

The Less Known Alpha Generation

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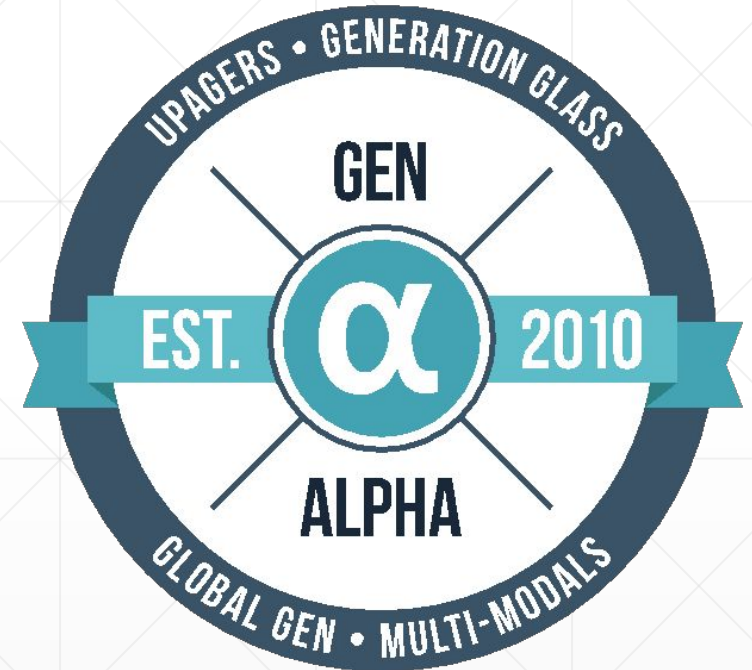
The Less Known Alpha Generation

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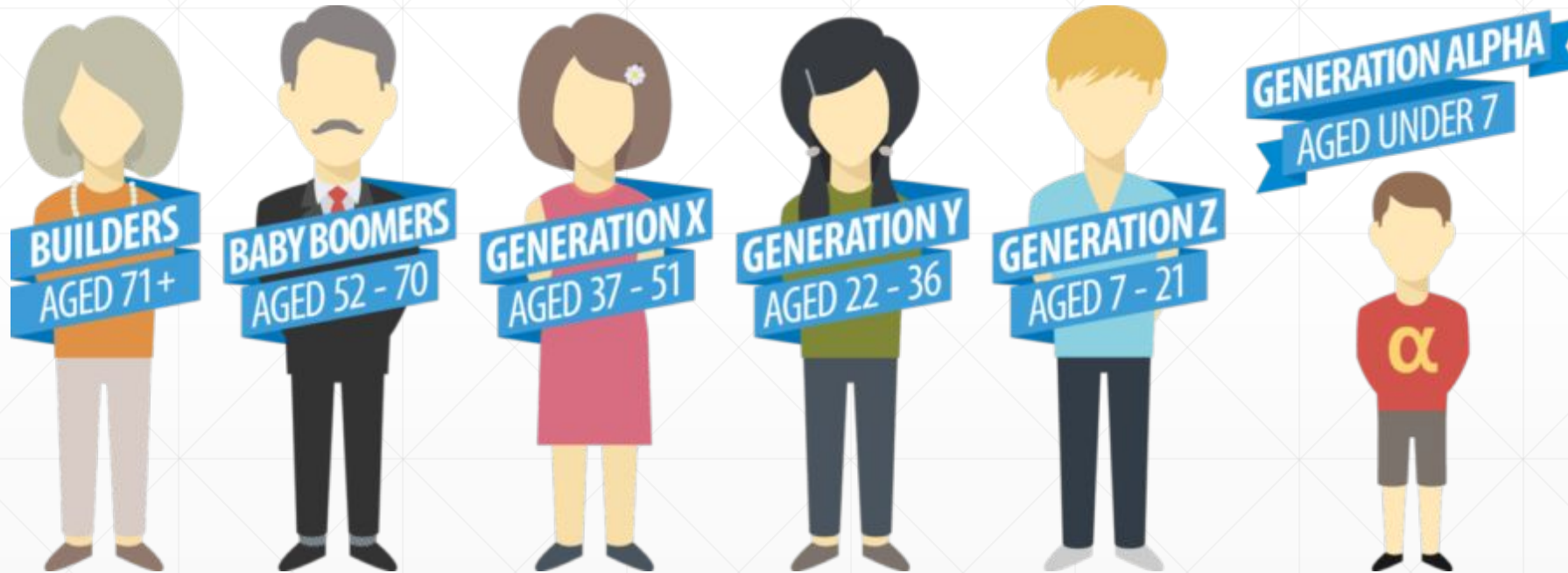
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Agenda

- Why research about Generation Alpha is important?
 - Research Question
 - Methods
 - Results
 - Next Steps
-

