



• NEXTGEN AI ALLIANCE

Youth AI Perception & Programming Insights

How a generation of young people is learning, creating, and preparing to compete , and what the NextGen AI Alliance should build next.

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Sources

Global survey + Youth Think Tank

Reading time

~20 minutes

EXECUTIVE SUMMARY

Youth aren't waiting for AI.

Across the Goodwall platform, they're already using it: daily, confidently, with a clear eye on opportunity. This report combines a global survey of Goodwall users with a live Youth Think Tank of 25 active participants from Africa, Asia, and beyond, surfacing where youth are in their AI journey, what's working, and what needs to come next.

At a glance

91%+

engage with AI at least weekly

83.5%

hold a positive or constructive outlook

54.5%

feel confident about their future with AI

What the data says

- Goodwall users are AI-active and confident, no longer beginners. After completing AI programming on Goodwall, over 91% engage with AI weekly and 60.2% use it daily.
- Optimism is strong but conditional. 83.5% hold a positive or constructive outlook, yet concerns about jobs, privacy, and misinformation drive their learning motivation.
- There is a clear trust gap: youth trust AI tools (around 86%) more than the institutions governing them (40.7% high trust). This points to an ethics and transparency opportunity.
- Current AI programming on Goodwall is doing its job. Respondents praise prompting, applied challenges, and structured format, and are now asking for greater access to deeper, more specialized content and to Goodwall's partner opportunities.
- Demand is shifting from learning AI to using AI. Creativity, content creation, freelance income, and real-world application top the requested next steps.

STRATEGIC TAKEAWAY

Youth are increasingly motivated to use AI to earn, create, and compete globally.

The NextGen AI Alliance has built a strong foundation by making AI learning accessible at scale, an essential first step in preparing young people for the future.

As the community grows, there is a clear opportunity to build on this foundation by expanding into more advanced pathways: deeper learning experiences, creator-economy skills, localized applications, and a community that supports learners in turning knowledge into real-world outcomes.

01 · INTRODUCTION

Purpose of this report

This report equips the NextGen AI Alliance and its partners with actionable insight into three questions:

- 1 How young people **perceive and use AI**.
- 2 What their experience with **Goodwall's AI program** reveals.
- 3 Where the biggest **opportunities** sit for the next wave of program design.

Data sources

Youth AI Perception Survey (Goodwall app)

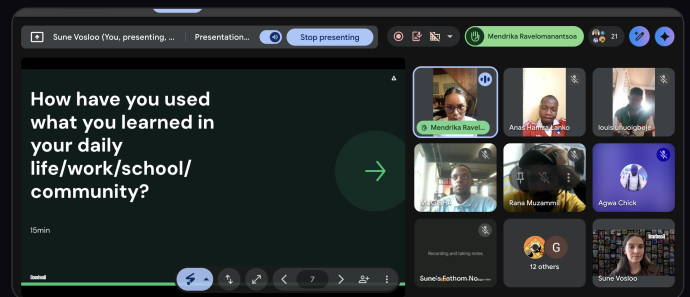
Launched in October 2025 inside the Goodwall app, this global survey has gathered over 6,500 youth responses from across the globe. Respondents are Goodwall users who have completed the AI Fundamentals training on the platform. The survey covers AI usage patterns, confidence, trust, and learning interests, and provides the quantitative spine of this report.

Live Youth Think Tank (26 March 2026)

A moderated discussion with 25 active Goodwall users who had already completed AI programming. Participants joined from Nigeria, Rwanda, Kenya, Madagascar, Indonesia, Nepal, and other regions. Their contributions surface lived experience and direct user voice.



In-app survey · Youth & AI Perception Survey (Goodwall app)



