



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, China, South Korea, Malaysia, Thailand and Australia	INDIA n=500	MOE = +/- 4.0	INDIA, CHINA, SOUTH KOREA, MALAYSIA AND THAILAND: September 21 – October 5, 2017 AUSTRALIA: September 26 – October 6, 2016	20 minute online survey
	CHINA n=500	MOE = +/- 4.0		
	SOUTH KOREA n=250	MOE = +/- 4.3		
	MALAYSIA n = 250	MOE = +/- 4.3		
	THAILAND n = 250	MOE = +/- 4.4		
	AUSTRALIA n=505	MOE = +/- 4.0		
Gen Z Teachers (Teach students Ages 11-17) in in India, China, South Korea, Malaysia, Thailand and Australia	INDIA n=200	MOE = +/- 6.0		
	CHINA n=200	MOE = +/- 6.0		
	SOUTH KOREA n=100	MOE = +/- 10		
	MALAYSIA n = 100	MOE = +/- 9.8		
	THAILAND n = 100	MOE = +/- 9.9		
	AUSTRALIA n=200	MOE = +/- 7.0		



EXECUTIVE SUMMARY

Oh, the Places

By Dr. Seuss



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”

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

“I feel prepared for my future when I think of my own ability, good organization, communication, teamwork.” **Student, CN**

“I have more digital tools and information on other people's ideas to inspire me when I feel creative.” **Student, AU**

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 hasn't taught me any of the vital things like paying my bills and organising taxes, but they teach me how to properly do quadratics, etc. I am 100% unprepared to deal with actual real world challenges.” Student, AU

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

“I hope they will become more self-reliant so they can triumph in the world after school.” Teacher, MY

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 in many markets, 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.
- Across nearly all markets, 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

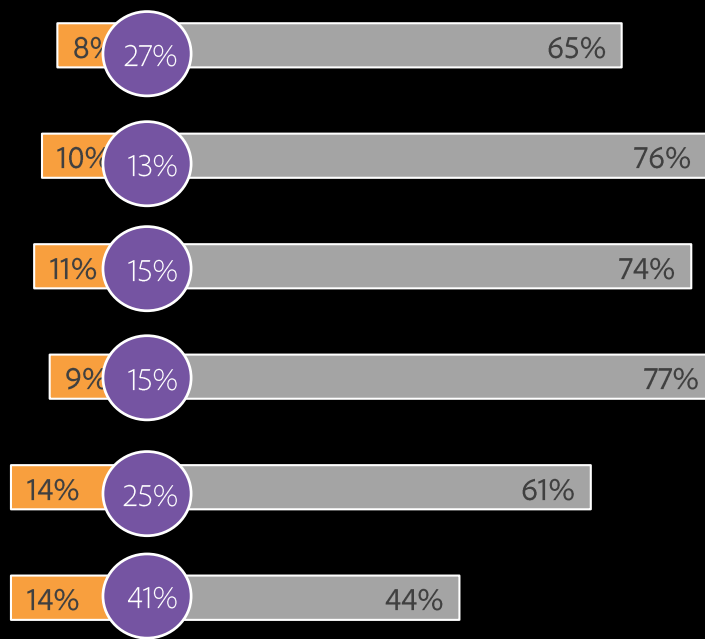
Describing Gen Z
(Shown: % Top 5 Selected)

	STUDENTS						TEACHERS					
												
1	Confident (55%)	Curious (48%)	Curious (40%)	Team player (53%)	Ambitious (50%)	Creative (46%)	Smart (57%)	Creative (56%)	Curious (50%)	Creative (65%)	Curious (65%)	A little lazy (74%)
2	Creative (53%)	Confident (45%)	Team player (34%)	Outgoing (47%)	Curious (46%)	Team player (44%)	Confident (49%)	Smart (54%)	Original (40%)	Original (57%)	Social (61%)	Social (60%)
3	Smart (51%)	Hard working (45%)	Hard working (32%)	Original (46%)	Creative (39%)	Smart (43%)	Creative (48%)	Confident (48%)	Smart (34%)	Confident (51%)	Creative (52%)	Bored by the past (49%)
4	Hard working (48%)	Smart (44%)	Social (30%)	Curious (46%)	Confident (38%)	Social (42%)	Multi-tasker (44%)	Curious (48%)	Outgoing (33%)	Curious (49%)	Smart (50%)	Confident (40%)
5	Ambitious (43%)	Creative (33%)	Creative (27%)	Creative (41%)	Outgoing (32%)	Curious (37%)	Hard working (38%)	Outgoing (38%)	Confident (32%)	Bored by the past (44%)	Original (48%)	Outgoing (34%)

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

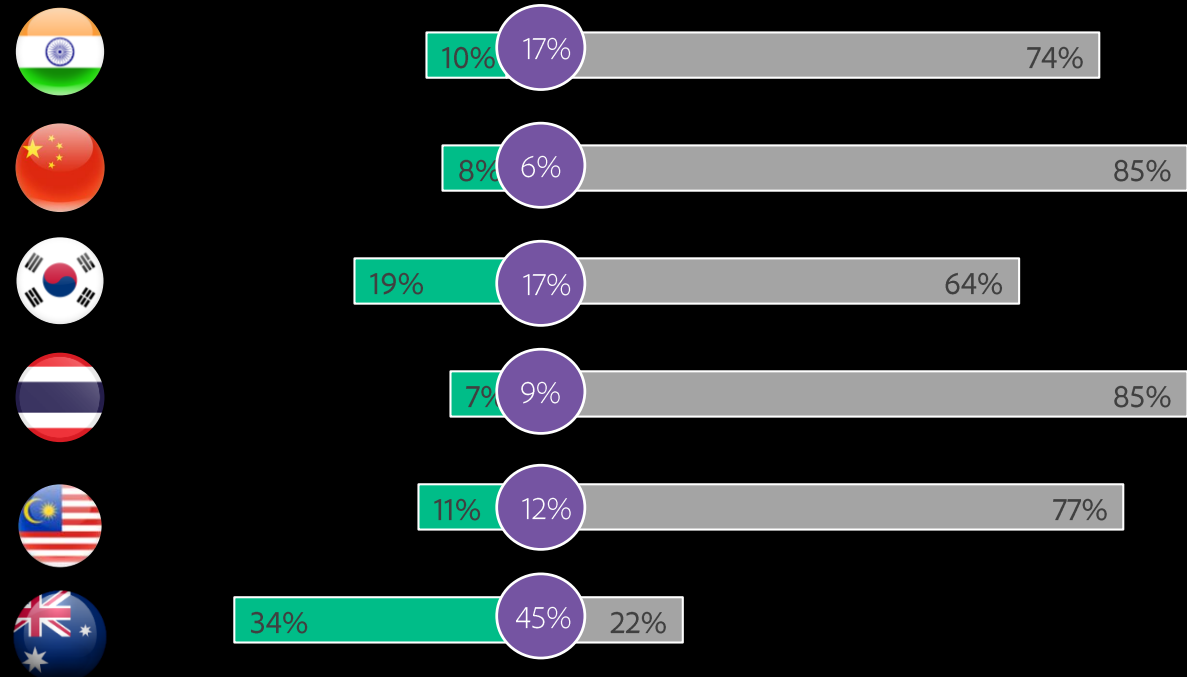
Gen Z Creativity Compared to Older Generations

STUDENTS



■ Less creative ■ More creative
■ Equally as creative

TEACHERS



■ Less creative ■ More creative
■ Equally as creative

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

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

- 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.

STUDENTS

- "Our generation is definitely different in how we learn, we are more reliant on technology than figuring things out ourselves compared to older generations where they constantly had to work things out without the answers being already on the internet." (AU)
- "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)
- "I think more openly than the older generation, but also have the courage to express my individuality." (CN)

TEACHERS

- "Gen Z has greatly benefited from the progress of infrastructure that allows easy and fast internet access and cost. This generation is highly adaptable to communication technology." (MY)
- "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)
- "Gen Z has more favorable learning conditions, can receive more information from the outside, but also more autonomy to express their views." (CN)

Technology provides more tools and inspiration for Gen Z 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. 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.

STUDENTS







- "I have more digital tools and information on other people's ideas to inspire me when I feel creative." (AU)
- "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)
- "I can express my creativity more efficiently with the current technology that we have compared to the older generation." (MY)

TEACHERS

- "Because they have so much electronic media at their fingertips, they don't have to spend time reinventing the wheel. Their efforts can be directed at NEW things, thoughts, and projects." (AU)
- "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)
- "Gen Z is more creative than the older generation because Gen Z can get a lot of information more easily via the internet." (MY)
- "[Gen Z has access to] a variety of media, better equipment and can find information more easily" (TH)

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	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
I like / Gen Z likes products that can be personalized	89%	82%	85%	88%	69%	81%	92%	95%	89%	90%	91%	91%
I enjoy / Gen Z enjoys taking ideas and creating something from them	91%	83%	94%	92%	78%	82%	94%	88%	91%	91%	88%	75%
I am / Gen Z is always looking for a better way to do something	93%	83%	88%	87%	84%	72%	93%	92%	94%	79%	84%	46%
Most of what I create / Gen Z creates is done using digital or online tools / devices	81%	81%	77%	87%	70%	79%	80%	93%	67%	84%	70%	88%
Multi-tasking comes naturally to me / Gen Z	86%	79%	85%	80%	61%	66%	65%	82%	88%	82%	64%	51%

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.

