Gen Alpha is a generation of kids who were navigating their way around YouTube before they were out of diapers, and they will soon dethrone Millennials and Gen-Z as the go-to consumer segment for big brands. It is no surprise that we have all been concerned with the impact the Internet will have on the younger generations.

America’s newest generation, dubbed Generation Alpha, is younger than 12 but can already out-text and out-post their tech-savvy Millennial parents. While Millennials have experienced the influence of the Internet in their late youth, their children are experiencing an entirely different childhood. Our conducted research has shown that only 2% of Gen Alpha kids are not using any type of technology, while the parents believe that the average age a child should get a smartphone is 12.
In general, Gen Alpha parents say technology has positively impacted their kids' social relationships. The research has shown that 24% of Gen Alpha kids spend more time with their friends online than in person, while 54% of Gen Alpha parents say tech helps their kids connect with other kids in a positive way.

However, as Gen Alpha ages, the likelihood of a worsening relationship with parents increases, and the likelihood of preferring in-person time with friends decreases.

.ME wanted to know more about how this generation uses technology, so we commissioned an independent study of more than 500 parents of Generation Alpha kids to look at how technology is affecting Gen Alpha relationships, academics, and social challenges.
61% of Gen Alpha parents regularly use tech to "babysit".

Parental supervision is key in mitigating the negative impact of tech on children.

The top ways parents are protecting Gen Alpha kids online:

- Adult supervision: 61%
- Limiting screen time: 59%
- Content filters: 58%

Parents believe that without their protection:

- 69% of Gen Alpha kids would have been exposed to adult content.
- 49% of Gen Alpha kids would have been exposed to pornography.
- 35% of Gen Alpha kids would have been vulnerable to identity theft.
- 69% of Gen Alpha kids would have been at risk to screen addiction.

Gen Alpha parents say technology has positively impacted their kids' social relationships.

- 54% of Gen Alpha parents say tech has improved their relationship with their kids.
- 24% of Gen Alpha kids spend more time with their friends online than in person.
- 54%
54% of Gen Alpha parents say tech helps their kids connect with other kids in a positive way.

However, as Gen Alpha ages, the likelihood of a worsening relationship with parents increases, and the likelihood of preferring in-person time with friends decreases.

87% of Gen Alpha parents say access to the Internet has helped their child perform better in school

The top ways technology is helping Gen Alpha children academically:

- Improved reading: 27%
- Improved math: 15%
- Improved language: 13%

Gen Alpha is a generation of kids who were navigating their way around YouTube before they were out of diapers, and they will soon overtake Millennials and Gen Z as the gatekeeper consumer segment for big brands. We wanted to know more about how this generation uses technology, so we commissioned an independent study of more than 500 parents of Generation Alpha kids to look at how technology is affecting Gen Alpha relationships, academics, and social challenges.

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This article is part of our series on Generation Alpha

We seek to provide answers to your most pressing questions about keeping your kids safe online, introducing them to the digital world, and helping them be their authentic selves online.
Why You Need to Talk Personal Branding With Your Child Earlier Than You Think

Millennials were the first generation to find out just how their online activities could impact future opportunities, and in response, they started "cleaning up" their digital profiles.

Raising a More Authentic Generation

What's the difference between an online persona and an offline one? The answer should be nothing. Our online presence should be an extension of who we are as a person, not a carefully curated version of it. But after one scroll through social media, you'll find perfect vacation photos that hide our jet lag.

Author:

Tijana Ostojic

Most likely you'll find her planning her next summit with a bunch of books in her hiking backpack. Keen on a written word, she's working hard on writing a book for children.