

THE GREAT COVID RESET

learning report

Q2 2021

August 2021



+

BOVITZ

BACKGROUND

The world is shifting. By degrees in some ways, by leaps and bounds in others. The COVID-19 pandemic has brought untold changes to our lives—both at the terrifying height of it and throughout the slow and meandering lulls of it. And now, as we begin to conceive the end of it, the new shape of the world is also coming into focus.

To capture these shifts—forward, backward, up, and down—and where they will ultimately settle, the USC Annenberg Center for the Digital Future (CDF) and Bovitz, Inc. have set out on a five-year journey through seven sectors of life: work, community, health, travel, entertainment, shopping, and learning. Every quarter, we gather data from thousands of people on their attitudes, behaviors, and outlooks in each of these sectors. Our aim is to trace this new shape of life, shift by shift, and help our clients see the big picture of it all: what the world might look like tomorrow and what their place can be in it.

Life as people knew it changed after the Great Depression and the Great Recession; so, too, will life change with the Great COVID Reset. And together, we will keep moving forward.

A note on reporting

This report covers some of our top findings for the **Learning** sector in **Q2 2021**.

METHODOLOGY

From March 31, 2021 to June 29, 2021, n=1,000 people who belong to a nationally representative US online consumer panel were invited to participate in a 22-minute online survey about learning and their COVID-19 experience. All sectors except learning were comprised of adults over the age of 18. Learning had three subsets 1) students grades 7-12 b) parents of K-12 students and 4) undergraduate college students. The resulting sample is representative of the general 18+, English-speaking, internet-engaged US population and is comprised of the following demographics:

Male	46%	Married	39%
Female	52%	Children in HH	30%
Non-binary	2%	Average HHI	\$59k
Gen Z	12%	White	78%
Millennials	27%	Hispanic	15%
Gen X	26%	Black	15%
Boomers	35%	Asian	5%

Sample weighting has been applied to account for the representative intersection of age and race/ethnicity.

▲▼ Arrows represent statistically significant shifts at the 90% confidence interval versus Q1 2021.

