

We.

# Alpha Intelligence 2.0

# Understanding the

# Alpha Era

How tech and connectivity rewired  
a generation's values, learning  
and trust



# Introduction

Generation Alpha is growing up in an era defined by constant connectivity, rapid technological innovation and unprecedented global change. From their earliest memories, screens have been companions, algorithms have shaped their choices, and artificial intelligence is becoming a silent partner in their daily lives. But technology is only part of the story. Gen Alpha is also coming of age in a complex, politically and economically tumultuous time for the world.

This report explores **what it means to grow up in the Alpha era** — how this generation is navigating daily life in a hyperconnected world. Through our survey findings, we uncover how these teens and kids are grappling with opposing forces shaping their worldviews and values, as well as the **critical steps that brands and communicators need to take now to grow together with them**.

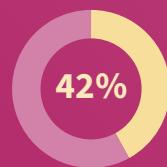


# Survey Findings



**Gen Alpha isn't just growing up — they're growing up differently.**

Their world is fast, fluid and always on ... and so are they. One moment they're using AI to start homework or remix a video trend, the next they're questioning whether constant connectivity is actually good for them. They love creating content but aren't chasing influencer fame. They care more about expression than spotlight.

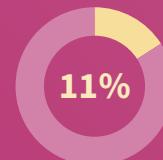


**More than 2 in 5 Alphas agree that life would be better without all the tech we have today.**

**Alphas are NOT “mini millennials,” and they’re not Gen Z 2.0 either.**

Yes, they've inherited their millennial parents' values and views on social media, and they share Gen Z's money-savvy, tech-first instincts. But Alphas blend these traits into something new: They treat tech as a tool, not a personality, and they navigate the world with a mix of caution and optimism.

**They hold dual truths comfortably.** They want practicality *and* idealism. They dream big *and* budget early. They're digital natives curious about an analog world. They trust both science *and* religion, but not companies and corporations.



**Only 11% of Gen Alpha trust companies and corporations, putting them at the *bottom of the list of trusted institutions*.**

In short, **Gen Alpha is redefining what it means to grow up today:** confident but clear-eyed, tech-empowered but tech-questioning, and simultaneously pragmatic and playful.

**Their worldview signals the beginning of a new era — one where “Alpha” truly does mean first.**

# Growing Up With Digital as the Default

**They're starting to proactively use AI more in their daily lives.**

Gen Alpha is still using search engines, but Alphas are starting to use AI/LLMs to find answers, especially as they get older.

How Gen Alpha most often finds answers online? (top 3)



I use search engine (e.g., Google, Bing, etc.)

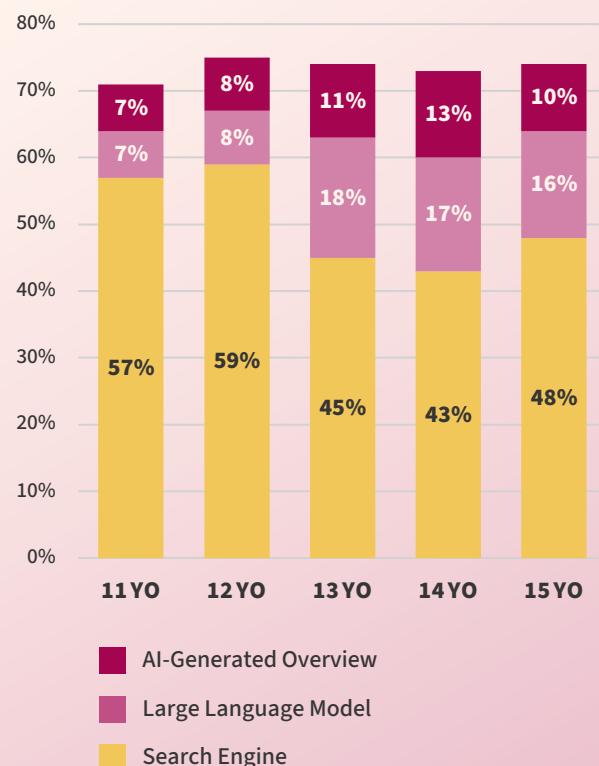


I use a large language model/LLM (e.g., ChatGPT, Gemini, etc.)



I use the AI-generated overview that appears at the top of search results (e.g., Google, Bing, etc.)

Older kids use traditional search engines less and LLM and AI-generated overviews more



The older kids get, the more they use AI tools for schoolwork.

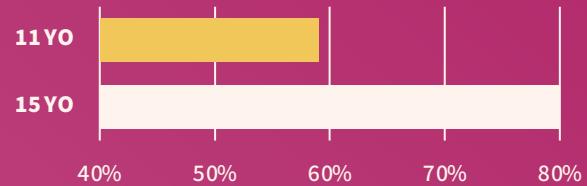
**Top 3 things Gen Alpha uses AI tools for to help with schoolwork**

**#1** To do research

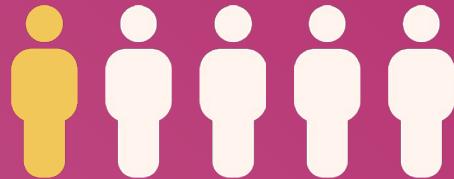
**#2** To brainstorm ideas

**#3** To summarize materials

**80% of 15-year-olds versus 59% of 11-year-olds use AI tools to help with schoolwork.**

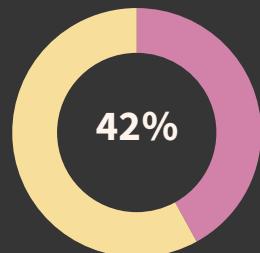


**20% of Gen Alpha want to see more AI-based functionality (e.g., automation, personalization) in their personal tech devices.**



## Despite growing up surrounded by technology, they can see both the potential and the drawbacks.

Surprisingly, **more than 40%** of Alphas agree to some extent that **life would be better without all the tech we have today**.



