

razorfish x GWI.

Generation Alpha

Unpacking the most diverse and globally interconnected generation

June 2024

The importance of Alphas

Alphas, born between 2010 and present day, hold tremendous significance for our future.

This cohort represents a new era of **technological immersion and global interconnectedness.**

Growing up in a digital age, Generation Alpha is exposed to an unprecedented amount of information, fostering a unique set of skills and perspectives.



Gen Alpha will be the **largest and most diverse generation¹ to date**, with a projected population of 2.2 billion by the end of 2025¹.



Gen Alphas are also expected to have the **greatest spending power in history¹**.

Our goal

In our first study of Alphas, we discovered that **92% of them value learning.**

In this study, we focused on understanding what fuels Alphas' desire to learn and how they pursue their passions and interests.

Methodology

Razorfish partnered with research company GWI to create a global survey and conduct quantitative interviews exploring Alphas' attitude toward hobbies, learning, brands, and trustworthiness. The sample included 3,474 Alpha respondents and their parents, based in nine markets across the globe. To make comparisons between this generation and older ones, we incorporated secondary research to enhance our analysis.

GWl Database

- Quantitative (n = 3,474)
- Children between 9 and 13 years old
- Alphas' parents between 22 and 61 years old

Markets

- United States
- United Kingdom
- France
- Brazil
- Argentina
- Malaysia
- United Arab Emirates
- Saudi Arabia
- Australia

Three shifts make this generation different.



Developmental culture

Over the last decade, parenting styles shifted to rewarding efforts over outcomes.



Access to technology

Gen Alpha's access to and familiarity with technology enhances their learning potential, supported by their parents' positive views on technology's role in their lives.



Content consumption

Technology has enabled Alphas to broaden their set of interests and passions more than other generations, allowing them to blur the lines between education and entertainment.

