



Pearson

Meeting the expectations of Gen Z in higher ed

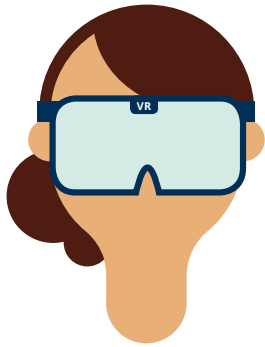
Many young people have never known a time when the internet was not part of their lives. For these digital natives, technology is neither an opportunity nor a barrier; it seamlessly integrates into their everyday experience.

In a recent survey of 2,588 people in the US aged 14–40, Pearson explored attitudes, preferences, and behaviors around technology in education, identifying some key similarities and differences between Generation Z (ages 14–23) and millennials (ages 24–40).

Examining the differences between these generations can help us better understand the future of learning.



Gen Z and millennials both acknowledge the power of Edtech



Gen Z are less likely than millennials to see tech as transformative in education, possibly because Gen Z already takes it for granted.

59% of Gen Z and **66%** of millennials

believe technology can transform the way college students learn in the future.

Regardless of differences, a majority of both Gen Z and millennials are generally positive about the future of technology in education.



54% of Gen Z and **53%** of millennials

say that technology can greatly enhance the college learning experience.

Millennials, including older segments who are in different life stages and need more flexibility, are more likely to prefer online methods of learning.



44% of millennials

prefer online courses with video lectures.
(32% of Gen Z)

36% of millennials

prefer eText.
(25% of Gen Z)

Don't assume Gen Z can do it all themselves

The term “digital native” may conjure up images of students bypassing traditional means of learning and heading for their screens. However, plenty of those in Gen Z still value their teachers.

78% of Gen Z

think their teachers are “very” or “extremely” important to their learning and development.

(80% of millennials)

39% of Gen Z

prefer learning with a teacher leading the instruction.

(25% of millennials)



57% of Gen Z

prefer in-person activities with classmates.

(47% of millennials)

Only 22% of Gen Z

prefer self-directed learning.

(36% of millennials)

YouTube's importance to Gen Z cannot be overstated

YouTube is Gen Z's top preferred learning method.

(59% Gen Z/55% millennials)



Good old-fashioned books still top millennial preferences.

(60% millennials/46% Gen Z)

Gen Z spends a significant amount of time on |YouTube, leaving millennials in the (digital) dust.



47% of Gen Z

spend 3 or more hours per day on YouTube.

(22% of millennials)

Unsurprisingly, YouTube plays an outsized role in Gen Z learning, though millennials also see its value.

55% of Gen Z

say YouTube has contributed to their education, learning, and/or personal development in the past 12 months.

(40% of millennials)

Gen Z is the “App Generation”—even in education

Gen Z get credit as the “App Generation,” and are indeed more likely to adopt some non-traditional learning styles.

47% of Gen Z

like to use interactive learning apps or games to learn.

(41% of millennials)



Visit [pearson.com/gen-z-expectations](https://www.pearson.com/gen-z-expectations)

for additional insights on millennials and Generation Z, and learn how digital tools can help your students succeed in higher education and beyond.