



Pearson

Beyond Millennials: The Next Generation of Learners

Global Research & Insights

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Beyond Millennials: The Next Generation of Learners

Research Source

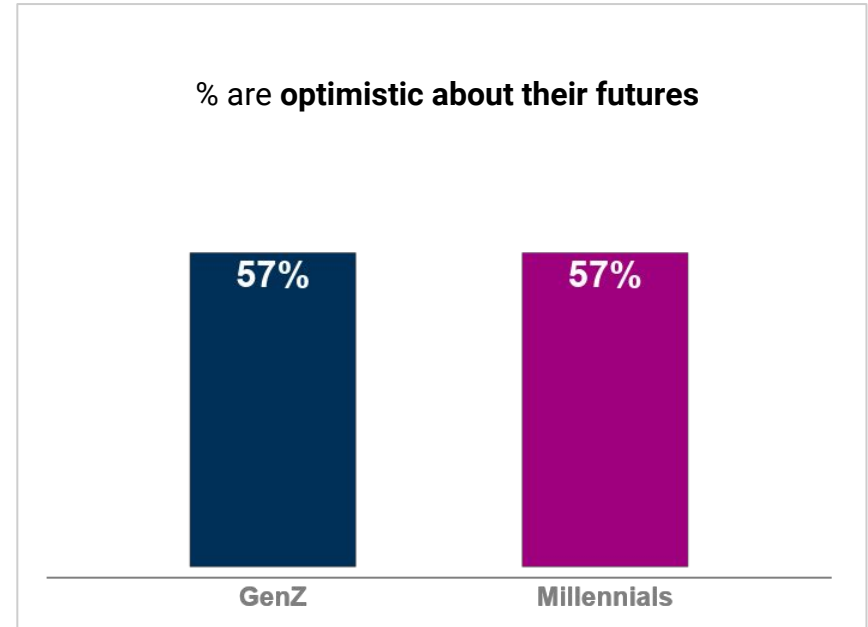
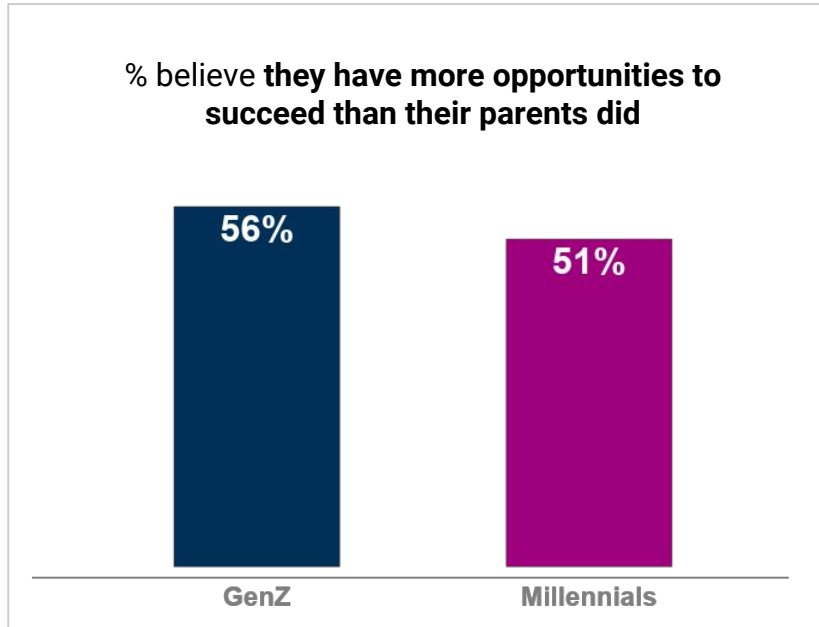
The research was conducted by The Harris Poll, a global market research firm based in New York. Results are based on responses from a 30-minute nationally representative online survey of 2,587 respondents, 14 to 40-years old. Results were weighted for age, gender, race/ethnicity, marital status, household income, and education where necessary to align them with their actual proportions in the population. Survey respondents were selected based on their age, education, and quality of response from leading online research panels.



