

## **Audience Analysis Report**

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## INTRODUCTION

The situation at hand that is going to be discussed is the issue of technology to properly teach the student of Generation Z at both a teenage and collegiate level. The issue is the learning methods of the students of Generation Z and how instructors adapt in their teaching methods. Generation Z, also known as the “Digital Natives,” is the first generation to be completely brought up with technology. Technology is apart of the everyday lives of Generation Z students. Since Generation Z is a digital generation, educators must adapt to Generation Z students’ technological learning habits and needs for them to help guide their students in their higher education endeavors.

## AUDIENCE

One of the audiences that will be targeted is the educators. The term educators in this analysis will be directed toward mostly college instructors. College instructors’ motivation for reading this audience analysis would be intrinsically motivated because they would want to adapt their methods of teaching to coincide with the learning methods of the Generation Z students. This is important to them because if they could achieve in the adaptation of their teaching methods in order to get through to the students of Generation Z in a way that fully assists them in their learning, that would give the educators a great feeling of accomplishments, knowing that they were able to get through to their students.

Another audience that will be targeted in this analysis is Generation Z college students.

Generation Z is the new generation that follows the Millennials, who are born from 1997 to 2012, according to Dimock (2019). Generation Z college students are extrinsically motivated to use their digitally inclined skills to learn and withhold the information given to them in order for

them to achieve in the future. “Generation Z students see tech and creativity as important and intersecting aspects of their identities. Technology provides more tools and inspiration for Generation Z’s creativity,” according to Adobe Education (2016).

#### SOURCE (PEOPLE WHO ARE GIVING THE MESSAGE)

According to Töröcsik, Kehl, & Szűcs (2014), "Today, the youth accept only a few adult role models . The most trustworthy faces for them are young people from their own generation who have achieved something significant in a field, or at least they are famous. They do not want to look up on these people, but they would rather face them.” Generation Z only accepts trustworthy people and things, excluding celebrities (familiar faces).

#### MESSAGES (THE CONTENT OF THE MESSAGE)

According to a study conducted by Adobe Education (2016), instructors have shown that 93 percent of this group believe that creativity is going to play an integral role in solving many of the challenges the world faces, and 91 percent of this group believe that being creative will be essential to Generation Z’s future success. Educators themselves have collectively, by way of the survey conducted by Adobe Education (2016), agreed that evolving the teaching curriculum by having more opportunities for hands-on learning would be beneficial. This shows that the majority of instructors are willing to take the next step to adapt with technology in order to help shape the students of Generation Z in the classroom. Students and educators have concluded that when it comes to the effectiveness of teaching methods, lesson plans based around doing and creating would be more essential for them.

#### CHANNEL (HOW THE MESSAGE IS SENT)

The channel in which this message could be sent to the targeted audience would be through the internet. The internet is a fascinating tool in which can be used for various reasons, one of which would be to educate. According to Wibawa, Astuti, & Pangestu (2019), “The use of learning media that can be accessed through students’ cellphones is a positive use of technology and can increase student interest in learning.” The use of education-based games as learning tools is found to support the developments of students’ cognitive, motivational, emotional, and social outlook. Adobe Education (2016) states, “93% of students consider technology in the classroom essential to nurture their creativity and prepare them for their future career.” Generation Z is known as the “App Generation” because of their likeliness of adopting non-traditional learning styles. There are plenty channels to use via internet for collegiate instructors to help the learning process of the Generation Z students, and for the instructors to adapt to their learning styles. Two examples are Quizizz and Kahoot!.

Quizizz is known as the world’s most engaging learning platform, where you can find and create gamified quizzes, lessons, presentations, and flashcards for students, employees, and everyone else. Quizizz is a game-based educational app with multiplayer activities that make in-class exercises fun and interactive. Quizizz has game characteristics like avatars, themes, memes, and music, which are all entertaining factors to consider when using this app. Quizizz is also an app that allows for scholastic competition between students, which can help motivate students to learn. According to a study conducted by Zhao (2019), “Students agree that Quizizz is easy to use; using Quizizz doing in-class exercise is fun, helps them review the course materials and stimulates their interest in learning.” This study also revealed that the students agree that Quizizz helps them to concentrate in class and reduces their test anxiety, and that they prefer Quizizz over doing quizzes on paper.

Kahoot! is a game-based learning platform that brings engagement and fun to billions of players every year at school, work, and home. According to Licorish, Owen, Daniel, & George (2018), Kahoot! fosters motivation and engagement through gamification, where teachers were able to provide feedback in real-time to their students, and also adapt their teaching activities based on their students' responses, to an extent. Licorish, Owen, Daniel, & George (2018) also observed that Kahoot! gave students more opportunities to engage with the lecturer, their peers, and the lecture content, and helped in creating a learning experience that was described as fun and contributed to useful classroom engagement dynamics.

## DESTINATION

To help the students of Generation Z better prepared scholastically, the classroom and environment should be well organized in order to satisfy the aspects that the students of Generation Z and educators of the students of Generation Z consider the most salient to reach an advanced educational system. According to a survey conducted from 2013 to 2016 by Adobe Education (2016), in 2013, approximately 80 percent of students preferred more lectures, approximately 45 percent of students preferred electronic literature, approximately 15 percent of students preferred electronic examinations; in 2015, approximately 83 percent of students preferred more lectures, approximately 43 percent of students preferred electronic literature, approximately 10 percent of students preferred electronic examination; in 2016, approximately 90 percent of students preferred more lectures, approximately 62 percent of students preferred electronic lectures, approximately 39 percent of students prefer electronic examinations. There has been an increase in preference in the usage of electronics and technology in students as the years go by, meaning that there is a higher demand and need for technology to be used in the classroom.

Suggestions for helping both Generation Z students and educators to adapt to the learning habits and needs of Generation Z students, according to Acer (2017), are having more opportunities for hands-on learning, letting students follow their curiosities, using more technology in the classroom, and having more of a focus on creativity in the classroom.

Other suggestions, according to Miranda (2020), since Gen Z is very visual and interested in using YouTube for learning, share links from YouTube to assist in their learning, create a blog where students can read articles related to class discussions, post comments, and at the same time, practice reading and writing in English, and short online quizzes.

## CONCLUSION

Moreover, understanding Generation Z will help collegiate educators to rethink their teaching methods when it comes to these students. Becoming more conscious of Generation Z students' learning habits and needs will be most beneficial to both audiences in the end. Adapting to the traits of Generation Z student will bring extra consideration to making sure these students are prepared to navigate a technology-fueled school environment. Understanding that each new generation of students will bring changes to both teaching and learning, but one thing that will not change is the trend toward a more digital world.

Creating an environment in the classroom for Generation Z students to be more creative through the use of technology is the best way to guide the students in this generation. Lesson plans based around doing and creating receives the best response with Generation Z students, therefore apps like Kahoot! and Quizizz, and other apps of that caliber, are great solutions. What's even better about apps like Kahoot! and Quizizz is that not only can those apps be utilized by educators, but they can also be used by the students to create quizzes, notecards, and lesson plans as well.

If educators want to improve their teaching methods to benefit Generation Z students, they must adapt to technology in a way that opens the door for their Generation Z students to be creative and get a more hands-on experience in the classroom.

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