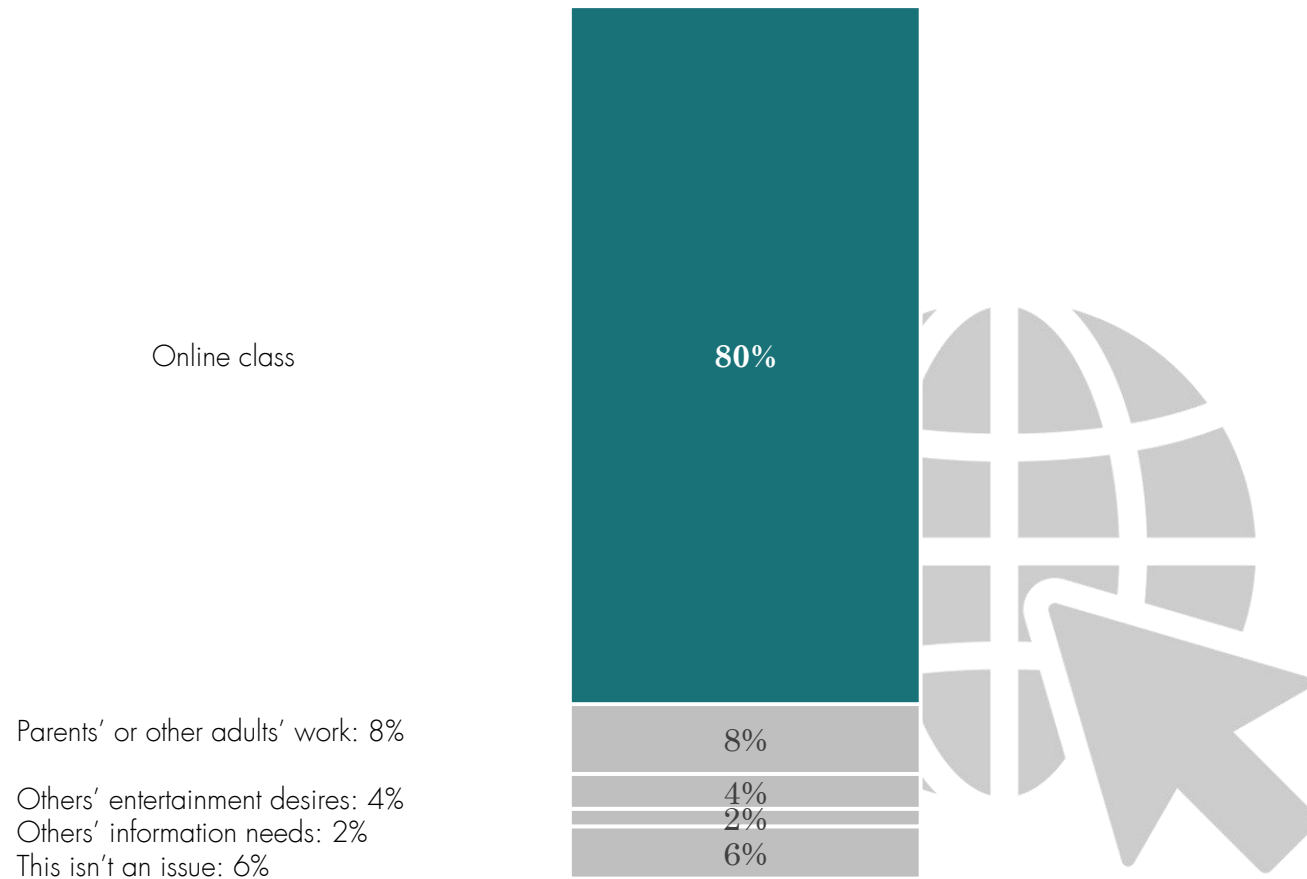


Learning During the Pandemic: Attitudes, Experiences, and Expectations

WAVE 2 – Q2 2021

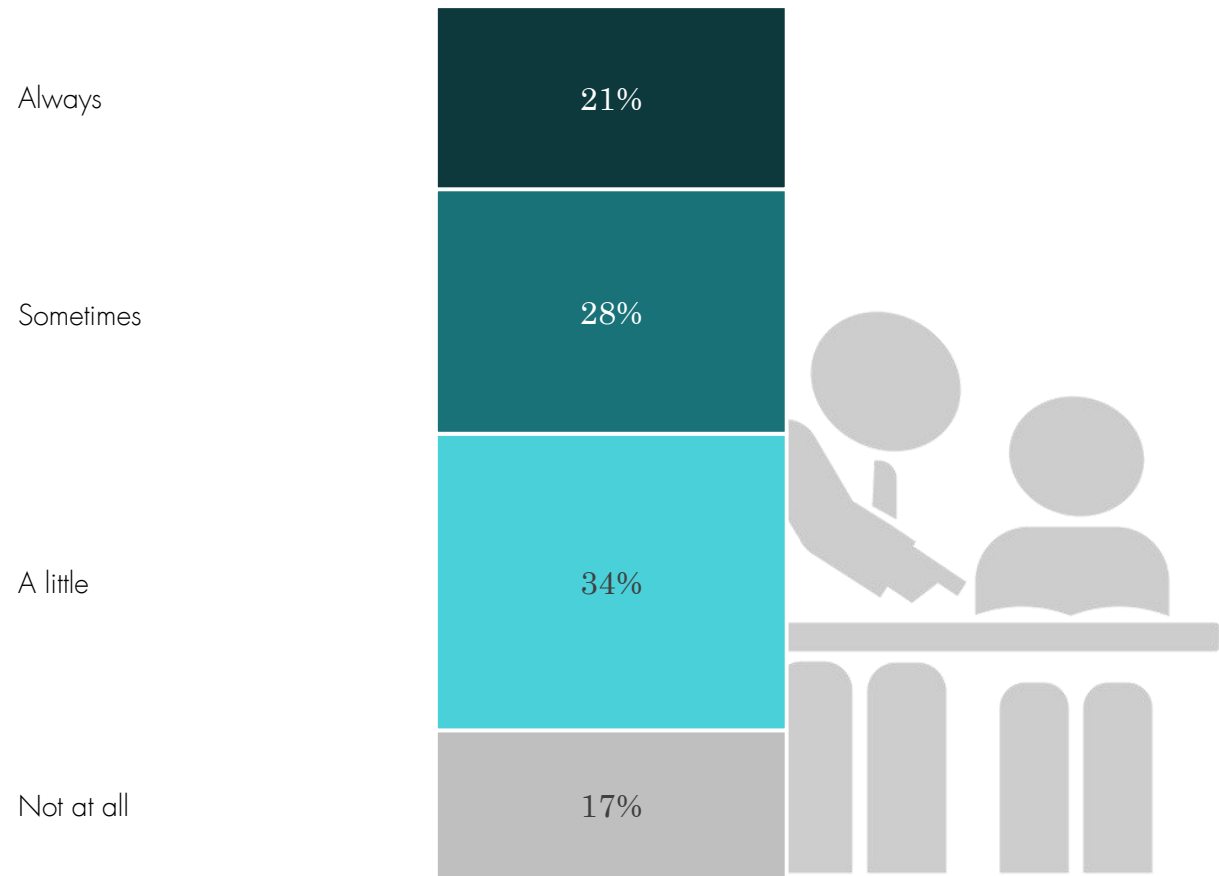
Online classes take precedence over information or entertainment needs in the competition for fast internet.