Outlook & Values of GenZ

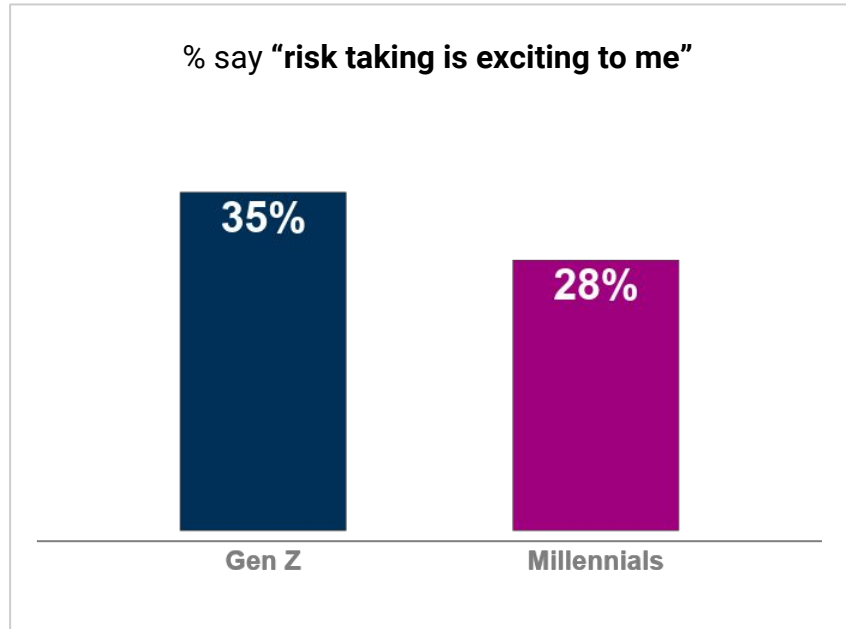
GenZ's outlook is positive...

While both groups are optimistic about their futures, GenZ is more likely to feel that they have opportunities available to them that previous generations didn't.



...which enables risk-taking

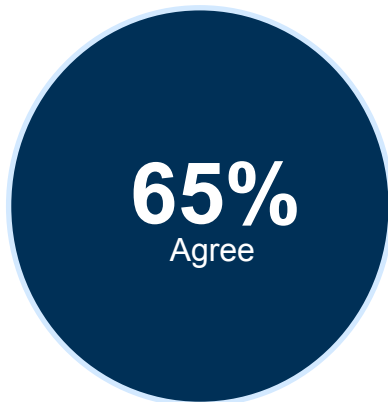
GenZ is more likely to be excited by risk taking than their Millennial counterparts.



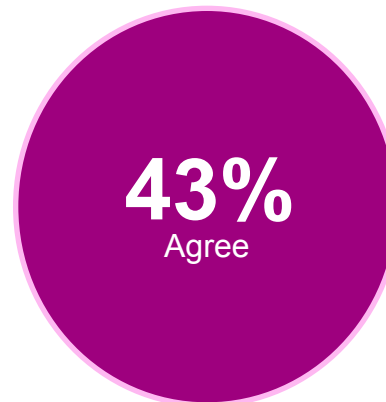
...and also drives ambition

While also in a different life stage than Millennials – two-thirds of GenZ say that their goal in life is to make it to the top of their profession.

Gen Z



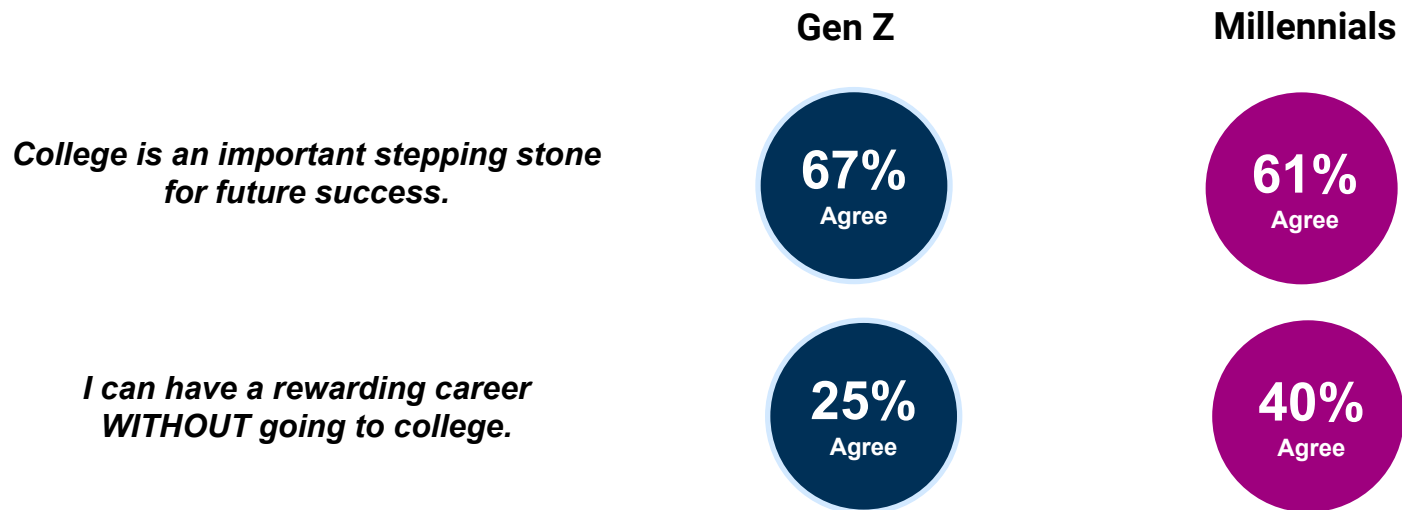
Millennials



My goal is to make it to the top of my profession/future profession one day.

