

Generation Alpha: a brief insight into who is setting the future agenda.

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Generation Alpha - a brief insight into who is setting the future agenda

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Head of Entrepreneurship & Innovation

21 October 2022

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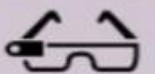

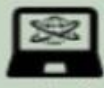


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'One generation passes away, and another generation comes.'

Ecclesiastes 1:4

Generations at a Glance

Generation	Baby Boomers	Gen X	Millennials	Gen Z
Years Born	1946-1964	1965-1980	1981-1997	1998-2016
Age in 2016	52-70Y	36-51Y	19-35Y	0-18Y
Population (Global)	1.1bn	1.5bn	2bn	2.4bn
% of Global Population	15%	20%	27%	32%
Life-Defining Events	Cold War Moon Landing Transistor Invented	End of Cold War Live Aid First Personal Computer	9/11 Terrorist Attacks Iraq War Advent of Social Media	Post-Great Recession Arab Spring Rise of AI
Communication Style	 Telephone	 Email / SMS	 Instant Message	 Emojis
Key Technology	 TV	 PC	 Smartphone	 AR/VR
Hobby	 Watching TV	 Surfing the Internet	 Video Games	 Music Streaming

Source: iKinetic, McCrindle, Pew Research, Bruce Feirstein – Vanity Fair, various sources, BofA Merrill Lynch Global Research








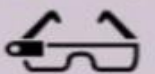

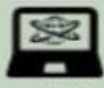


Baby Boomers / Born between 1946 - 1964





Owning Property Going to University Civil rights activists

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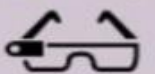

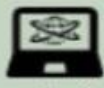


GEN X / Born between 1965 - 1980



A group of diverse people, including a woman in a striped shirt and hat, a man in a patterned shirt, and a woman in a white shirt, are smiling and posing outdoors. The background is bright and sunny. The text is overlaid in large, bold, black font.

Watching Star Wars Comprehensive Schools Independent / Self Reliant

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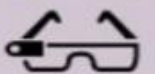

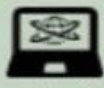


GEN Y / Born between 1981 - 1996





Global generation
Grew up in Internet age
VUCA World / War & Terrorism

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GEN Z / Born between 1997 - 2012





True Digital Natives
Collaborative & Social
Want to be educated & travel

'Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.'

George Orwell



Born between 2010 and 2024

Generation Alpha are the most innovative, creative and digital generation yet. They learned to type before they can write.

They have become mini tech supports for their parents and teachers. They grew up in a content hungry world.

They are predicted to live longer, be more diverse, connected, mobile and adaptive than all past generations.

It is predicted that they will also stay longer in education.

