

The Growth of the Tech Bootcamp

A New Way of Educating Gen Z Engineers

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A New Form Of Education

Software development bootcamps emerged as 2-6 week crash courses to rapidly train software engineers and programmers. This insight brief explains how these bootcamps became popular in the United States with younger Gen Z students, including how they emerged, what they offer, and potential pitfalls students should consider before enrollment. It concludes with a discussion of these bootcamps' impact on higher education in the US.

The History of the Software Bootcamp

The Initial Idea

The tech bootcamp emerged as an idea on YCombinator, the US's best-known startup incubator, in November 2011. Kabuks, a user and entrepreneur, noted the demand for skilled programmers in the US and promised to train an aspiring web developer in six months. This proposal required payment only if the student secured a job and outlined a novel income-sharing agreement where the student would pay Kabuks a portion of their tuition once they found a job.

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▲ Tell HN: I want to teach you web development. In 8 weeks. For free (sort of)

195 points by kabuks on Nov 22, 2011 | [hide](#) | [past](#) | [favorite](#) | [139 comments](#)

Want to become a web developer? Are you based in the Bay Area? Can you take next February and March off?

I want to teach 6 people Ruby on Rails from scratch. Hands on. In person. 5 days a week, for 8 weeks. No computer science background required.

There is such high demand for good ruby devs right now. I'm willing to invest my time, money and energy upfront to get you in good enough shape to land a job as a Junior Rails Developer.

I will line up several companies that would be very interested in interviewing you. If you get a job with any of them, they'll pay me your tuition, so you get the training for free.

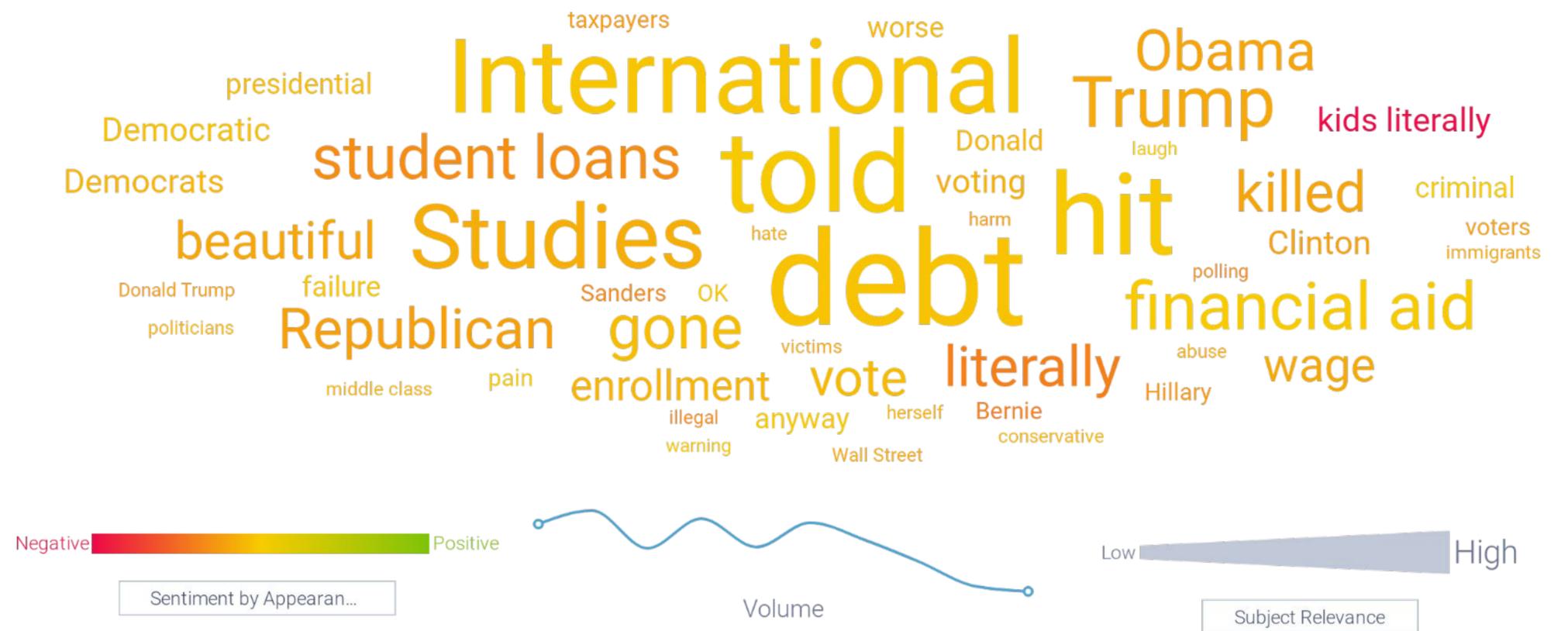
What do you think?

