

FUTURE GENERATION OF ENGINEERING STUDENTS

25TH OF JANUARY 2016

YVONNE VAN SARK - YOUNGWORKS

cdio CONCEIVE DESIGN IMPLEMENT OPERATE™

YOUNGWORKS

- An authority in the field of youth communication for more than 17 years
- Contact with thousands of youngsters a year
- Research, trends, campaigns, lectures, trainings & workshops

TRENDTEAM

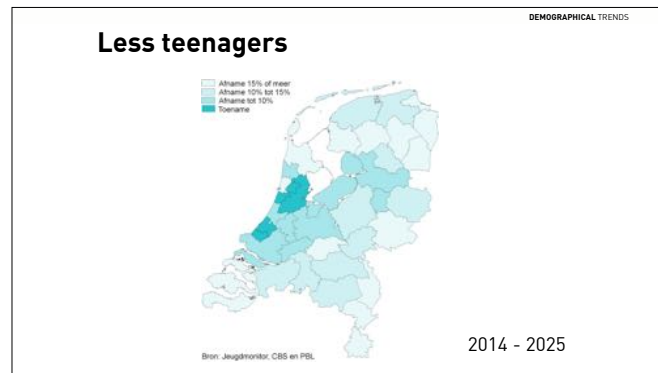
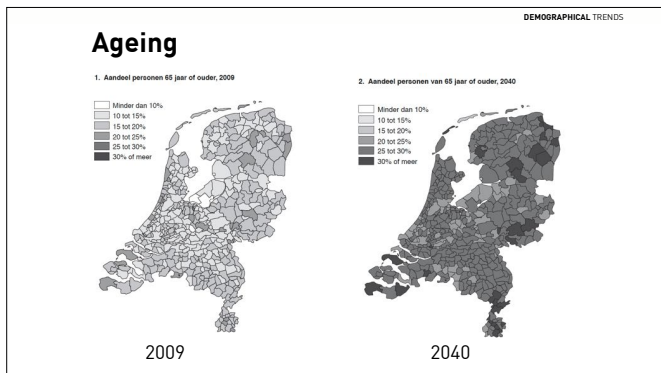
YOUNGWORKS OVER ONS

THE FUTURE STUDENT

- Relevant trends: demography, mentality, learning
- The bachelor student, needs and chances

DEMOGRAPHICAL TRENDS

DEMOGRAPHY



DOMINANCY YOUTH CULTURE

1. STAYING YOUNG LONGER

2. GETTING OLDER YOUNGER

DEMOGRAPHICAL TRENDS



Generation Babyboomers	1940 – 1955
Generation X	1955 – 1970
Pragmatic generation	1970 – 1985
Generation Y	1985 – 2000
Generation Z


MENTALITY TRENDS

MENTALITY

“The children now love luxury. They have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise. (...)

They no longer rise when elders enter the room. They contradict their parents, chatter before company, gobble up dainties at the table, cross their legs, and tyrannize their teachers.”

What's different, what's the same?






Characterize this generation of students


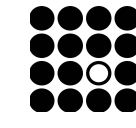

Go to answergarden.ch/250339

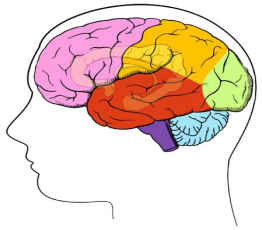


ALL-TIME

ALL-TIME --- IN DEVELOPMENT

PHYSICAL	COGNITIVE	SOCIAL-EMOTIONAL
		

EARLY ADOLESCENCE	MIDDLE ADOLESCENCE	LATE ADOLESCENCE
		



25



GROWING & PRUNING



INSIGHT



“They do use the frontal lobe when they are motivated and find meaning in a task”

Prof Dr Eveline Crone

- Presence of peers
- Instruction of the task
- Use and importance of the task



TRENDS



PARTYCIPATION

TREND 1



**PARTYCIPATION
VIA CO-CREATION**

MENTALITY TRENDS



MENTALITY TRENDS

USED TO BEING INVOLVED

From orders/commands → negotiations

MENTALITY TRENDS

NEGOTIATING

**AT HOME, AT SCHOOL,
WITH YOUR BOSS....**

MENTALITY TRENDS

LOW PAY IS NOT OK!

