



Reach every student in your multi-generational classroom

With just a few clicks, technology has transformed the way students learn. Understand generation X, Y, and Z's learning needs and expectations, and you'll be able to meet them where they are and help them succeed.



Gen X
(ages 41-55)

Problem solvers
Independent
Pragmatic



Gen Y
(ages 24-40)

Team players
Optimistic
Purposeful



Gen Z
(ages 14-23)

Multitaskers
Realistic
Creative



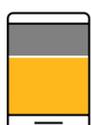
Instructor tip

Try "bring your own technology" (BYOT) and have students use their preferred device for in-class polling, research, or discussions.

How tech dependent are they?

Every generation loves tech, but each has their own habits when it comes to using devices.

Gen X | Tech immigrants

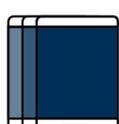


64% own tablets outpacing all other generations¹



40% prefer viewing online content on laptops²

Gen Y | Digital natives

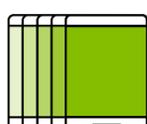


Juggle 3 screens on average³



engage with their smartphones over **150x/day**⁴

Gen Z | Technoholics



Juggle 5 screens on average³

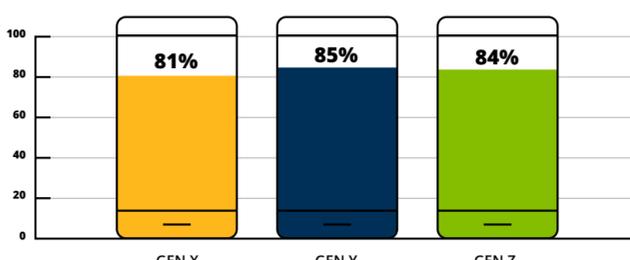


8 sec filter to narrow down what to focus on⁵

Smartphones reign supreme

Although technology usage varies across the generations, everyone loves smartphones — they're used more than any other device.⁶ Charge up those mobile devices because mobile learning (mLearning) is accelerating.

THE SMARTPHONE BREAKDOWN



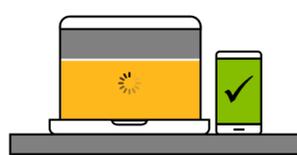
“

I can almost simultaneously create a document, edit it, post a photo on Instagram and talk on the phone, all from the user-friendly interface of my iPhone.

—18-year-old U.C.L.A. student⁷

”

Make it mobile



45% faster

how much faster smartphone learners complete course materials than those using a computer⁸

How to make your course content mobile friendly



- Small screen means keep it concise
- Single objective — use sub-topics for easy digestion
- Gamify it to increase engagement



Instructor tip
Keep student engagement high with videos that run just **2-3 minutes**.

Can I find that on YouTube?

No matter what generation your student belongs to, YouTube is a key resource for learning. Use visually stimulating, video-based content if you want to increase engagement and give students control over their learning.

- **500M views** of learning-related content on YouTube every day⁹
- **73% of Gen Xers** watch YouTube to learn how to do something¹⁰
- **70% of Gen Yers** watch YouTube to learn how to do something¹¹
- **85% of Gen Zers** watch at least 1 online video per week to learn a new skill and feel they can't live without it¹²

Tips for teaching each generation

Target generational differences to create activities that motivate and reach every learner.



Gen X

- **Make content and activities relevant**
Gen X wants to get things done.
- **Let them set their own learning schedules**
this cohort is fiercely independent.



Gen Y

- **Include group work**
Gen Y loves working with their peers.
- **Provide ample feedback**
they thrive on it.



Gen Z

- **Break lectures into chunks**
microlearning is key to holding this cohort's attention.
- **Incorporate hands-on activities into class time**
Gen Z students are active learners.

All students



- **Avoid large blocks of text and aim to include images, charts, graphics, and other types of media** (seeing information helps students organize and analyze it).



Mastering™ is the teaching and learning platform that empowers you to reach every student.

Dare to learn. Dare to change.

Digital learning removes limits and gives us the freedom to provide education anytime and anywhere, empowering us to overcome our most difficult challenges.

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