STUDENTS

- “We are more open minded. We follow our own pathways. We love technology and everything new. We are ready to learn new things.” (AU)
- “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)
- “I think more openly than the older generation, but also have the courage to express individuality and use all kinds of new technology and equipment, which makes it easier and faster [to share] new ideas.” (CN)

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)
- “Technology changed the way I teach students Gen Z. I teach them to use their computer or mobile phone to access the internet to find more information about the topics taught in school.” (MY)
- “Access to technology, easily and quickly. The children get to know the news and society around the world faster.” (TH)

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

Gen Z Challenges (Shown: Open End Responses)

- 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.

STUDENTS







- "More competition in school makes life more challenging. Kids also face disadvantages of the use of modern technology- Many waste time with chat or a game." (MY)
- "There is lots more pressure and social media is a constant source of drama and bullying." (AU)
- "Our biggest challenge is the competition and resources. Being up-to-date with technological advancements and competition with our generation." (IN)
- "Era of progress, the next big competition for jobs, we must work hard to lay the foundation for the future." (CN)

TEACHERS

- "They miss opportunities to be more successful if left behind in the technological aspects of today's digitally savvy IT." (MY)
- "Now there are more and more highly educated people. [Gen Z needs] a strong ability to want to stand out." (CN)
- "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)
- "It is almost too easy to find out information, so they feel they don't actually need to learn the information." (AU)

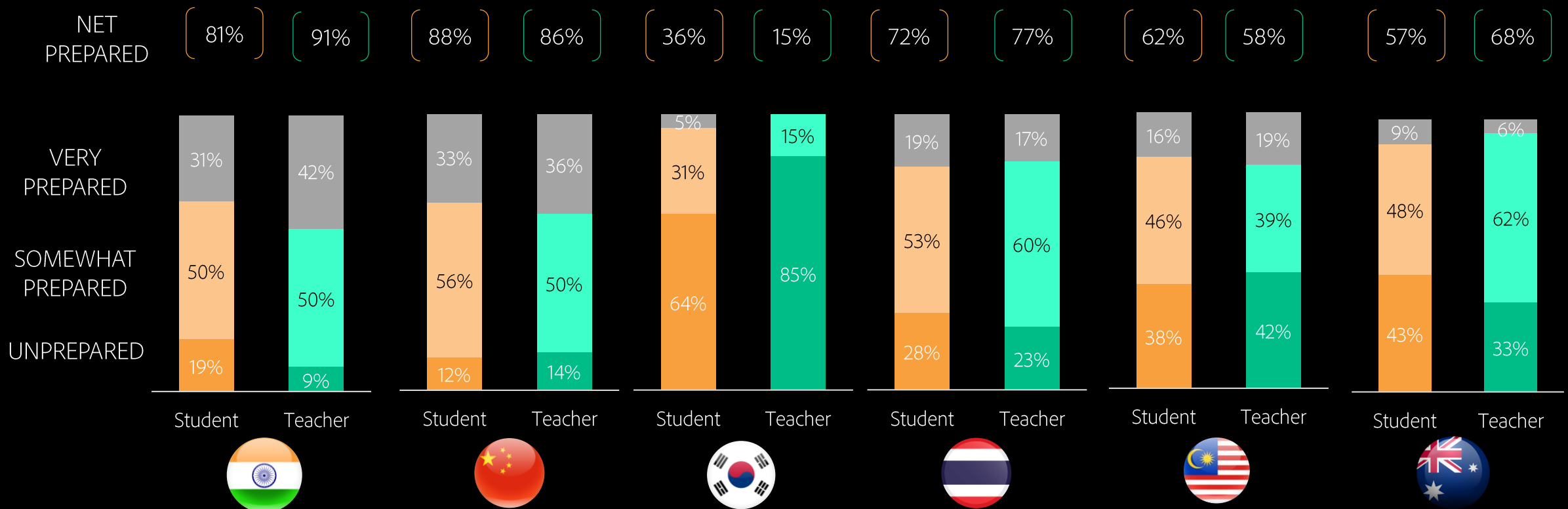
Gen Z is excited and curious about the future after school, but many also feel worried or nervous

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

	STUDENTS					
						
1	Excited (61%)	Excited (61%)	Worried (46%)	Excited (64%)	Curious (55%)	Excited (52%)
2	Confident (55%)	Curious (57%)	Curious (40%)	Curious (45%)	Excited (49%)	Nervous (49%)
3	Curious (39%)	Confident (49%)	Confident (34%)	Happy (39%)	Confident (36%)	Curious (39%)
4	Happy (38%)	Nervous (31%)	Excited (31%)	Worried (29%)	Happy (31%)	Happy (27%)
5	Nervous (16%)	Happy (18%)	Happy (23%)	Confident (24%)	Worried (30%)	Worried (22%)

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



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

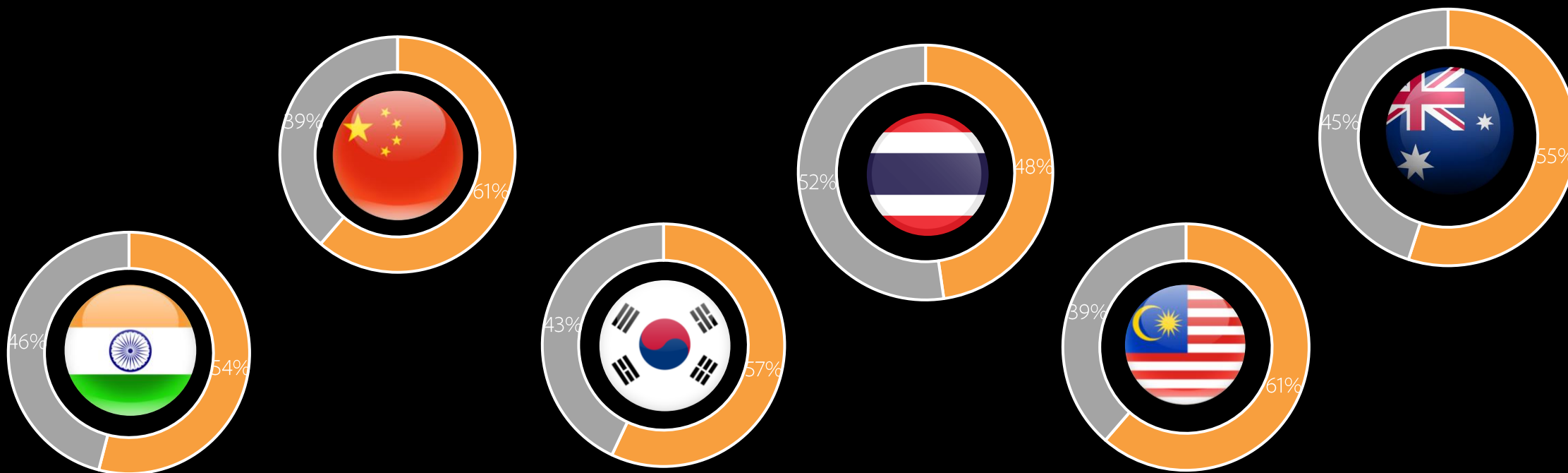
- "12 years of school life wanted us to learn for a quick memorization, but we did not have a place to prepare for anything." (KR)
- "Intensified competition for jobs" (CN)
- "I have an uncertainty and fear what will happen in the future." (MY)
- "Older generations didn't face the same problems as the younger ones and do not really know the future of things and what actually the market demands." (IN)

TEACHERS

- "Lacking critical thinking and writing skills; not expected to take much ownership of their lives as minors, so not prepared to make adult decisions when they leave school; little to no training on making financial decisions." (AU)
- "They are not ready to face the outside world on their own, they still rely on their parents to provide all the essential things in life." (MY)
- "[Students are] too dependent on technology and parents, there is no autonomy, the future will be difficult." (CN)

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)



- 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	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
Doing / Creating	62%	56%	56%	78%	58%	64%	72%	67%	77%	84%	74%	80%
Watching	65%	68%	53%	58%	40%	39%	69%	77%	73%	74%	59%	67%
Researching online	60%	53%	47%	58%	47%	58%	56%	76%	71%	80%	53%	62%
Collaborating	53%	56%	39%	65%	41%	48%	66%	56%	82%	72%	47%	67%
Listening	63%	55%	41%	33%	27%	13%	52%	40%	59%	43%	41%	20%
Reading	64%	51%	62%	41%	19%	21%	50%	29%	54%	37%	40%	19%
Writing	56%	50%	55%	31%	18%	8%	48%	27%	53%	39%	36%	19%

*Shaded boxes indicate top learning method by audience.