GenZ sees the value of an education

While everyone sees the value of education in their future success, GenZ is less likely to believe that they can succeed in their career without college.



GenZ has a more diverse, global base of friends

Technology has enabled diverse, global relationships.

GenZ values diverse relationships

75% of GenZ indicate they **have friends from different backgrounds, races and beliefs**
(Versus **63%** of Millennials)

61% agree that **having diverse friends makes them a better person**
(Versus **51%** of Millennials)

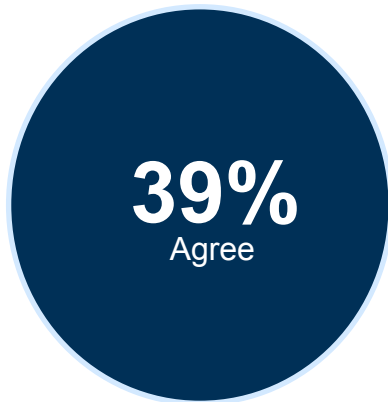
Social Media = Friendships around the world

41% of GenZ uses social media **to develop friendships** from around the world
(Versus **29%** of Millennials)

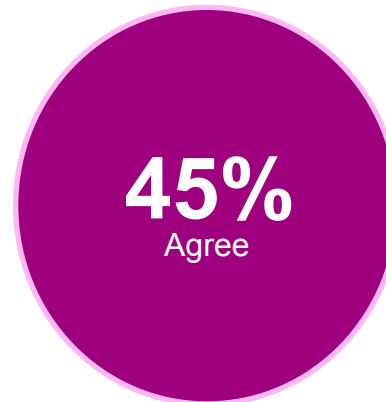
Though they wish for more family time

Four-in-ten would like to have more time to spend with their family.

Gen Z



Millennials



I frequently wish I had more time to spend with my family.

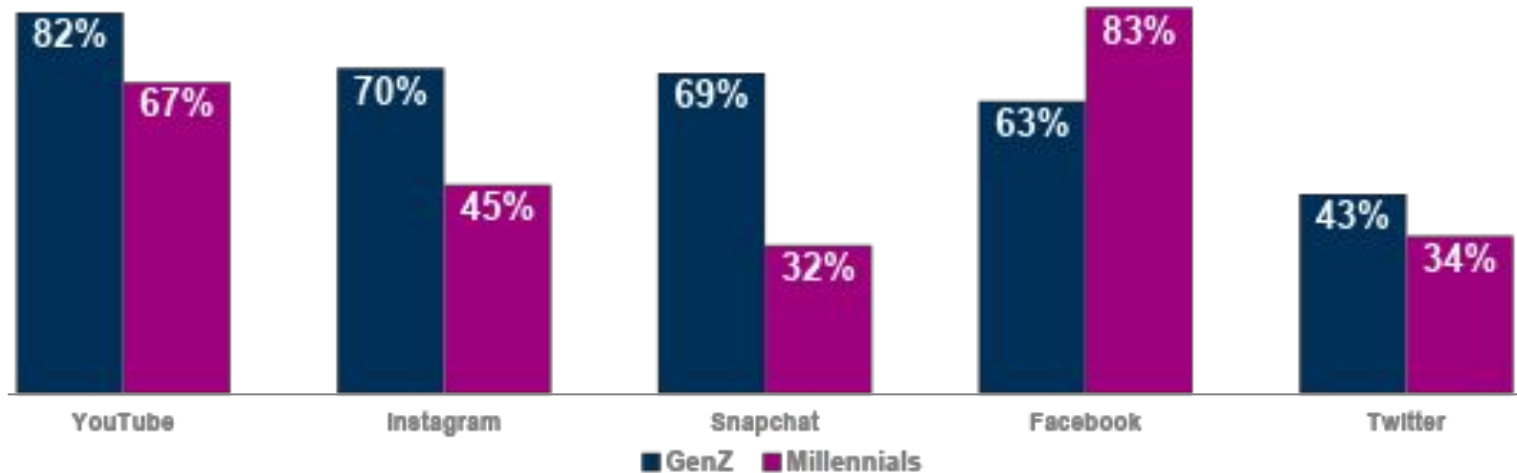


**Modern
Experiences in
Education**

GenZ demonstrates more current online behaviors

YouTube is king, especially among GenZ, who also use more modern versions of social media (Instagram and Snapchat vs. Facebook).

