

# Education Is Facing A Reckoning

Geo: US  
April – October 2022

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# Students and Teachers Want More Out of the US Education System



*Education has undergone notable changes since the Covid-19 pandemic began in 2020 – teachers were required to overnight change their teaching styles and expectations, as remote learning became mainstream; inflation and finances have become more central to learning, as expenses rise and supplies face shortages; and more. These changes are still having continued impacts, including ongoing strain on reduced financial and systemic support. Meanwhile, college students are navigating increased costs for remote classroom time and limited resources. The education system needs to address their needs or face a reckoning.*

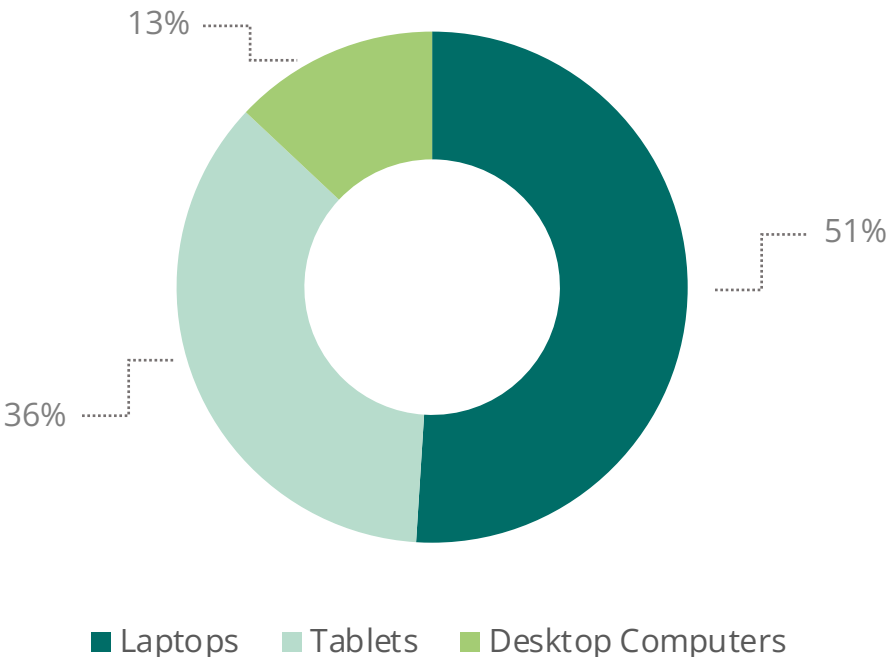
# Students Desire Form, Function, and Flexibility

Online Behavior by a US College Student Audience

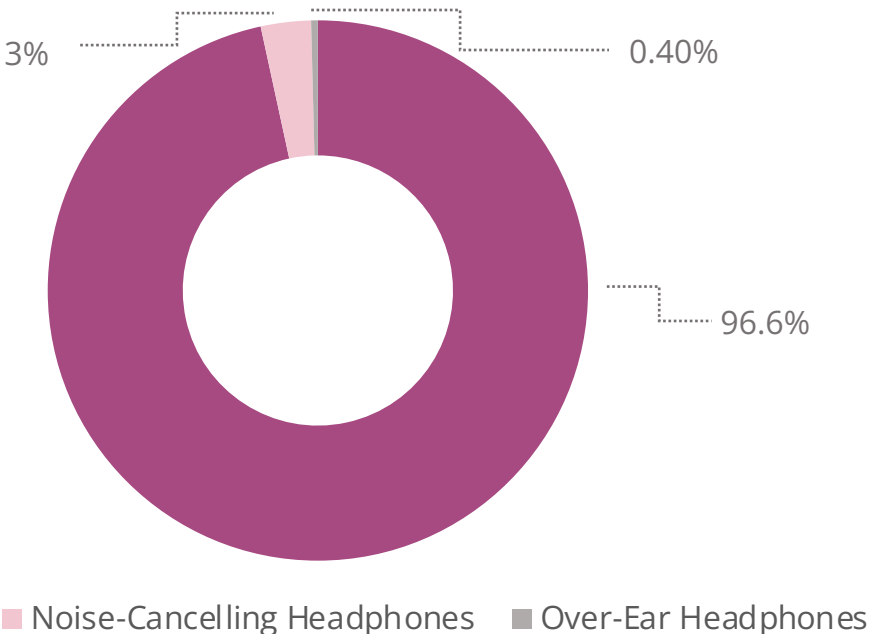


*The high share of activity regarding technology that can easily be used on the go – laptops, tablets, and earbuds – reveals that students want the ability to travel and be flexible with their work.*

