

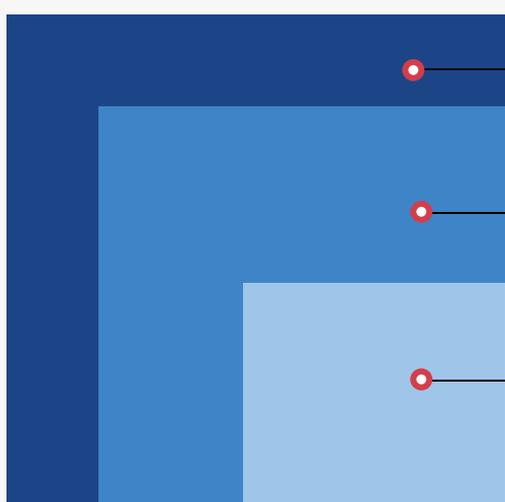
I'll Just Teach It To Myself: YouTube is the New Classroom for Gen Z

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



83%

of Gen Z and Millennials turn to online videos first when they need to learn something

63%

of Gen Z and Millennials plan to teach themselves a new skill online in the next 6 months

58%

agree that "I feel better about myself when I watch something educational than if I watch something funny"

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

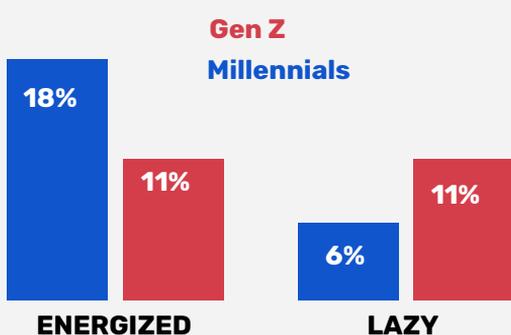
I view YouTube as more educational than anything else. Anything regarding health, history, or politics catches my eye.

-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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