WHAT SHAPED THEM
Millennial parents (Generation Y)
Born 1980-1994 — aged 27-41

GENERATION ALPHA

BORN 2010 - 2024

THEIR FUTURE
Older siblings to Generation Beta
Born 2025-2039

ABOUT GENERATION ALPHA

LABELS

The Alphas

Generation glass

Upagers

Multi-modals

Global Gen

WEEKLY BIRTHS

2,740,000

Generation Alphas born globally each week

TOP COUNTRIES OF BIRTH

1 India

2 China

3 Nigeria

TOP BABY NAMES

Oliver
Noah
William

1 Charlotte
2 Amelia
3 Olivia

CHARACTERISTICS



Global



Digital



Social



Mobile



Visual

WORKFORCE OF 2030



X 23%



Y 32%



Z 34%



α 11%

INCOMING TECHNOLOGY



iPad



Instagram



Siri



GoPro HERO3



3D printers



Google glass



Apple watch



Tesla Powerwall



Fortnite



Smart speakers



AirPods



5G



Biometrics



Autonomous vehicles



Quantum computing



Aerial ridesharing

TIMELINE

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

OUTGOING TECHNOLOGY



Myspace



Street directory



Pager



MP3 player



Blackberry



Fax machine



Landline phone



CD/DVD



GPS unit



Car key - ignition



Textbooks



Desktop computer



Credit cards



Wallet



Analogue watch



MILESTONES

First Alphas born

500 million

1 billion

1.6 billion

2.2 billion

NEW JOBS

Cybersecurity specialist

UX manager

Drone pilot

Blockchain developer

Data designer

Virtual reality engineer

Robotics mechanic

Sleep technician

Sustainability officer

Driverless train operator

Wellbeing manager

AI specialist

Life simplifier

Urban farmer

Space tourism agent

Source: UN, OECD, McCrindle | © McCrindle 2021

mccrindle.com | generationalalpha.com

mccrindle

2010



APP

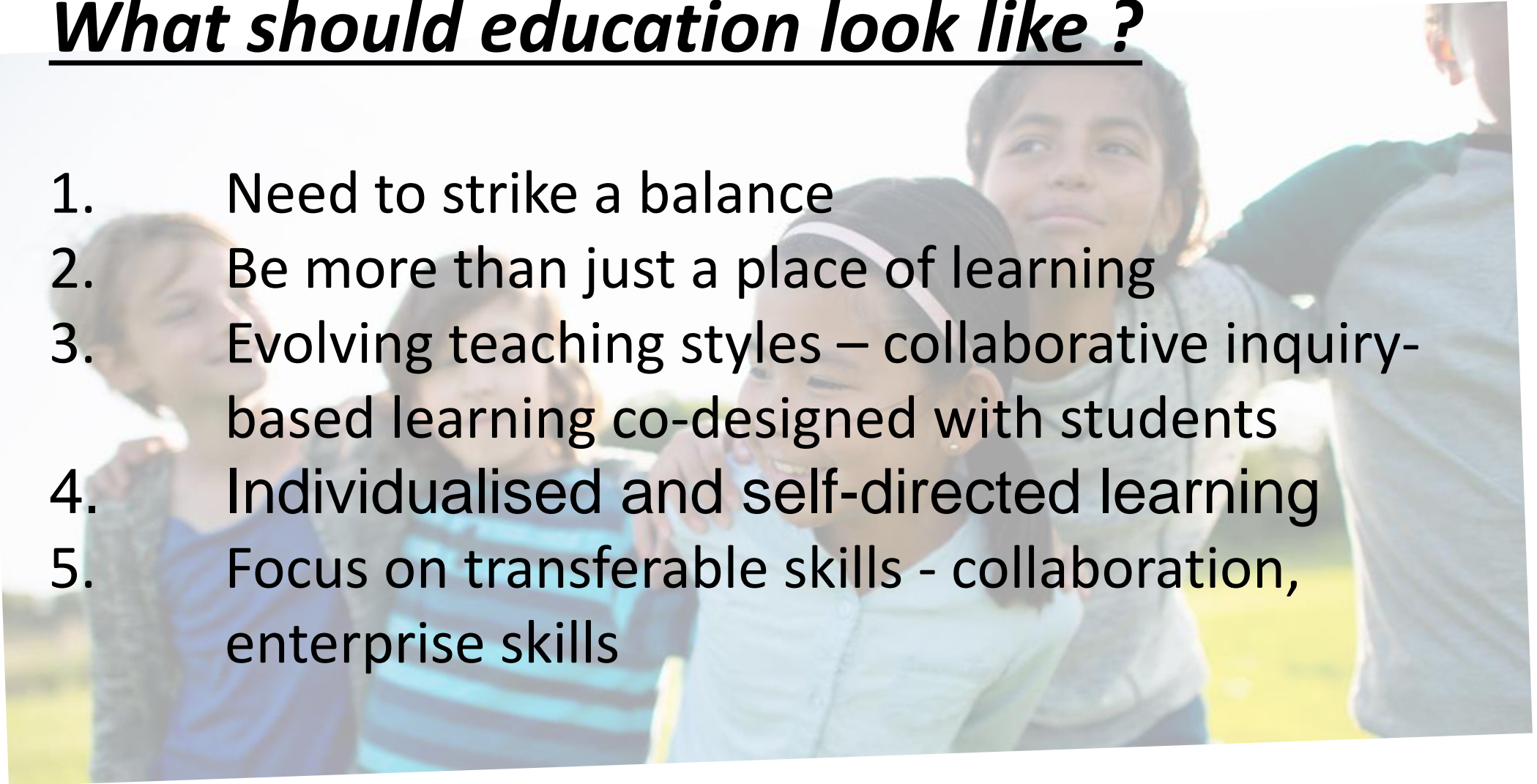




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1. Digital
 2. Social
 3. Global
 4. Mobile
 5. Visual
 6. Environmentally conscious
 7. Take ownership of issues
 8. Innovative – looking for latest/newest

What should education look like ?

1. Need to strike a balance
2. Be more than just a place of learning
3. Evolving teaching styles – collaborative inquiry-based learning co-designed with students
4. Individualised and self-directed learning
5. Focus on transferable skills - collaboration, enterprise skills



“If a university doesn’t have enough bandwidth, plugs or charging stations, or doesn’t have enough staff who are using technology, you can’t wake up and suddenly fix all that when the alpha generation arrives. You have to plan and think through what the next generation will look like.”

Karen Gross

Author Breakaway Learners
and former senior policy adviser to
the US department of education