DE WAARDE DIE HEEFT DE BEST HOUDEN WE ZELF

MENTALITY TRENDS

VIVA LA WIFI.NL

Wij vinden dat elke leerling recht heeft op onbeperkt internet! Geen geblokeerde websites én wifi in de hele school.

OSG Sevenwolden wint onbeperkt internet!

De viva la wifi actie is afgelopen. Je kan je school niet meer op de blacklist zetten.

Blacklist **Bekijk volledige blacklist** Wifi op jouw school!

MENTALITY TRENDS

SELF-ACTUALIZATION
Pursue Inner Talent
Creativity, Fulfillment

SELF-ESTEEM
Achievement, Mastery
Recognition, Respect

BELONGING - LOVE
Friends, Family, Spouse, Lover

SAFETY
Security, Stability, Freedom from Fear

PHYSIOLOGICAL
Food, Water, Shelter, Warmth

MENTALITY TRENDS

WE ZIJN DAT WE HEBBEN ZO BOOS BORDJES GEMAAKT

ST. MAARTEN'S COLLEGE MAASTRICHT

MENTALITY TRENDS

DIRECT DEMOCRACY

UNIVERSITEIT VAN AMSTERDAM

MENTALITY TRENDS

MAXIMISATION

TREND 2

MENTALITY TRENDS

MAKE THE BEST OF MY LIFE

BUCKET LISTS

101 THINGS YOU WANT TO DO



- Traveling
- Extreme sports
- Follow your passion




MENTALITY TRENDS



CHOICE PARALYSIS

MANY OPTIONS, LITTLE GUIDANCE

MENTALITY TRENDS



TRENDDEVIATION

END OF SOCIAL RISING

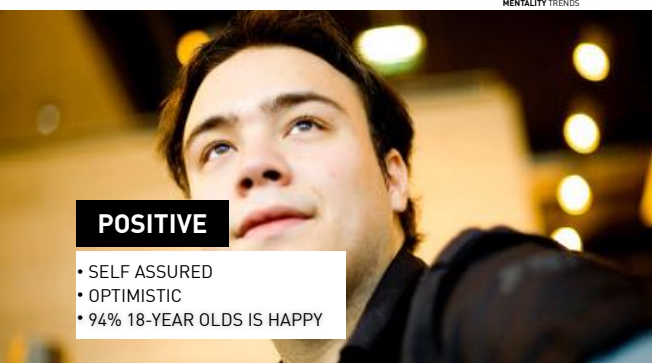
MENTALITY TRENDS



INTERNATIONAL CONTEXT

KNOWLEDGE ECONOMY

MENTALITY TRENDS



POSITIVE

- SELF ASSURED
- OPTIMISTIC
- 94% 18-YEAR OLDS IS HAPPY

MENTALITY TRENDS



TIGER MUM AMY CHUA

MENTALITY TRENDS



DILEMMA: BEST FRIEND / PARENT

MENTALITY TRENDS

QUESTION:

WHAT DO DUTCH PARENTS (CHILDREN 0-17 YRS) FIND IMPORTANT IN EDUCATION?

A: Autonomy - feeling responsibility, independant judgement
 B: Performance - get good grades, be diligent & ambitious
 C: Assertiveness - being assertive, pursue your own goals
 D: Social feeling- taking account of others, being tolerant
 E: Conformity - having good manners, respects for older generations