Why Not College?

College is Expensive and Time Consuming

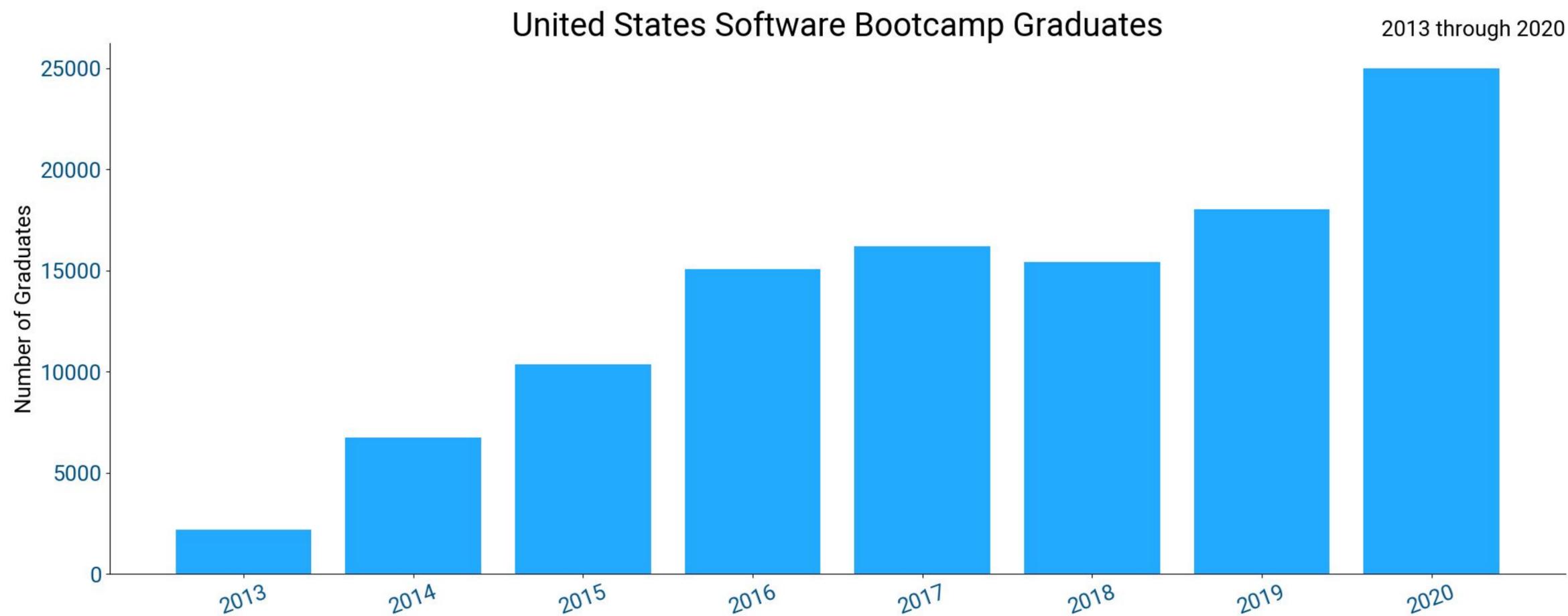
US education was ripe for disruption due to higher education costs ballooning over the last few decades. Additionally, a traditional bachelor's degree takes four years, whereas tech bootcamps promise a higher salary after a few months of training.

More information on the rising cost of college is available in our [Gen Z technical report](#).