Live session · Youth Think Tank, 26 March 2026

Why this matters

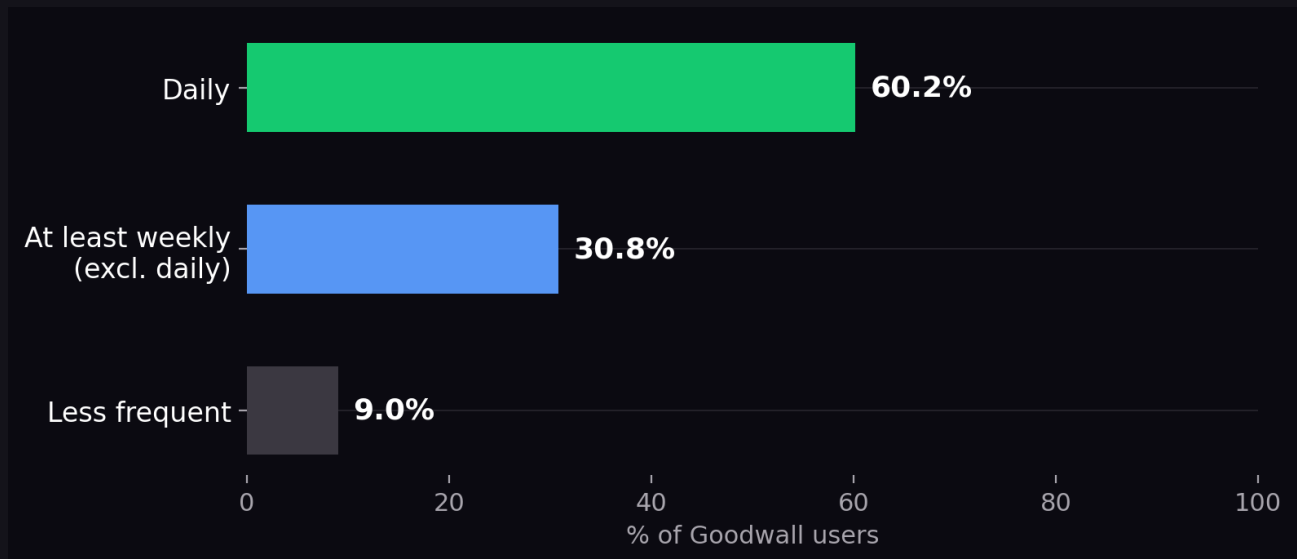
The NextGen AI Alliance exists to equip youth with the skills needed to thrive in an AI-driven future. Getting that right means knowing where youth actually are today, how they already apply AI, and what they need to move from learning into opportunity. Much of the conventional wisdom about "youth and AI" underestimates how far they have already come.

02 · AUDIENCE OVERVIEW

The rise of AI-native youth

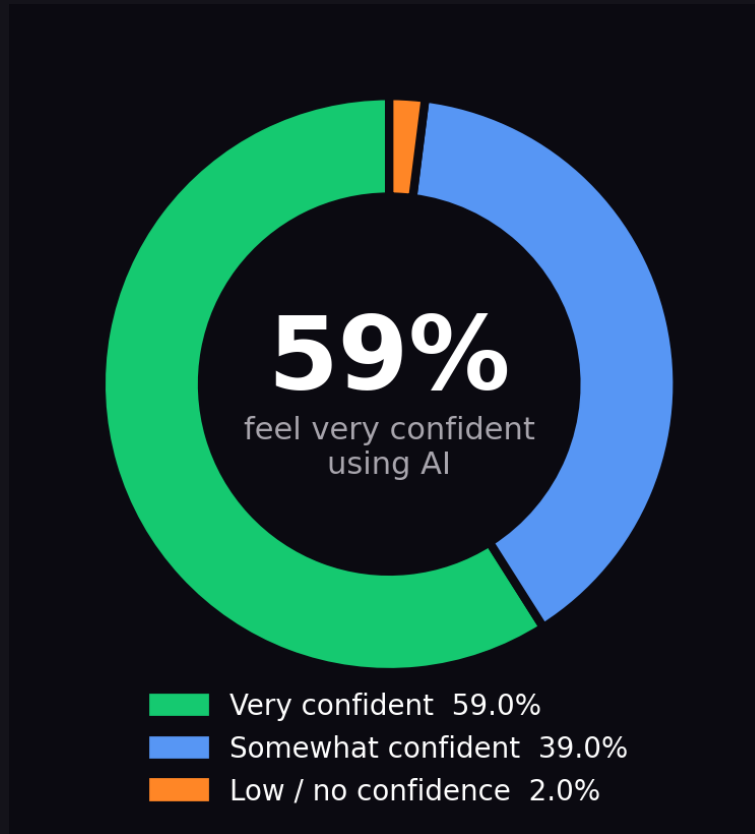
Goodwall users are highly engaged with AI tools, and they trust them. Engagement is frequent, confidence is high, and trust in the tools themselves runs ahead of trust in the institutions governing them.