MENTALITY TRENDS

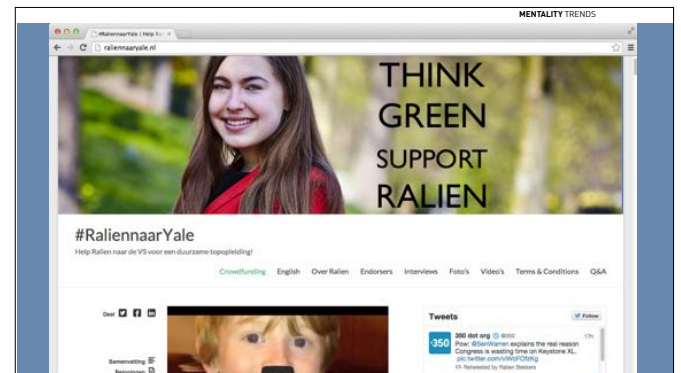
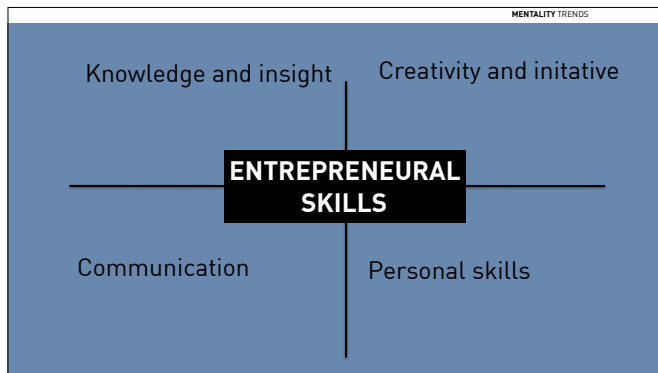
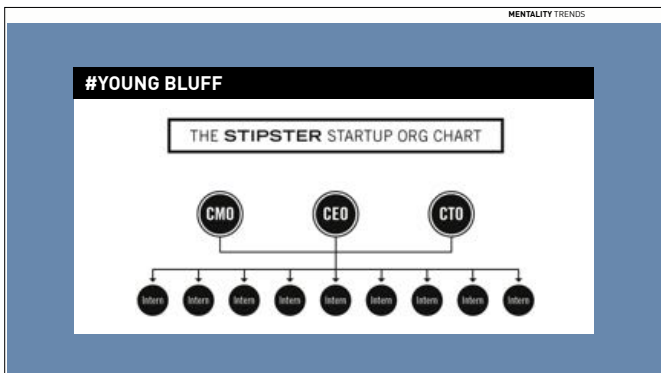
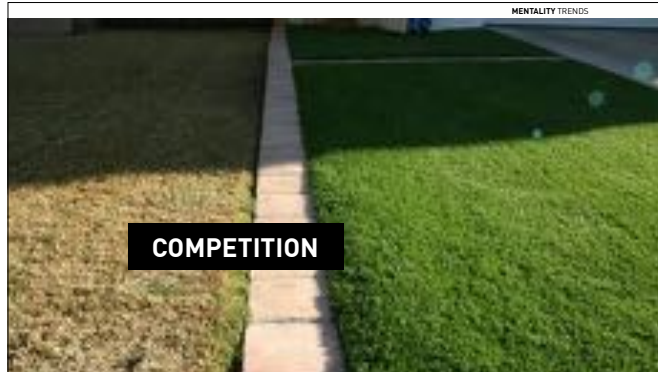
ANSWER:

WHAT DO DUTCH PARENTS (CHILDREN 0-17 YRS) FIND IMPORTANT IN EDUCATION?

Autonomy - 57% on 1st or 2nd spot
 Assertiveness - 43% on 1st or 2nd spot
 Performance - 29% in top three, among 40% on the last spot

