

INTERNATIONAL SYMPOSIUM
“INVENTING THE FUTURE”

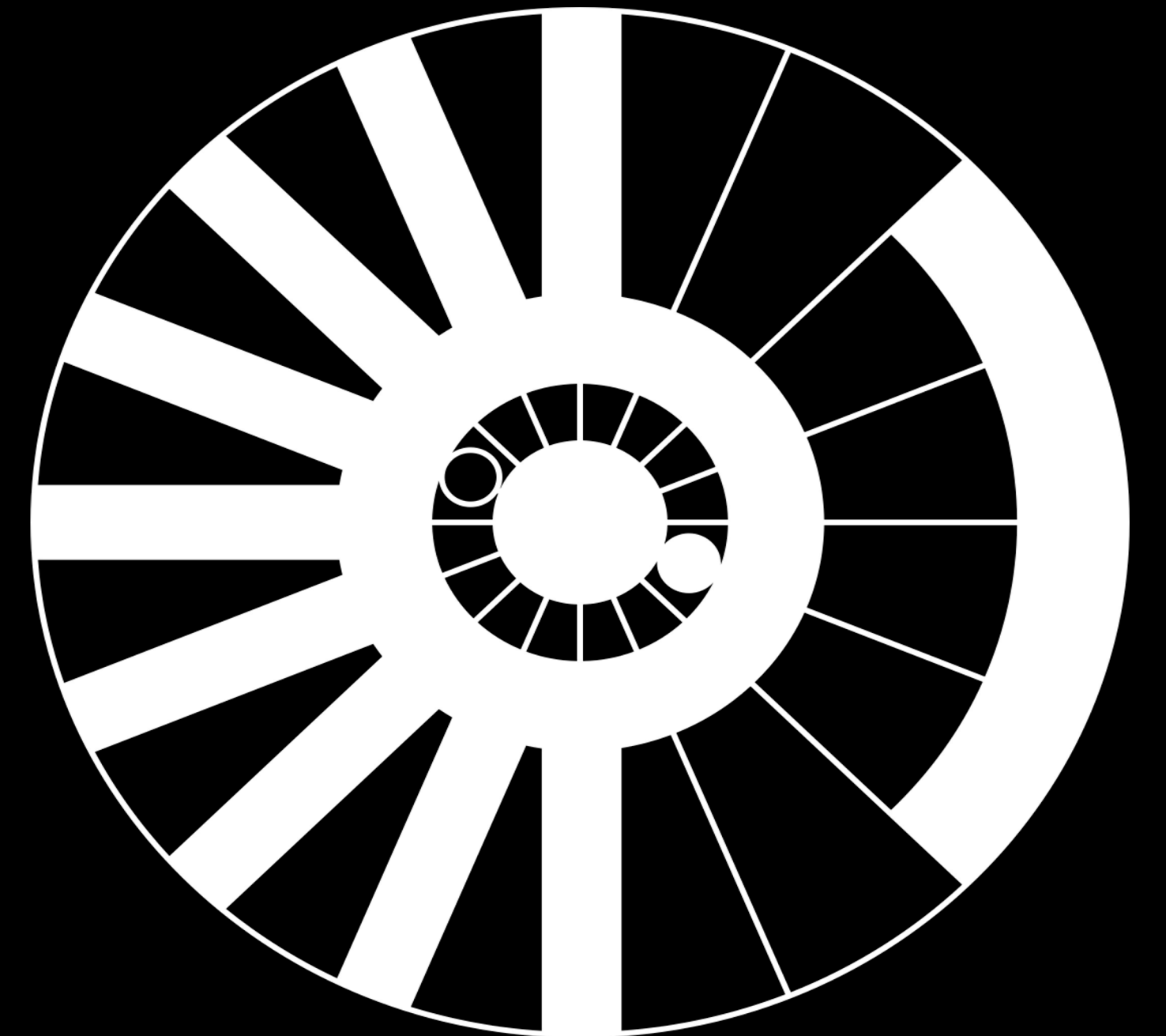