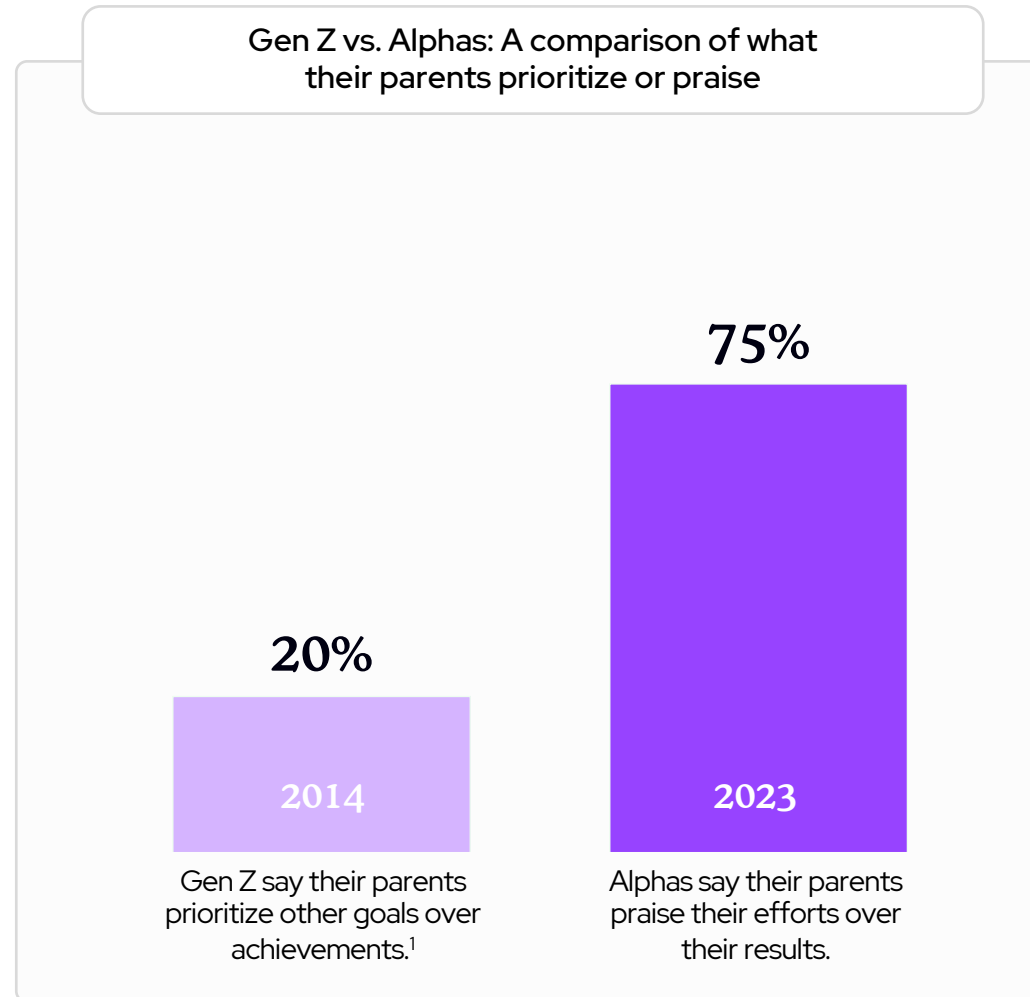
Insights overview

1. Parents' attitudes toward technology are more positive.
2. Technology and media have made Alphas' interests broader and more discoverable.
3. Alphas are self-driven, social, and determined.
4. Many Alphas prefer content that's quick, easily digestible, and entertaining.
5. The traditional marketing playbook may need to change.



1.
Parents' attitudes toward
technology are more positive.

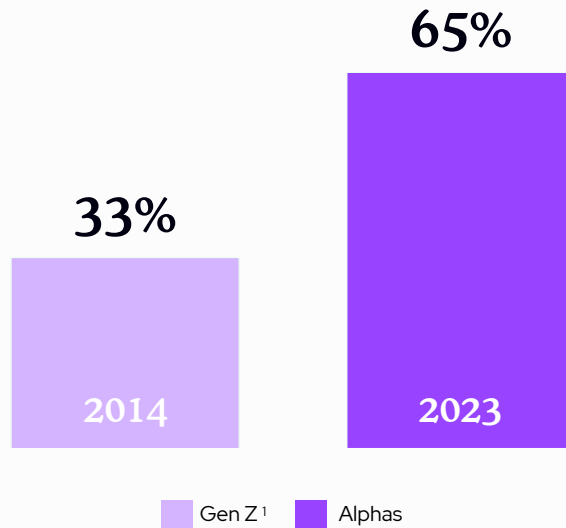
Parents view success in a new light.



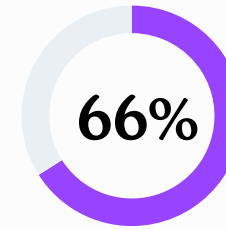
Parents have become less skeptical and more trusting of technology.

Positivity around tech has doubled in the last decade.

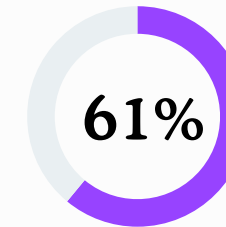
Parents who believe tech positively impacts their child



Parents see some of the benefits that technology brings to their children's lives.



Parents of Alphas think their child is **a more independent thinker** than they were at their age.



Parents of Alphas think their child **learns more efficiently** than they did at their age thanks to tech.