Figure 1 · AI engagement frequency



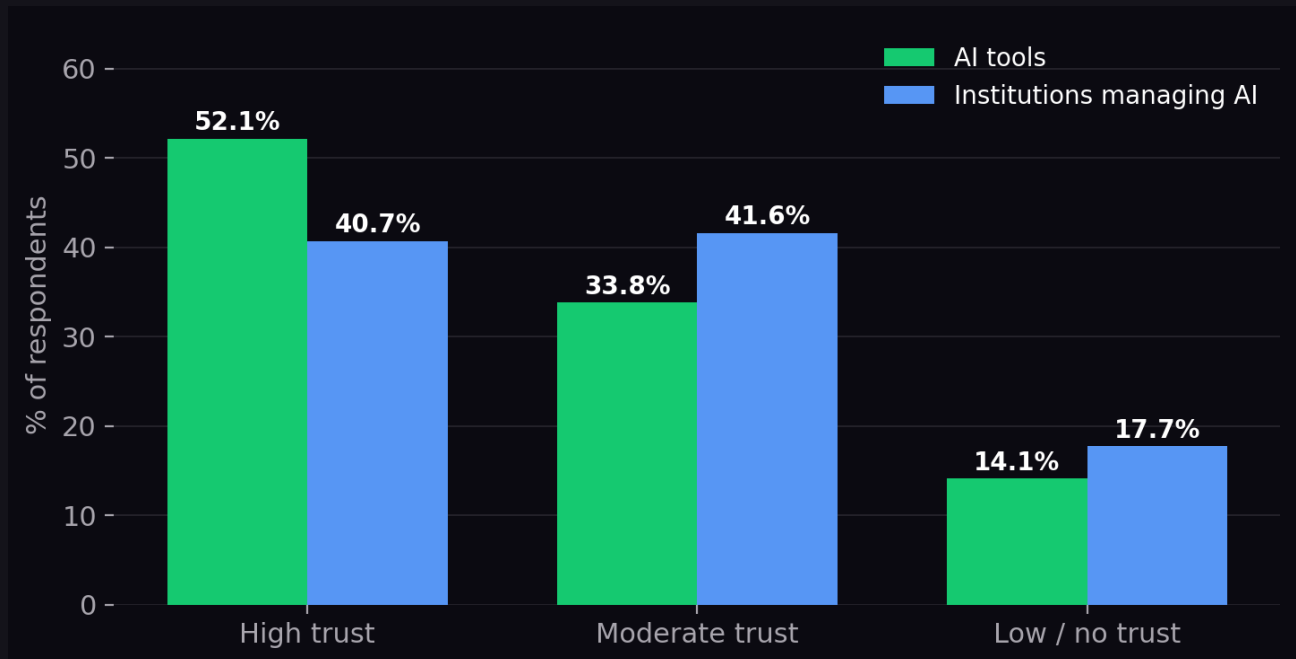
More than nine in ten Goodwall users are active with AI every week. By that measure, the platform is already AI-native.

Figure 2 · AI confidence levels



Only 2% report low or no confidence. This is an implementation audience, not a beginner one.

Figure 3 · Trust in AI tools vs. trust in the institutions managing AI



Youth trust what they use more than what governs it, a clear opening for ethics-led education.

KEY INSIGHT

Goodwall users aren't beginners. They are AI-active, confident, and already experimenting with real use cases. The gap between trust in AI tools and trust in the institutions governing them underscores the importance of ethics and transparency in any future programming.

VOICES OF THE PROGRAM

Behind the data, real people.

Six Youth Think Tank participants, in their own words.



Nur H. · 22

Indonesia

"To me, AI is a tool for democratizing knowledge for a smarter future in public policy. I would like to see more content on Goodwall that focus on AI Ethics & Sustainability."



Bansa M. · 20

Nigeria

"AI isn't just a tool. It is a friend and a study partner that help me turn my confusion into clarity, and help me grow into the kind of healthcare professional I want to become."



Mendrika R. · 23

Madagascar

"What really worked for me is the Goodwall video format. I can really understand things easily when it's represented visually. I would like to know if there's a way to extend the AI programs so that people can dive deeper into the subject."