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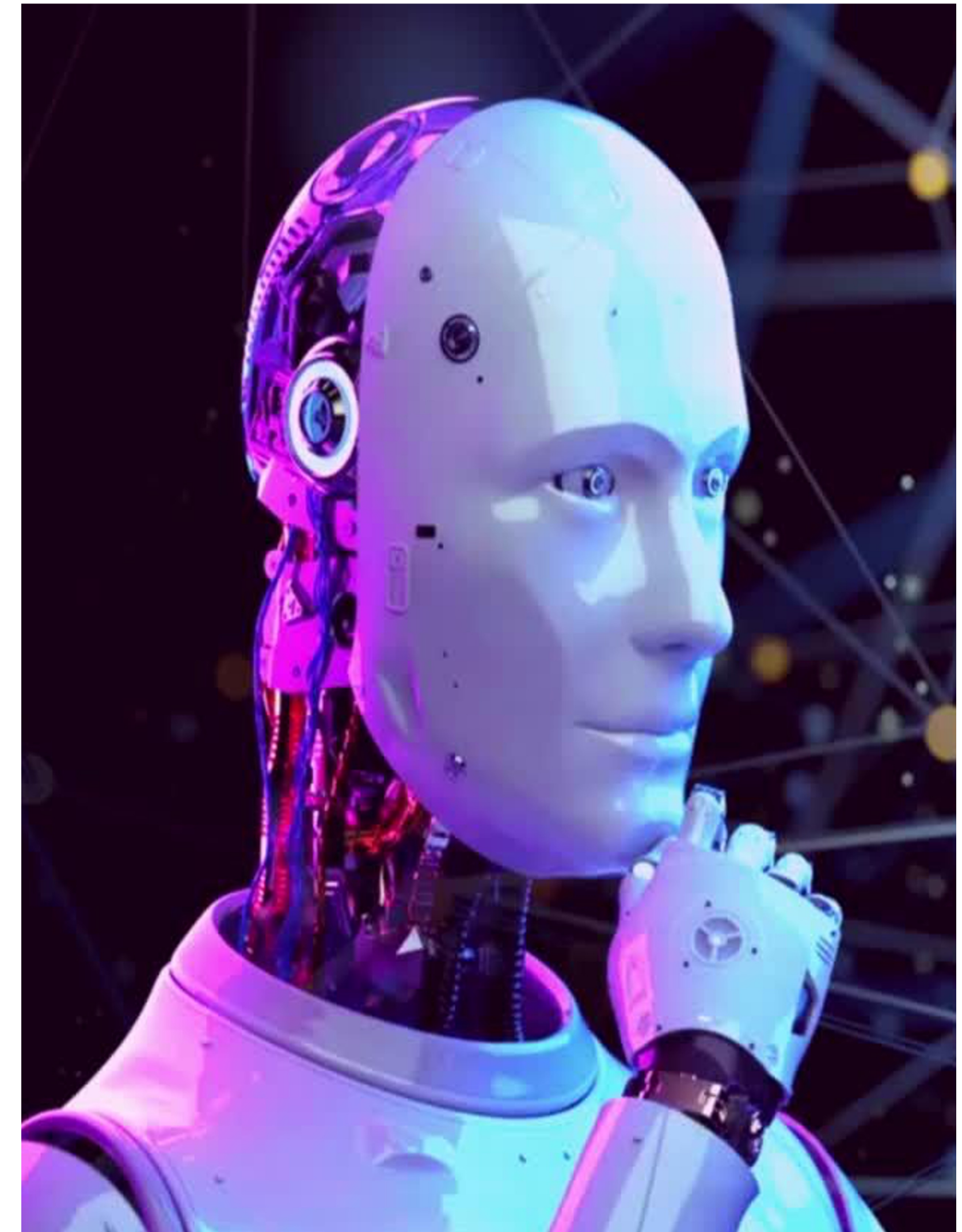