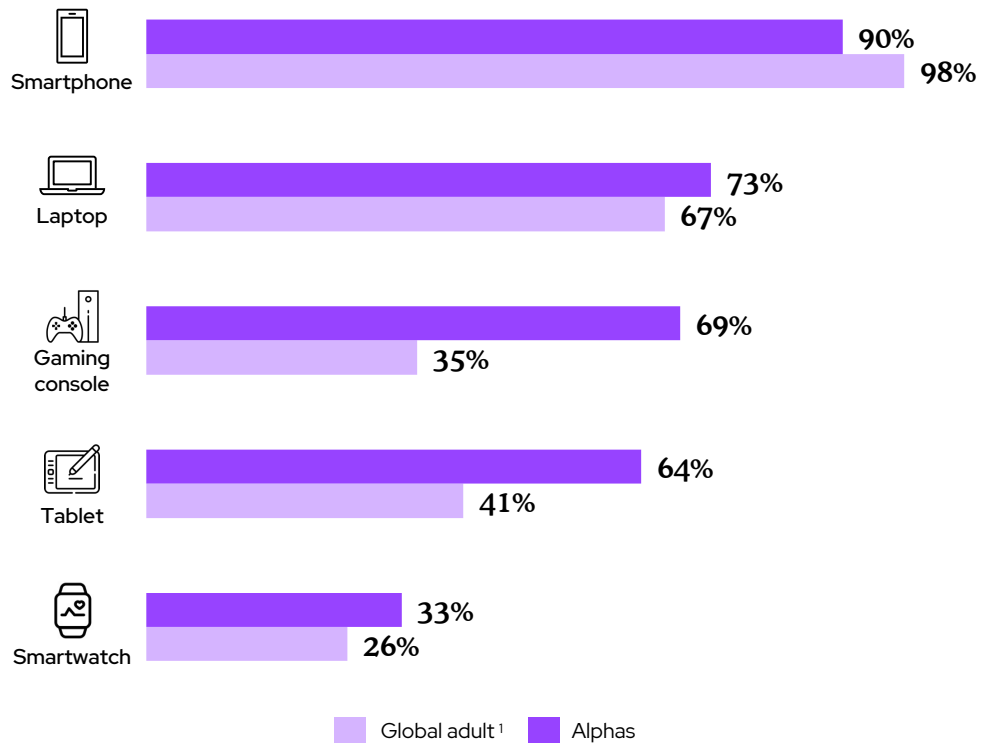
A photograph of four young women sitting on a bed, looking at their smartphones and tablets. The image is overlaid with a semi-transparent purple filter. The women are dressed in casual clothing, and the setting appears to be a bedroom with a wooden headboard and a white pillow.

2.

**Technology and media have
made Alphas' interests broader
and more discoverable.**



By age 13, Alphas own as many devices as adults.

Alphas have as much, if not more, access to various devices than the average global adult.



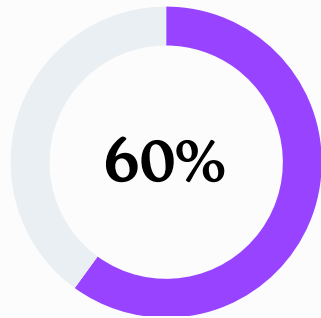
The way they use technology mirrors that of adults.

They turn to the internet when they want to learn about...

-  What's cool and trendy: **59%**
-  Brands: **58%**
-  Tech products: **56%**
-  What's going on in the world: **43%**
-  The environment: **42%**

Diverse tech has led to broader passions.

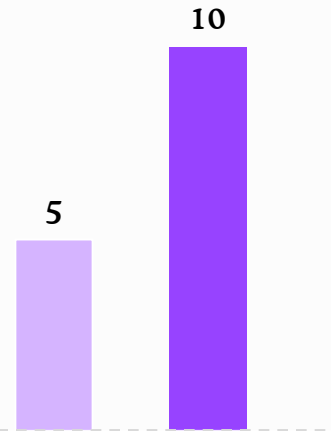
Alphas have a variety of interests.



Alphas' parents say their child **has more interests than they did** when they were their age.

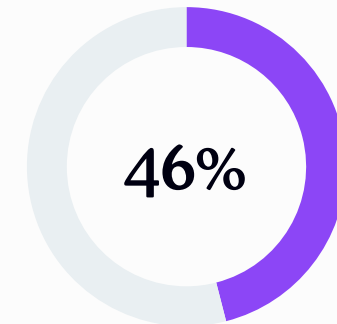
They have twice as many interests as Gen Z.

How many interests are you passionate about? (Top choice)



Gen Z Alpha

When they love something, they stick with it.