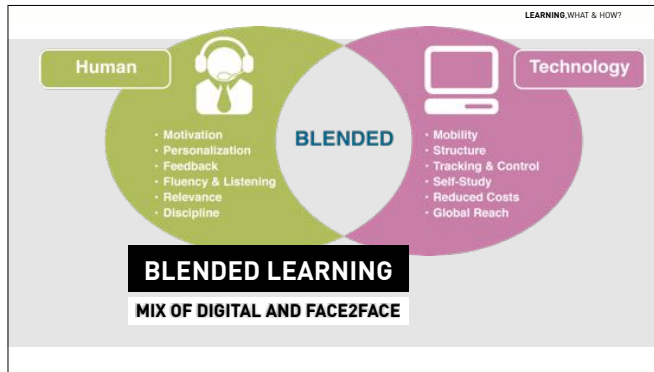
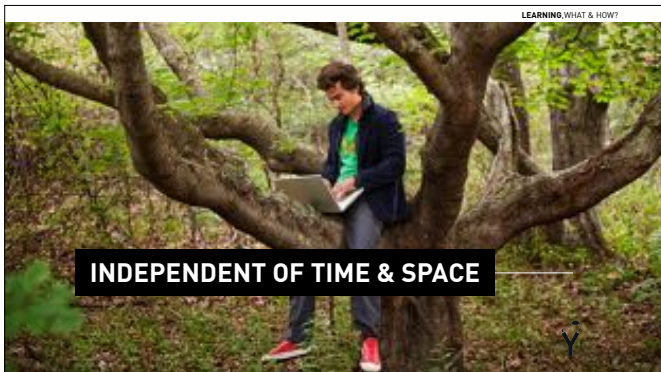
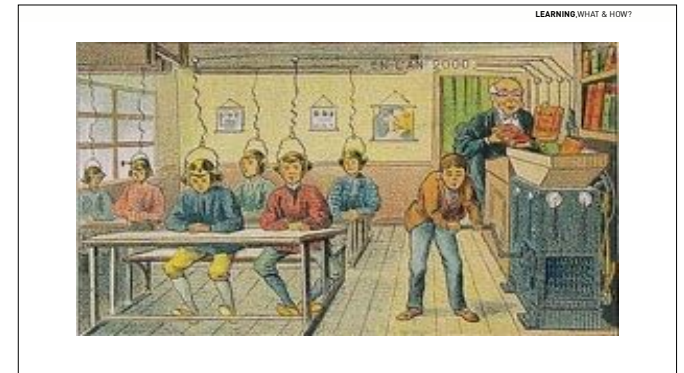
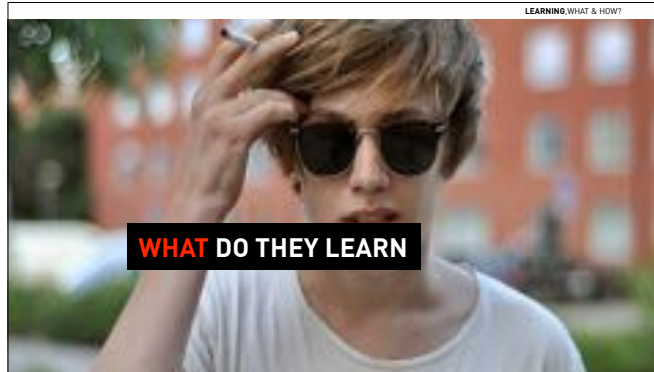
Bron: Sociaal Cultureel Planbureau 2010

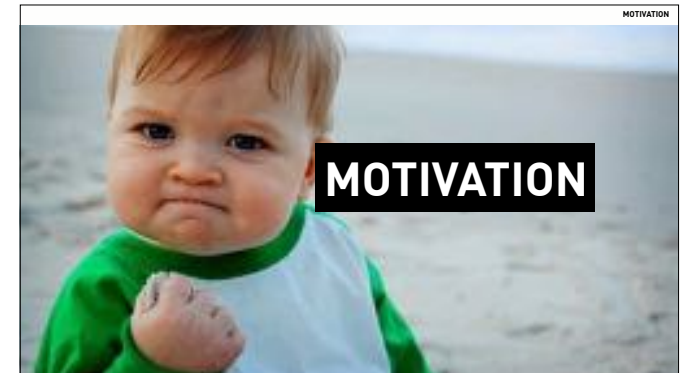
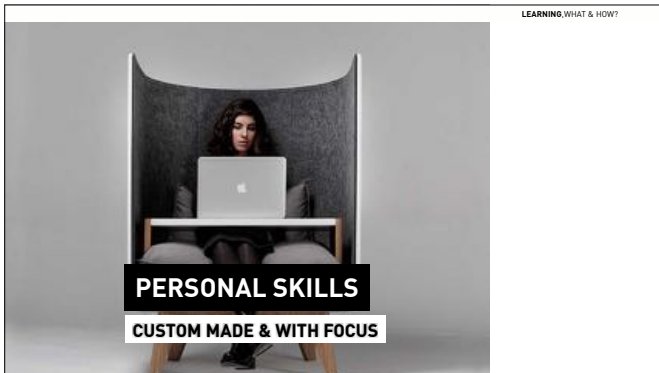


