



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 Malaysia	MALAYSIA n = 250	MOE = +/- 4.3	September 21 – October 5, 2017	20 minute online survey
Gen Z Teachers (Teach students Ages 11-17) in Malaysia	MALAYSIA n = 100	MOE = +/- 9.8		

A top-down view of a wooden desk. On the left, a smartphone with a white charging cable is placed on a children's book titled 'Oh, the Places You'll Go!' by Dr. Seuss. The book cover features a colorful, wavy pattern. To the right, a spiral-bound notebook is open, and a hand is holding a pencil and a ruler over it. The hand is wearing a black watch. The overall scene suggests a workspace or study area.

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 can express my creativity more efficiently with the current technology that we have than the older generation.”

Student, MY

“They have greater creativity as they are exposed to digital technology from their early age and these exposures help their minds process the information acquired more creatively.”

Teacher, MY

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”

“I think what is learned in class is not enough to meet the challenges after school.”

Student, MY

“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 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

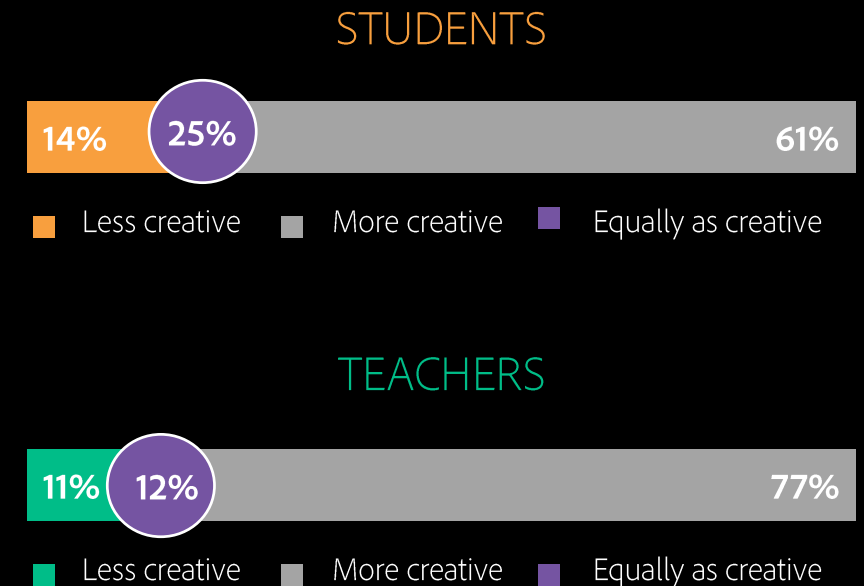
Gen Z feel they are more creative than past generations; teachers agree wholeheartedly

Describing Gen Z
(Shown: % Top 5 Selected)

	STUDENTS	TEACHERS
		
1	Ambitious (50%)	Curious (65%)
2	Curious (46%)	Social (61%)
3	Creative (39%)	Creative (52%)
4	Confident (38%)	Smart (50%)
5	Outgoing (32%)	Original (48%)

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)

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)

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

"I can express my creativity more efficiently with the current technology that we have compared to the older generation." (MY)


TEACHERS

"Gen Z is more creative than the older generation because Gen Z can get a lot of information more easily via the internet." (MY)

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%	90%
I enjoy / Gen Z enjoys taking ideas and creating something from them	91%	91%
I am / Gen Z is always looking for a better way to do something	94%	79%
Most of what I create / Gen Z creates is done using digital or online tools / devices	67%	84%
Multi-tasking comes naturally to me / Gen Z	88%	82%

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

"I can learn a lot with a very short time with the internet." (MY)

TEACHERS

"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)

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

"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)

TEACHERS


"They miss opportunities to be more successful if left behind in the technological aspects of today's digitally savvy IT." (MY)