Introduction

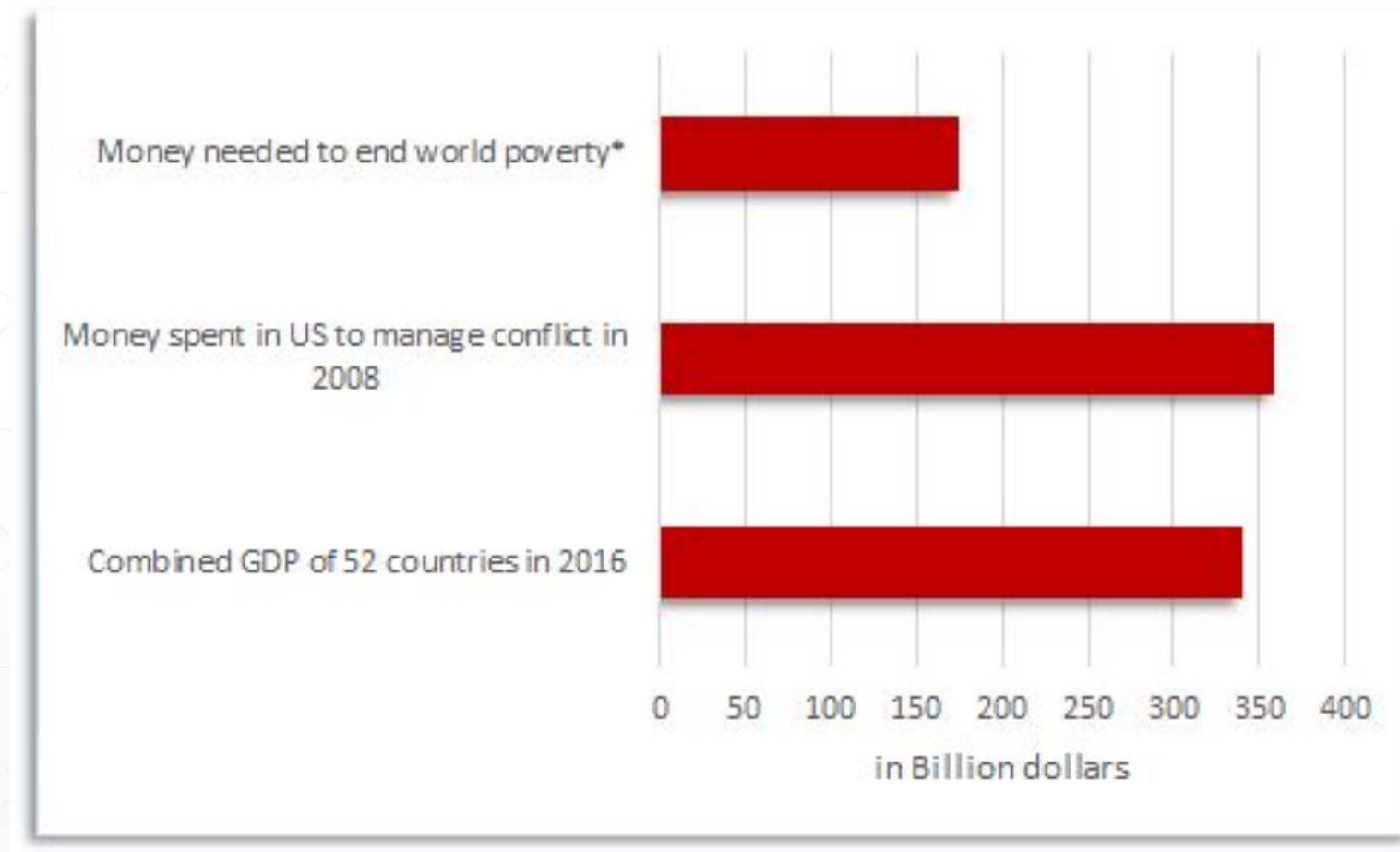


- Born between 2010 - 2024
- Kids of Gen Y (millennials)
- Grandchildren of Baby Boomers
- 2.5 million Gen Alphas born around the globe each week

Why learn about Generation Alpha?

- Will enter higher education and workforce in a decade.
 - Will work alongside millennials and Gen Z.
 - Educational Institutes and Corporate workplaces need to be prepared to cater to their needs and avoid potential conflict.
 - Conflicts are Costly!
 - In 2008, **\$359 billion** spent in managing conflict - Just In US.
-

Just for Perspective...



*per annum for 20 years

Research Question

What behavioral characteristics will Alpha generation possess that will impact their learning, social interaction and workplace?

Research Methodology



- About Alpha Generation
- Trend Study
- Related generations
- Effects of genetics and surroundings



- Surveys
- Polls
- Analyzing Existing Data



- In person Interviews
 - Focus Group Study
 - Observation
-

Major Results

- Personal Traits
 - Feeling of non belongingness to family (due to older parents)
 - Loneliness & Depression (smaller families, increased digitization, virtualization)
 - Stress (increased parental expectations, increased divorce rate)
 - More self - sufficient
 - Education
 - Gamification- The primary method of imparting knowledge will be related to gamification of objects and ideas.
 - Increased formal education
 - Increased paid childcare education
-

Major Results (cont.)

- Workplace
 - Younger, exceedingly multiracial workers (more babies born in families of minorities, continued higher fertility rate in minorities)
 - Lower learning curve for technical skills
 - Virtual Social Interaction instead of face to face.
 - Increased work life and productivity (due to most advanced healthcare and increased lifespan)
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Suggestions

- Revolutionize higher-education core curriculum.
 - Include advanced technology courses as well as learning methods
 - Fund Augmented reality and Virtual reality research to make it easily implementable in education sector and workplaces.
 - Plans to increase face to face interaction.
 - Social Behavior Learning - don't expect Alpha Gen to learn this on their own!
 - Spend money, adapt early, avoid chaos, save money!
-

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Next Steps

- Conduct large scale study
 - Reach out to more Alpha kids (schools, childcare)
 - Do more surveys
 - Conduct Focus Group Study
 - Find more underlying causes that might affect the Alpha Generation
 - Relate findings to previous generations
 - Repeat...
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