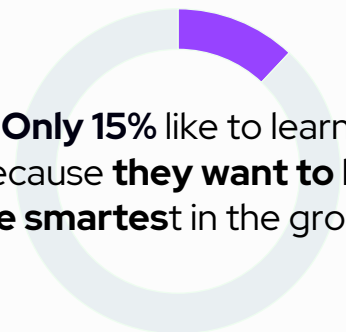
Alphas **rarely** or **never** change interests.



3.
Alphas are self-driven, social,
and determined.

Alphas are self-motivated.

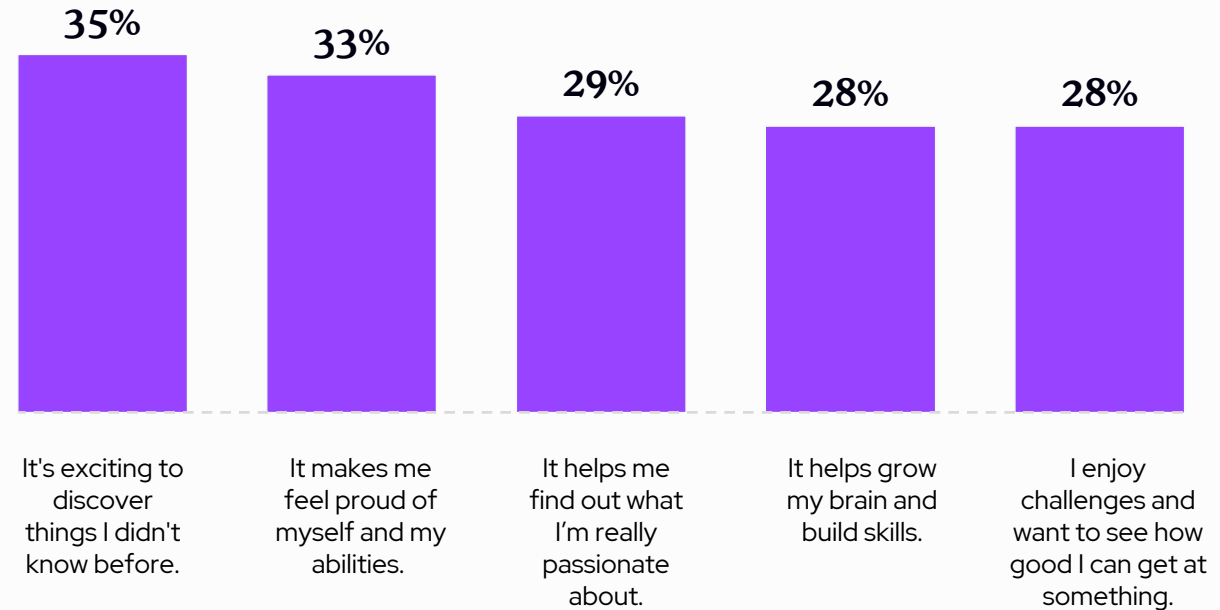
They're not driven by competition.



Only 15% like to learn because **they want to be the smartest** in the group.

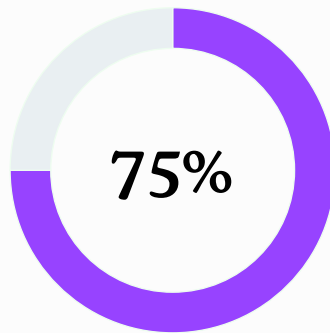
Their satisfaction comes from the inherent value of gaining knowledge.

Alphas' motivation for learning
(top 5 answer choices)



They're a generation that isn't afraid to fail.

Parents now believe effort trumps results.

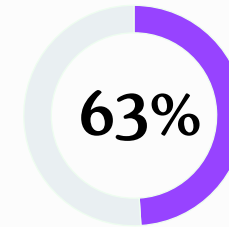


Alphas say their parents **praise their efforts over their results.**

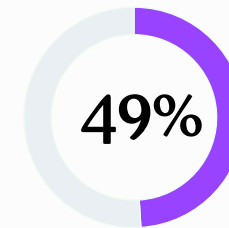
Alphas aren't discouraged by setbacks.



They see failure as a part of the process.



Believe failure is part of learning.



Prefer to learn through trial and error.