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

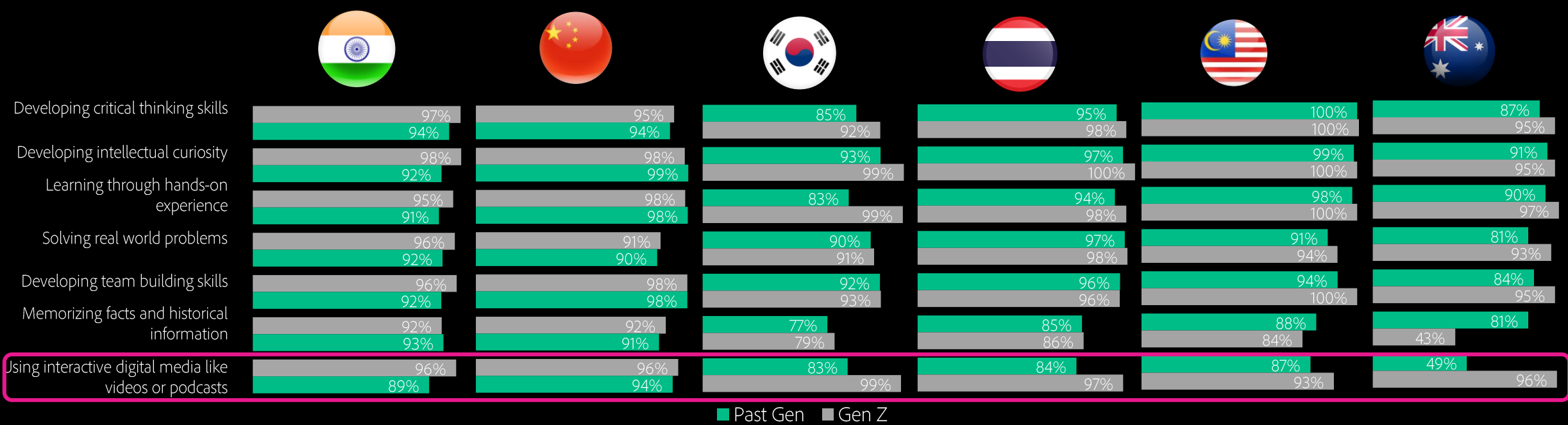
Frequency of Gen Z Teaching Methods
(Shown: % All of the Time)

												
	STUDENT S	TEACHERS	STUDENT S	TEACHERS	STUDENT S	TEACHERS	STUDENT S	TEACHERS	STUDENT S	TEACHERS	STUDENT S	TEACHERS
Listening	59%	45%	45%	49%	60%	87%	72%	36%	70%	71%	56%	38%
Writing	55%	38%	77%	70%	43%	5%	70%	49%	77%	84%	49%	41%
Reading	59%	37%	68%	71%	49%	40%	64%	48%	69%	68%	44%	13%
Researching Online	36%	47%	34%	45%	25%	13%	41%	41%	44%	49%	29%	22%
Doing / Creating	37%	35%	33%	44%	10%	2%	26%	36%	42%	56%	13%	24%
Watching	32%	36%	30%	57%	17%	3%	30%	44%	37%	55%	15%	21%
Collaborating	31%	34%	38%	56%	12%	25%	37%	44%	57%	64%	18%	25%

*Shaded boxes indicate top learning method by audience.

Teaching priorities today are more about interactive tools

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

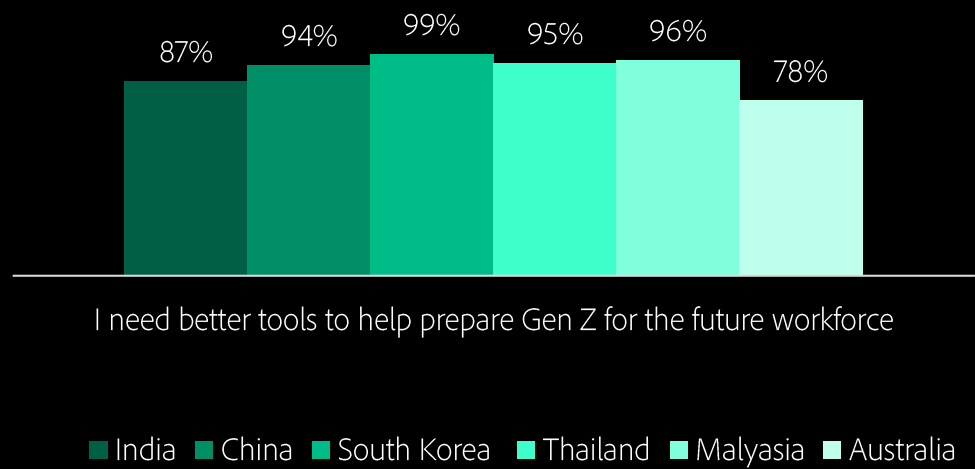
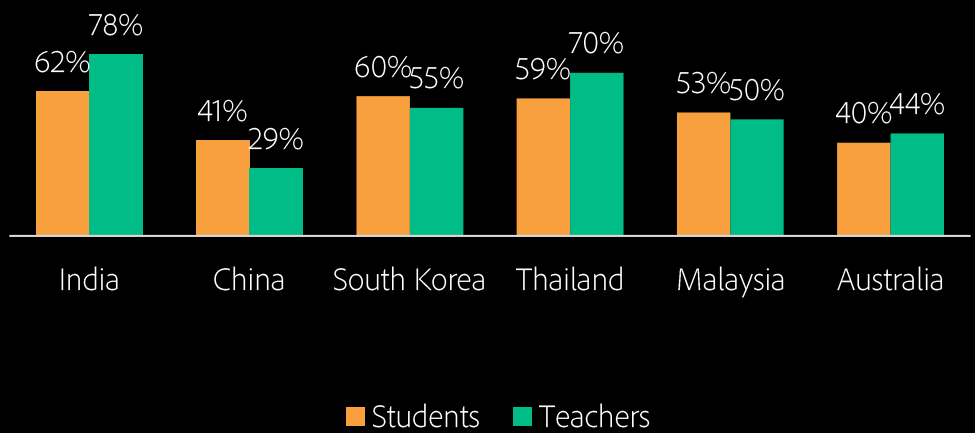


Q17: Below is a list of different educational priorities. How important were each of the following in educating previous generations of students?
Q18: Today, how important are each of the following in educating Gen Z students?

Teachers and students want better technology and tools in the classroom

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

The technology used in my school is outdated









**asked only of teachers*

Q20: How much do you agree or disagree with each of the following statements? [SINGLE SELECT]
 Q36: How much do you agree or disagree with each of the following statements? [SINGLE SELECT]

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	60%	84%	69%	77%	66%	62%
Letting students follow their curiosities	57%	69%	40%	52%	49%	47%
Evolving the teaching curriculum	54%	48%	20%	59%	68%	68%
Using more technology in the classroom	63%	57%	6%	60%	64%	32%

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

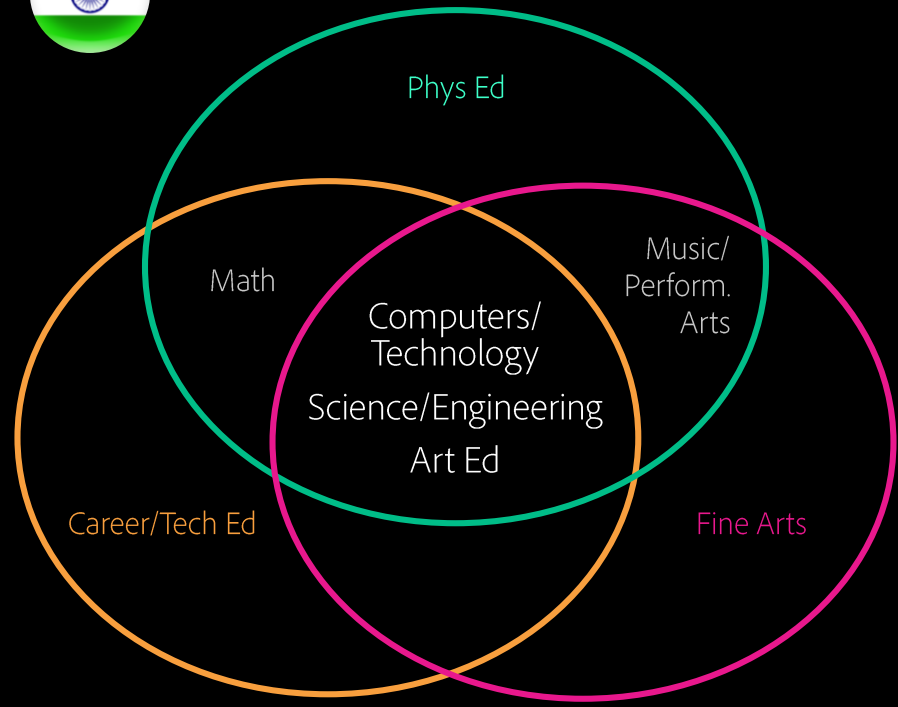
Perceptions of Gen Z Classes & Curriculum
(Shown: % Somewhat Agree / Strongly Agree)

	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
I wish there was more of a focus on creativity in my classes / curriculum	92%	89%	95%	98%	90%	92%	95%	100%	95%	98%	79%	71%
My teachers / I inspire me / my students to be curious	88%	92%	90%	99%	65%	92%	83%	97%	84%	94%	66%	96%
I / Gen Z would rather work with others on a project than work alone	82%	89%	86%	96%	69%	83%	85%	91%	86%	91%	62%	77%
It can be hard for me / Gen Z to understand all of the information that is taught in school	72%	82%	49%	46%	75%	86%	77%	75%	78%	79%	70%	82%
The classes / curriculum at my school are outdated	61%	75%	40%	36%	62%	51%	58%	73%	43%	50%	52%	37%

*Shaded boxes indicate significantly higher percentages among audiences.

