

2024 Global Youth Digital Creativity Survey Results Published

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In the digital age, youth, as a key group empowered by digital technologies, play an important role in the global creative network. Many countries have recognized the importance of cultivating the digital creativity skills of youth for promoting economic and cultural development. From governments to educational institutions, various policies have been introduced to enhance youth's digital creativity abilities. Supported by Academy of Contemporary China and World Studies of China International Communications Group, the project "Global Sustainable Development and Youth Digital Creativity Skills Research" has made significant progress. The project is led by Professor Wang Yuhang of the University of International Business and Economics and Professor Zahid Anwar of the University of Peshawar, Pakistan. During the 8th International Youth Humanities Dialogue Conference, the project research achieved notable progress, with the following key findings:

1. Empirical Analysis Based on Large-Scale Surveys and In-Depth Interviews:

The research systematically analyzed the structure and characteristics of youth creativity abilities and reached the following conclusions:

- The development of youth creativity abilities shows a clear imbalance. The dimension of **information literacy** stands out, reflecting the natural advantage of youth, as digital natives, in information retrieval, selection, and processing. They are capable of quickly locating and obtaining the information they need, have strong information evaluation and integration skills, and show high sensitivity and adaptability in applying information.
- The dimension of **innovation and creativity** is at a moderate level, indicating that youth possess certain innovative thinking and problem-solving abilities, but their innovation potential has not been fully activated. This situation is closely related to the current educational system's emphasis on cultivating innovation and the methods used for this training.
- The dimension of **digital tool usage** is relatively weak, especially in specialized and advanced tool applications, highlighting the urgent need for systematic skill training. This phenomenon is linked to the rapid iteration of digital technologies and reflects the relative lack of training opportunities for youth in the deep application of tools.

There are significant correlations between these dimensions, forming an organic whole that promotes each other. The correlation between **information literacy** and **digital tool usage** is the strongest, reflecting their deep integration in practice. Improved information processing skills can enhance the efficiency of tool use, while improved tool proficiency can expand the breadth and depth of information acquisition and processing. **Innovation and creativity** also show close connections with the other two dimensions, indicating a progressive development of skills. Path

analysis revealed that improving information literacy significantly promotes the enhancement of tool usage skills, which in turn drives the overall development of innovation abilities, forming a positive cycle.

2. Differences in Ability Structures Across Groups:

- **Gender differences** are primarily reflected in specific abilities, with females showing advantages in information integration and creative expression, likely due to their generally more refined thinking and stronger language expression abilities. Males tend to have an edge in the use of technical tools, which is related to their higher preference and frequency of using technology tools.
- **Academic background** affects tool usage abilities, with STEM students having a clear advantage in using digital tools due to systematic training in technical tools during their academic studies. Humanities and social sciences students, on the other hand, excel in creative thinking and cultural innovation, which is closely related to their education and training in humanistic thinking.
- **Age differences** reflect the regularity of ability development, with different age groups of youth showing unique strengths in various dimensions. These differences are linked to their upbringing, learning experiences, and practical exposure.
- **Cultural background** is increasingly influential in shaping ability structures, especially in the context of globalization, which underscores the important role of cultural factors in skill development.

3. The Multi-Layered and Complex Influence Mechanism on Youth Creativity Ability Development:

Using structural equation modeling, the research identified three main aspects of this mechanism:

- **Individual traits** play a dominant role in creative ability development. Empirical research shows that **interest and passion** serve as intrinsic motivators, directly promoting innovative behavior and indirectly enhancing learning engagement. This internal motivation works in three ways: 1) Stimulating continuous innovative drive and deepening creative thinking; 2) Guiding the selection of innovative directions, making creative activities more targeted; 3) Determining the intensity of investment in the innovation process, which impacts the quality of the final results.
- **Environmental support** shows differentiated effects. While policy support can boost digital tool usage skills, excessive intervention may suppress innovation. Therefore, optimizing the support's strength and approach is necessary.
- **Cultural factors** exhibit a unique influence path. Cultural factors shape cognitive frameworks, influence value orientations, and regulate behavior patterns, having a deep impact on creativity development.

4. Targeted Training Strategies and Recommendations:

Based on the research findings regarding youth creativity ability development characteristics, the following targeted strategies are recommended:

Building and Implementing a Layered Training System: To address the foundational training of digital tool usage abilities, a gradient-based training program is suggested. For systematic cultivation of information literacy, three core areas should be emphasized: 1) Strengthening basic skills in information retrieval, selection, and processing through various formats, such as lectures and online courses; 2) Introducing critical thinking training courses to develop learners' ability to assess the authenticity and reliability of information; 3) Focusing on the innovative application of information, guiding learners to turn acquired information into solutions for real-world problems. The comprehensive cultivation of innovation abilities should adopt a multi-dimensional strategy.

Optimizing and Improving Collaborative Development Mechanisms: To promote the balanced development of creativity abilities across dimensions, a scientific collaborative training mechanism should be established. First, integrative training programs should be designed to combine information literacy, tool usage, and innovation ability cultivation. Second, regular ability assessments and feedback mechanisms should be put in place to identify issues during the training process and adjust accordingly. Third, based on evaluation results, the training pathways should be continuously optimized to ensure effectiveness.

Regarding dimensional collaboration, the positive interaction between different abilities should be fully utilized. By designing comprehensive projects, opportunities for collaborative application of multi-dimensional abilities can be created; through interdisciplinary learning and practice, composite innovative talents can be nurtured; and through a diversified evaluation system, the coordinated development of different abilities can be encouraged.

In terms of constructing an overall training system, integrating various educational resources from inside and outside schools and optimizing curriculum structures is crucial. Specifically, collaboration between industry, academia, and research can expand practical resources; introducing cutting-edge technologies into courses can update content; and innovative teaching methods such as blended learning and flipped classrooms can be used to enhance training effectiveness.