Alphas defy stereotypes in displaying strong social skills.

Due to their supposed tech reliance, Alphas are seen as socially challenged.



iPad Kids Are Getting Out of Hand

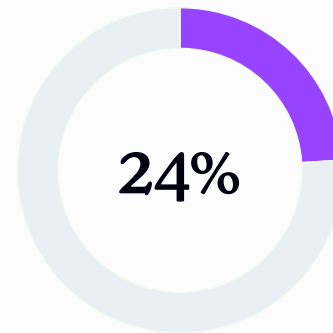


Children born in pandemic have poorer communication skills, study finds



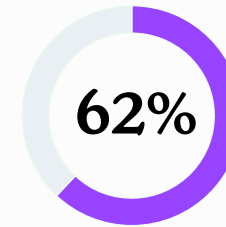
COGNITION
How COVID-19 Widened the Language Gap

However, this generation is going offline.

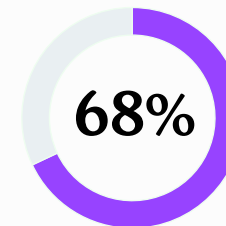


Alphas say they spend most of their time on weekends **playing video games**.¹

They exude self-confidence and are notably outgoing.



Alpha parents say their child is **more social than they were** at their age.



Alphas like to **share their beliefs and opinions** on things they're passionate about.

A photograph of three children in school uniforms looking down at something on the ground. The image is overlaid with a semi-transparent purple filter. The child on the left has long dark hair, the middle child has long blonde hair, and the child on the right has curly dark hair. They appear to be engaged in an outdoor activity.

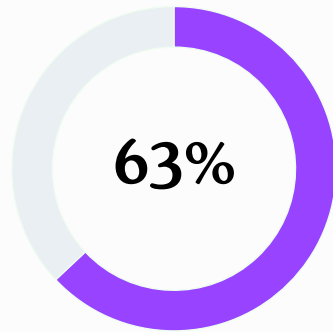
4.

**Many prefer content that's quick,
digestible, and entertaining.**

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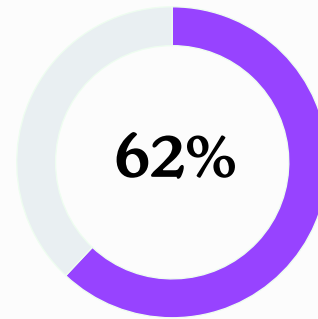
They are impatient learners, seeking simplicity and speed.

This generation favors quick learning.



Alphas prefer to do things that take **less time to learn**.

They prefer efficiency over complexity.



Alphas prefer learning things that are **easy to master**.

"I learn if it's something easy."
– Alpha, Brazil

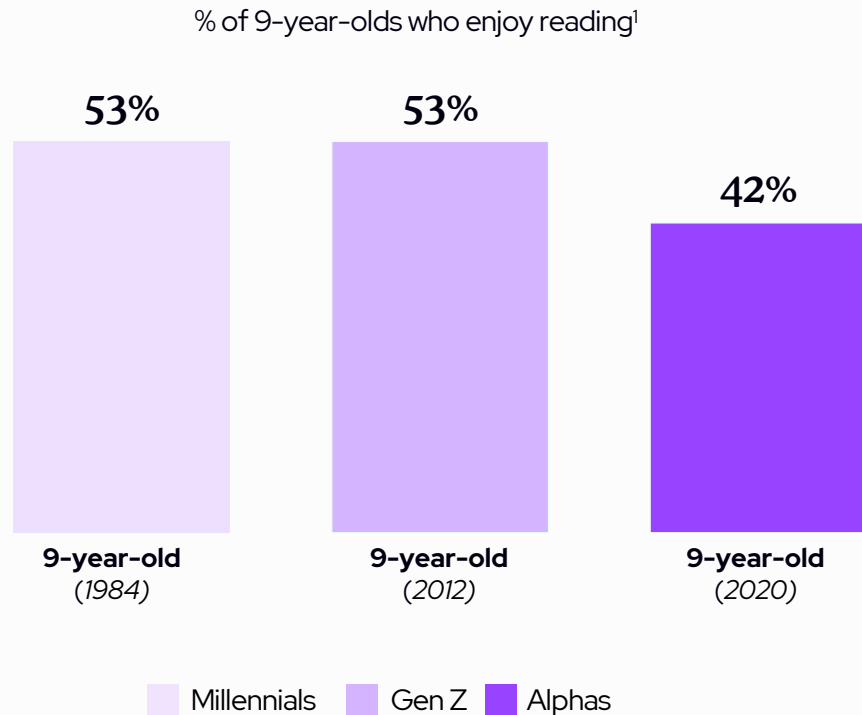
Alphas favor quick tips over conventional learning.