Priority of Parents and Students



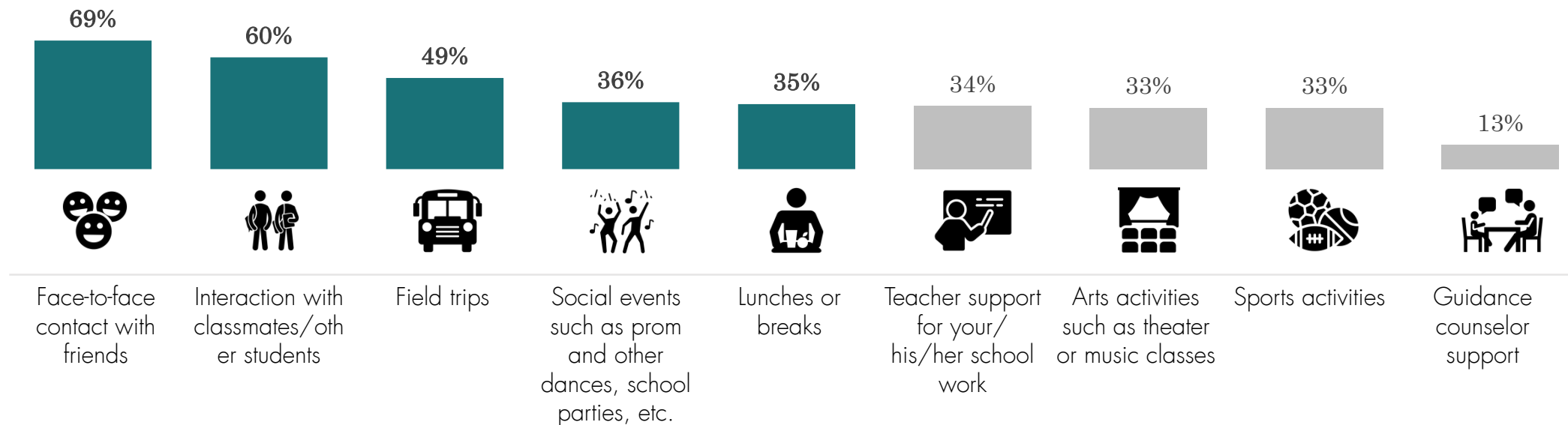
About half of the parents supervise their child(ren) all the time or sometimes in their online learning.

Parental Supervision Over child(ren) in Online Learning



Parents and 7-12 students have missed the social aspect of school life the most since the beginning of online learning.

What Parents and Students Have Missed



Parents and students have very positive views of teachers' roles in their online learning experience.

Parents' and
Students' Views
of Teachers
(Strongly/
Somewhat Agree)

Overall, my/my child's teachers actively participate in discussions



My/My child's teachers are committed to making online learning a positive experience



My/My child's teachers actively support my/my child's online learning (such as with online classes, conference calls, and class blogs)