Explosive Growth of Tech Bootcamps

1,146.7% growth in graduates since 2013



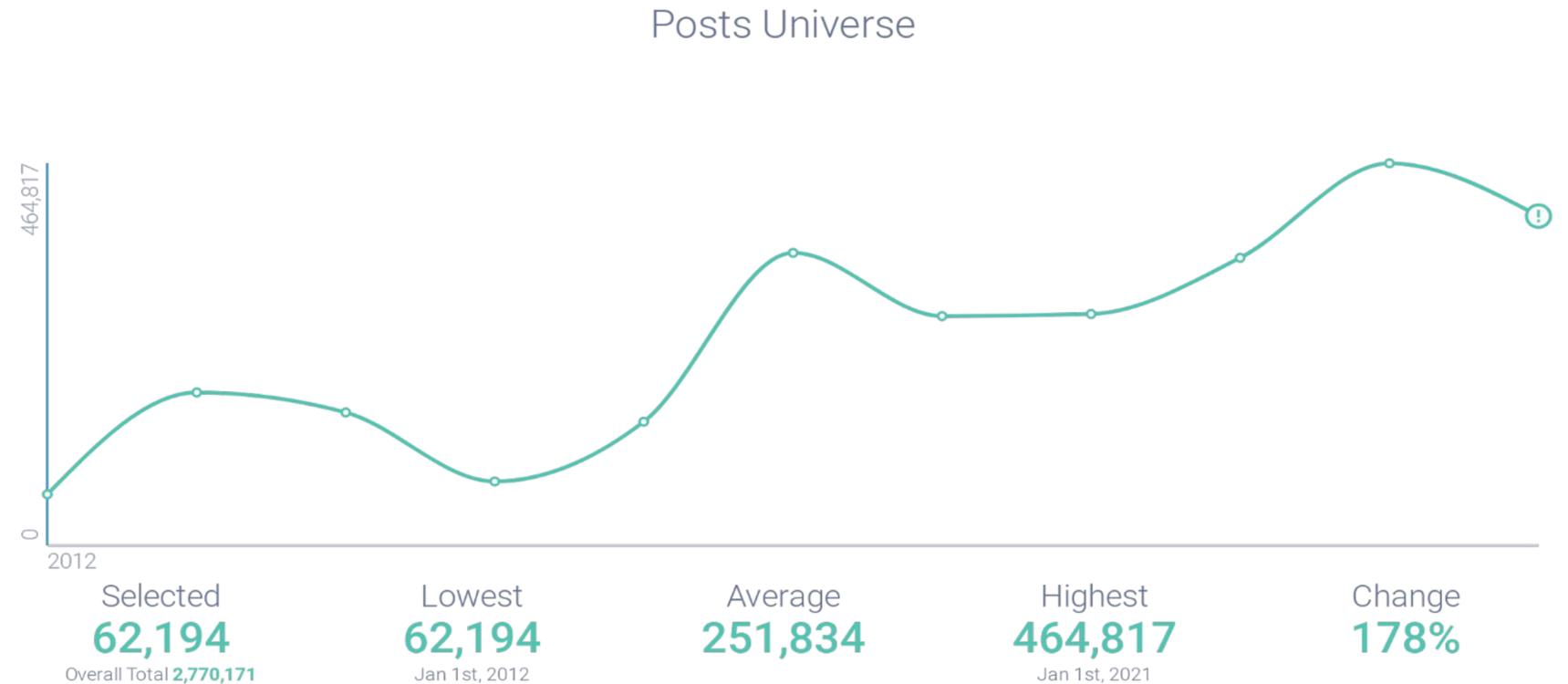
US students have begun to move away from expensive and time consuming college degrees.

In 2013, US bootcamp graduates numbered **2,178** students. By 2020, that number ballooned to **24,975**.

