



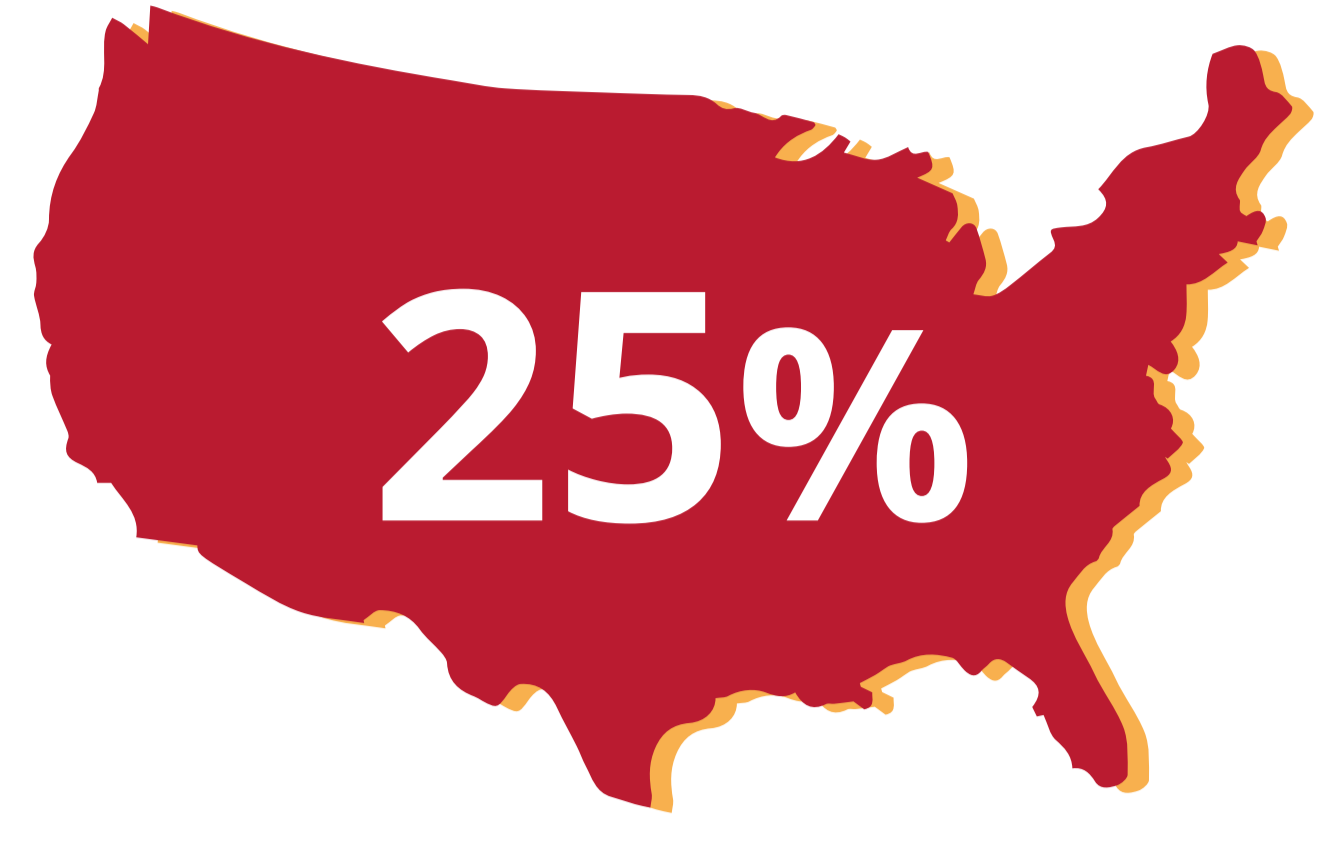
# GEN Z

## & How To Engage Them with eLearning

### WHO ARE GEN Z?



Born between 1995 and 2009



Make up 25% of the population of the USA



Spend 2 - 4 hours per day



Twice as likely to use as millennials



Over half use to research assignments

### FLASH ATTENTION



SECONDS



## DEMAND FOR EDUCATION



25% pick reading as a top leisure activity



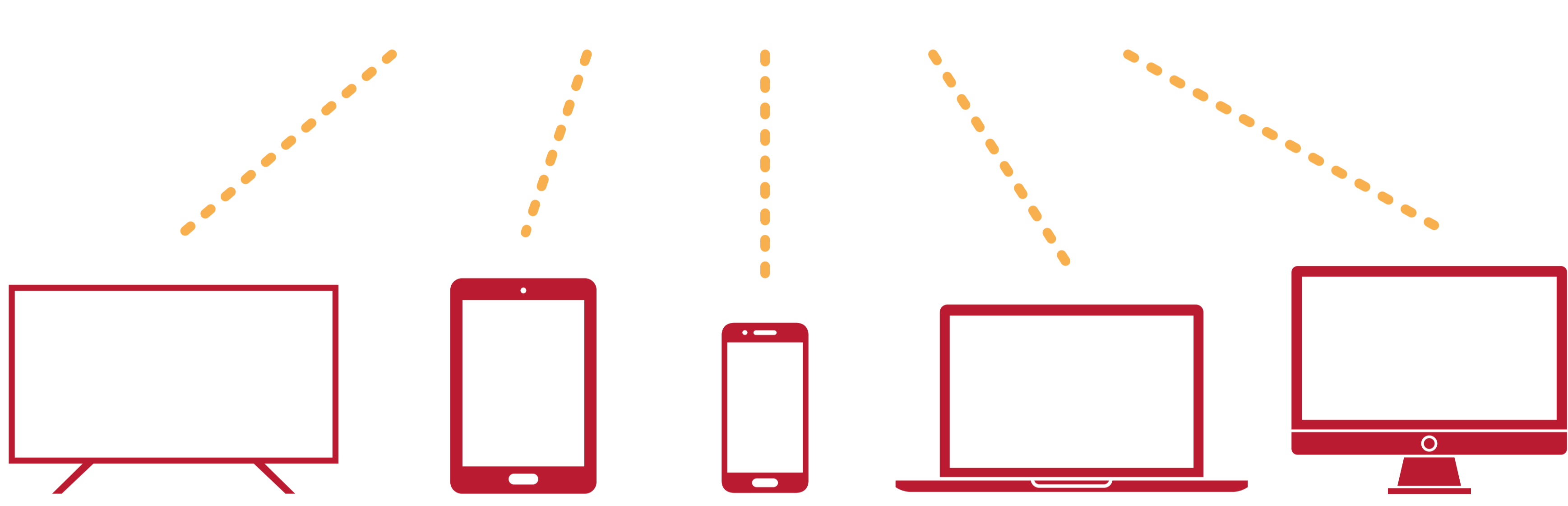
Half will be university educated



Know how to self educate

## SCREENAGERS

### 5 SCREENS PER DAY



Display symptoms of emotional distress when kept away from their device

## HOW TO ENGAGE GEN Z



### INCORPORATE THEIR INTERESTS

Aim to have content that relates to their previous experience, branch content to allow them to follow their own learning journey. Have related topics that may interest them after completing courses. Include interactions like pinching, zooming and swiping to relate to their spatial thinking.



### MULTI-DEVICE IS ESSENTIAL

Gen Z use on average 5 screens per day: Desktop, Laptop, Mobile, Tablet and TV. Capturing their attention can be difficult. Allow for interactivity between devices and include exclusive content per platform.



### ALLOW FOR SELF-PACED LEARNING

Deadlines aren't going anywhere, however with an attention span of 8 seconds, asking Gen Z to complete a detailed course in 1 day can prove difficult. Encourage your learners to set their own goals for their eLearning and have some flexibility for them to set their own deadlines.



### UTILIZE SOCIAL MEDIA

Facebook may be declining for Gen Z, however Instagram and Snapchat are rising. Consider differing ways to engage with your learners on these platforms, pushing out reminders or updates on their learning journey. This will encourage them to be more engaged with the material and keep them focused.



### PROVIDE ON-DEMAND CONTENT

Relating to their research habits, provide additional content that can encourage them to self-educate. For example: links to videos, eBooks, whitepapers, blogs etc. This information can be curated relatively quickly and can ensure you're engaging your learners outside of the normal learning journey.