Overall, my/my child's teachers provide timely, adequate feedback



Overall, my/my child's teachers are good at teaching online

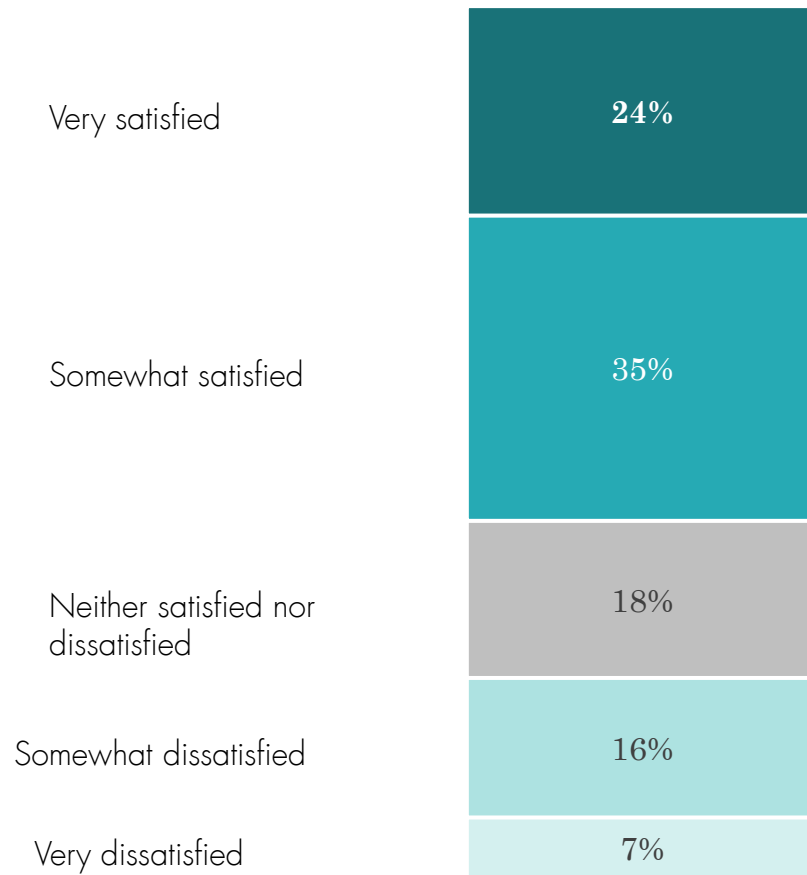


My/My child's teachers adapted quickly to new technologies



More than half of the parents and students are satisfied with their online educational experience.

Satisfaction/Dissatisfaction with Online Education

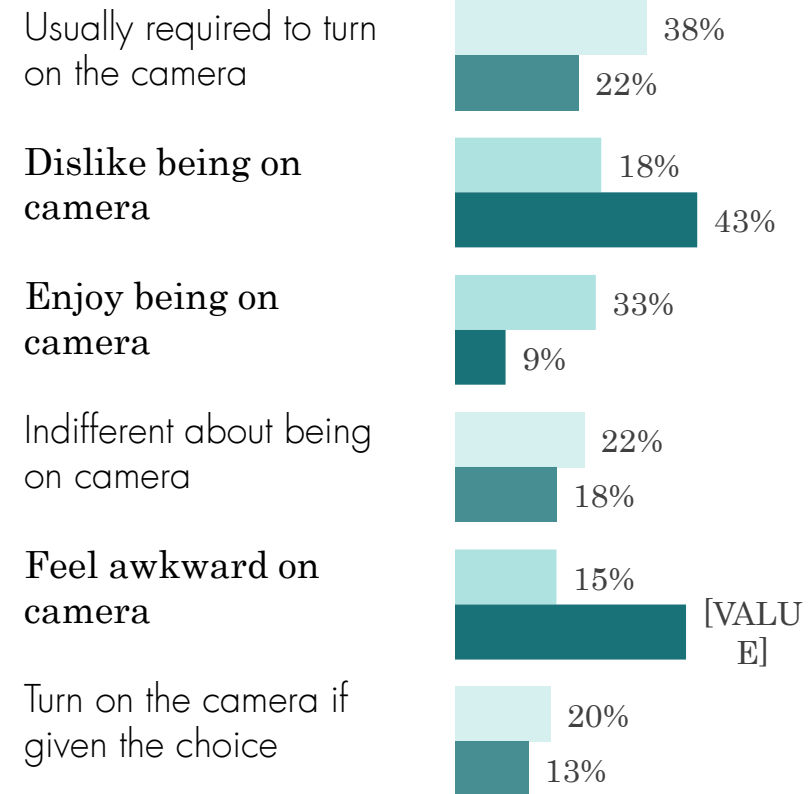


59%
Very/Somewhat
satisfied

Compared to K-6 students, 7-12 and college students exhibit different attitudes regarding being on camera for online classes.