WHAT WILL HAPPEN AFTER
THE ALPHA GENERATION?

MODERN UNDERSTANDING OF GENERATIONAL THEORY

Generational Theory Overview

Developed by Strauss and Howe in the early 1990s, generational theory established an analytical model for understanding how different generations are shaped by major historical and social events, which profoundly impact each generation's values and behaviors. According to this theory, generations are influenced by external factors such as wars, economic crises, and social changes, leading to a relatively unified "generational character" that shares common values and ideas.



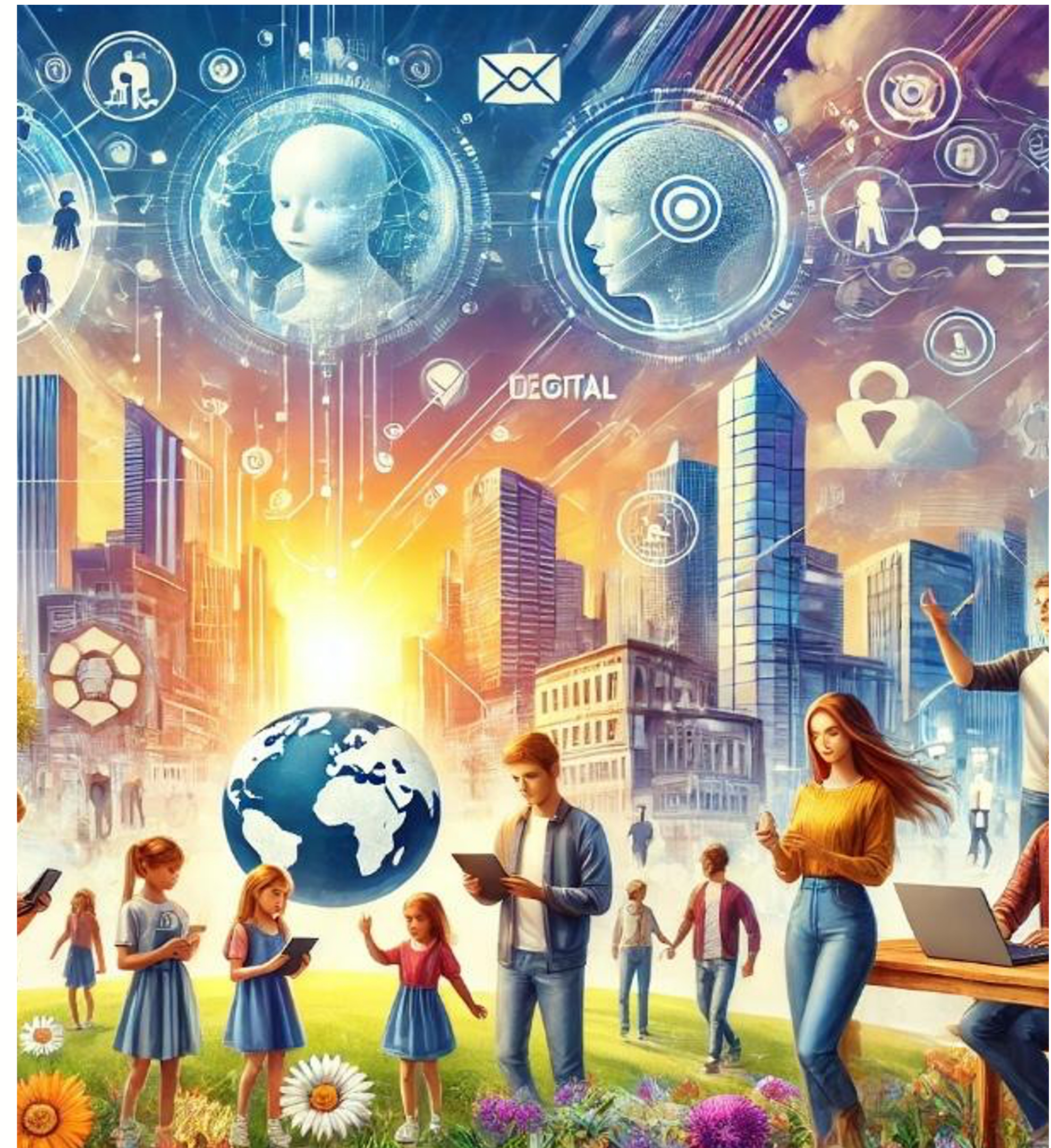
THE DIGITAL INFLUENCE ON GENERATIONS

Recent studies have expanded this theory to encompass the impact of digital technology, resulting in fundamental changes in how generations perceive themselves and the world. According to a 2018 Pew Research Center study, the internet and social media have contributed to the creation of a new generation that is more globally aware and less restricted by geographical boundaries. This shift adds further complexity to generational theory, as digital influences create distinctions within the same generation based on their technology adoption rates and dependency on it for identity formation.



Who Are the New Generation's Children, and How Can They Be Raised?