Preferred **medium of learning**:

- #1 Hacks, how-to videos, DIYs
- #2 Friends and family
- #3 Teachers
- #4 AI/ChatGPT
- #5 Books

Alphas have a non-negotiable demand for edutainment.

Books don't engage Alphas like they did previous generations.



They prefer interactive and gamified learning experiences.

Preferred **method of learning**:

- #1 Through games
- #2 With others in-person
- #3 With others online
- #4 Through repetition
- #5 Through memorization

A young boy is running in a field, wearing a white t-shirt with the text "THIS WORLD IS FULL OF HOPE LET'S BEGIN TO PROCEED WITH FAITH AND COURAGE". The image is overlaid with a semi-transparent purple filter. The text "5." is centered in the upper half of the image.

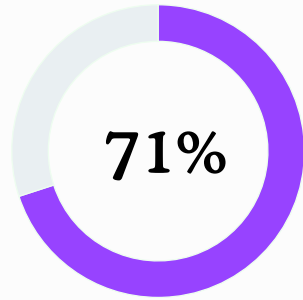
5.

The traditional marketing
playbook may need to change.

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Alphas have a more grounded and adult perspective on brands.

Parents recognize Alphas' advanced understanding of brands.



Parents say their child has a **more mature understanding and knowledge of brands** than they did when they were their age.

Alphas' preferred brands today are enablers of inspiration and creativity.

Top 5 favorite brands

#1 #2 #3 #4 #5

Gen Z (2012)¹



Gen Alpha (2023)



Where Alphas' favorite brands ranked for Gen Z in 2012 (Top 100 brands)