Attitudes of Students Regarding Being on Camera

Parents of K-6 students
7-12 and college students



However, parents have a negative view of their children's learning outcome from online education.

Parents' Views of Learning Outcome

They have learned more

16%

They have learned about the same

44%

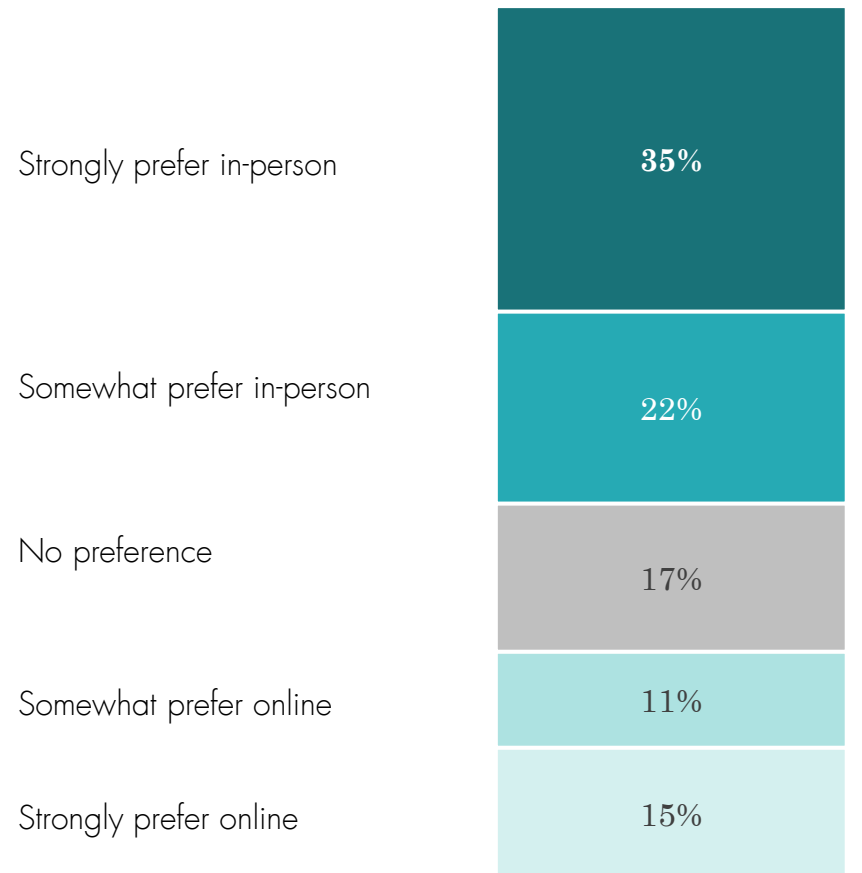
They have learned less

40%

Only 16% believe their child(ren) have learned more.

As a result, parents' preference leans heavily towards in-person class by more than 2 to 1.