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

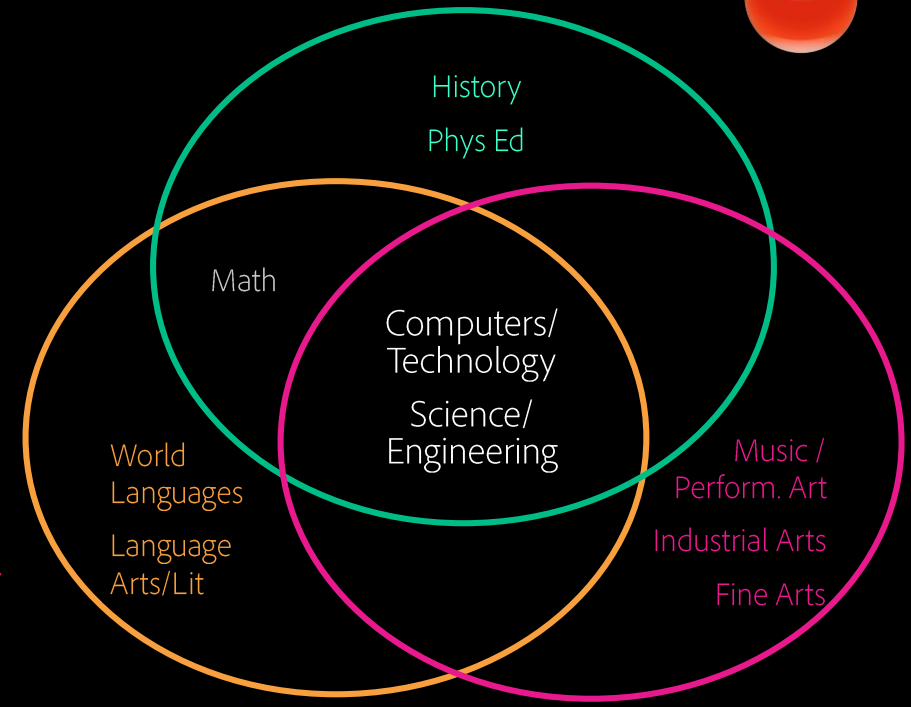
Course Intersection
(Shown: % Top 5 Selected, Students, India & China)



MY FAVORITE CLASSES TO TAKE

CLASSES THAT PREPARE ME FOR MY FUTURE

CLASSES THAT REQUIRE CREATIVITY

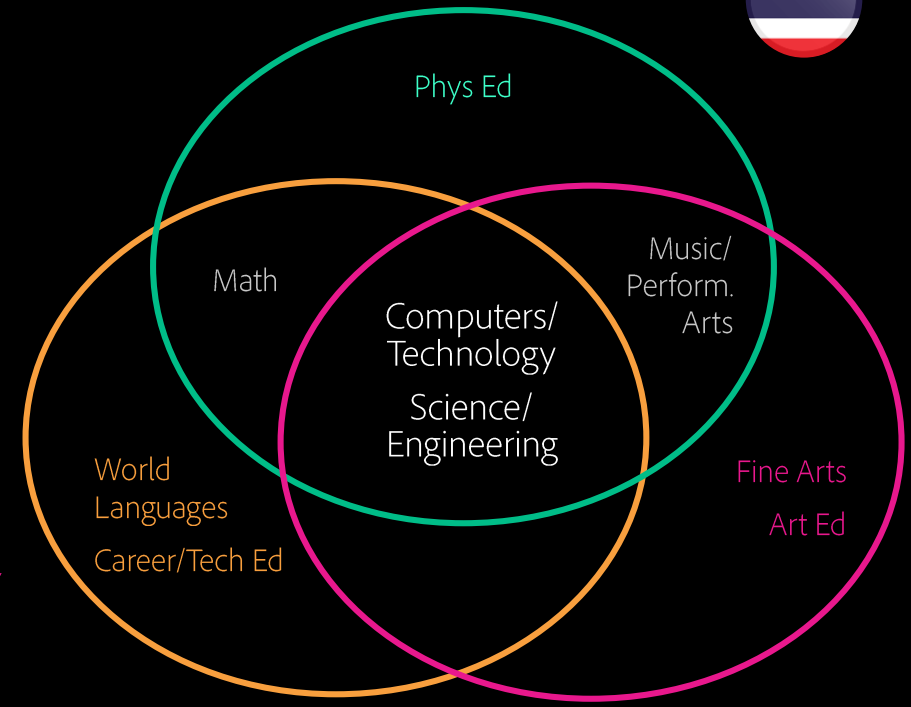
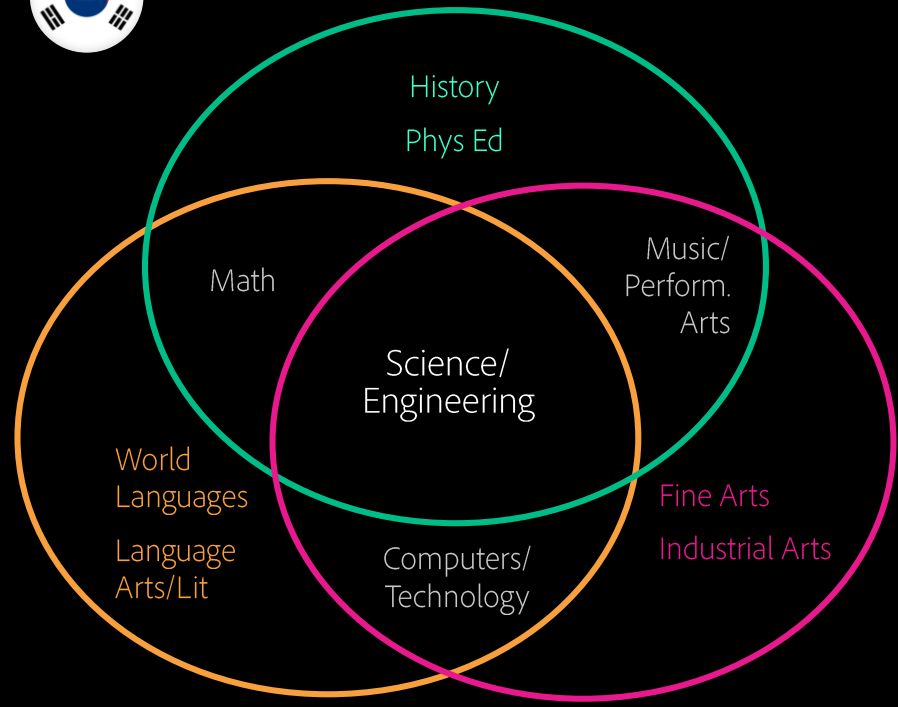


Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]
 Q29: Which of your classes is most useful to you in preparing for your future after you finish school? [MULTI-SELECT UP TO 3]
 Q42: Which of the following classes do you feel requires some form of creativity? [MULTI-SELECT]

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

Course Intersection

(Shown: % Top 5 Selected, Students, S.Korea & Thailand)