Explosive Growth of Tech Bootcamps

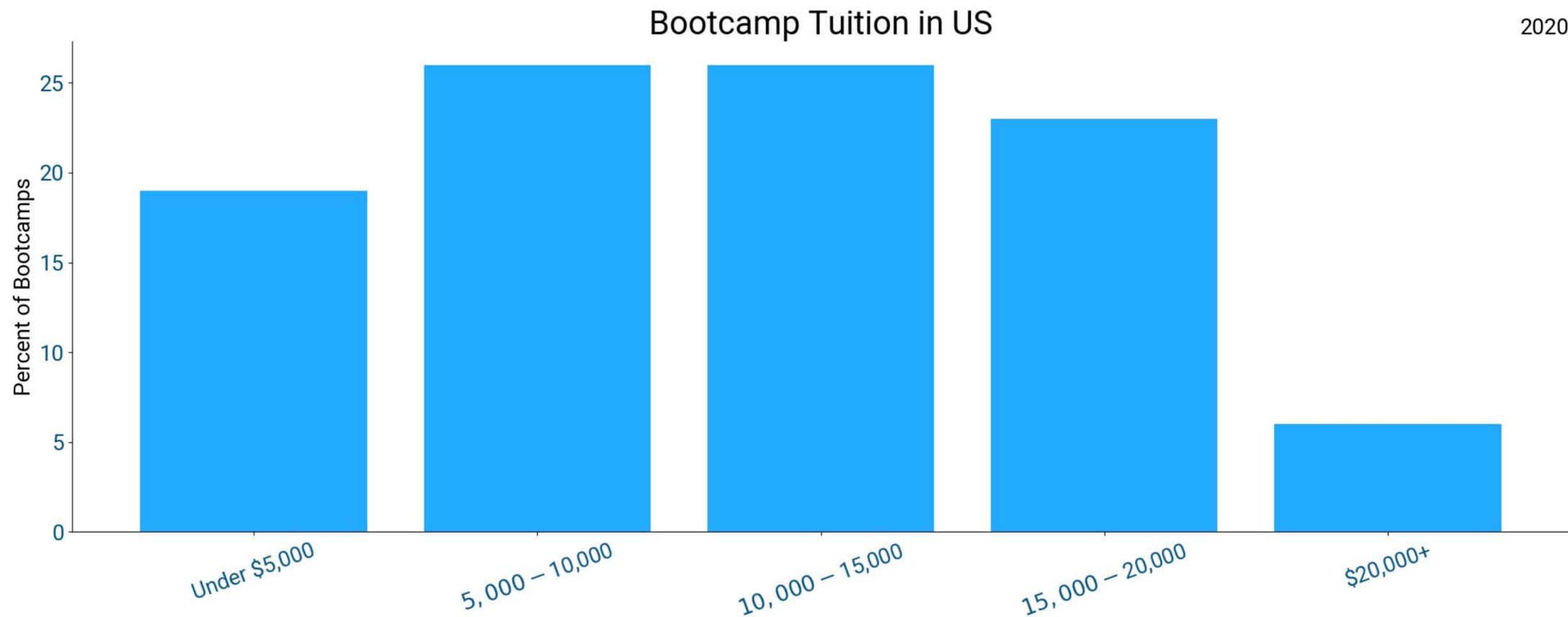
747.36% growth in post volume since 2012

The benefits of tech bootcamps made them popular with US students. Infegy Atlas shows post volume relating to software bootcamps grew from **62,194** in 2012 to **464,817** in 2021, meaning the idea of rapidly obtaining a technical education took up more and more social media conversational space.



Potential Bootcamp Drawbacks

The Cost



Despite their explosive growth, bootcamps have their drawbacks.

While they are generally less expensive than US college tuition, bootcamps are not cheap. The median bootcamp cost is \$10,000, potentially more.

Conclusion

Tech bootcamps have disrupted US science and engineering education by providing students with an opportunity for a high-paying career without investing in a four-year college degree. Additionally, they allow students with non-technical degrees to pivot into a technical profession. Despite the potential benefits surrounding tech bootcamps, they cost a lot and can trap students into years-long loan repayment agreements.

The greater question is whether students can receive same knowledge found in a four-year degree in a few months. So far, the need for software engineers in the US has driven companies to hire quickly. It remains to be seen whether bootcamp graduates will be in demand as more and more software engineers graduate from traditional universities.

How Can You Use This Information?

Use Infegy Atlas' consumer intelligence for:

Market Research

Monitor how the education landscape has changed over the last decade.

Consumer Behavior + Insights

Learn what your audience wants (i.e. a bootcamp certificate vs. a college degree) and use that to guide social media strategies and business decisions.

About Infegy

We're changing the way companies listen to consumers, and what they do about it.

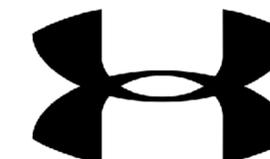
- Robust social listening data and analysis
- Quickest view of consumers' thoughts and sentiments
- Unmatched client experience and support
- Agile approach to products and services



ENDEAVOR



qualtrics^{XM}



UNDER ARMOUR



Our Dataset

- Social dataset spanning hundreds of billions of posts and growing fast.
- Data collection that best mirrors varied real-world populations.
- Unlimited data access provides flexibility to obtain the context that matters.
- In-house data storage allows for unmatched speed to insight.



Contact Us

Learn how you can use Infegy Atlas to obtain insights like these. Contact us at sales@infegy.com to schedule a custom demo.