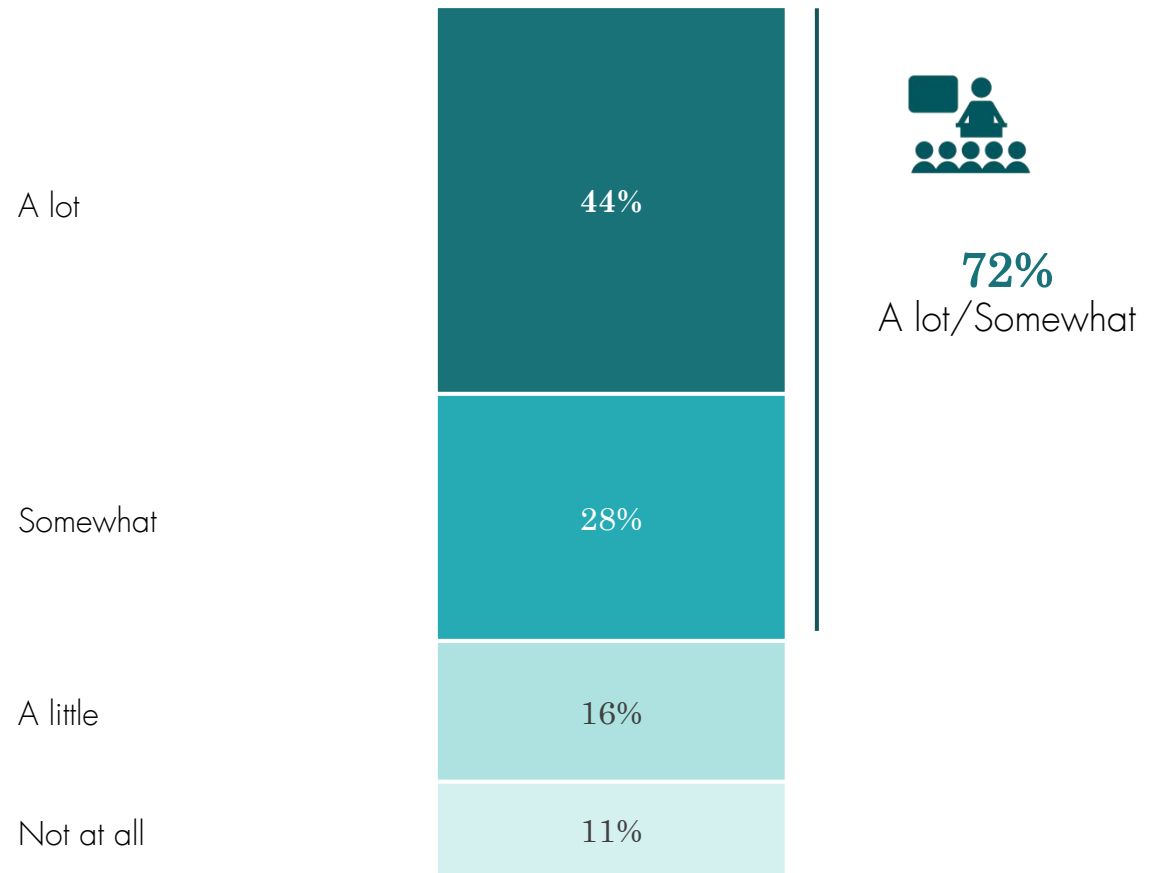
Parents' Preferences for Online vs. In-Person Learning

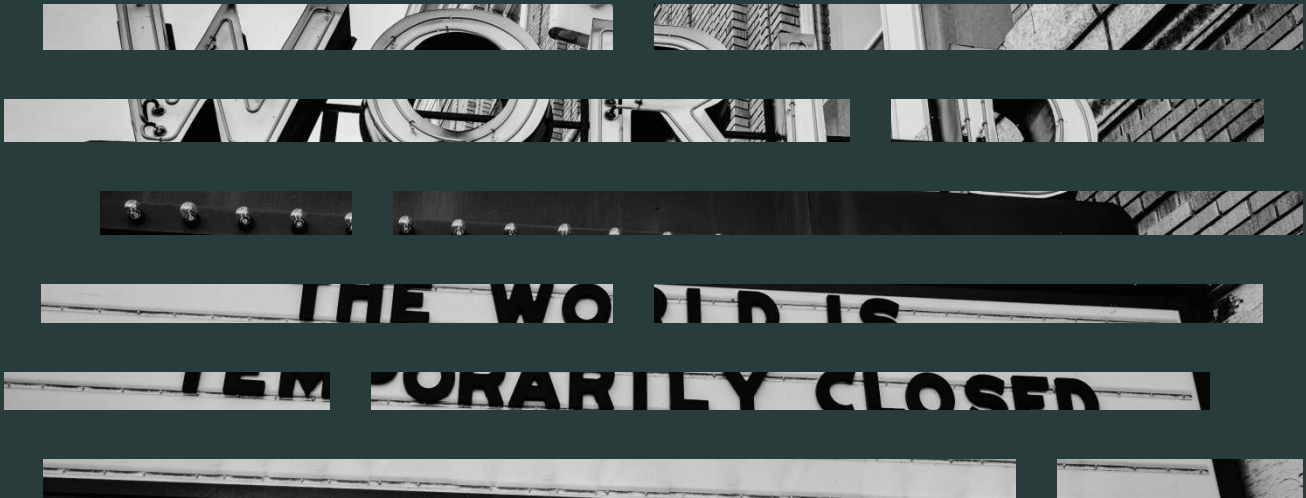


57%
Strongly/Somewhat
prefer in-person

And parents overwhelmingly look forward to their child(ren) returning to the traditional classroom.

Parents' Desire for a Return to the Traditional Classroom





College students prefer a hybrid model to other models of online learning.

College Students' Preference for Online Learning Models