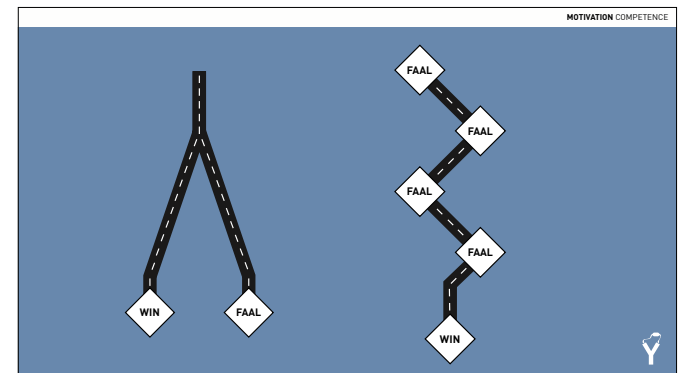
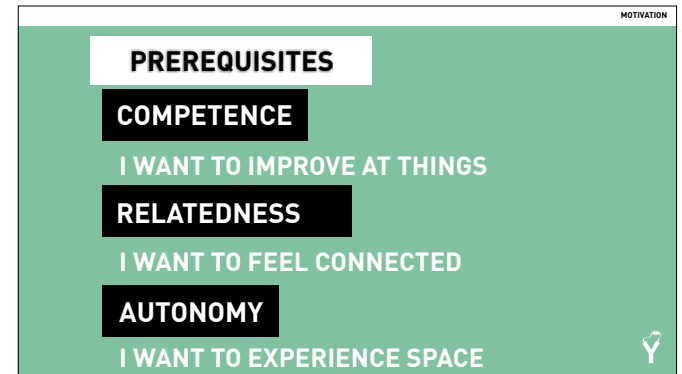
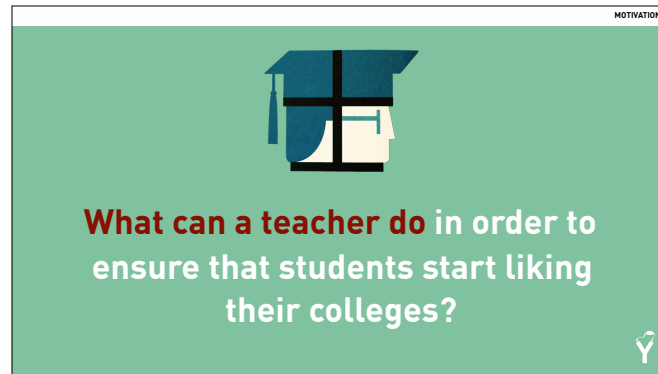
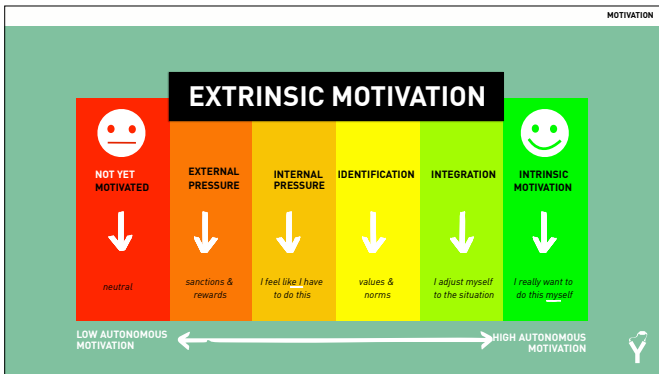
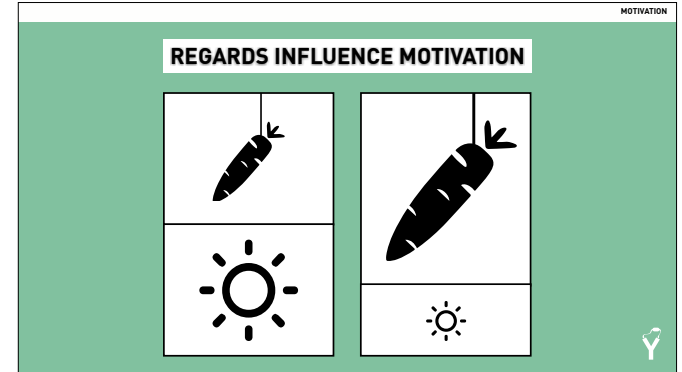
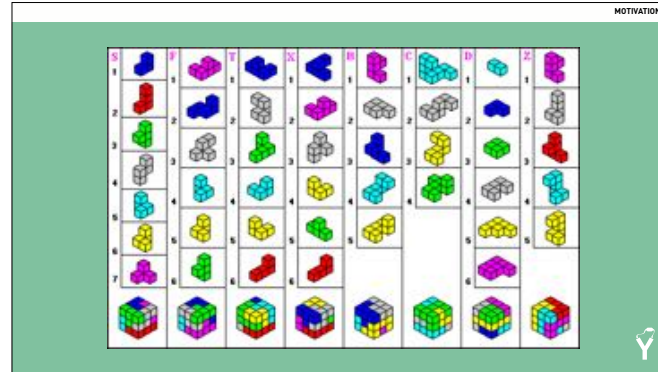