Online Behavior Regarding Computer Types (%):



Online Activity With Headphone Types (%):



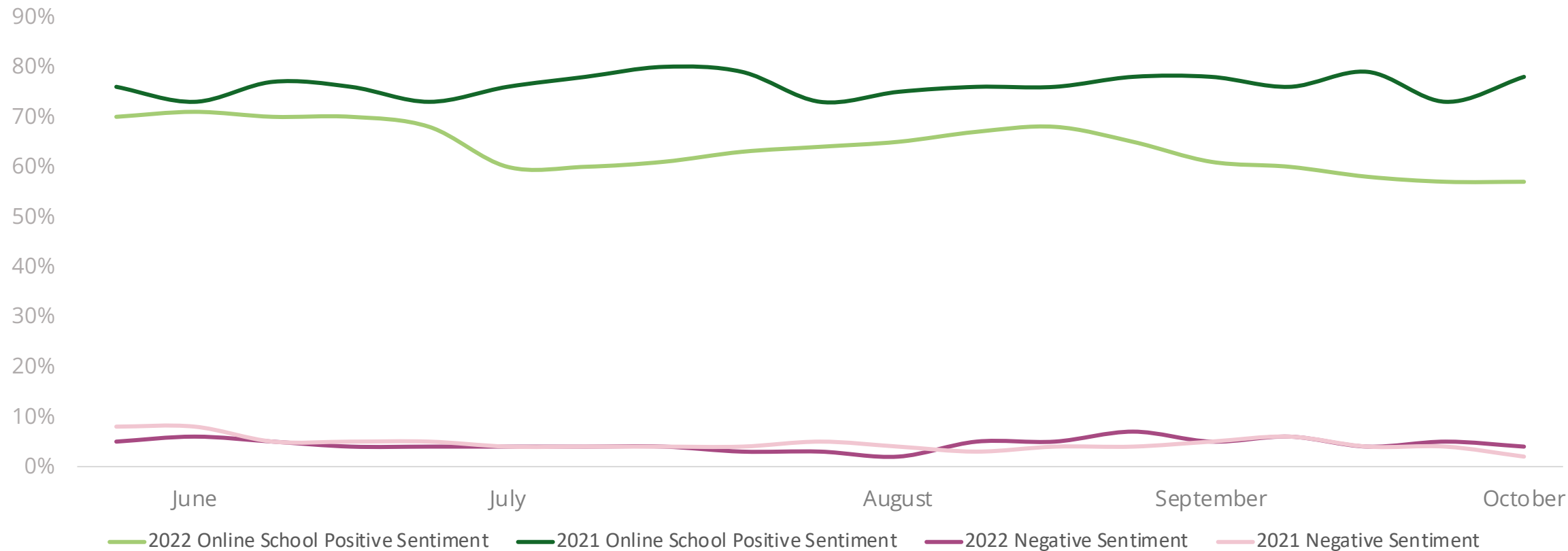
Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: April – October 2022

# Online Coursework Fatigue Is Showing – But Not By Much

Online Behavior by US 2021 and 2022 College Student Audiences



Sentiment for Online Schooling in 2021 and 2022 (%):



*Even as education continues to rapidly change due to the Covid-19 pandemic, online learning (either as 100% remote learning or a hybrid remote model) continues to be utilized, with 20 of the nation's largest districts offering a fully virtual option this fall due to ongoing interest, according to Chalkbeat. Online coursework fatigue could also be in part due to the social isolation that comes with it, as remote learning removes opportunities to socialize with friends and classmates.*