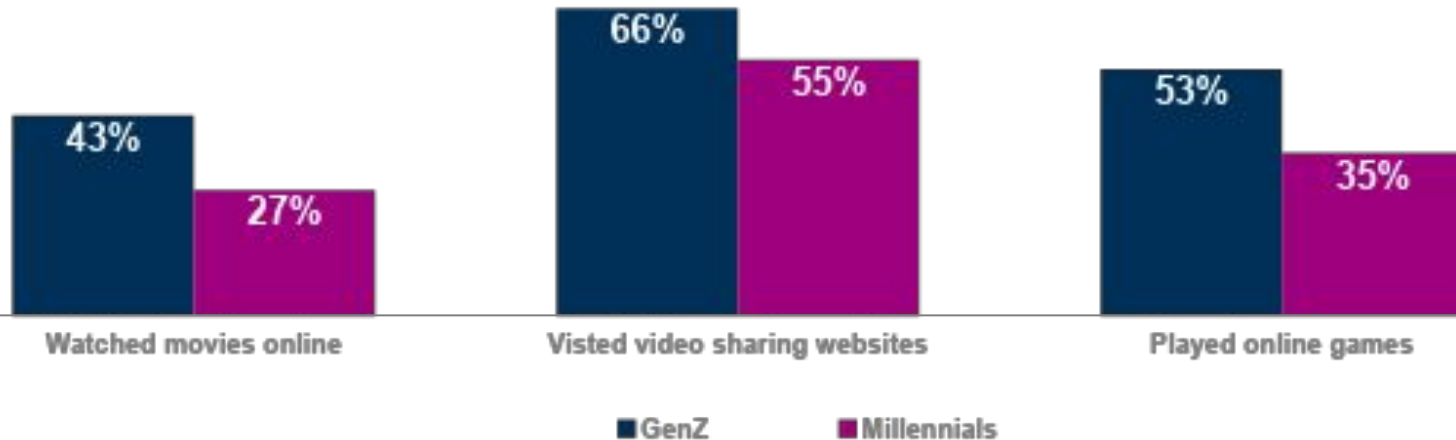
Usage of Social Media Platforms



GenZ also spends more time with online visual and video mediums

GenZ spends more time online overall than their Millennial counterparts for visual and game content.

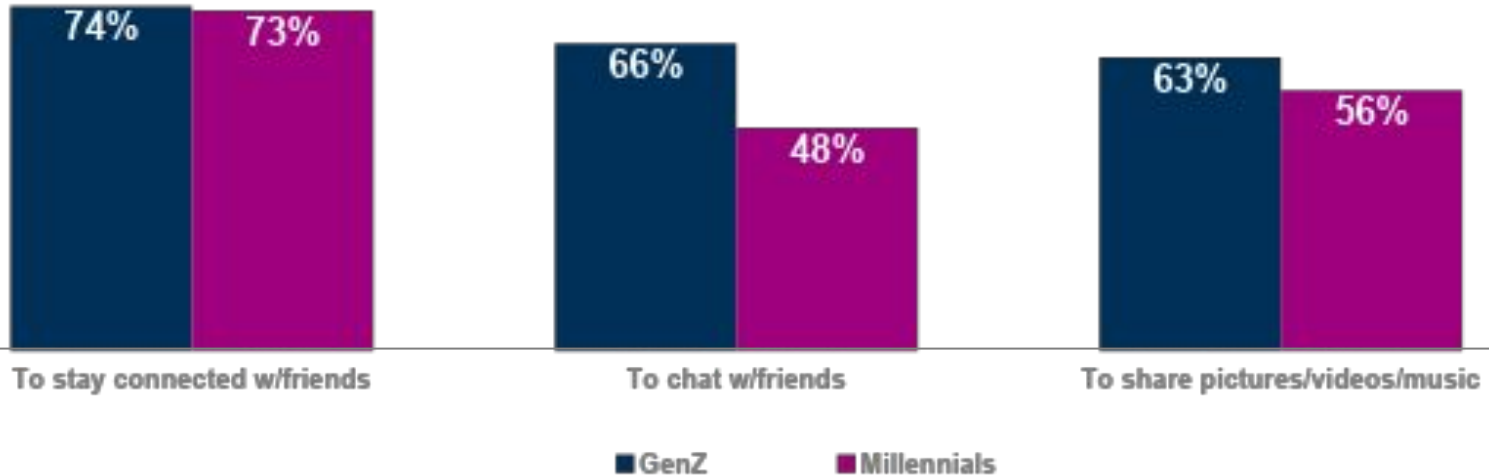
Average weekly online usage



...and they're more likely to be using social media to share this type of content