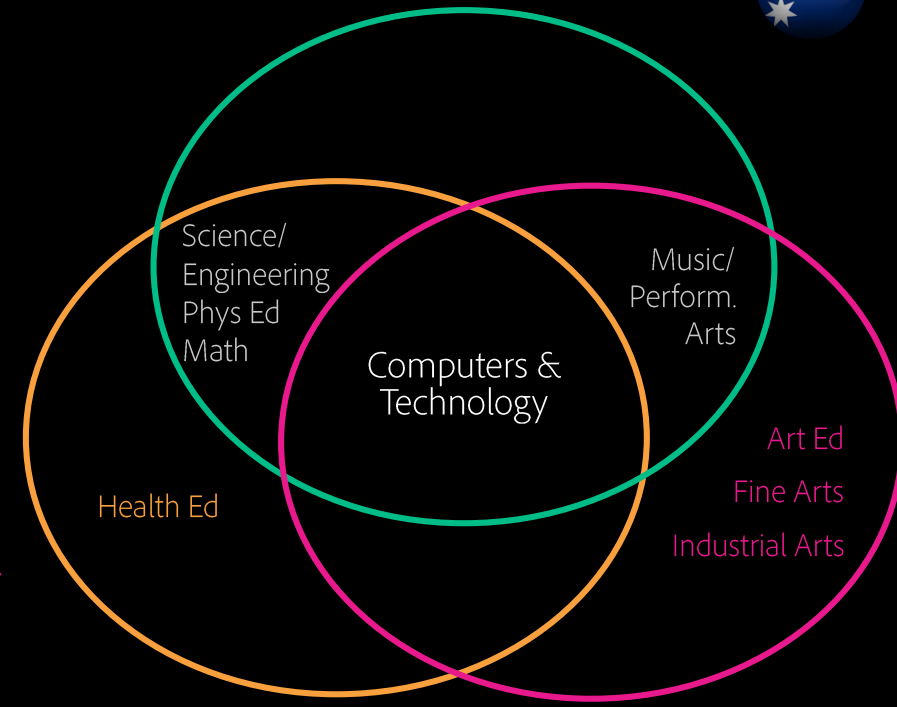
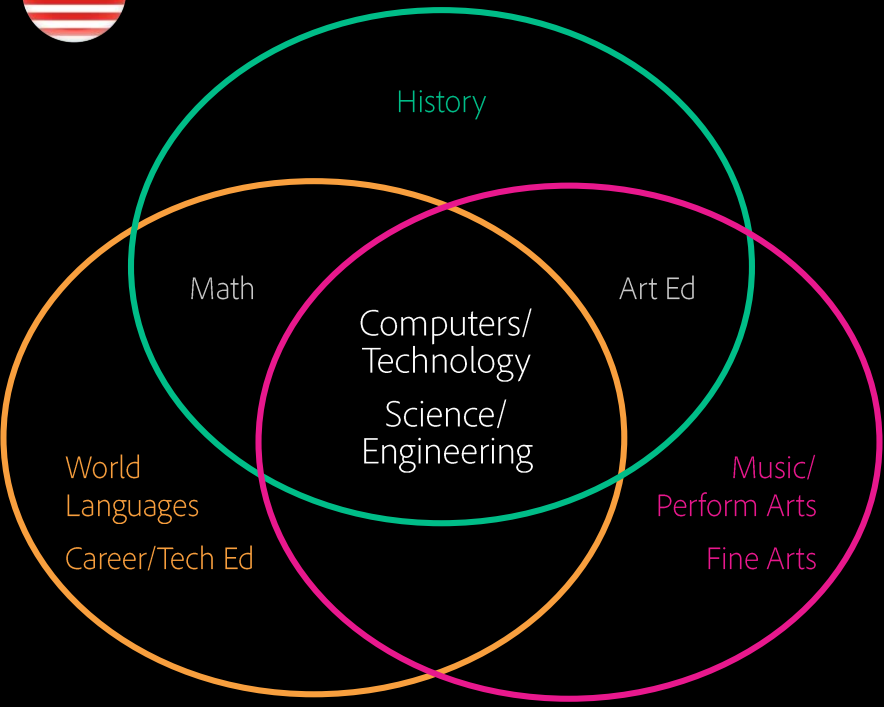
Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]

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]

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

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



MY FAVORITE CLASSES TO TAKE

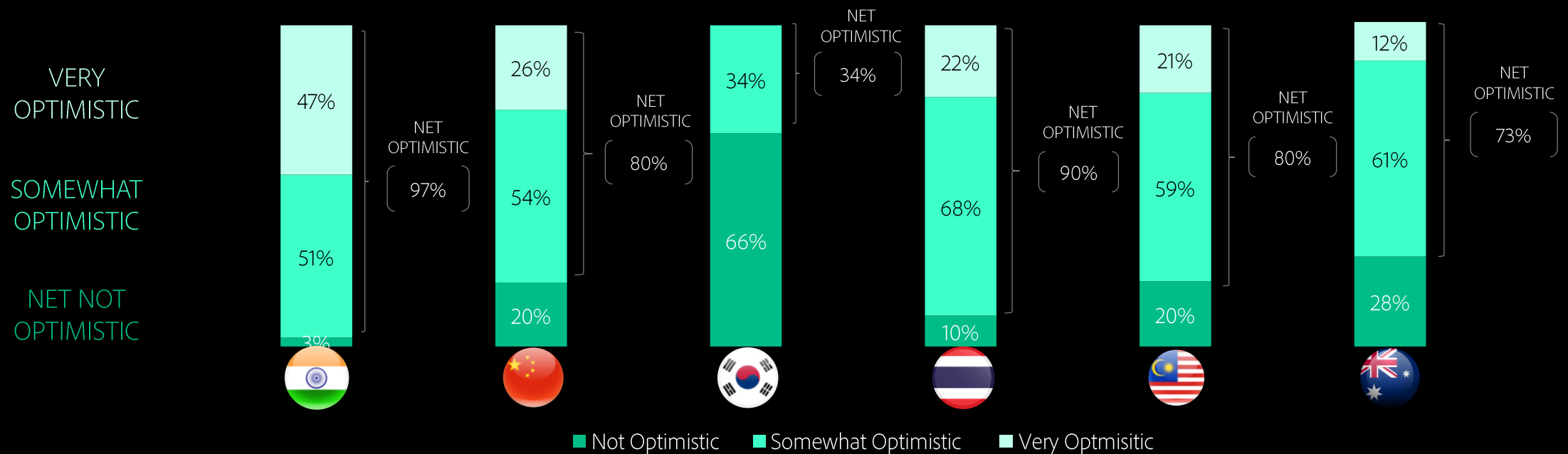
CLASSES THAT PREPARE ME FOR MY FUTURE

CLASSES THAT REQUIRE CREATIVITY

Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]
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 Q42: Which of the following classes do you feel requires some form of creativity? [MULTI-SELECT]

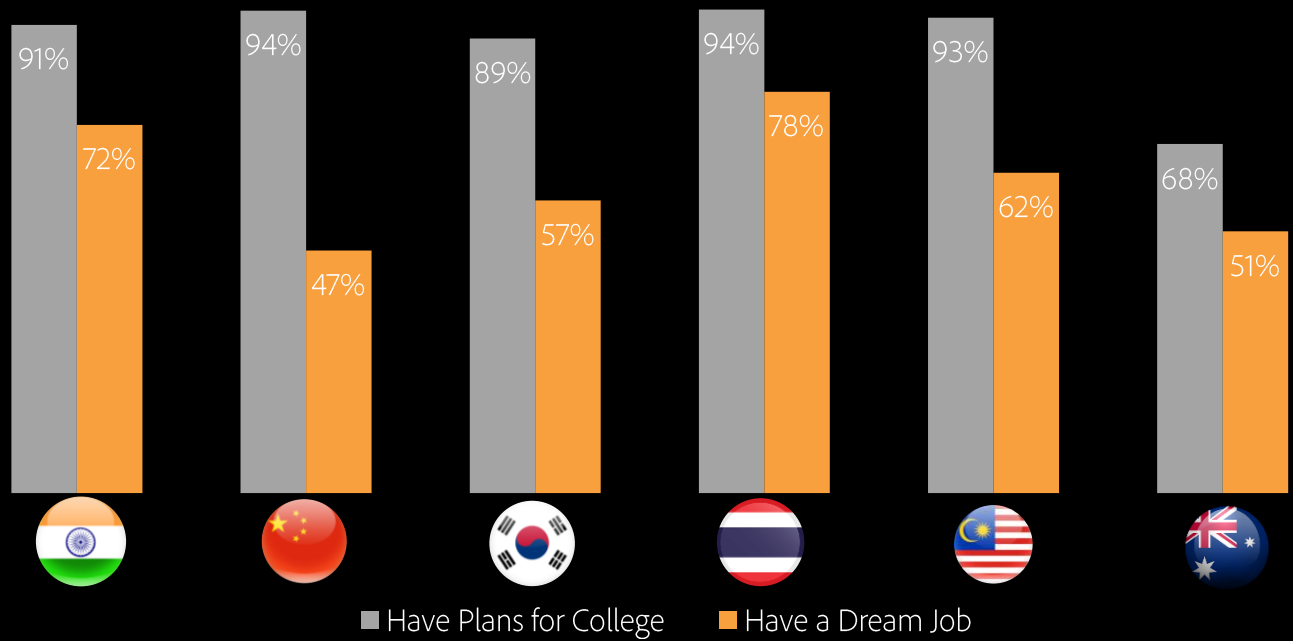
Teachers are only somewhat optimistic about career prospects for their students; confidence is far lower in South Korea

Optimism about Gen Z Career Prospects
(Shown: Teachers)

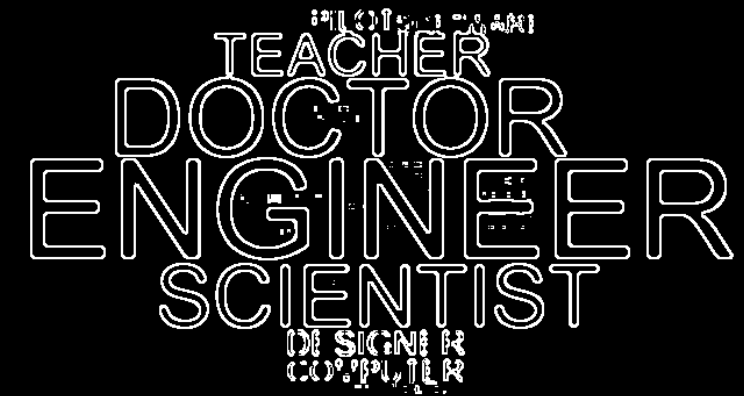


The vast majority of students have plans for college and many have a dream job, though most mention more traditional careers

Plans for the Future
(Shown: Students)









Gen Z Dream Jobs
(Shown: Open End Responses, Students)