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: June- September 2022

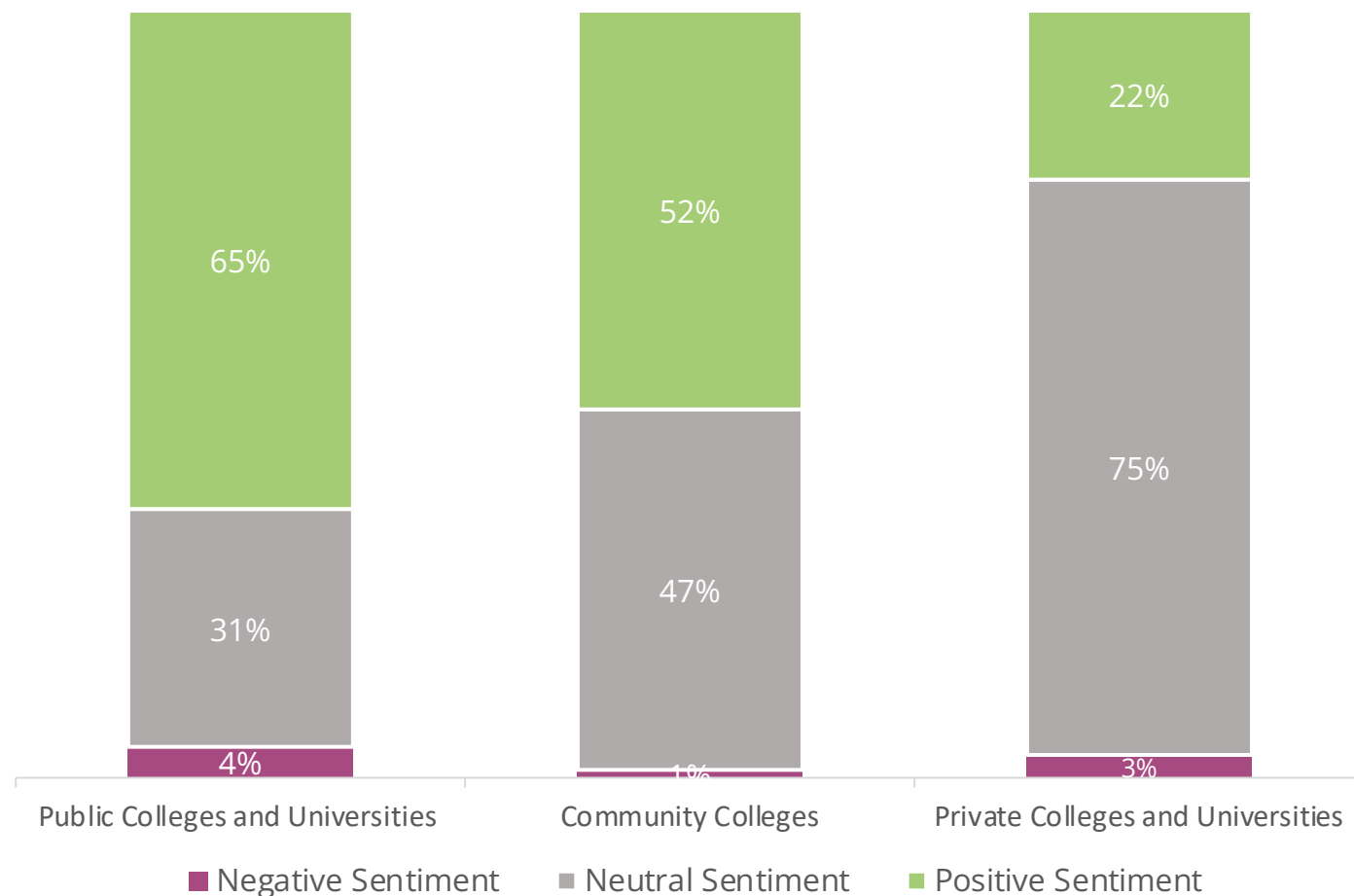


# Tuition Costs Are Dissuading Students From Private Universities

Online Behavior by a US College Student Audience

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Sentiment For Higher Learning Institution Types (%):