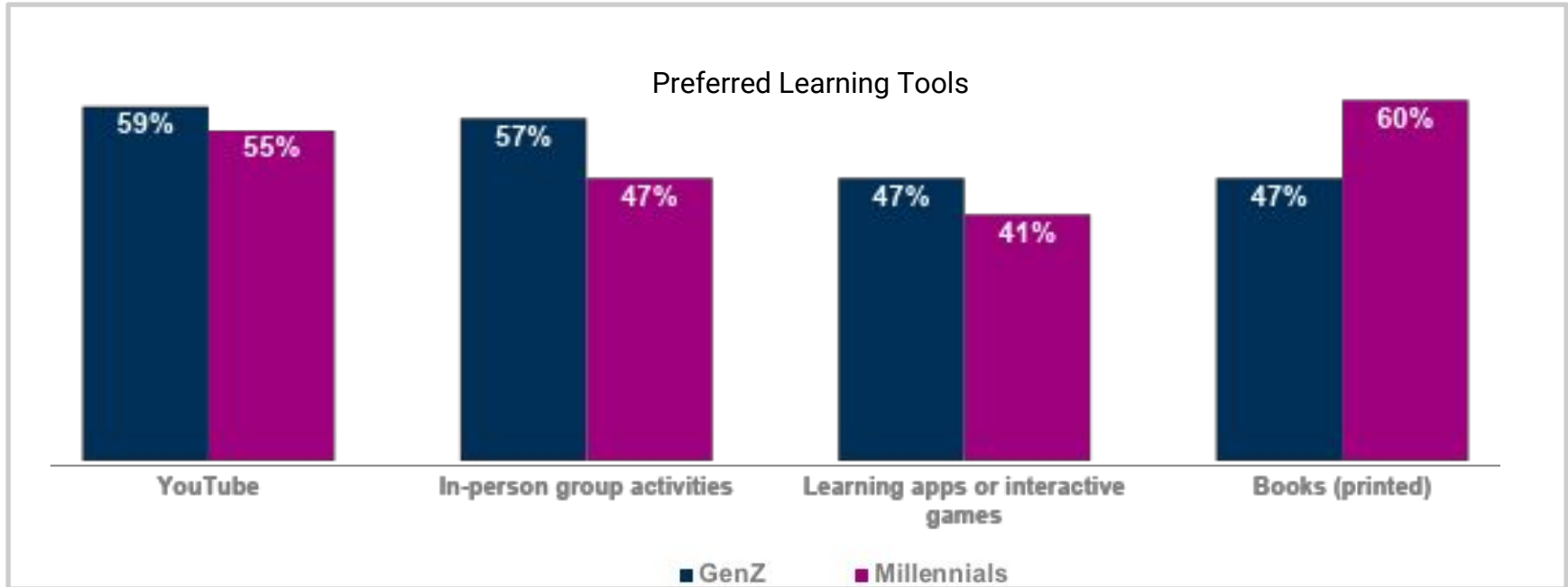
Reflecting the types of social media they're using, GenZ is more often using these sites to share pictures, videos or music with others. While Millennials largely stick to using social media to stay connected with their friends.