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

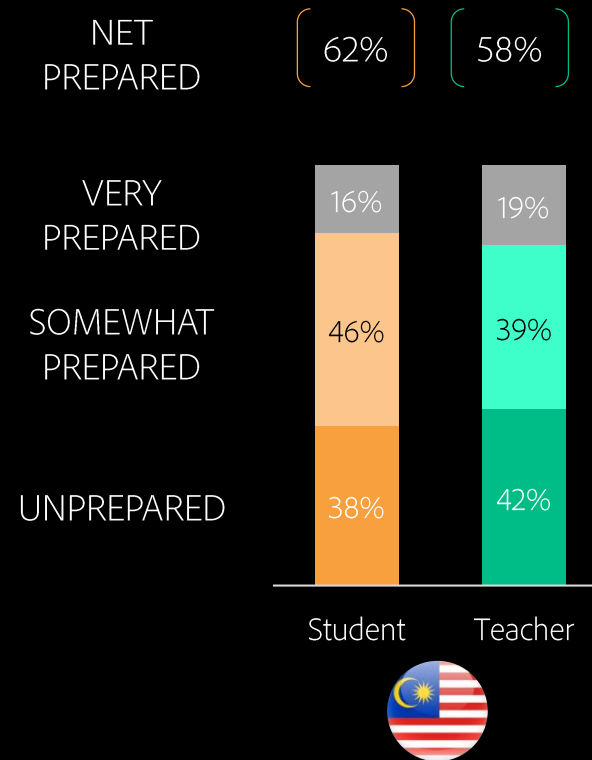
(Shown: Top 5 Responses, Students)

STUDENTS	
	
1	Curious (55%)
2	Excited (49%)
3	Confident (36%)
4	Happy (31%)
5	Worried (30%)

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

"I have an uncertainty and fear what will happen in the future." (MY)


TEACHERS

"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)

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	77%	84%
Watching	73%	74%
Researching online	71%	80%
Collaborating	82%	72%
Listening	59%	43%
Reading	54%	37%
Writing	53%	39%

*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	70%	71%
Writing	77%	84%
Reading	69%	68%
Researching Online	44%	49%
Doing / Creating	42%	56%
Watching	37%	55%
Collaborating	57%	64%

*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]

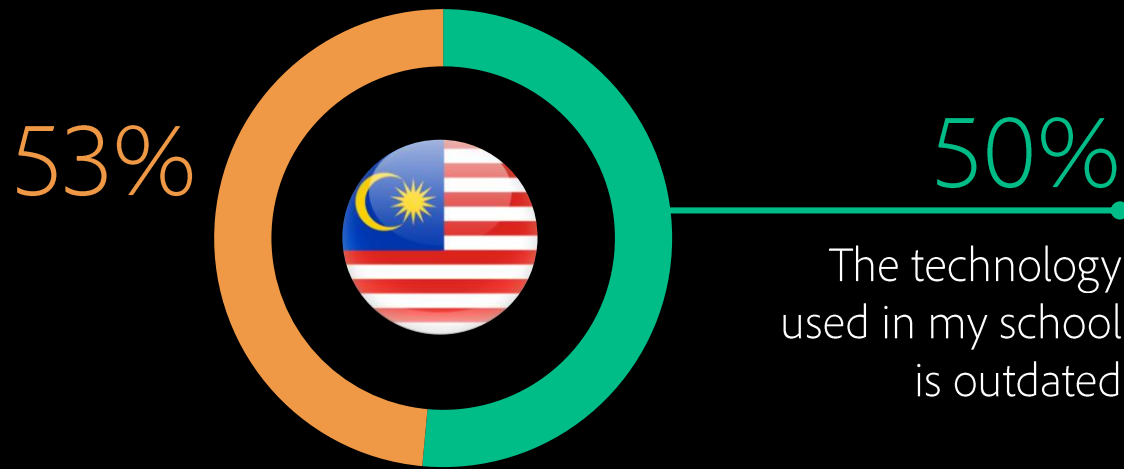
Teachers want more opportunities for hands-on learning and letting students follow their curiosities to prepare them for the workforce

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)

	STUDENTS	TEACHERS
I wish there was more of a focus on creativity in my classes / curriculum	95%	98%

*Shaded boxes indicate significantly higher percentages among audiences.

