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## Adobe Finds Gen Z Students Learn Best Through Creativity and Hands-on Experiences

**SYDNEY, Australia — 22 November 2017** — Today Adobe released a study that provides insight into Australian Gen Z student and teacher perspectives on learning, creativity, technology, and preparedness for a disrupted workforce. The research uncovered that as job descriptions change and we move towards an increasingly unpredictable workforce, Gen Z are feeling unprepared 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"*, found Australian students and teachers are unified in feeling that Gen Z learn best by creating and through hands-on experiences, with 74 percent of Gen Z students and 80 percent of their teachers agreeing. However, both Gen Z students and their teachers wish there was more of a focus on creativity in the classroom, and believe Gen Z are not prepared for the workforce, with 91 percent of students feeling unprepared or only somewhat prepared and 95 percent of teachers reflecting this sentiment.

When asked what skills were critical for future success, 78 percent of students and 93 percent of teachers agree that being creative is essential. Additionally, 93 percent of students and 78 percent of teachers agree Gen Z would be better prepared for the future if they had a good understanding of technology.

"Both Generation Z students and their teachers agree they learn best through creating and hands-on experiences," said Michael Stoddart, Director of Market Development & Evangelism, Adobe. "With the current curriculum focusing on content-based education models, students feel they are not being adequately prepared for the workforce. Educators need to offer creative outlets for their students so that they can explore creativity and develop the innovative skills the future workforce needs."

Over three quarters of Australia's educators teaching Gen Z believe they need better tools to help prepare their students, 44 percent believe their school's technology is outdated, while 71 percent of teachers wish their classes had a greater focus on creativity, as this would help prepare students for the future workforce.

Key Gen Z student and teacher findings include:

- 74 percent of students and 80 percent of teachers believe Gen Z learns best by creating and hands-on experiences
- 91 percent of students feel unprepared or only somewhat prepared for the real world, and 95 percent of teachers agree

- 79 percent of students and 71 percent of teachers wish there was more of a focus on creativity in the classroom
- 62 percent of teachers want more opportunities for hands-on learning in the classroom
- 98 percent of teachers feel their students will have careers that do not exist today
- 78 percent of students and 93 percent of teachers see creativity as essential to students' future careers
- 93 percent of students and 78 percent of teachers view technology as key to their career preparedness
- 87 percent of students believe their future careers will involve creating, and 93 percent of teachers agree
- 52 percent of students feel excited about their future, and 49 percent feel nervous
- 78 percent of teachers believe they need better tools to help prepare Gen Z for the future workforce
- 44 percent of teachers believe their current school's technology is outdated

The full findings from Adobe's survey, "*Gen Z in the Classroom: Creating the Future*", are available for download at <http://www.adobeeducate.com/genz/apac-study-result>.

The study was conducted as an online survey among n=505 Gen Z students (ages 11-17) nationwide Australia and n=200 teachers of Gen Z students (ages 11-17) nationwide Australia between September 26 – October 6, 2017.

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