How social media is used



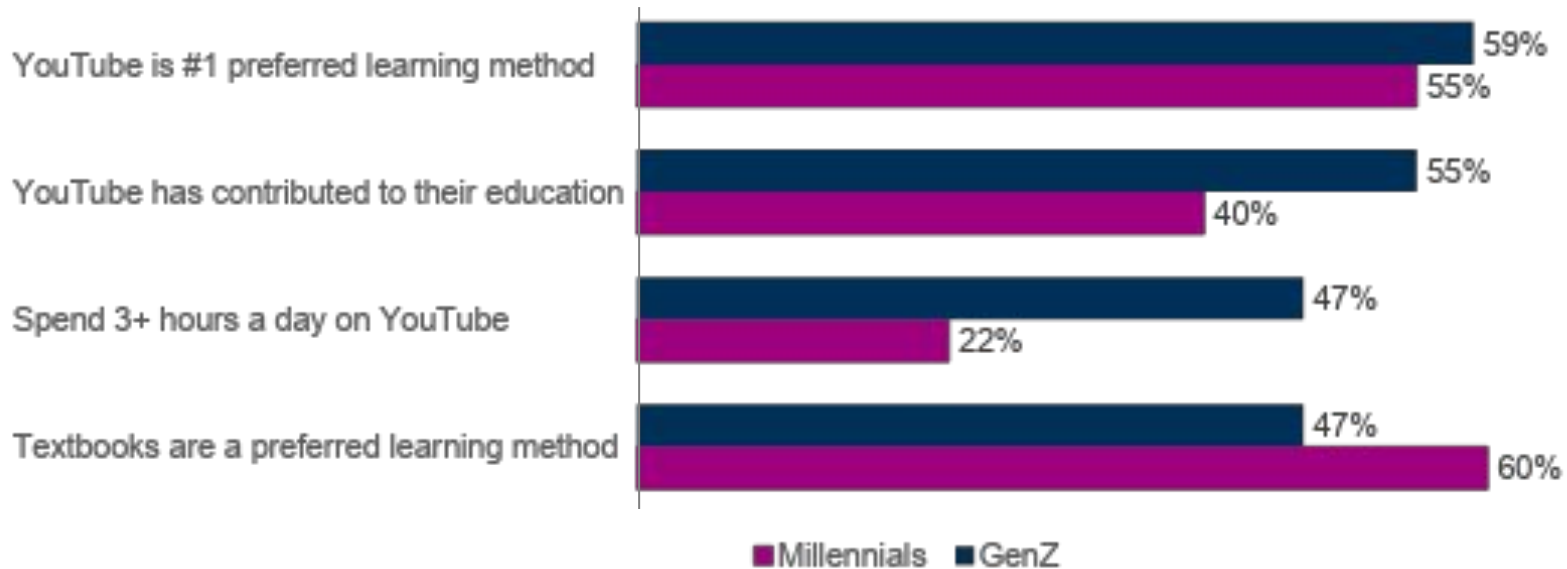
Preferences for YouTube, apps & videos translates to preferred ways of learning

GenZ is more likely to prefer YouTube or Apps to Millennials, who prefer printed books for learning.



YouTube takes a significant role in GenZ learning

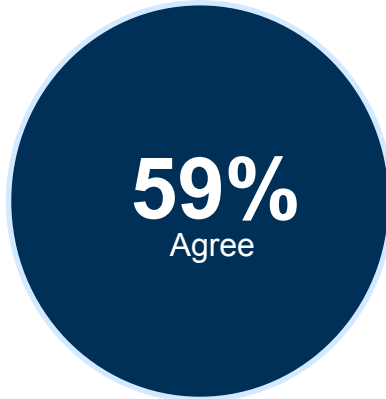
While Millennials see value in YouTube as well, they are more likely than GenZ to prefer traditional textbooks to supplement their learning.



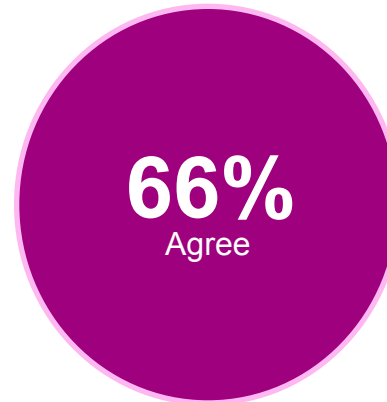
GenZ expects modern experiences but takes tech for granted

GenZ has been so immersed in technology in every aspect of their lives that they no longer see it as a transformative phenomena, but rather as a normal, integral part of life.

