Meet Gen Z

Who are they?

Gen Z

Live with 2 or more people or average monthly income

The most racially diverse generation in the U.S.

What makes them tick?

Engage from A to Gen Z

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

Gen Z knows what they need to succeed.

What they consider most important for success in the workforce:

What they feel they need to improve:

Getting a head start on the future

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

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

Ready and eager to learn

Today’s students have never known a world without the internet. They’ve had smart phones since they were barely teens. The chunky desktops have to be met these students where they live—while still teaching them the material they will need to succeed in the workplace and be informed, well-rounded adults.

— 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.