# +50%

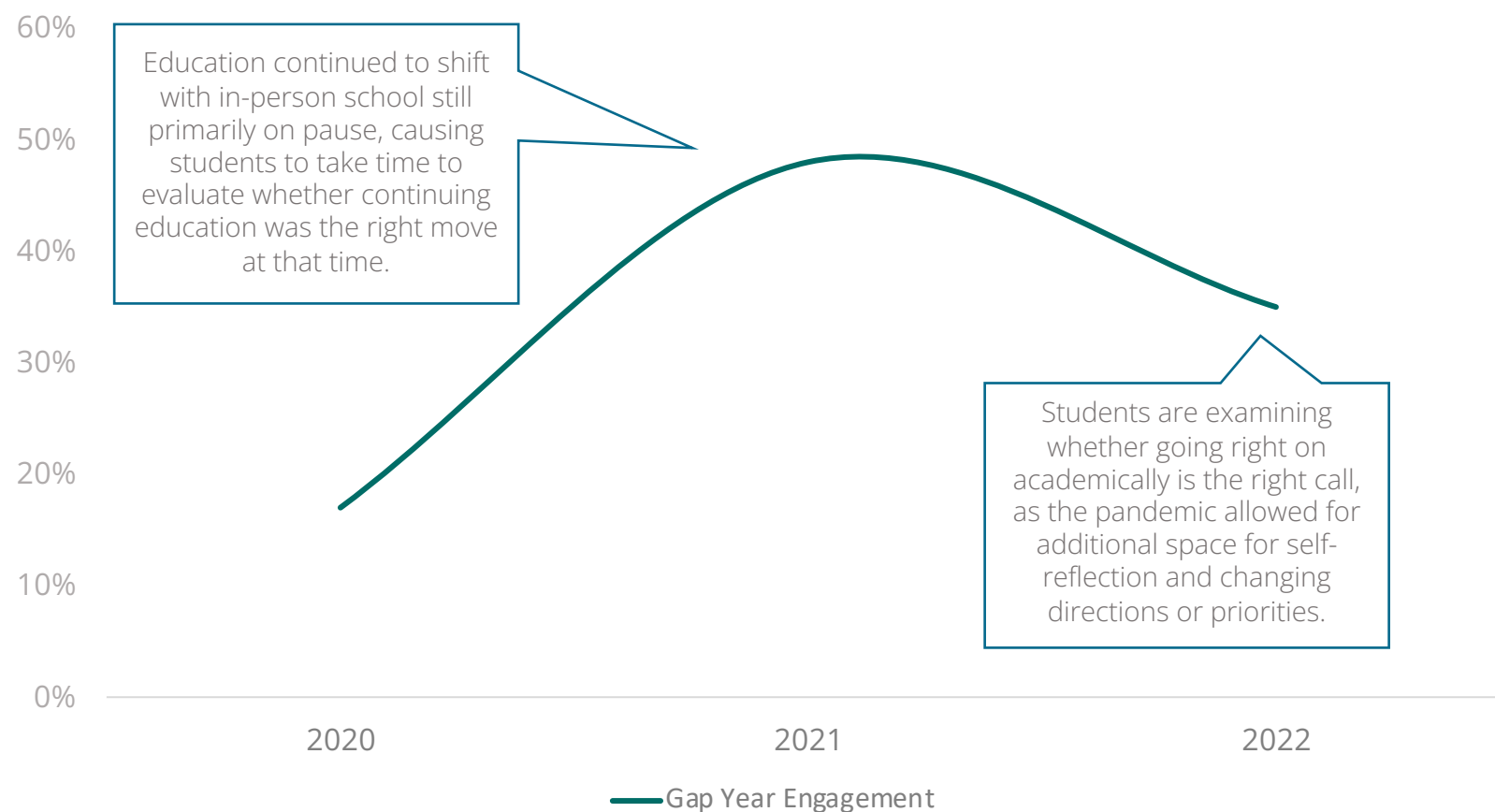
*Average increase week-over-week in online activity regarding rising tuition from a US students audience between April and October 2022.*

# Gap Years Keep Popularity Even After Schools Reopen

Online Behavior by a 2020, 2021, and 2022 US College Student Audience



Gap Year Online Activity (%):



# +74%

*Average online activity increase year-over-year for a gap year for 2020 through 2022 for a US college student audience.*