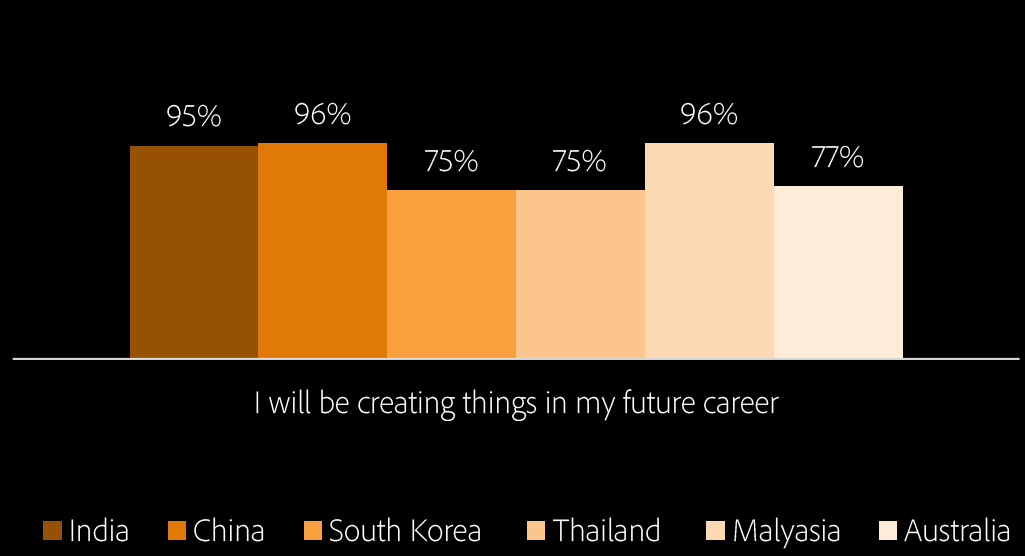
Students and teachers are aligned on the importance of creativity in Gen Z's future success

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

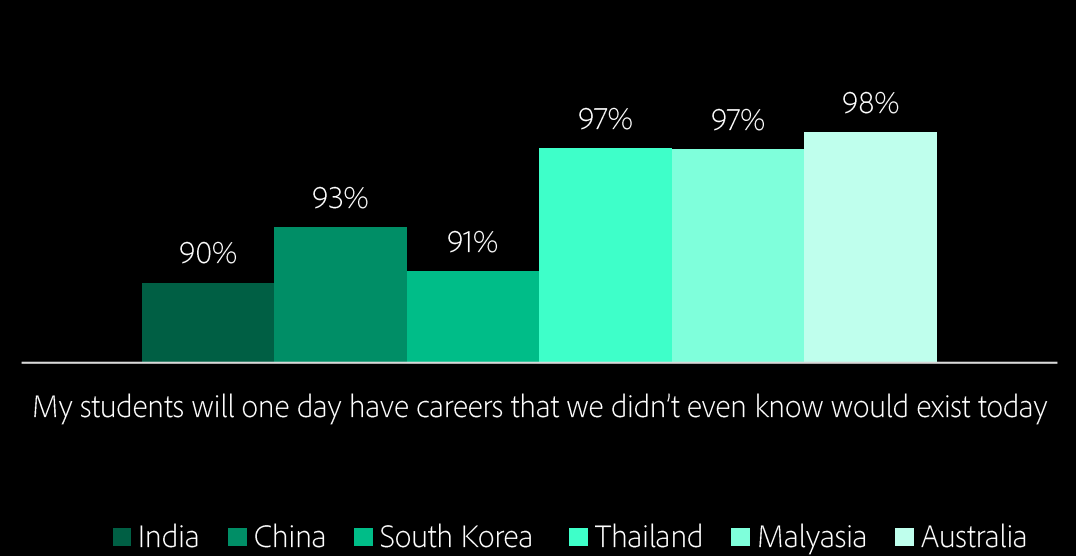
												
	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
I / Gen Z will be better prepared for the future given how well I / they understand technology	94%	90%	97%	97%	85%	84%	98%	98%	92%	96%	93%	78%
Creativity is going to play an integral role in solving many of the challenges the world faces today	95%	89%	96%	97%	92%	93%	95%	96%	94%	100%	87%	93%
Being creative will be essential to my / Gen Z's future success	95%	91%	94%	99%	92%	91%	97%	99%	97%	100%	78%	93%

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)