Gaurav K. · 19

Nepal

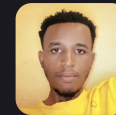
"After AI fundamentals, the next step I want on Goodwall is an entry-level cyber security course. That's the AI-adjacent skill that feels most relevant where I am in Nepal."



Gisselle T. · 23

Paraguay

"AI catches the nuances I might miss and gives me the confidence to express my passion for science without a language barrier getting in the way. It's not about letting the AI speak for me; it's about using it to find my own voice in a different language."



Isaac M. · 22

Kenya

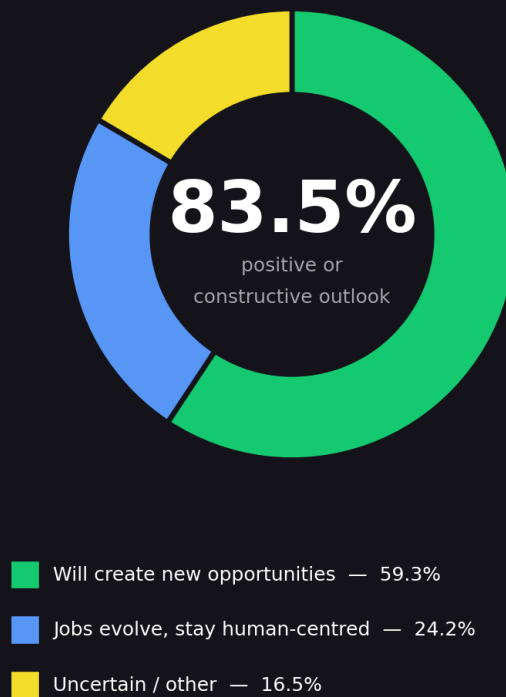
"The challenges pushed me to think creatively and apply AI to real-world problems, not just learn theory. What I want to build next is AI that understands human behavior and emotions, especially for mental health."

03 · YOUTH PERCEPTIONS OF AI

Optimism with caution

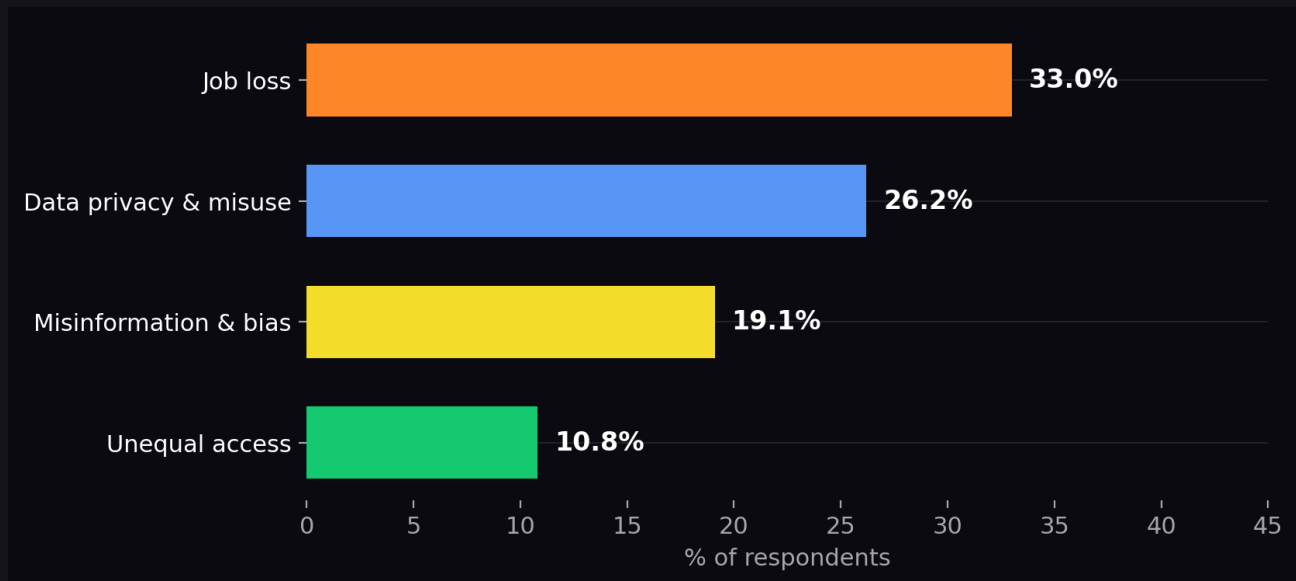
Youth sentiment is overwhelmingly constructive, but it is not naive. They expect AI to create new opportunities and reshape jobs in human-centered ways, while naming the risks they are actively navigating.