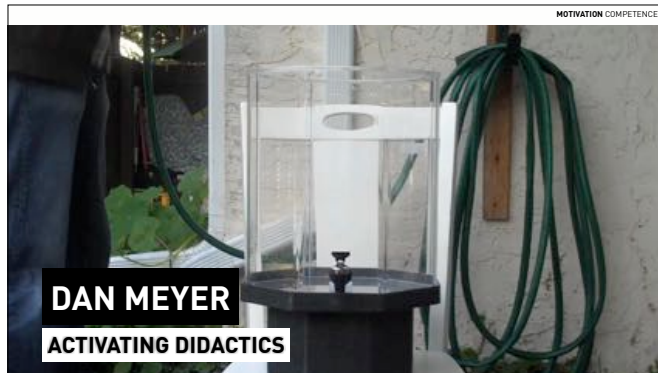
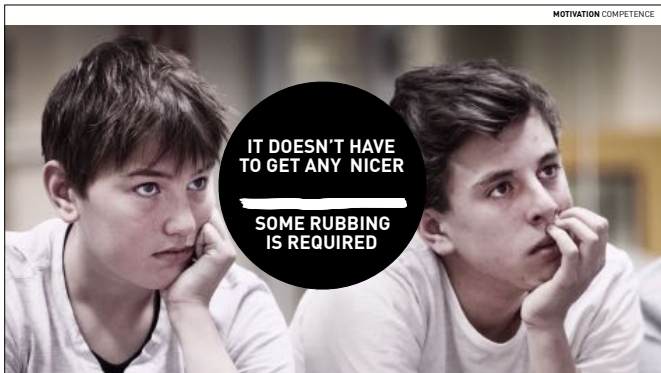
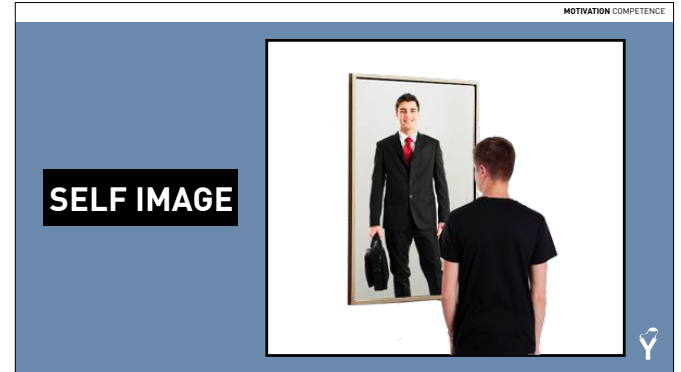
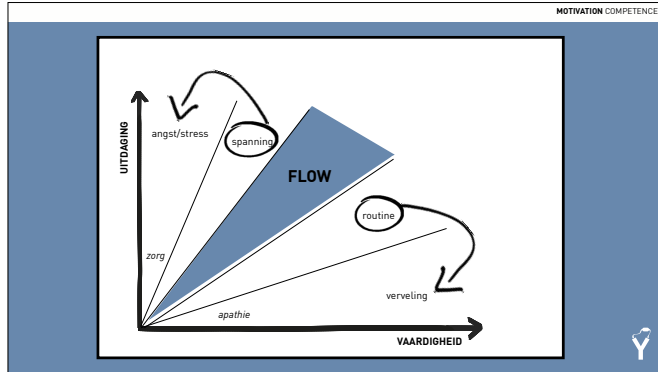
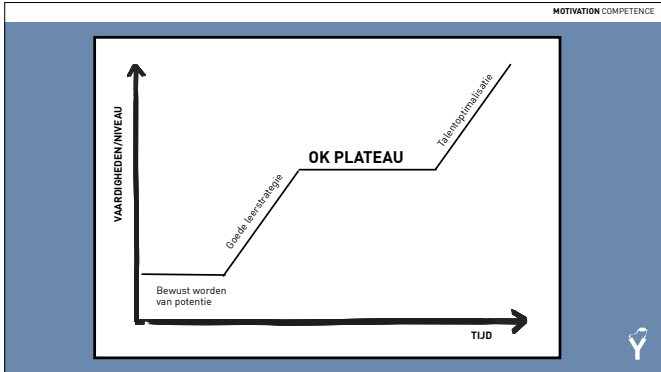
ATTENTION SPAN

