



New Research Finds 65% of Generation Z is Eager for Professional Development and Career Growth, Challenging Stereotypes Toward Newest Members of the Workforce

August 20, 2024

Latest Udemy research identifies the skills Gen Z is looking to develop, how to integrate AI into this generation's learning programs, and where leaders can support rapid upskilling

SAN FRANCISCO--(BUSINESS WIRE)--Aug. 20, 2024-- [Udemy](#) (Nasdaq: UDMY), a leading online skills marketplace and learning platform, today released a new research report, [Gen Z in the Workplace: Welcoming the Next Generation](#). Recognizing the importance of Generation Z (Gen Z) for the future workforce, the new research based on responses from over 6,500 multi-generational learners challenges many stereotypical perceptions of Gen Z (defined in the report as people born between 1997 and 2012). Often depicted as “lazy” and “not interested in returning to the office,” Udemy’s data debunks these common tropes, revealing that Gen Z respondents are actually the most motivated by professional development (65%) compared to their Millennial and Gen X counterparts. Additionally, despite demand for generative artificial intelligence (GenAI) content continuing to surge across the Udemy platform and [Gen Z's exceptionally high engagement rate](#) with GenAI, they're the most skeptical generation when it comes to perceptions of AI's effectiveness in online learning.

Gen Z is [predicted](#) to account for 27% of the global workforce by 2025 and will become the largest generation in the workforce by 2035. As many Gen Z workers begin their careers, understanding how to attract, engage, and retain them is an essential business strategy for sustaining organizational vitality and growth. Udemy's research provides valuable insights into what Gen Z seeks from employers, the skills they see as critical for career development, and what motivates them to close knowledge gaps.

“Gen Z is not the first generation to usher in change for the workforce. From Millennials to Gen X, to Boomers, each generation has created new opportunities for leaders to reassess their approach to learning and development to engage workers in continuous upskilling,” said Greg Brown, President and CEO at Udemy. “This report offers a guide for leaders to help Gen Z upskill at the pace of change demanded by technologies like generative AI, in turn setting the newest members of the workforce up for success while positioning organizations for long-term growth.”

[Gen Z in the Workplace: Welcoming the Next Generation](#) deconstructs several Gen Z stereotypes and explores critical themes for employers to consider when engaging with this generation:

Gen Z embraces AI-driven learning – but demands it be done responsibly

- Most Gen Z respondents (**70%**) indicated they will likely use an online learning platform that offers an AI-driven personalized learning experience. Despite this interest in leveraging AI for learning, Gen Z is also concerned about the accuracy of AI (**48%**) and potential bias (**38%**) in AI-driven personalized learning experiences.
- Gen Z, Millennials, and Gen X are all hungry to learn how to use GenAI effectively. GenAI courses on the Udemy platform have attracted more than four million enrollments in the last year alone, with eight new enrollments occurring every minute. While harnessing AI's power appeals to Gen Z workers, leaders must assess how and where to deploy AI to ensure it enhances Gen Z learners' experience and does not compromise the process through bias or inaccuracy.

Gen Z's career trajectory hinges on honing essential soft skills

- While Gen Z does see value in building programming (**36%**) and artificial intelligence skills (**30%**) to better prepare for work, they're also keen to develop skills like communication (**30%**) and critical thinking/problem-solving (**26%**).
- Most Gen Z respondents (**84%**) consider soft skills critical to professional success. As [soft skills](#) become increasingly crucial in the workforce, leaders can use tools like Udemy's [Intelligent Skills Platform](#) to identify Gen Z's soft skills gaps and develop their skill sets. In turn, other generations can learn from Gen Z how to use soft skills effectively in the workplace for career enhancement that also contributes to business success.

As Gen Z craves knowledge, HR and L&D leaders must rise to the challenge

- Nearly all Gen Z survey respondents (**94%**) dedicate at least an hour weekly to learning. Gen Z's primary preferred learning method is through complete online courses (**44%**), followed by real-world projects (**12%**).
- Gen Z's preference for sustained and situational learning methods contradicts stereotypes suggesting their primary method of [absorbing information](#) is in short video snippets via social media. As workforce demographics shift toward Gen Z, learning and development leaders can design learning programs with their preferences in mind, or consider offering varied learning formats like [cohort-based learning](#) to bridge generational learning and communication preferences.

To dive deeper into what Gen Z is looking to learn at work, download [Gen Z in the Workplace: Welcoming the Next Generation](#). To access courses designed to develop Gen Z's most in-demand skill sets, visit [udemy.com/personal-plan](#). To learn how organizations can partner with Udemy Business to develop the next generation's skills in the workforce, visit [business.udemy.com](#).

About Udemy

[Udemy](#) (Nasdaq: UDMY) transforms lives through learning by ensuring everyone has access to the latest and most relevant skills. Through the

Udemy *Intelligent Skills Platform* and a global community of diverse and knowledgeable instructors, millions of learners gain expertise in a wide range of technical and professional skills — from [generative AI](#) to [leadership](#). The Udemy marketplace provides learners with thousands of up-to-date courses in dozens of languages, offering a variety of solutions to achieve their goals. Udemy Business empowers enterprises to offer on-demand learning for all employees, immersive learning for tech teams through Udemy Business Pro, and cohort learning for leaders through Udemy Business Leadership Academy. Udemy Business customers include Fender®, Glassdoor, On24, The World Bank and Volkswagen. Udemy is headquartered in San Francisco with hubs in Austin and Denver, USA; Ankara and Istanbul, Türkiye; Dublin, Ireland; Melbourne, Australia; and Chennai, Gurugram, and Mumbai, India.

Methodology

This report is based on insights from a quantitative survey conducted by Udemy's Market Research team between April 1 and May 7, 2024. The survey gathered responses from 6,677 global learners spanning multiple generations, including Generation Z, Millennials, and Generation X. Participants were drawn from ten countries—Australia, Brazil, China, Germany, India, Japan, Mexico, South Korea, the United Kingdom, and the United States. Respondents were sourced both from external panels and Udemy's own user base, allowing for a comprehensive comparison of insights across demographics.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20240820577329/en/): <https://www.businesswire.com/news/home/20240820577329/en/>

Media Contact

Paxton Mittleman
Corporate Communications Manager
press@udemy.com

Investor Contact

Dennis Walsh
Vice President, Investor Relations
dennis.walsh@udemy.com

Source: Udemy