


# Working with Gen Alpha

## Who is Gen Alpha?



Generation Alpha is the demographic cohort after Generation Z, born between 2010-2025. Gen Alpha is the first generation to never know a time without social media, with the oldest of the generation currently in middle or early high school.

## Gen Alpha Students:

- Are the first generation to experience remote classrooms, tablets, and streaming services from early childhood
- Were young children when they experienced the Covid-19 pandemic
- Have shorter attention spans compared to previous generations, but strong multitasking skills.
- Value creativity and personalization in their learning
- Prefer interactive and short-form learning



# Working with Gen Alpha

Gen Alpha learns with a technology-first approach, often using laptops, and interactive apps as primary learning tools.

## How does Gen Alpha learn?

- Gamified learning experiences, including challenges, badges, and rewards, help keep them motivated and engaged.
- They retain information more effectively through hands-on experiences.
- They expect immediate feedback so they can quickly adjust and improve their performance.
- They prefer concise and direct messages.
- They engage in collaborative communication, using shared online documents to share ideas.
- Typically communicate via images (photos, memes, gifs) versus text.



## Quick Stats

- Almost half of the cohort identifies as non-white.
- 2 in 3 will work in jobs that don't exist today.
- Gen Alpha influences around 29% of household spending on digital products.
- 50% are expected to earn a college degree.
- Over 80% will grow up using AI daily.
- They are likely to switch careers more frequently than any prior generation.



## Volunteer tips

- They typically communicate through images, such as photos, memes, and gifs, rather than text.
- In work situations, they prefer to communicate face-to-face.
- Multitasking is second nature to them, as it is part of being brought up as digital natives.
- A majority learn best by doing (51%), while only a small percentage learn effectively by listening (12%).
- They are more likely to use their phone to make a purchase than to buy on a computer or in-store.

