With just a few clicks, technology has transformed the way students learn. Understand their needs and expectations, and you’ll be able to meet them on their turf and help them succeed.

Meet the different generations

**GEN X**
- Ages 41-55
- Problem solvers
- Independent
- Pragmatic

**GEN Y**
- Ages 24-40
- Team Players
- Optimistic
- Purposeful

**GEN Z**
- Ages 14-23
- Multi-taskers
- Realistic
- Creative
Across the generations, smartphones are used more than any other device. Charge up those mobile devices because mobile learning (mLearning) is accelerating.

**THE GADGET BREAKDOWN**

<table>
<thead>
<tr>
<th>Device</th>
<th>Generation X</th>
<th>Generation Y</th>
<th>Generation Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphones</td>
<td>81%</td>
<td>85%</td>
<td>84%</td>
</tr>
<tr>
<td>Laptop</td>
<td>74%</td>
<td>80%</td>
<td>84%</td>
</tr>
<tr>
<td>Desktop</td>
<td>60%</td>
<td>59%</td>
<td>44%</td>
</tr>
<tr>
<td>Tablet</td>
<td>67%</td>
<td>49%</td>
<td>34%</td>
</tr>
<tr>
<td>Internet-connected TV</td>
<td>34%</td>
<td>42%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Percent of each generation that uses each device.

**Mobile facts**

40 minutes

How much longer American adults study than students using a desktop or tablet²

1 in 5

Increase in e-books sold per year from 2010 to 2017⁴

285% faster

How much faster smartphone learners complete course materials than those using a computer²

**How to make course content mobile friendly**

- Small screen means keep it concise
- Single objective — use sub-topics for easy digestion
- Gamify it to increase engagement
Can I find that on YouTube?

No matter what generation your student belongs to, YouTube is a key resource for learning. Use visually stimulating, video-based content if you want to increase engagement and give students control over their learning.

- 500M views of learning-related content on YouTube every day\(^5\)
- 73% of Gen Xers watch YouTube to learn how to do something\(^6\)
- 70% of Gen Yers watch YouTube to learn how to do something\(^7\)
- 85% of Gen Zers watch at least 1 online video per week to learn a new skill and 50% can’t live without it\(^8\)

What is everyone watching?

YouTube isn’t just for watching funny videos or the latest viral video.

**Over 50%** of users turn to YouTube to learn something new.\(^9\)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To help me fix something in my home or car</td>
<td>65%</td>
</tr>
<tr>
<td>To be entertained</td>
<td>57%</td>
</tr>
<tr>
<td>To learn something new</td>
<td>56%</td>
</tr>
<tr>
<td>To satisfy my curiosity about something</td>
<td>54%</td>
</tr>
<tr>
<td>To help me solve a problem</td>
<td>54%</td>
</tr>
<tr>
<td>To relax</td>
<td>42%</td>
</tr>
<tr>
<td>To improve my school or job skills</td>
<td>37%</td>
</tr>
</tbody>
</table>

**Instructor tip:** use 2–3 min micro-videos
How tech dependant are your students?

Gen Xers were the first to have personal computers at home, but Gen Zers have never known a world without mobile technology. For these technoholics, technology is second nature and they can gobble up information in seconds.

**GEN X**
- 64% own tablets (gen Y: 54%) outpacing all other generations
- 40% prefer viewing online content on laptops
- Tech immigrants

**GEN Y**
- juggle 3 screens on average
- engage with their smartphones over 150x/day
- Digital natives

**GEN Z**
- juggle 5 screens on average
- 8 second filter to narrow down what to focus on
- Technoholics
How to teach each generation

Target generational differences to create activities that motivate your students to learn.

**GEN X**
Make content and activities relevant — Xers learn so they can get things done. This cohort is fiercely independent so let them set their own learning schedules.

**GEN Y**
The students in this generation are highly connected and enjoy working with their peers, so include group work. They thrive on feedback to help them accomplish their goals.

**GEN Z**
For this always-connected cohort, microlearning is key — break lectures into chunks to hold their attention. They’re not passive learners, so include hands-on activities. Retrieval practice (short assessments) also keeps them engaged with class and materials.

**EVERYONE**
You can’t go wrong with visuals. To appeal to all three generations avoid large blocks of text and aim to include images, charts, graphics, and other types of media.

“I can almost simultaneously create a document, edit it, post a photo on Instagram and talk on the phone, all from the user-friendly interface of my iPhone.”
—18-year-old U.C.L.A. student
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