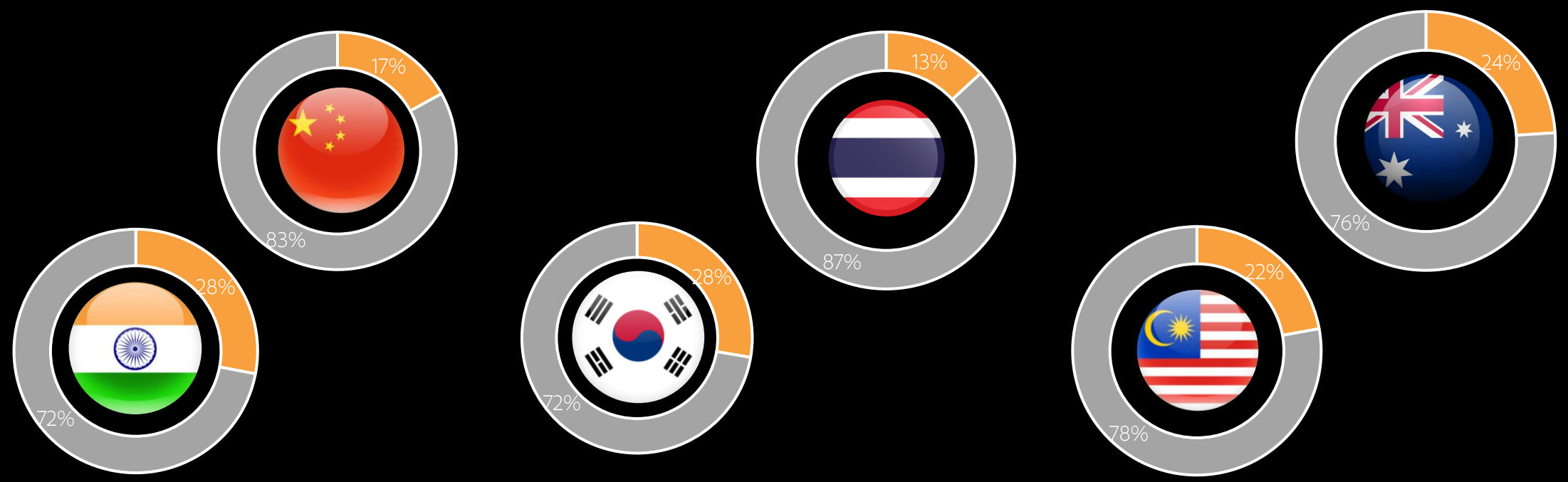
**asked only of students*



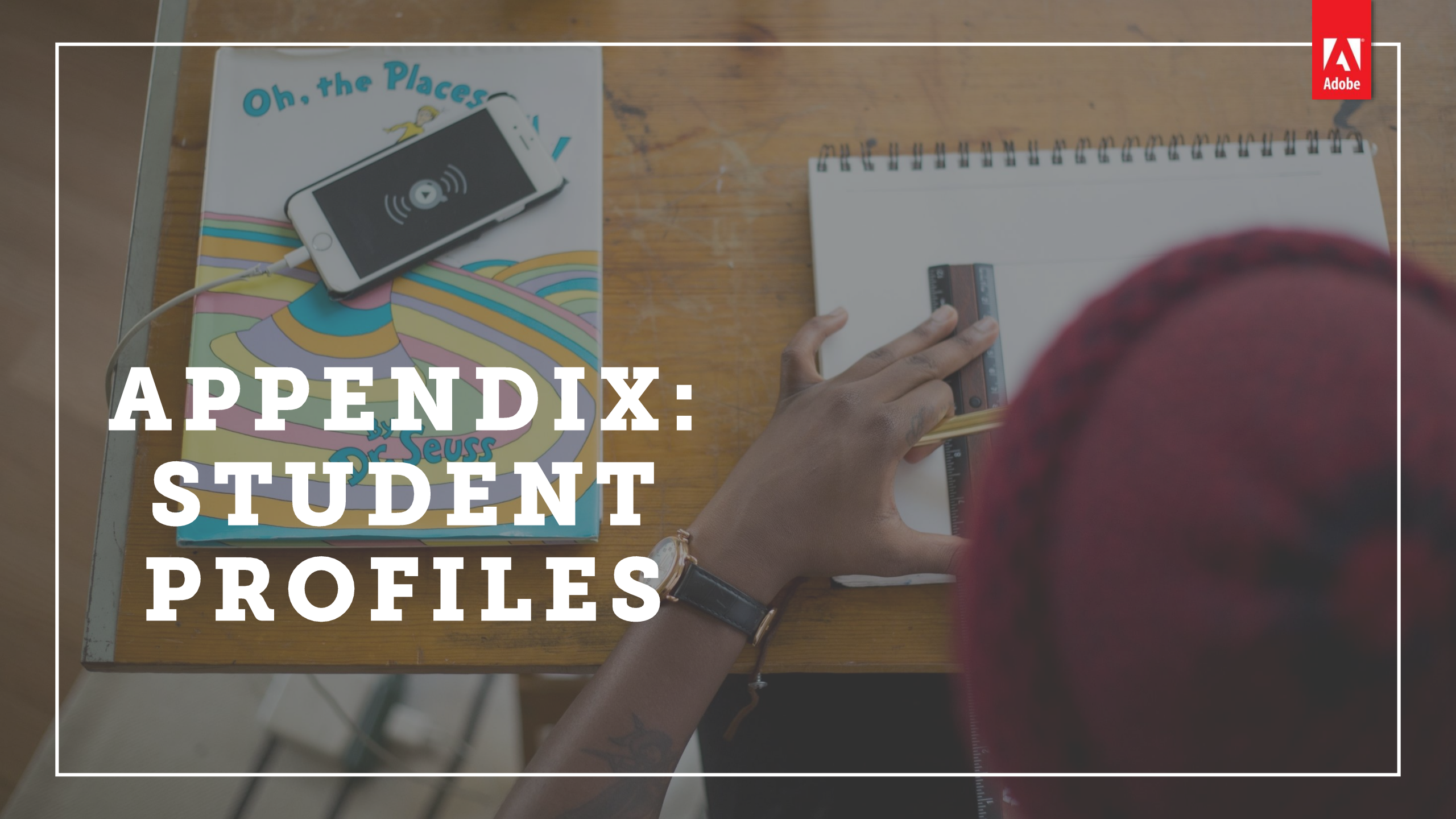
**asked only of teachers*

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

Gen Z Views on Career Opportunities
(Shown: Students)



- There are only a handful of careers or professions that require creativity
- There are many careers or professions that require creativity

A student is sitting at a wooden desk, using a pencil and a ruler to draw on a spiral notebook. To the left, a smartphone is charging on a book titled 'Oh, the Places You'll Go!' by Dr. Seuss. The book cover features a colorful, abstract landscape with a yellow figure. The student is wearing a black watch and has a tattoo on their forearm. A red 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	12	4%
	13	11%
	14	20%
	15	13%
	16	16%
	17	17%
	18	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%



CHINA GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Computers & Technology (51%)	Sports (38%)	18%	Share someone else's photos (67%)
2	Mathematics (30%)	Computer science (28%)	7%	Post my own photos (61%)
3	Science & Engineering (25%)	Music (27%)	4%	Share someone else's videos (58%)
4	History (23%)	Dance (19%)	22%	Share someone else's link to a story or article online (51%)
5	Physical Education (18%)	Student government (17%)	14%	Post my own videos (46%)

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 – CHINA STUDENTS

Category	Sub-Category	%
Gender	Male	51%
	Female	49%
Grade	12	11%
	13	22%
	14	13%
	15	11%
	16	13%
	17	18%
	18	12%
Age	12-13	37%
	14-15	27%
	16-17	33%

Favorite Subject	%
Computers & Technology	51%
Mathematics	30%
Science & Engineering	25%
History	23%
Physical Education	18%
Fine Arts	14%
Language Arts & Literature	14%
Music / Performing Arts	14%
Industrial Arts	14%
World Languages	5%
Health Education	4%
Art Education	3%
Social Studies / Political Science	3%
Career & Technical Education	2%
Other	0%

Extracurricular	%
Sports	38%
Computer science	28%
Music	27%
Dance	19%
Student government	17%
Robotics	17%
Fine arts	15%
Sport clubs	15%
Volunteering	14%
None	9%
Debate	9%
Art clubs	9%
Internship	8%
Journalism / Yearbook	6%
Drama	4%
Other	1%

Region	%
Guangdong	11%
Jiangsu	10%
Shandong	10%
Henan	8%
Beijing	6%
Shanghai	6%
Zhejiang	6%
Sichuan	6%
Heilongjiang	5%
Hubei	5%
Hebei	4%
Shanxi	3%
Liaoning	3%
Fujian	3%
Guangxi	3%
Chongqing	3%
Tianjin	2%
Jilin	2%
Jiangxi	2%
Shaanxi	2%
Anhui	1%
Yunnan	1%
Gansu	1%

SOUTH KOREA GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Physical Education (25%)	Music (24%)	62%	Share someone else's photos (52%)
2	Mathematics (24%)	Sports (22%)	31%	Share someone else's videos (48%)
3	Science & Engineering (24%)	Computer science (17%)	4%	Post my own photos (46%)
4	History (23%)	Volunteering (15%)	68%	Share someone else's link to a story or article online (41%)
5	Music / Performing Arts (23%)	Sport clubs (15%)	26%	Post my own videos (28%)

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 – SOUTH KOREA STUDENTS

Category	Sub-Category	%
Gender	Male	53%
	Female	47%
Grade	12	30%
	13	13%
	14	14%
	15	14%
	16	12%
	17	12%
	18	5%
Age	12-13	39%
	14-15	28%
	16-17	27%

Favorite Subject	%
Physical Education	25%
Mathematics	24%
Science & Engineering	24%
History	23%
Music / Performing Arts	23%
Language Arts & Literature	19%
World Languages	18%
Computers & Technology	15%
Fine Arts	13%
Social Studies / Political Science	9%
Health Education	6%
Career & Technical Education	5%
Art Education	5%
Industrial Arts	3%
Other	0%

Extracurricular	%
Music	24%
Sports	22%
Computer science	17%
None	16%
Sport clubs	15%
Volunteering	15%
Fine arts	11%
Student government	10%
Other	7%
Drama	7%
Robotics	7%
Art clubs	7%
Debate	6%
Dance	6%
Journalism / Yearbook	4%
Internship	4%

Region	%
Seoul	25%
Gyeonggi	23%
Busan	8%
Daegu	7%
Gyeongnam	7%
Incheon	6%
Gyeongbuk	4%
Gwangju	3%
Daejeon	3%
Chungbuk	3%
Chungnam	3%
Jeonbuk	3%
Jeonnam	3%
Ulsan	1%
Gangwon	1%

THAILAND GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Computers & Technology (50%)	Sports (48%)	77%	Post my own photos (78%)
2	Mathematics (37%)	Music (32%)	50%	Share someone else's photos (62%)
3	Physical Education (23%)	Volunteering (24%)	3%	Share someone else's videos (59%)
4	Music / Performing Arts (20%)	Computer science (16%)	93%	Post my own videos (57%)
5	Science & Engineering (19%)	Dance (16%)	29%	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 – THAILAND STUDENTS

Category	Sub-Category	%	Favorite Subject	%	Extracurricular	%	Region	%
Gender	Male	50%	Computers & Technology	50%	Sports	48%	Central	38%
	Female	50%	Mathematics	37%	Music	32%	Northeast	23%
Grade	12	11%	Physical Education	23%	Volunteering	24%	North	18%
	13	28%	Music / Performing Arts	20%	Dance	16%	South	11%
	14	11%	Science & Engineering	19%	Computer science	16%	East	9%
	15	11%	World Languages	14%	Drama	15%	West	2%
	16	12%	Fine Arts	12%	Sports clubs	11%		
	17	9%	History	8%	Fine arts	10%		
	18	17%	Art Education	8%	None	10%		
			Career & Technical Education	7%	Art clubs	9%		
Age	11-13	44%	Health Education	7%	Student government	9%		
	14-15	22%	Social Studies / Political Science	4%	Internship	9%		
	16-17	21%	Language Arts & Literature	2%	Journalism / Yearbook	5%		
			Other	2%	Debate	4%		
		Industrial Arts	1%	Robotics	3%			
				Other	1%			

MALAYSIA GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Mathematics (54%)	Sports (43%)	79%	Share someone else's photos (64%)
2	Computers & Technology (44%)	Sport clubs (39%)	63%	Share someone else's videos (64%)
3	Science & Engineering (24%)	Computer science (27%)	20%	Share someone else's link to a story or article online (62%)
4	Art Education (22%)	Music (26%)	93%	Post my own photos (56%)
5	History (21%)	Volunteering (19%)	35%	Post links 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 – MALAYSIA STUDENTS

Category	Sub-Category	%	Favorite Subject	%	Extracurricular	%	Region	%
Gender	Male	52%	Mathematics	54%	Sports	43%	Selangor	25%
	Female	48%	Computers & Technology	44%	Sport clubs	39%	Johor	15%
Grade	12	23%	Science & Engineering	24%	Computer science	27%	W.P. Kuala Lumpur	14%
	13	16%	Art Education	22%	Music	26%	Pualau Pinang	11%
	14	11%	History	21%	Volunteering	19%	Perak	8%
	15	12%	Physical Education	17%	Art clubs	17%	Sabah	5%
	16	10%	Music / Performing Arts	14%	Robotics	14%	Sarawak	5%
	17	18%	Career & Technical Education	10%	Drama	13%	Kedah	3%
	18	11%	World Languages	10%	Dance	13%	Terengganu	3%
	18	11%	Health Education	7%	Internship	10%	Negeri Sembilan	3%
Age	12-13	39%	Social Studies / Political Science	7%	Debate	9%	Melaka	3%
	14-15	22%	Industrial Arts	3%	Student government	5%	Kelantan	2%
	16-17	27%	Other	3%	Other	5%	Pahang	2%
			Language Arts & Literature	3%	Fine arts	4%	W.P. Putrajaya	1%
			Fine Arts	2%	None	3%		