TREND 4









MOTIVATION COMPETENCE

LEARNING STRATEGY / GROWTH

LEARNING STYLES	STRUCTURE & OVERVIEW	REFLECTION	SUCCESS EXPERIENCES

MOTIVATION AUTONOMY

MOTIVATION

AUTONOMY



MOTIVATION AUTONOMY

OWN RESPONSIBILITY

GET THEM TO WORK	DEFINE CLEAR SETTINGS & GOALS	SPACE FOR OWN IDEAS	CHECK PROGRESS & OFFER HELP



MOTIVATION AUTONOMY

DIRECTIVE

"we start with this"

"do it this way"

"you start right now"

"you have to do this now"

MOTIVATION AUTONOMY

AUTONOMY

"if you want to reach that, you'd better do this now"

"what if we start with this..."

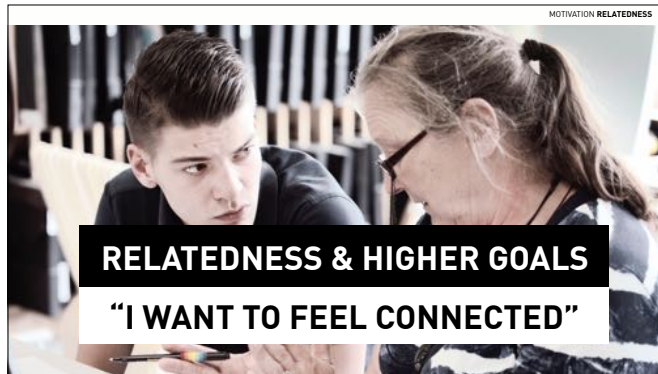
"you can also try it this way"

"take your responsibility and just start doing it"

