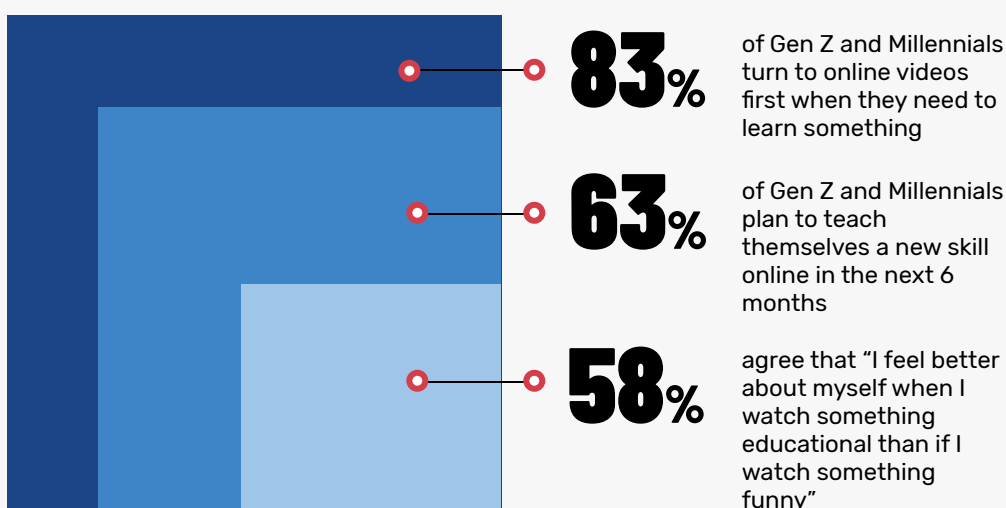


# I'll Just Teach It To Myself: YouTube is the New Classroom for Gen Z

WHISTLE WISE

**88%** of 13-34-Year-olds think that it is easier to learn by watching someone do it than reading about it

## Young People Love Educational Videos



## What to Know When Making Educational Content

1

### Young People View YouTube As An Educational Platform.

74% of 13-34-year-olds think that **they can learn everything they need to know** in online videos

*I'd share a YouTube video if someone in my class needed something to help them learn.*

-Luke, Gen Z male

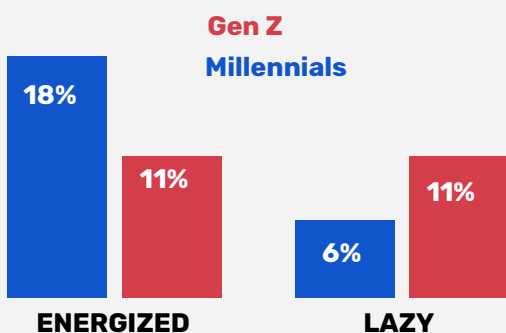
*I view YouTube as more educational than anything else. Anything regarding health, history, or politics catches my eye.*

-Rick, Gen Z male

2

### Gen Z and Millennials have drastically different mindsets when watching educational content.

#### What is your mood when you watch an educational video?



Don't give Gen Z the chance to be bored. **2/3 of Gen Z know in the first 30 seconds of a video if they like it.** Utilize high-energy introductions to capture their attention.

3

### Publishing useful and reliable educational content is not enough, Gen Z and Millennials want more.

**84%** of 13-34 year olds agree that the best shows & videos cover multiple genres

To keep their interest and improve retention, educational content should incorporate humor, drama, or inspiration



## Takeaway

The new circumstances causing young people to quickly move into online learning has parents and educators worried about the quality of their students' educations.

But, Gen Z is well-poised to handle this transition. Whistle Wise data shows that the percentage of Gen Z who prefer online learning to in-person jumped from **32%** to **50%** since COVID-19.

Gen Z was already learning online before the pandemic. Their comfort and ability to learn in online environments is only reinforced by the current environment.

For More Information  
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