Jammu and Kashmir	1%
Jharkhand	1%
Orissa	1%
Uttarakhand	1%
Other	1%

A top-down view of a wooden desk. On the left, a white smartphone with a black screen and a play button icon is connected to a white charging cable. The phone is resting on a book with a colorful, abstract cover and the text 'Oh, the Places' and 'by Dr. Seuss'. To the right, a spiral-bound notebook is open, and a hand is using a wooden pencil to draw a line on the page, guided by a black ruler. The hand is wearing a black watch with a gold-colored case. A red circular object is partially visible in the foreground on the right.

APPENDIX: TEACHER PROFILES

DEMOGRAPHICS – INDIA TEACHERS

Category	Sub-Category	%
Gender	Male	55%
	Female	45%
Age	22-24	6%
	25-34	38%
	35-44	45%
	45-54	10%
	55-64	1%
Employment	Full-Time	88%
	Part-Time	12%

Category	Sub-Category	%
Grade(s) Teach	Fifth standard or below	10%
	Sixth standard	31%
	Seventh standard	43%
	Eighth standard	57%
	Ninth standard	46%
	Tenth standard	46%
	Eleventh standard	17%
Years of Experience	Twelfth standard	12%
	1-5 years	53%
	6-10 years	33%
	11-20 years	11%
	More than 20 years	3%

Subject(s) Taught	%
Mathematics	43%
History	28%
Computers & Technology	28%
Science & Engineering	21%
Career & Technical Education	20%
Language Arts & Literature	19%
Art Education	19%
Health Education	19%
Social Studies / Political Science	18%
ESOL / Bilingual Programs	15%
Special Education	13%
Fine Arts	13%
Physical Education	12%
Library Media Programs	10%
Music / Performing Arts	9%
World Languages	5%
Other	0%
Industrial Arts	0%

Region	%
Delhi	21%
Maharashtra	19%
Uttar Pradesh	18%
Gujarat	8%
Karnataka	7%
Tamil Nadu	4%
Punjab	4%
West Bengal	3%
Telangana	2%
Haryana	2%
Assam	2%
Bihar	2%
Uttarakhand	2%
Andhra Pradesh	1%
Kerala	1%
Madhya Pradesh	1%
Jammu and Kashmir	1%
Jharkhand	1%
Rajasthan	0%
Chhattisgarh	0%
Orissa	0%
Other	0%