

Engage from A to Gen Z

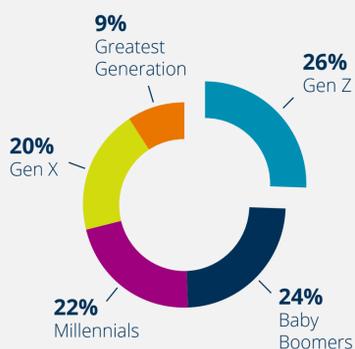
Learn more about the new generation of college students



Move over, Millennials. Generation Z is coming. Always a click away from anything they want to learn, Gen Z kids are poised to reshape academia. The challenge for educators will be to engage them in new and interesting ways.

Meet Gen Z

Also known as the “iGeneration,” Gen Z was born into a world of commonplace technology usage, and those entering college expect no less from their classrooms.



Moving beyond Millennials

Generation Z is the largest living generation, making up 26% of the U.S. population.¹



Who are they? ¹



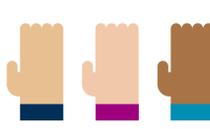
Born 1997–2015



2–20 years old



Live with 3+ people, on average, and benefit from other household members' higher income



The most racially diverse generation in the U.S.

What makes them tick?



95% use YouTube
50% say they can't live without it²



Spend 20+ hours a month engaging with video content on personal computers⁴



85% watch at least 1 online video per week to learn a new skill⁵



74% spend 2+ hours a day on social media³

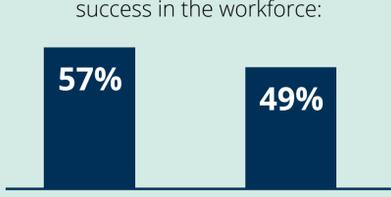
Getting a head start on the future

Educators can support Gen Z students' strengths and help them improve their perceived weaknesses.

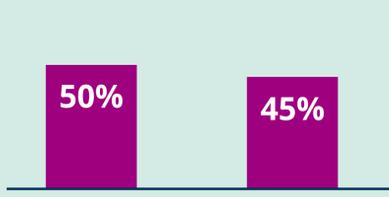


Gen Z knows what they need to succeed.⁴

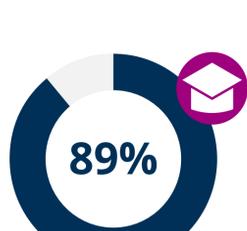
What they consider most important for success in the workforce:



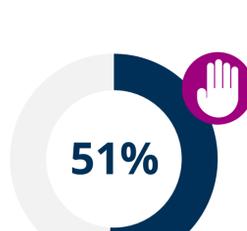
What they feel they need to improve:



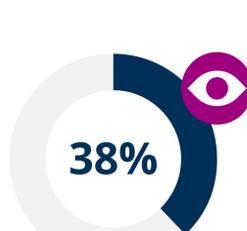
Ready and eager to learn



Say having a college education is valuable⁵



Learn best from hands-on experience⁵



Learn by watching⁵

“Today's students have never known a world without the internet. They've had smart phones since they were barely teens. For faculty, this means we have to meet these students where they live—while still teaching them the material they will need to succeed in the workplace and be informed, well-rounded citizens.”

— Jean Twenge, Ph.D., Professor of Psychology, San Diego State University

Understanding Generation Z can equip educators with insight to better engage their students. Visit pearson.com/engage-genz to learn more.



Sources

1. “The Nielsen Total Audience Report,” 2017, The Nielsen Company
2. Defy Media Acumen Survey, March 2017
3. “Gen Z Annual Survey,” 2017, Fluent
4. “The State of Gen Z,” 2017, The Center for Generational Kinetics
5. “Getting to Know Gen Z,” Barnes & Noble College

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