Generation Alpha, born after 2010, is the first generation growing up in an environment where technology is inseparably woven into daily life. They are considered "digital natives," having been exposed to smart devices and online communication from a young age. Educational psychologists note that this generation possesses an advanced "tech intelligence" but faces challenges in direct social interaction and emotional development due to the reduced face-to-



Digital Goods and Instant Gratification: What Drives the New Generation?

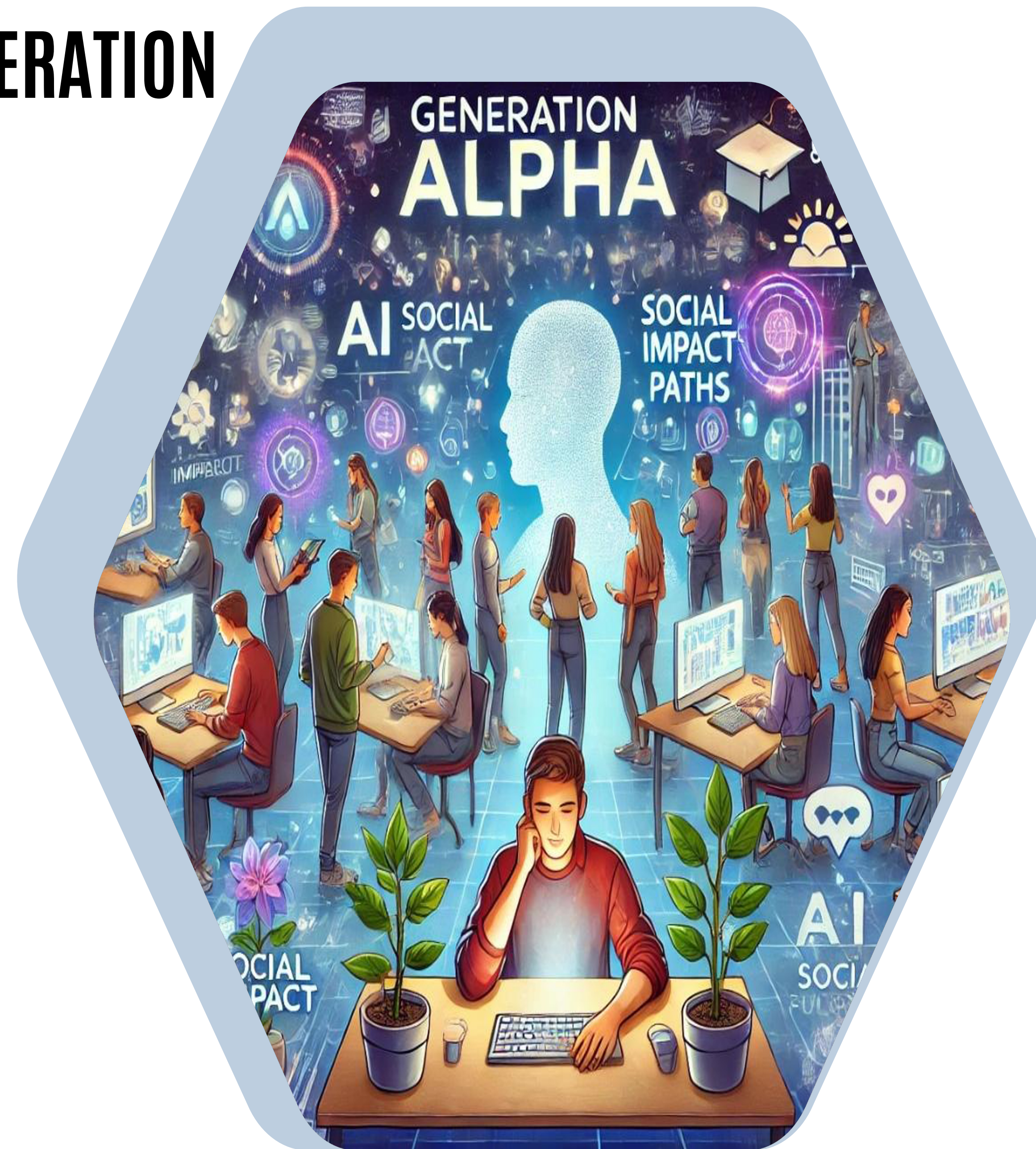
Generation Alpha faces a new type of motivation absent in previous generations. Advanced digital technology offers them a wide range of instant rewards through digital games, social media, and other interactive apps. A 2020 McKinsey & Company report notes that Generation Alpha is deeply influenced by these immediate rewards, leading to lower levels of patience and commitment to long-term tasks.