MOTIVATION RELATEDNESS

MOTIVATON

RELATEDNESS



MOTIVATION RELATEDNESS

RELATEDNESS

AMONG EACH OTHER

WITH 'HIGHER' PURPOSE

WITH TEACHERS

MOTIVATION RELATEDNESS

A POSITIVE LEARNING SPACE

INTEREST & ATTENTION	SOCIAL ACCEPTANCE	PERSONAL APPRECIATION	COMPLIMENTS

MOTIVATION RELATEDNESS

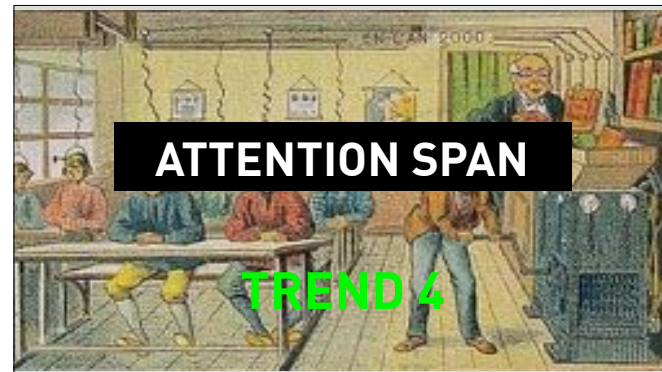
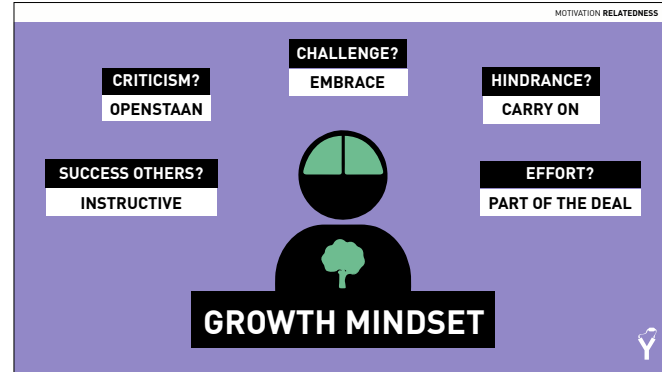
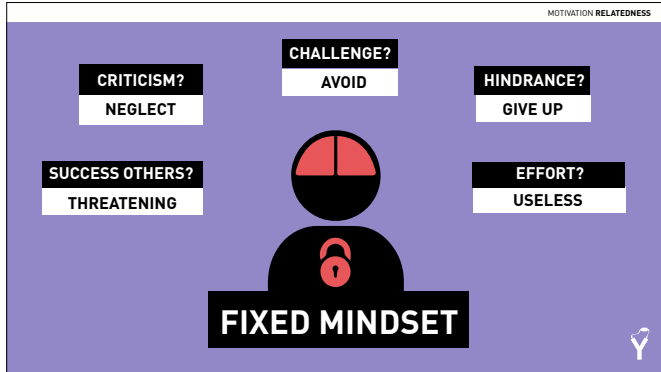
FULL OF EXPECTATIONS

MOTIVATION RELATEDNESS

COMPLIMENTS

MORE
PROGRESS & EFFORT

LESS
RESULTS & TRAITS

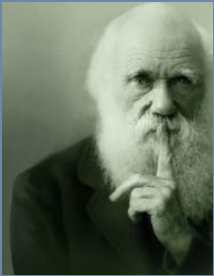


Top 10 skills

in 2020	in 2015
1. Complex Problem Solving	1. Complex Problem Solving
2. Critical Thinking	2. Coordinating with Others
3. Creativity	3. People Management
4. People Management	4. Critical Thinking
5. Coordinating with Others	5. Negotiation
6. Emotional Intelligence	6. Quality Control
7. Judgment and Decision Making	7. Service Orientation
8. Service Orientation	8. Judgment and Decision Making
9. Negotiation	9. Active Listening
10. Cognitive Flexibility	10. Creativity

Source: Future of Jobs Report, World Economic Forum

THE FUTURE OF EDUCATION



“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”



C = CONNECTIVITY

D = DREAMING & DOING

I = INVOLVEMENT

O = OPEN MINDED



The Future
NEXT EXIT 





CONTACT & FOLLOW US

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