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

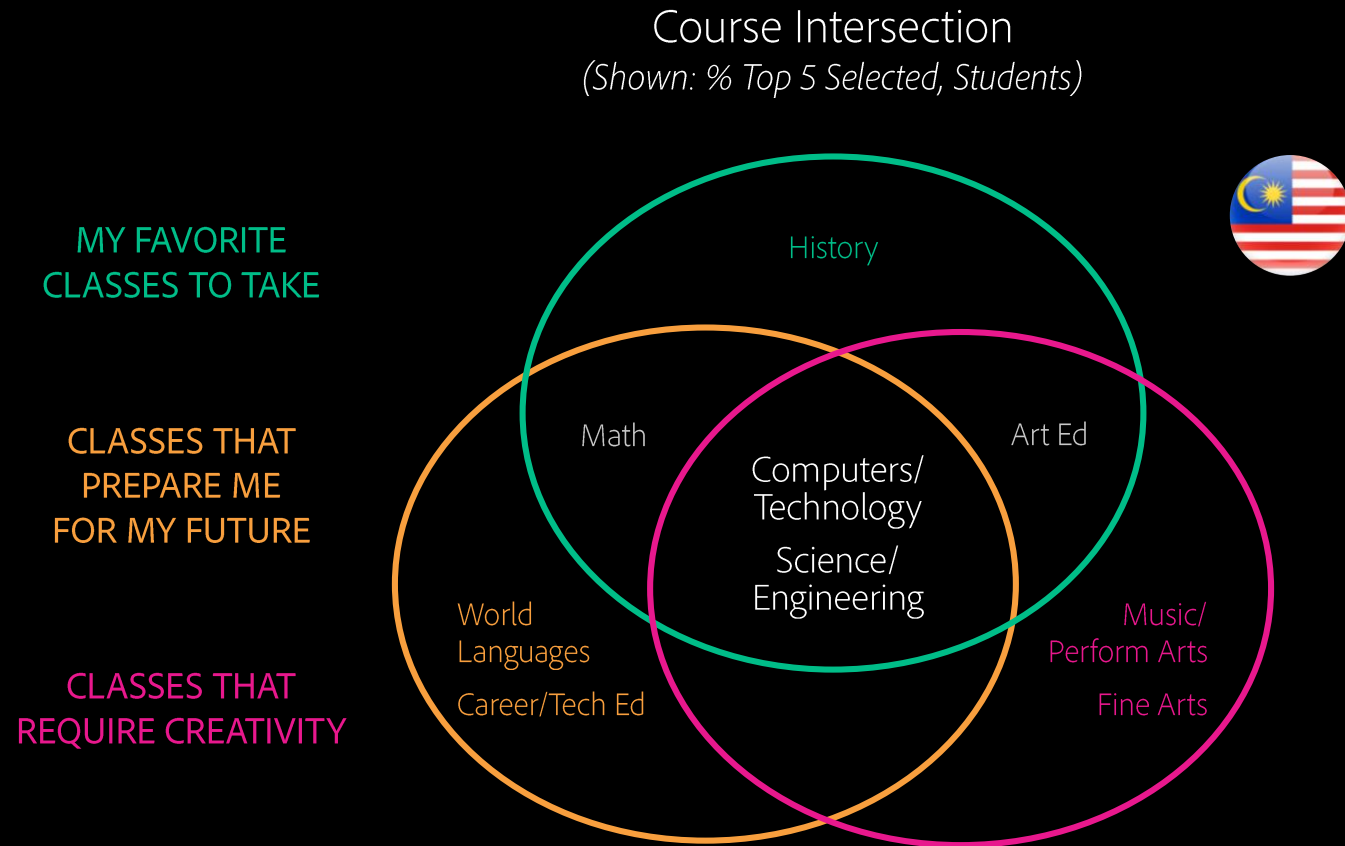
Students and teachers are aligned on the importance of creativity in Gen Z's future success

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

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

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 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

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%		

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 – 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%			