Figure 4 · Overall sentiment about AI's impact



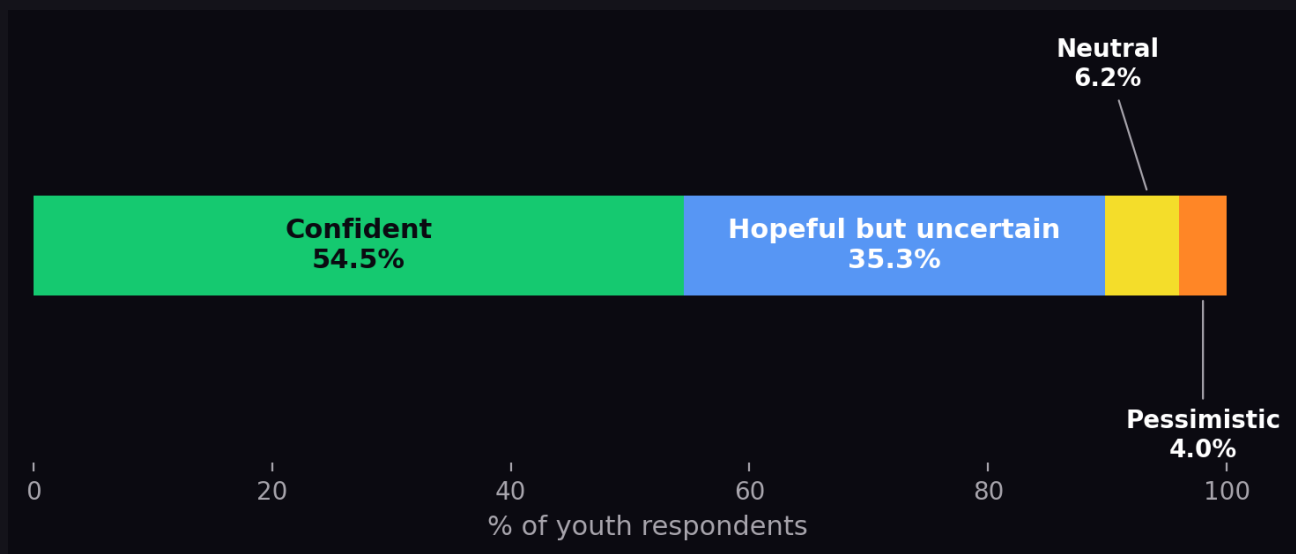
83.5% of youth express an overall positive or constructive outlook on AI.

Figure 5 · Top concerns about AI



Jobs, privacy, and misinformation, not AI itself, drive the caution behind the optimism.

Figure 6 · Future outlook



Roughly nine in ten remain positive overall, though about a third sit in "hopeful but uncertain".

KEY INSIGHT

Youth show **conditional optimism**. They believe in AI's potential, while working through real uncertainty about its impact on jobs and society. That tension is itself a driver of engagement and learning motivation.

04 · EFFECTIVENESS OF CURRENT PROGRAMMING

What's working well

Three elements consistently came up in both the survey and Think Tank as the strongest parts of Goodwall's current AI to Opportunity programming.

01

Applied learning

Practical challenges, real-world problem solving, and interactive formats push users from passive viewing into active use.

02

Prompting skills

The highest-impact skill taught, used across CVs, job applications, teaching, and productivity.

03

Structured format

Seen as more structured and guided than YouTube, a meaningful differentiator for users without a coherent path.

"The challenges pushed me to think creatively and apply AI in real-world problems."