Gen Z



Millennials

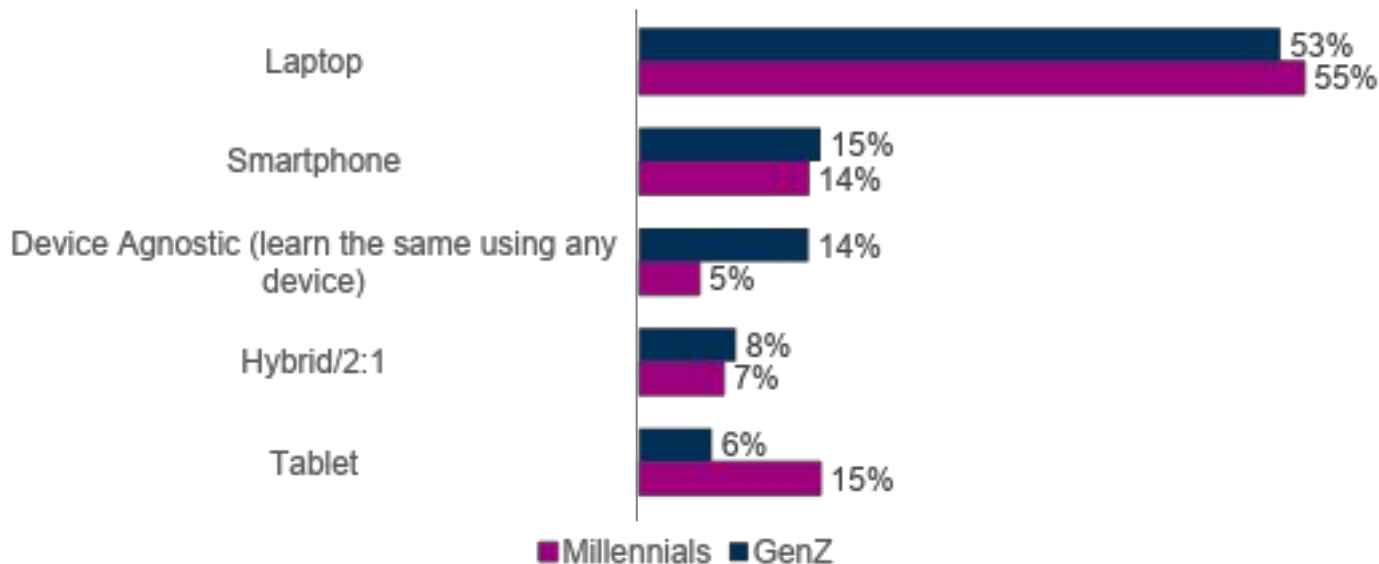


Technology will transform how college students learn in the future.

For now, GenZ is device agnostic

They are just as likely as Millennials to learn best on their laptop, followed by smartphones. But they are more likely to say that they learn the same regardless of device.

Which device do you learn best on?