VALUES AND PERSPECTIVES OF THE NEW GENERATION

The social and ethical values of Generation Alpha are shaped by a globalized environment where social media offers them a window into diverse cultures and perspectives worldwide. As a result, Generation Alpha displays a more open approach toward diversity and pluralism. A 2018 Pew Research Center study shows that this generation grows up with a global mindset and advanced social and environmental awareness, demonstrating a desire to embrace racial and cultural diversity.

However, extensive digital content consumption may lead to psychological consequences, particularly if focused on others' idealized lives as displayed on social media. The American Academy of Pediatrics warns of the "ideal appearance pressure," as children tend to compare their lives with what they see online, leading to declines in self-esteem and increased rates of depression and anxiety.



Living in Multiple Worlds: Physical and Digital Selves

The phenomenon of "world overlap" presents a unique challenge for Generation Alpha, who live in parallel worlds between their digital and physical identities. With the rise of virtual and augmented reality technologies, this generation can create digital identities that may differ from their material reality. A 2019 World Health Organization report pointed out that excessive reliance on technology could have adverse effects on children's mental health, such as sleep issues, reduced physical activity, and increased feelings of isolation.



CAREER ASPIRATIONS AND SELF-ACTUALIZATION IN THE NEW GENERATION

Generation Alpha will become part of a new digital economy that relies on artificial intelligence and big data. A 2022 Forbes report indicates that this generation leans toward digital entrepreneurship, preferring freelance work and flexible projects over traditional fixed jobs. This shift requires high technological skills such as programming, digital marketing, and data analysis.

Studies also show that Generation Alpha seeks self-actualization through careers with social or environmental value rather than solely pursuing financial gains. A McKinsey & Company report suggests that this generation may be the most focused on achieving a work-life balance, reflecting their orientation toward personal fulfillment and positive social impact.



HOW TO FACE THE CHALLENGES OF GENERATION ALPHA



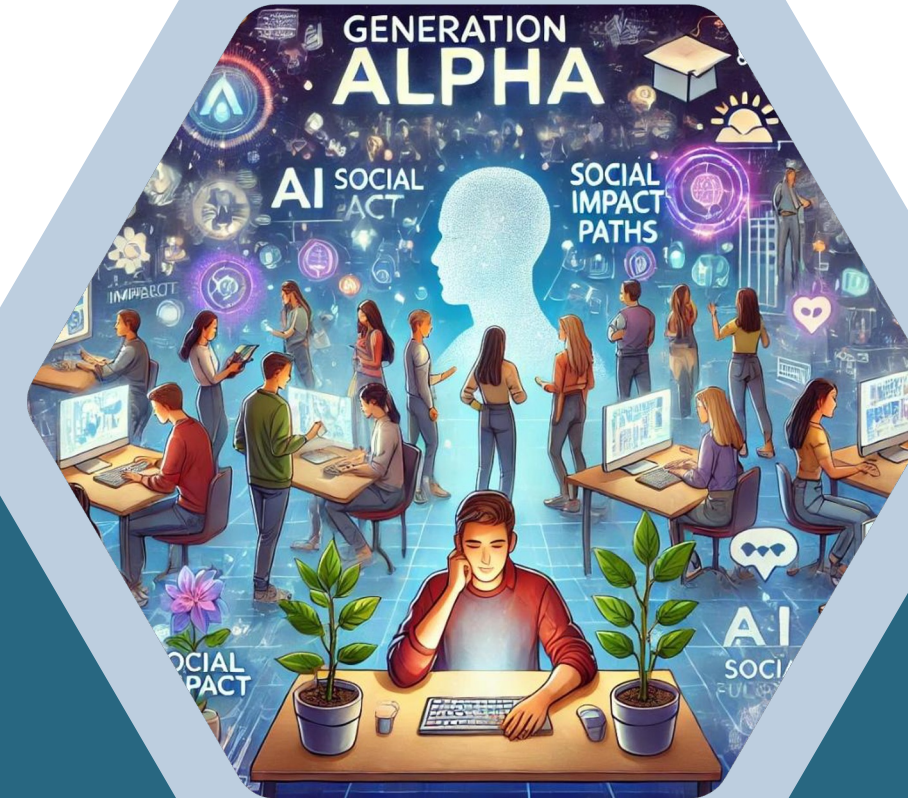
1. Teaching Social Skills and Emotional Intelligence

Raising Generation Alpha by building their capabilities in effective social communication and emotional management by engaging them in non-digital group activities that encourage direct interaction, such as sports events, school plays, and volunteering



2. Minimizing the Negative Impact of Instant Digital Rewards

Limiting screen time in digital games and setting educational goals supported by non-digital rewards, such as praise and encouragement upon achieving tasks.