AUSTRALIA GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Physical Education (37%)	Sports (61%)	79%	Post my own photos (50%)
2	Mathematics (33%)	Music (27%)	60%	Share someone else's photos (38%)
3	World Languages (32%)	Dance (15%)	53%	Share someone else's videos (36%)
4	Computers & Technology (29%)	Volunteering (11%)	42%	Post my own videos (23%)
5	Science & Engineering (20%)	Internship (9%)	25%	Share someone else's link to a story or article online (20%)

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]

62%
post content
53%
share content

DEMOGRAPHICS – AU STUDENTS

Category	Sub-Category	%
Gender	Male	50%
	Female	50%
Grade	Year 6	17%
	Year 7	16%
	Year 8	9%
	Year 9	12%
	Year 10	16%
	Year 11	17%
	Year 12	13%
	Age	11-13
14-15		28%
16-17		35%

Favorite Subject	%
Mathematics	34%
Physical Education	32%
Science & Engineering	32%
Computers & Technology	30%
Music / Performing Arts	24%
Art Education	23%
History	14%
Health Education	11%
Language Arts & Literature	9%
Social Studies / Political Science	9%
Fine Arts	8%
World Languages	7%
Other	7%
Industrial Arts	5%
Career & Technical Education	4%

Extracurricular	%
Sports	56%
Music	28%
None	17%
Volunteering	15%
Dance	14%
Drama	12%
Computer science	9%
Other	8%
Debate	6%
Robotics	6%
Student government	5%
Fine arts	5%
Internship	2%
Journalism / Yearbook	1%

Region	%
New South Wales	30%
Victoria	28%
Queensland	21%
South Australia	8%
Western Australia	10%
Tasmania	2%
Northern Territory	0%
Australian Capital Territory	1%

A top-down view of a wooden desk. On the left is a book titled 'Oh, the Places You'll Go!' by Dr. Seuss, with a smartphone on top showing a play button icon. To the right is a spiral notebook with a ruler and a pencil. A person's hands are visible, one holding the ruler and the other holding the pencil. The person is wearing a watch and has a tattoo on their forearm. 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%
	65-74	0%
Employment	75 and over	0%
	Full-Time	88%
	Part-Time	12%

Category	Sub-Category	%
Grade(s) Teach	12	31%
	13	43%
	14	57%
	15	46%
	16	46%
	17	17%
Years of Experience	18	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%



DEMOGRAPHICS – CHINA TEACHERS

Category	Sub-Category	%	Category	Sub-Category	%	Subject(s) Taught	%	Region	%
Gender	Male	49%	Grade(s) Teach	12	17%	Mathematics	34%	Jiangsu	9%
	Female	51%		13	22%	Language Arts & Literature	11%	Zhejiang	9%
Age	22-24	2%		14	22%	History	18%	Sichuan	9%
	25-34	33%		15	12%	Computers & Technology	13%	Guangdong	8%
	35-44	44%		16	13%	Science & Engineering	11%	Shandong	8%
	45-54	18%		17	12%	Health Education	10%	Henan	7%
	55-64	2%	18	14%	Special Education	6%	Hebei	7%	
	65-74	0%	Years of Experience	1-5 years	28%	Career & Technical Education	6%	Beijing	6%
75 and over	0%	6-10 years		28%	ESOL / Bilingual Programs	6%	Shanghai	6%	
Employment	Full-Time	100%		11-20 years	25%	Music / Performing Arts	4%	Fujian	6%
	Part-Time	0%	More than 20 years	18%	Art Education	4%	Chongqing	5%	
					Social Studies / Political Science	3%	Tianjin	5%	
					World Languages	3%	Hubei	3%	
					Fine Arts	3%	Liaoning	3%	
					Industrial Arts	3%	Jilin	2%	
					Physical Education	1%	Heilongjiang	2%	
					Other	0%	Anhui	2%	
					Library Media Programs	0%	Shanxi	1%	
							Guangxi	1%	
							Shaanxi	1%	
							Jiangxi	0%	
							Yunnan	0%	
							Gansu	0%	

DEMOGRAPHICS – SOUTH KOREA TEACHERS

Category	Sub-Category	%	Category	Sub-Category	%	Subject(s) Taught	%	Region	%
Gender	Male	27%	Grade(s) Teach	12	14%	World Languages	37%	Gyeongnam	51%
	Female	73%		13	24%	Language Arts & Literature	29%	Ulsan	24%
Age	22-24	0%		14	9%	Mathematics	28%	Daegu	4%
	25-34	53%		15	9%	Science & Engineering	18%	Seoul	3%
	35-44	16%		16	27%	History	14%	Busan	3%
	45-54	25%		17	20%	Career & Technical Education	10%	Gyeongbuk	3%
	55-64	6%		18	30%	Social Studies / Political Science	8%	Gangwon	3%
	65-74	0%		Years of Experience	1-5 years	34%	Special Education	5%	Daejeon
	75 and over	0%	6-10 years		26%	Physical Education	3%	Chungbuk	2%
Employment	Full-Time	87%	11-20 years		10%	Music / Performing Arts	3%	Jeonnam	2%
	Part-Time	13%	More than 20 years	29%	Computers & Technology	2%	Gyeonggi	1%	
					Art Education	2%	Incheon	1%	
					Fine Arts	2%	Gwangju	1%	
					Health Education	1%	Jeonbuk	1%	
					ESOL / Bilingual Programs	1%	Chungnam	0%	
					Library Media Programs	1%			
					Industrial Arts	1%			
					Other	0%			

DEMOGRAPHICS – MALAYSIA TEACHERS

Category	Sub-Category	%	Category	Sub-Category	%	Subject(s) Taught	%	Region	%
Gender	Male	40%	Grade(s) Teach	12	24%	Mathematics	57%	Selangor	25%
	Female	60%		13	35%	Physical Education	22%	Johor	15%
Age	22-24	1%		14	37%	Computers & Technology	18%	W.P. Kuala Lumpur	13%
	25-34	49%		15	28%	Science & Engineering	17%	Pualau Pinang	11%
	35-44	36%		16	22%	History	17%	Perak	3%
	45-54	12%		17	24%	Health Education	11%	Sabah	4%
	55-64	1%		18	5%	Art Education	11%	Sarawak	7%
	65-74	0%		Years of Experience	1-5 years	37%	World Languages	9%	Kedah
	75 and over	0%	6-10 years		37%	Other	7%	Terengganu	1%
Employment	Full-Time	96%	11-20 years		18%	Social Studies / Political Science	6%	Negeri Sembilan	3%
	Part-Time	4%	More than 20 years	8%	Music / Performing Arts	6%	Melaka	0%	
					Career & Technical Education	6%	Kelantan	1%	
					ESOL / Bilingual Programs	6%	Pahang	7%	
					Industrial Arts	6%	W.P. Putrajaya	1%	
					Language Arts & Literature	3%			
					Fine Arts	3%			
					Library Media Programs	3%			

DEMOGRAPHICS – THAILAND TEACHERS

Category	Sub-Category	%	Category	Sub-Category	%	Subject(s) Taught	%	Region	%
Gender	Male	45%	Grade(s) Teach	12	29%	Mathematics	40%	Central	37%
	Female	55%		13	46%	Computers & Technology	24%	Northeast	22%
Age	22-24	6%		14	29%	World Languages	14%	North	25%
	25-34	44%		15	29%	Social Studies / Political Science	14%	South	10%
	35-44	40%		16	14%	History	13%	East	4%
	45-54	8%		17	14%	Health Education	10%	West	2%
	55-64	2%		18	19%	Science & Engineering	9%		
	65-74	0%		Years of Experience	1-5 years	43%	Physical Education	9%	
75 and over	0%	6-10 years	30%		Career & Technical Education	9%			
Employment	Full-Time	99%	11-20 years		19%	Special Education	8%		
	Part-Time	1%	More than 20 years	6%	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%			

DEMOGRAPHICS – AU TEACHERS

Category	Sub-Category	%	Category	Sub-Category	%	Subject(s) Taught	%	Region	%
Gender	Male	30%	Grade(s) Teach	Year 6	41%	Mathematics	38%	New South Wales	31%
	Female	70%		Year 7	43%	Language Arts & Literature	25%	Victoria	30%
Age	22-24	0%		Year 8	44%	Science & Engineering	24%	Queensland	16%
	25-34	15%		Year 9	45%	History	23%	South Australia	9%
	35-44	22%		Year 10	51%	Social Studies / Political Science	21%	Western Australia	11%
	45-54	25%		Year 11	48%	Music / Performing Arts	20%	Tasmania	2%
	55-64	30%		Year 12	52%	Health Education	19%	Northern Territory	1%
	65-74	9%	Years of Experience	1-5 years	9%	Physical Education	18%	Australian Capital Territory	2%
75 and over	0%	6-10 years		20%	Computers & Technology	16%			
Employment	Full-Time	57%		11-20 years	21%	Other	15%		
	Part-Time	44%	More than 20 years	51%	Special Education	14%			
					Art Education	14%			
					World Languages	7%			
					Library Media Programs	6%			
					Fine Arts	5%			
					Career & Technical Education	4%			
					ESOL / Bilingual Programs	4%			
					Industrial Arts	2%			