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**FOR IMMEDIATE RELEASE**

## **New Adobe Study Shows Gen Z Students and Teachers in Malaysia See Creativity as Key to Success**

**Students and teachers both want a greater focus on creativity and hands-on learning  
in the classroom.**

**MALAYSIA — 14 December 2017:** Today, Adobe released a study that provides insights into Malaysian Gen Z student and teacher perspectives on learning, creativity, technology, and the preparedness for a disrupted workforce. The research uncovered that as job descriptions change and we move towards an increasingly unpredictable workforce, Gen Z students are feeling unprepared for the problems the “real world” faces today, and want a greater focus on creativity and hands-on learning in the classroom.

The Adobe study, *Gen Z in the Classroom: Creating the Future*<sup>1</sup> which surveyed **250 Gen Z students between the ages of 11 and 17, and 100 teachers in Malaysia**, found that 97 percent of students and 100 percent of teachers see **creativity as essential to students’ future success** (highest rating in the Asia Pacific study). 96 percent of students believe their future careers would involve creating, and 97 percent of teachers feel their Gen Z students will have careers that do not exist today. Gen Z students also shared that classes focusing on computers and technology are not only among their favorites to take, but also hone their creativity, and will best prepare them for their futures.

“Gen Z students in Malaysia have grown up in a tech-enabled and information-driven world. Access to technology and digital tools have offered unprecedented opportunities for them to explore their curiosity, draw inspirations from others, and efficiently express their own creativity,” said **Janie Lim, Senior Director of Marketing for Digital Media, Adobe Asia Pacific**. “The way Gen Z students consume and learn today are very different from past generations. Educators in Malaysia need to provide the right environment, updated tools, and creative outlets to bring out the best in their students, and foster innovative problem-solving skills the future workforce will need.”

While excited about the prospects, Gen Z students in Malaysia – who see themselves as ambitious, curious and creative – express nervousness about their future careers. Almost 40 percent of Gen Z students feel unprepared for the future, and feel what they learn outside of the classroom is more important to their future careers than what they learn inside.

Although Gen Z students in Malaysia see themselves as more creative than past generations, teachers and students agree that the best method for learning and teaching is through a doing/creating approach, as well as through collaborating with others. This perspective directly correlates with the 68 percent of educators who wish to evolve the teaching curriculum, and the 66 percent who look for more opportunities for hands-on learning in their classrooms.

Key findings from Malaysia in the *Gen Z in the Classroom: Creating the Future* study include:

- 95 percent of students and 98 percent of teachers wish there was more of a focus on creativity in the classroom
- 97 percent of students and 100 percent of teachers see creativity as essential to students' future success
- 92 percent of students and 96 percent of teachers view technology savviness as key to their career preparedness
- 96 percent of students believe their future careers will involve creating
- 97 percent of teachers feel their students will have careers that do not exist today
- 38 percent of students feel unprepared for the real world, and 42 percent of teachers agree
- 77 percent of students and 84 percent of teachers believe Gen Z learns best by creating and hands-on experiences (highest rating in the Asia Pacific study)

Please refer to the links below for full findings of Adobe's survey, *Gen Z in the Classroom: Creating the Future*:

- Malaysia report: <http://bit.ly/2kEHTnr>
- Malaysia infographic: <http://bit.ly/2kDXB24>
- Asia Pacific (APAC) report and comparisons: <http://bit.ly/2iQbHcx>

<sup>1</sup>The study was produced by research firm Edelman Intelligence and conducted as an online survey among 250 Gen Z students (ages 11-17) and 100 teachers of Gen Z students (ages 11-17) in Malaysia. The online surveys took place from September 21 – October 5, 2017.

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