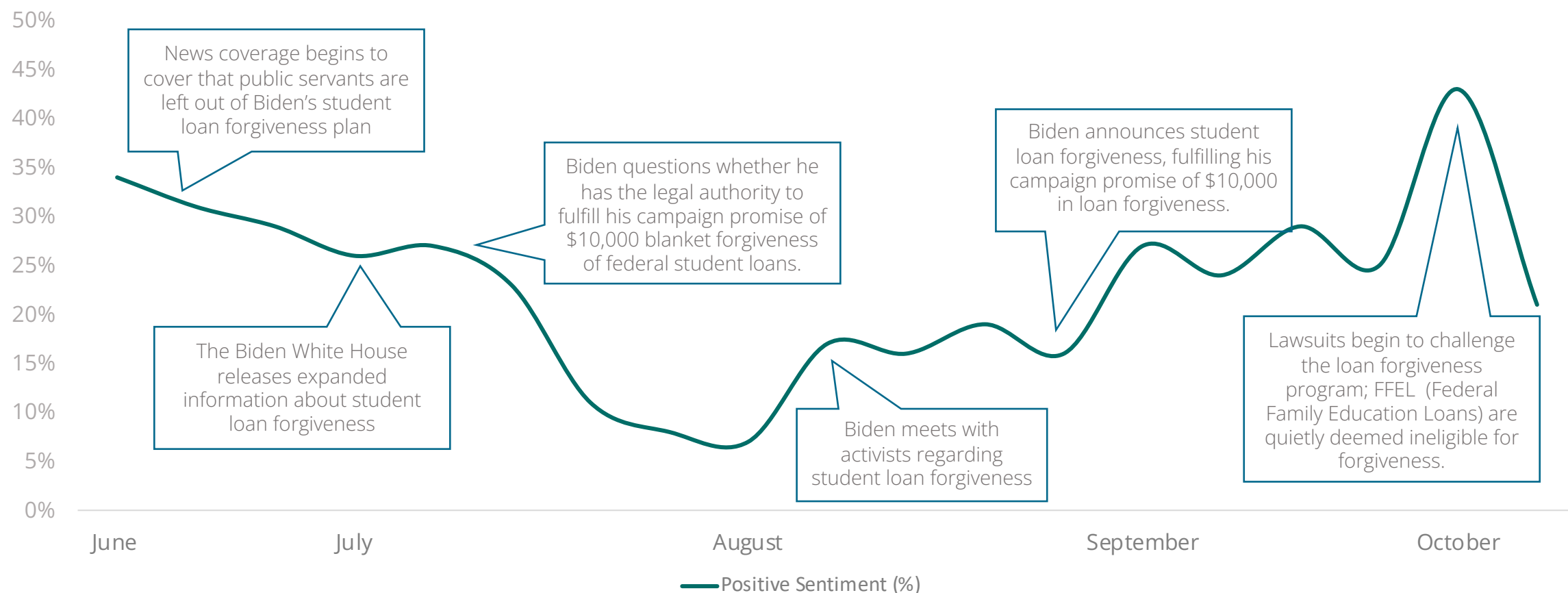
Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: April - October 2020, 2021, and 2022

# Students' Approval Of President Biden Depends on Student Loan Forgiveness

Online Behavior by a US College Student Audience



Positive Sentiment For President Joe Biden (%):





# Teachers Are Feeling The Pressure As Support Is Removed

Online Behavior by a US Teacher Audience



Over-Indexing Topics by Keywords:



83.1x

*The average search volume regarding class size keywords*



9.6x

*The average search volume around classroom GoFundMe/Amazon wishlists*



5.2x

*The average search volume around book bans*



4.7x

*The average search volume around budget cuts*



# Education May Face A Reckoning If Teaching Is No Longer A Sustainable, Long-Term Career

Online Behavior by a US Teacher Audience



Over-Indexing Topics by Keyword:

**+10%**

*Average online activity  
increase week-over-week for  
burnout keywords*

**+4%**

*Week-over-week average  
increase in activity regarding  
the teacher shortage*

**-2%**

*Average decrease week-  
over-week in a US new  
teachers audience in  
May – July 2022*

# The Future Of Education:



*Students want technology to sync with their more flexible lifestyles and increased remote learning demands, either regarding homework or coursework.*



*Increased tuition costs are causing students to consider lower-cost universities, especially as inflation continues to devalue their spending ability.*



*Students care greatly about student loan forgiveness, making this a top issue to capture this audience's vote and support in upcoming elections.*



*Teachers are burning out due to reduced support structures, new teachers are not rushing to replace them, leading to a critical impasse where classes may not have teachers available for them. Increased support for teachers is critical to maintaining our current educational system.*

# Audiences to Activate

Consider the following segments in your activation strategy



## Relevant Segments

- Arts & Entertainment > Music & Audio > Music Equipment & Technology
- Computers & Electronics > Computer Hardware > Desktop Computers
- Computers & Electronics > Computer Hardware > Laptops & Notebooks
- Computers & Electronics > Consumer Electronics > Audio Equipment
- Computers & Electronics > Software > Educational Software
- Finance > Grants, Scholarships, & Financial Aid
- Internet & Telecom > Mobile & Wireless > Mobile & Wireless Accessories
- Jobs & Education > Education > Colleges & Universities
- Jobs & Education > Education > Distance Learning
- Jobs & Education > Education > Online Education
- Jobs & Education > Education > Primary & Secondary Schooling (K-12)
- Jobs & Education > Education > Teaching & Classroom Resources
- Jobs & Education > Education > Training & Certification
- Jobs & Education > Education > Vocational & Continuing Education
- People & Society > Millennials
- Political > Political Issue > Economic Issues (US Only)

Custom

*Create your own custom audiences using relevant privacy compliant signals, such as student loans, new teachers, or gap year.*

**Thank You**