KEY INSIGHT

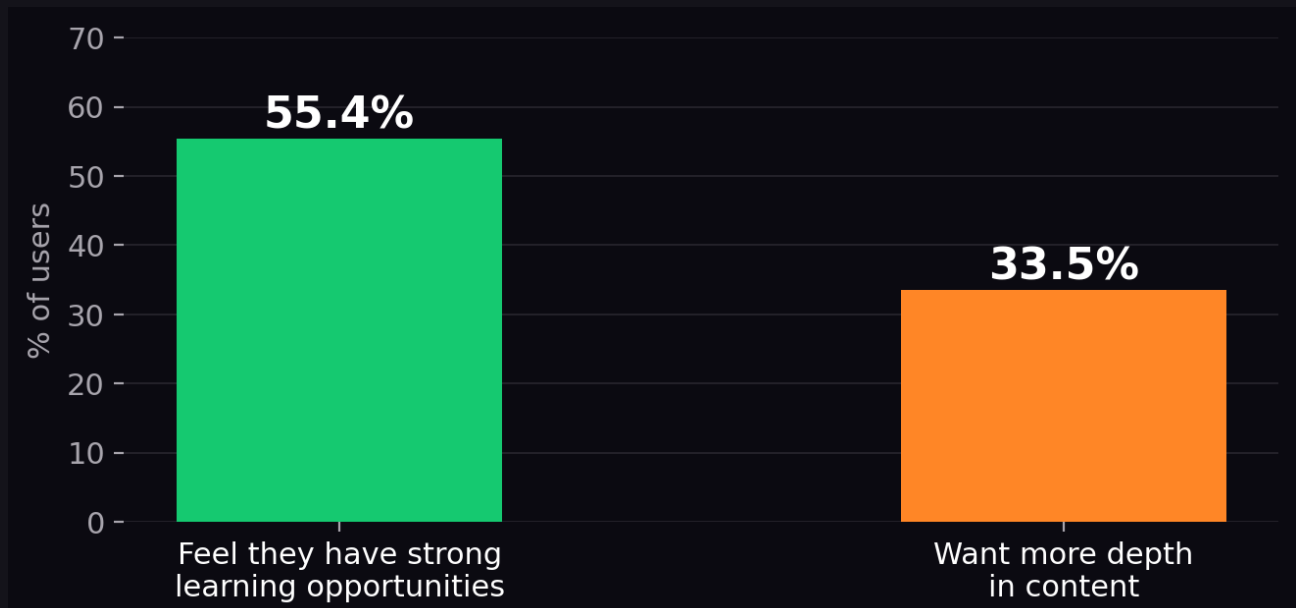
Current programming is effective at driving adoption and building initial capability. The foundation is strong, and youth are ready for the next step: deeper learning through Goodwall's partner network, a clearer progression, and more industry- and application-specific pathways.

05 · OPPORTUNITIES FOR FUTURE PROGRAMS

Building on a strong foundation

The same users who praise Goodwall's AI entry experience are just as clear about where they want to go next. The foundation is working, and youth are excited to go deeper, find clearer pathways into applied AI, and connect those pathways to their industries and communities.

Figure 7 · Learning opportunities: where youth want to grow next



Just over half already feel they have strong learning opportunities today, and a third say they are ready for more depth.

Three opportunities for future programs

01

Deeper learning via partner platforms

Youth want longer-form content and deeper explanations. Goodwall already delivers this through its partner network. The opportunity is to expand that offering and surface it more prominently inside the app.

02

More accessible technical pathways

Coding modules are where users are most eager for support. A chance to build a more paced, beginner-friendly entry into technical AI work.

03

Clearer, industry-specific progression

Youth want a clearer sense of "what's next" after foundational learning. Goodwall's existing partner programs and opportunities can be mapped into visible, industry- and application-specific pathways.