24


32

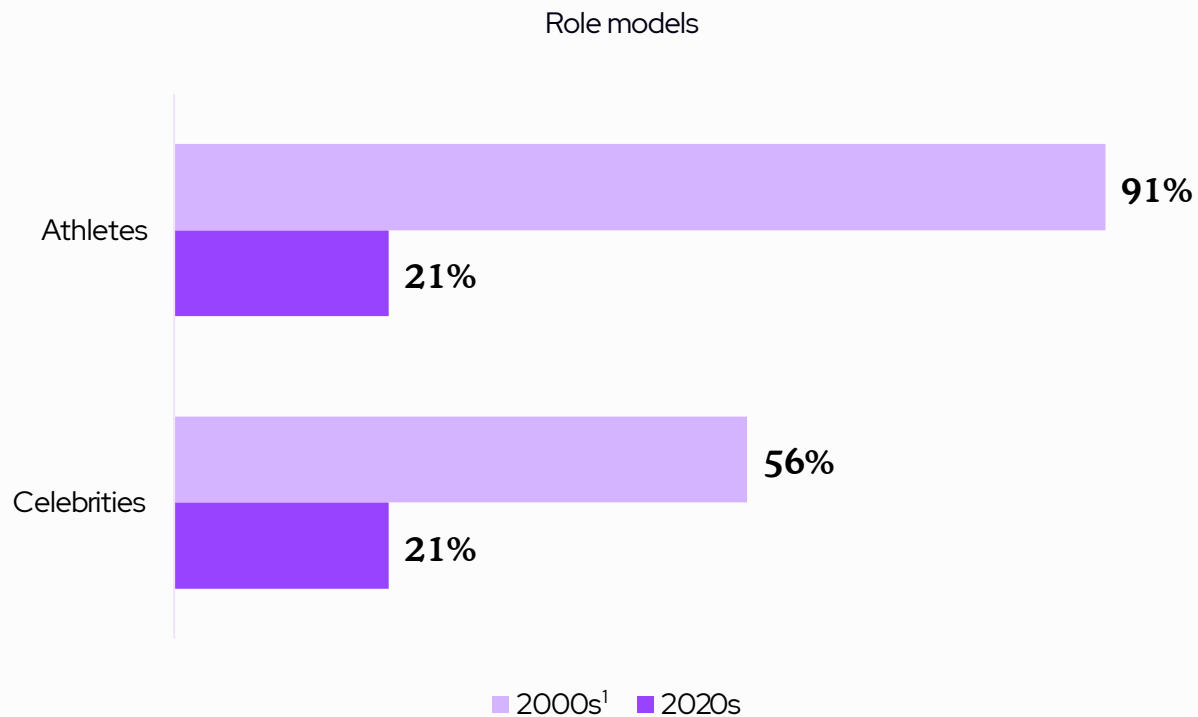

70


N/A


N/A

Traditional sources of influence have lost their pull.

Traditional stardom and celebrity are no longer aspired to as they once were.



This generation is skeptical of conventional authority.

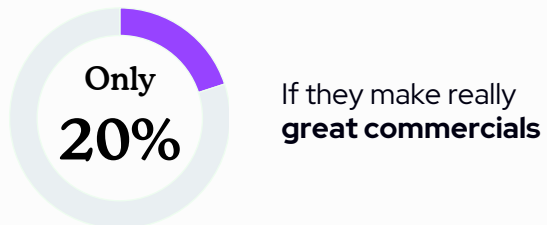
Least trustworthy types of people:

- #3 People on TV
- #2 People part of the news
- #1 Religious leaders/figures

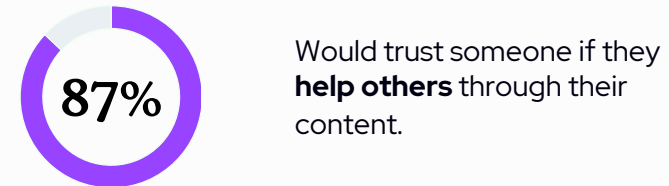
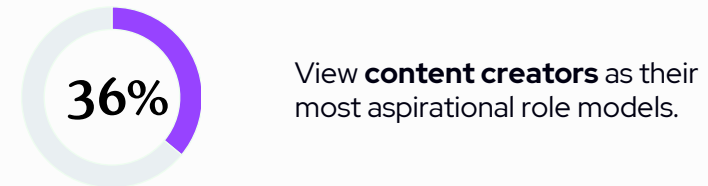
Actions speak louder than ads.

The bigger something feels the more inauthentic they think it is.

What makes a brand their favorite

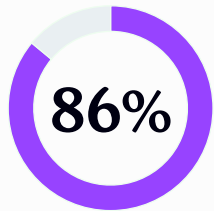


They look for people whose stories resonate.

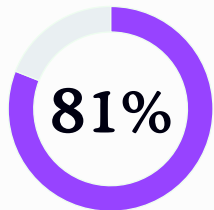


Brands are valued because of what they do, not just for what they say.

They want educational and community-driven interactions like they get with influencers.