3. Promoting the Value of Perseverance and Patience

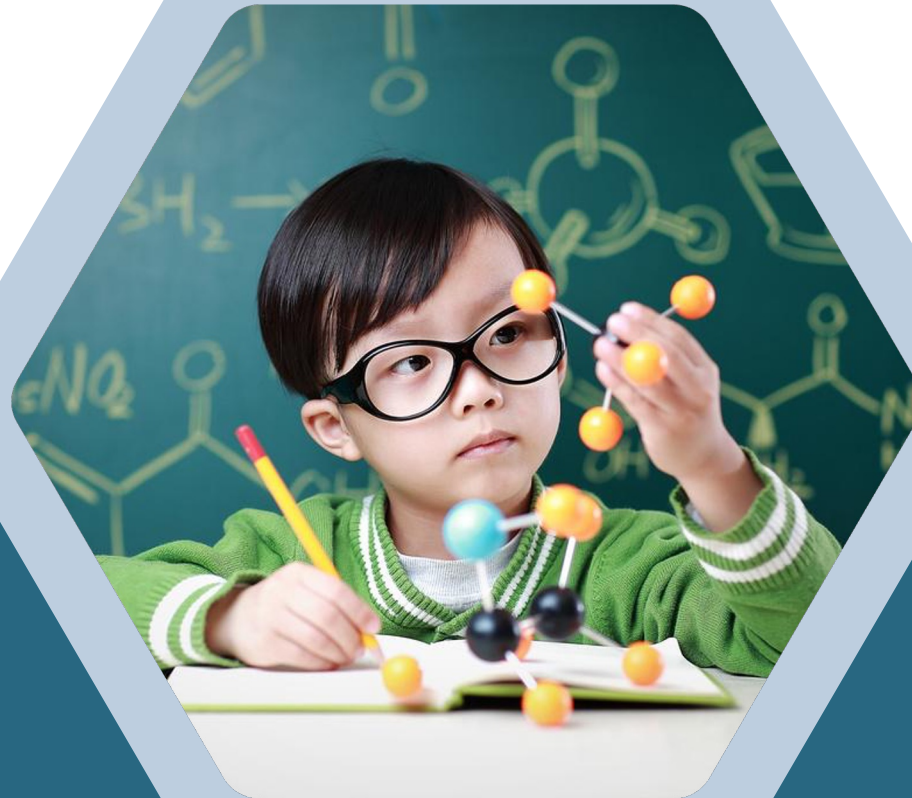
Guide children from an early age to appreciate ongoing effort and patience in achieving goals by encouraging activities that take relatively longer to yield tangible results, such as school science projects and home gardening.



4. Developing Self-Awareness and Mental Health

The impacts of social comparison and the pressure for ideal appearances promoted by social media can be addressed by teaching children the concept of self-appreciation and helping them understand that internet content does not always reflect reality.

HOW TO FACE THE CHALLENGES OF GENERATION ALPHA



5. Training for Digital Balance

Since Generation Alpha lives in both digital and physical worlds, the concept of "digital balance" should be reinforced by educating them about the benefits and harms of technology and how to use it moderately.



6. Instilling Values of Diversity and Acceptance

As Generation Alpha grows in a globalized world open to multiple cultures, it is important to foster values of pluralism and openness from an early age by introducing them to different cultures and teaching respect for diversity and differences, enhancing their tolerance and understanding of



7. Preparing for the Digital Job Market

With Generation Alpha moving toward careers in digital fields, their technological skills should be nurtured in an advanced educational environment that offers training in programming, data analysis,



8. Educating on Social and Environmental Values

Generation Alpha tends to focus on social and environmental values, so this can be strengthened through environmental activities like planting trees, teaching the importance of environmental preservation, and supporting social projects that encourage the