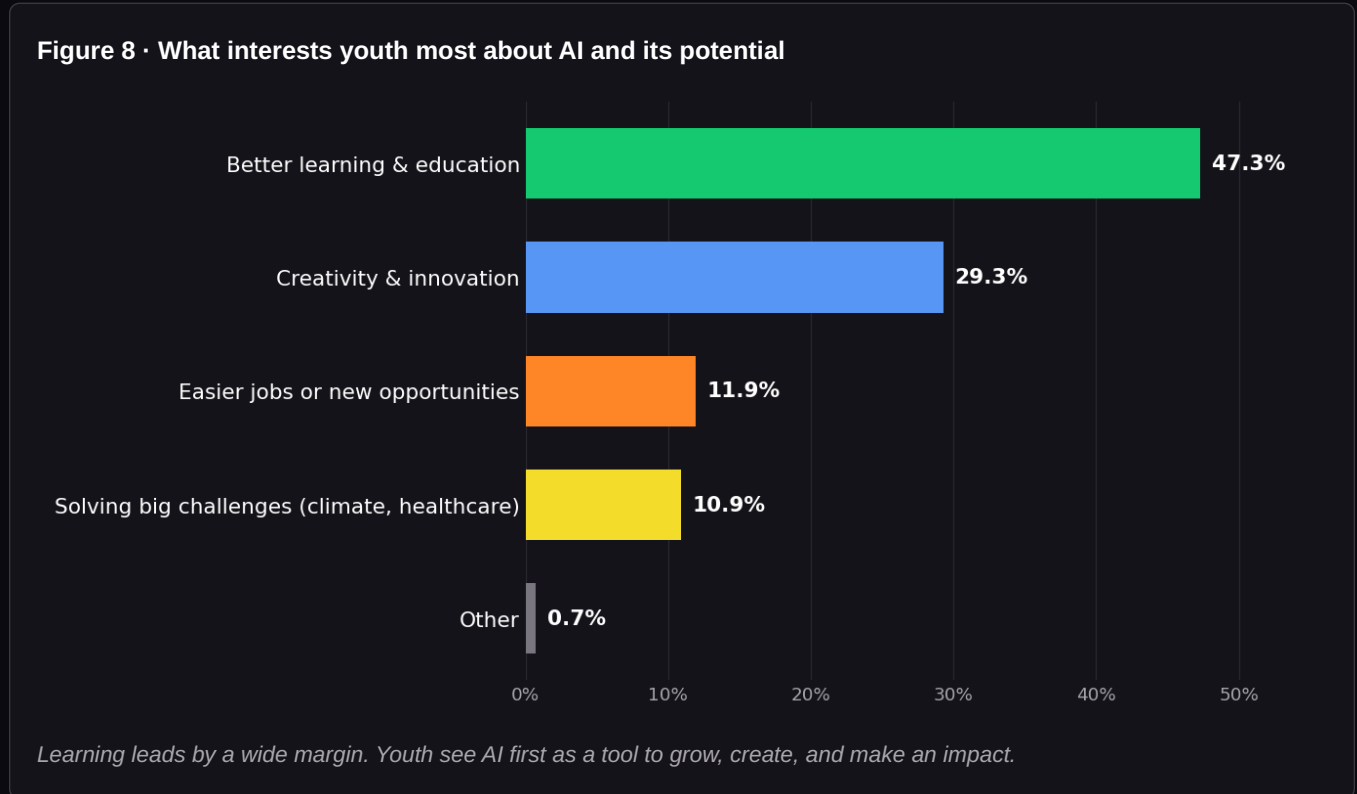
KEY INSIGHT

Goodwall already offers deeper learning opportunities through its partner platforms and opportunity network. What youth are asking for next is to expand those pathways, and to make them clearer, more visible, and more industry- and application-specific inside the app.

06 · EMERGING NEEDS & FUTURE SKILL DEMAND

Where youth want to go next

Across the survey and Think Tank, one shift is unmistakable. Youth are moving past "learning AI" and into "using AI", to create, earn, and solve real problems in the contexts they live in.



Better learning & education: the strongest signal

47.3% selected better learning and education as what interests them most about AI. Think Tank demand was concrete: AI as a study partner, personalized explanations, project-based learning, and tools that help them turn ideas into real outputs.

Creativity & innovation

29.3% named creativity and innovation. Think Tank demand was clear: AI video creation, storytelling, social media content, and faceless YouTube channels. Youth want AI as a medium for expression.

Easier jobs & new opportunities

11.9% selected jobs and new opportunities as a top interest. Discussion surfaced strong underlying demand: freelancing, job applications, and income generation are recurring drivers.