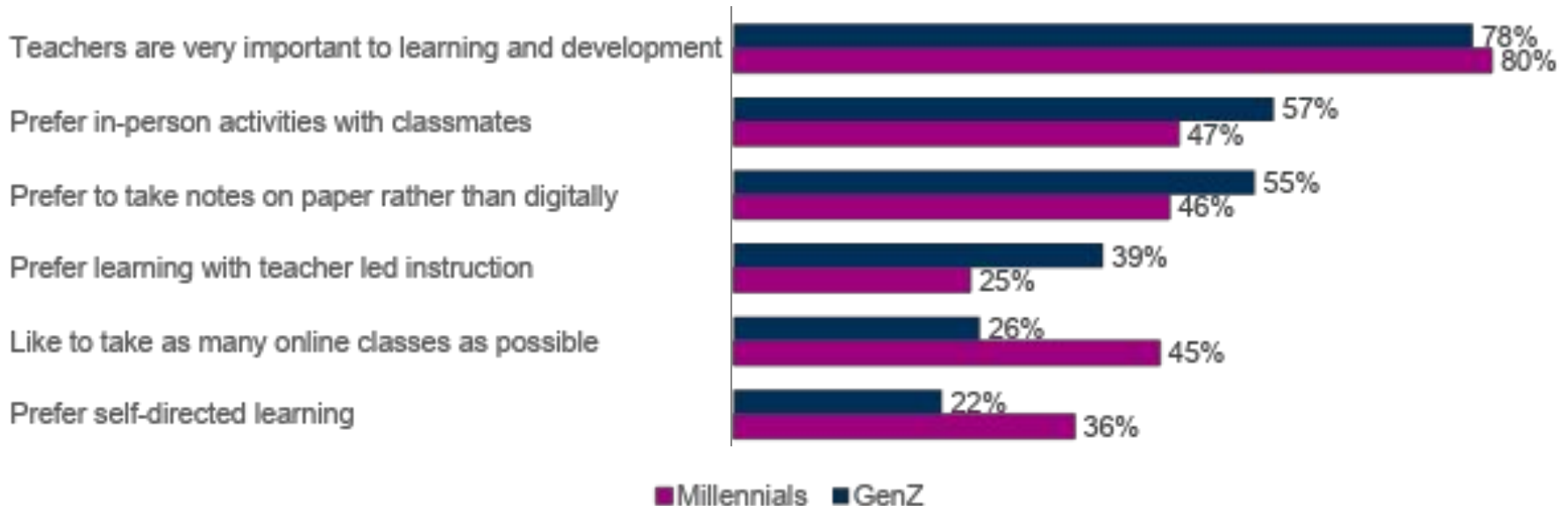




Influencers of Personal Development

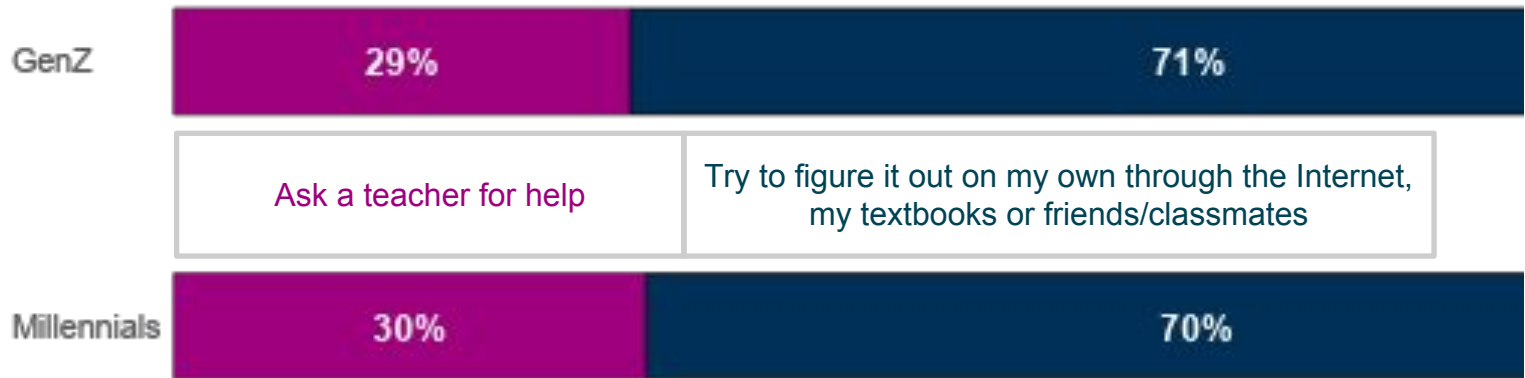
Though GenZ embraces technology, they still value “traditional” methods of instruction

Although GenZ are considered “Digital Natives” and bypass traditional learning methods, many still value printed materials and teacher interactions as part of the college experience. Millennials, however, need the flexibility of online methods of learning.



But they are still more likely to try and figure out problems on their own first

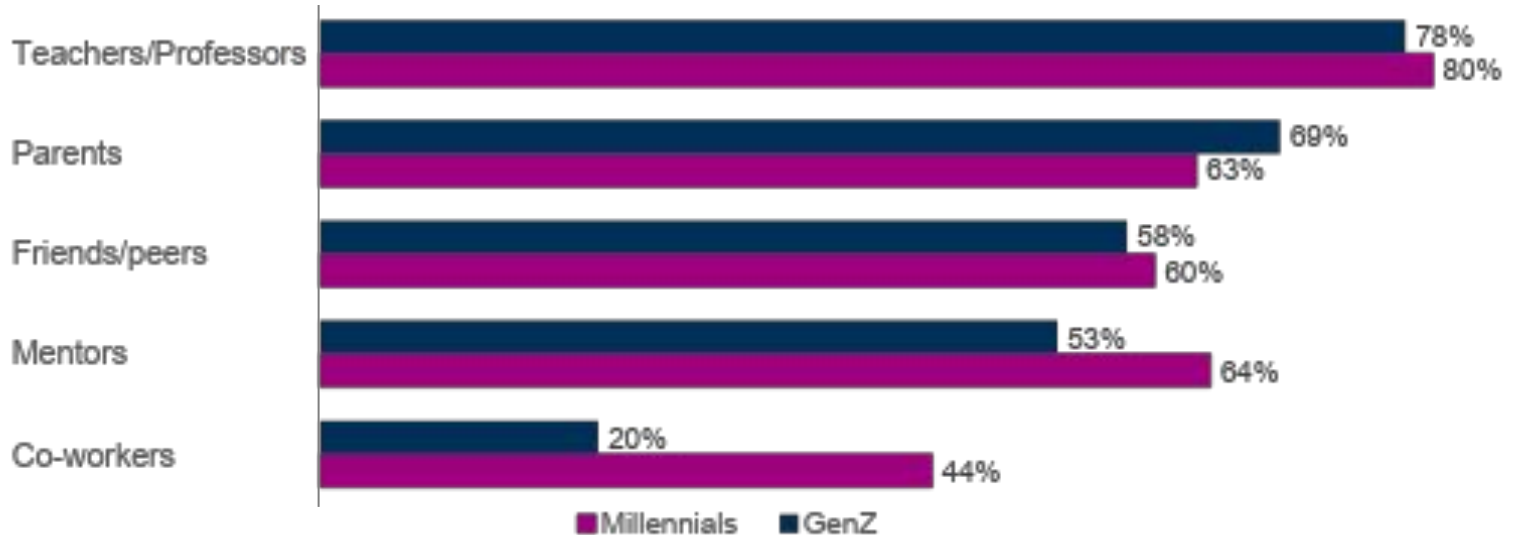
This is true for both Millennials and GenZ, although more pronounced with the latter.



Educators and parents have the greatest impact on learning and personal development regardless of age

Millennials are more likely to have others in their network of influence, such as co-workers or mentors.

How important do you think each of the following individuals are in your learning and/or personal development?



ALWAYS LEARNING