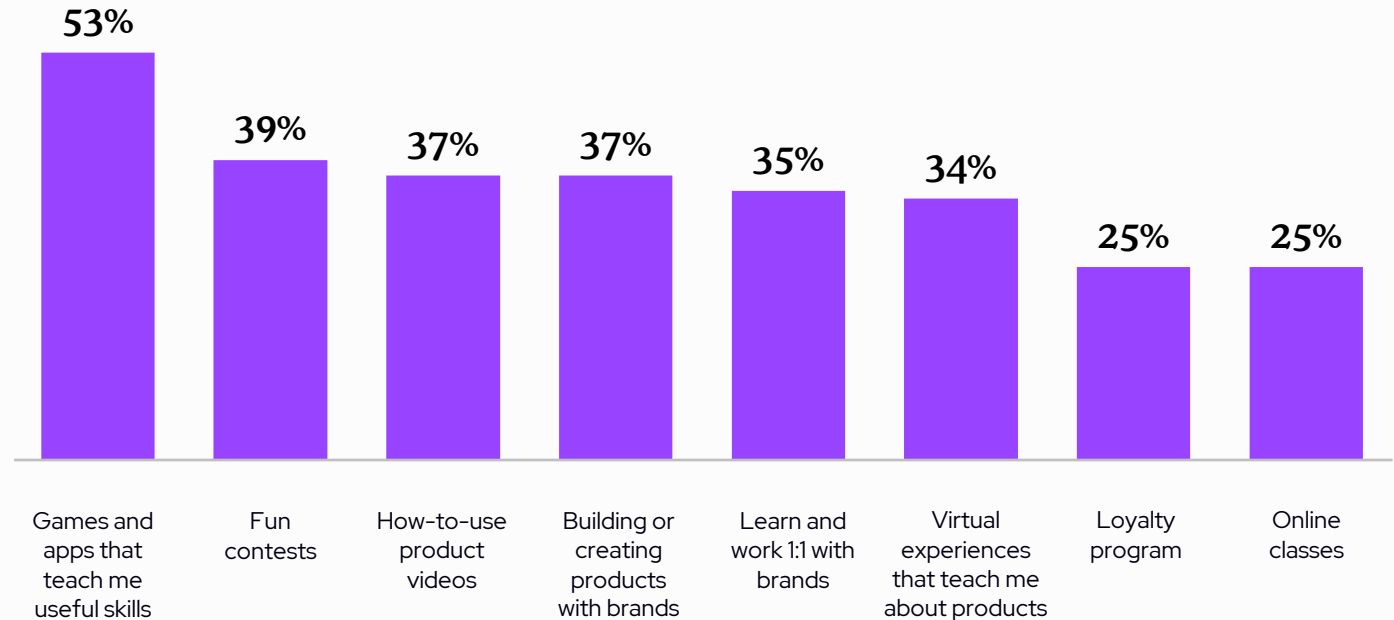
Would like their favorite **brands to help them learn** more about their interests.



Like brands that make them feel like **part of a community**.

They expect a mutually beneficial relationship.

Brand experiences they would enjoy the most



IRL interaction is equally as important as online.

Alphas value experiencing brands in-person.



83%

Like brands that have **physical stores.**

They discover brands in traditional ways.



#2

Most popular way they **discover brands is in-person** (i.e. shopping mall or in a store).

Our recommendations

1



Recognize their sophistication.

Regard them as savvier future consumers due to their early and extensive exposure to digital technologies and information. They are likely to be more discerning and informed, capable of navigating online environments, and evaluating products with sophistication that surpasses previous generations.

2



When in doubt, gamify.

Shift from telling stories to designing play. Research shows Gen Alpha interacts with their world through games, using them for entertainment, learning, and socializing. Gaming surrounds all facets of their lives and has created a basic expectation that play should be a part of many of their experiences.

3



Design experiences toward someone who looks for hacks.

This generation prefers concise, efficient ways to achieve their goals rather than long-winded content. They value quick tips, shortcuts, and actionable insights. Marketers need to recognize this mindset and ensure that brand education is delivered through bite-size, practical content that captures their attention and meets their desire for quick, useful knowledge.

4



Analog is still critical.

While Gen Alpha is highly adept at navigating digital spaces, it's crucial not to overlook their appreciation for tactile, in-person experiences. The research shows they value tangible and sensory aspects of real-world interactions, which digital platforms can't fully replicate. Marketers will need to balance strategies by ensuring physical experiences and events remain a part of their engagement efforts.

5



Cater to their diverse interests by offering a wide variety of topics, rather than a few deep ones.

Marketers will be wise to adopt a flexible approach, offering a variety of products and experiences that can appeal to multiple interests. This could involve creating customizable products, providing content that spans different hobbies, and maintaining a presence across various platforms.

To get the full study, visit

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