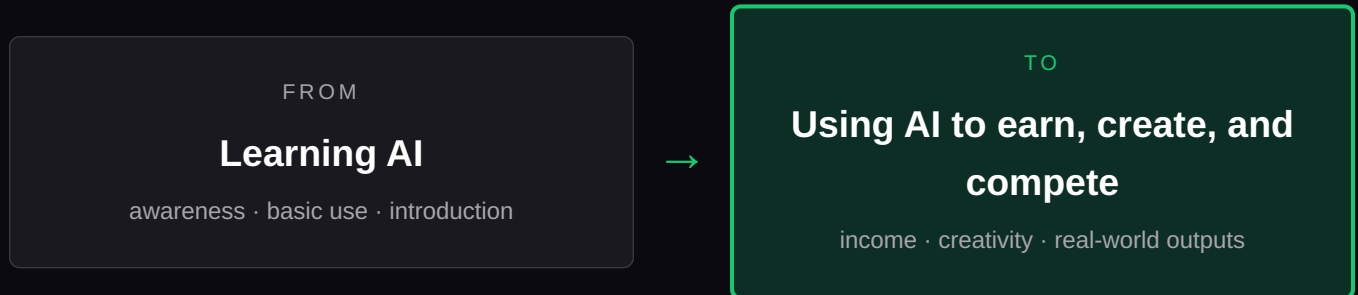
Solving big challenges

10.9% pointed to solving big challenges (climate change, healthcare, sustainability) as what draws them to AI. This is mission-oriented interest, AI as a tool for impact.

Emergent themes from Think Tank discussion

Beyond the survey, three themes ran through the Think Tank: **localized & accessible learning** (region-specific examples and low-bandwidth solutions), **collaboration & community** (global peers, group projects, mentorship), and **advanced & emerging topics** (AI + psychology, ethics, cybersecurity, human–AI collaboration).

The strategic shift



KEY INSIGHT

Youth are shifting from "learning AI" to "using AI to create, earn, and solve real problems." Programming designed around outputs, not only understanding, will capture this energy.

07 · STRATEGY

The data supports the roadmap

The insights in this report, drawn from 6,500+ youth across the globe and 25 Live Think Tank participants, don't reveal a new direction. They validate the one the NextGen AI Alliance has already set: a three-year roadmap from foundational AI fluency, to industry-relevant application, to youth driving intergenerational AI adoption.

The 2025–2027 roadmap

YEAR 1 · 2025

AI Foundations at Scale ✓

Launched the global Alliance, built the foundational AI learning layer inside Goodwall, and reached millions of young people with accessible introductions to AI.

YEAR 2 · 2026

AI in Industry

Scale impact by expanding geographic reach, localizing learning content, and connecting AI fluency to real-world industries, employability, and entrepreneurship.

YEAR 3 · 2027

Youth Driving Intergenerational AI Adoption

Institutionalize a global ecosystem where AI-fluent youth become adoption and change agents, spreading AI capability through their families, communities, and workplaces.

What the data says about 2026 and 2027

Read against the roadmap, the research points to three commitments: two that shape 2026, and one that defines 2027.

01 Localize learning for every context 2026

Youth consistently asked for region-specific examples and solutions designed for low-bandwidth, lower-access environments. Year 2 of the roadmap, **AI in Industry**, is built around exactly this: taking foundational AI fluency and grounding it in the industries, languages, and realities of each region.

02 Expand topics for industry application 2026

From creator-economy skills and freelancing, to real-world problem-solving in climate, health, and sustainability, youth are moving from "learning AI" to "using AI". The 2026 push deepens content across the industries and applications where they intend to earn, create, and compete.

03 Youth as AI adoption agents 2027

The strongest signal in the research, optimistic, confident, trust-positive youth, maps directly onto Year 3: **Youth Driving Intergenerational AI Adoption**. Young people are ready to act as adoption and change agents, carrying AI fluency into their families, workplaces, and communities.

KEY INSIGHT

Youth don't just want to learn AI. They want to use it to earn, create, compete, and then to lead. This report doesn't change the Alliance's course. **It confirms it.**

CONCLUSION

A new generation, a new mandate

The data makes the picture clear. Goodwall users are part of a new generation of AI-native youth: already using AI frequently, confident in its application, and optimistic about its potential.

What they want next is specific:

- **Depth over introduction.**
- **Application over theory.**
- **Opportunity over awareness.**

FINAL TAKEAWAY

Youth don't just want to learn AI. They want to use it to earn, create, and compete globally.

The NextGen AI Alliance's role is to close the distance between that ambition and the programming, pathways, and partnerships that make it real.

The headline numbers, one more time

91%+

engage with AI weekly

83.5%

positive or constructive outlook

54.5%

confident about their future

NEXTGEN AI ALLIANCE · GOODWALL × MISK GLOBAL

Use it to earn, create, and compete.

Prepared for Alliance partners. Based on the Goodwall global survey and the 26 March 2026 Youth Think Tank. The NextGen AI Alliance's role is to close the distance between youth ambition and the programming, pathways, and partnerships that make it real.

• Confidential · For Alliance partners