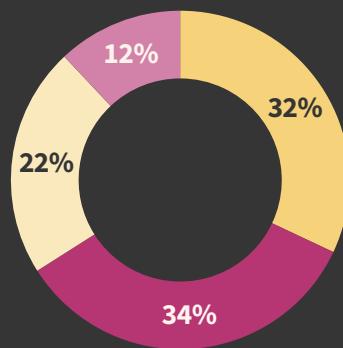
agree “life would be better without all the technology we have today”

Nearly 2 in 5 Alphas think AI tools save students a lot of time in school and is a useful learning tool for students. **However, nearly half (48%) feel some students rely on AI tools too much and aren't doing their own thinking.**



Gen Alpha sees both the benefits and harms of AI to their future job prospects.

**Will AI help or hurt your future job prospects?**

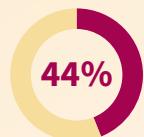


- Help – it's going to make it easier/faster to do everything
- Hurt – it's going to replace a lot of jobs so there will be fewer opportunities
- Both
- Neither

# Growing Up in Front of the Camera

## Content creation is a natural aspiration.

Nearly half of Gen Alpha is or wants to be a content creator.

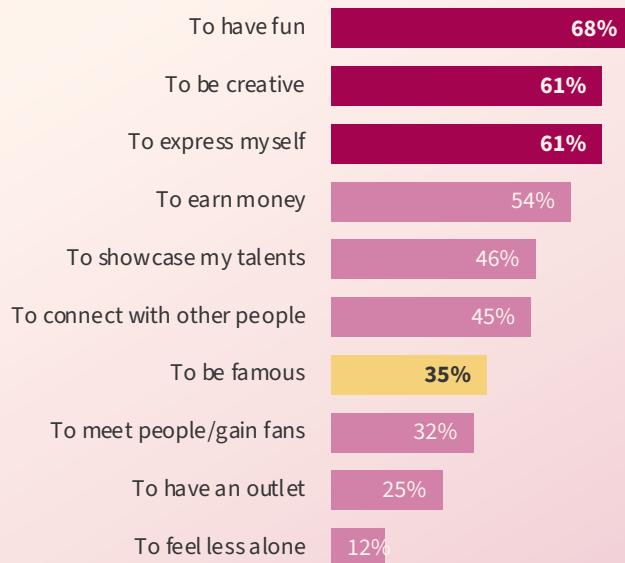


44% of respondents already consider themselves or are interested in becoming content creators

## But they're not as eager to be famous as you'd think.

Despite their reputation, Gen Alpha\* is creating content mostly for **creativity, self-expression and fun. Fame is lower on the list.**

Why are you interested in creating and sharing content?



# Growing Up on Social Media

## There's a real tween/teen divide when it comes to social.

A switch flips when Gen Alpha officially hits their teens. Age 13 seems to be when social media becomes a really important place for them to connect with people, and it starts to become more of a go-to source for news.

Which, if any, of the following statements do you agree with regarding the time you spend on social media (e.g., TikTok, YouTube, Snapchat, etc.)?

**46%**

Social media is where I connect with friends

**33%**

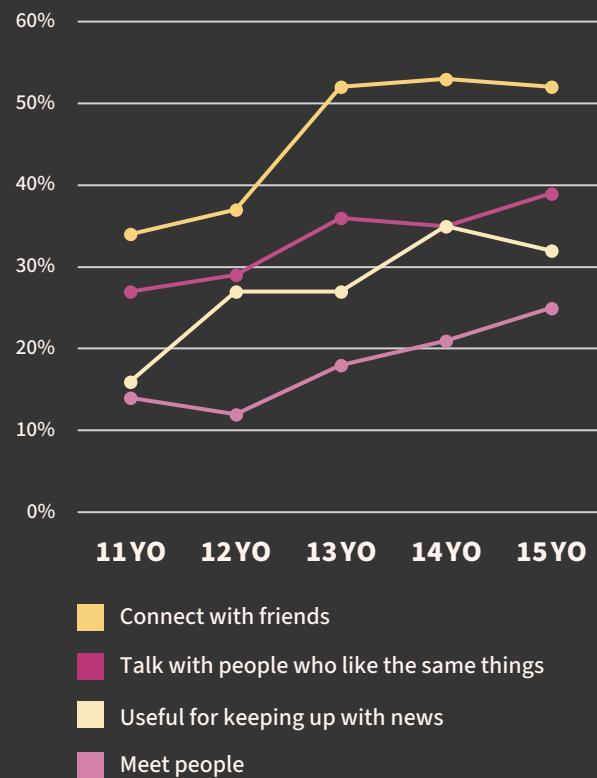
Social media is where I can talk with people who like the same things I do (e.g., same fandom, hobbies, etc.)

**27%**

Social media is useful for keeping up with news

**18%**

Social media is where I meet people



# Growing Up to Be Successful

**Their idea of success balances being and doing good with having financial stability.**

Top 4 is same as Gen Z and millennials (with slightly different order).

Gen Alpha's signs of success:

- #1** Being a good person
- #2** Having a job that pays well
- #3** Not having to worry about money
- #4** Making a positive difference in the world

But there are some differences when you go beyond that. For example:



**Being famous is 2x more of a sign of success to Alphas (23%) than to millennials (11%).** But it's still low overall.



For Gen Alpha, it's **not as much of a sign of success to be recognized as the best at what they do (33%)** when compared to Gen Z (45%).



And **owning a home is not as big of a sign of success (50%)** as it is for Gen Z (57%).



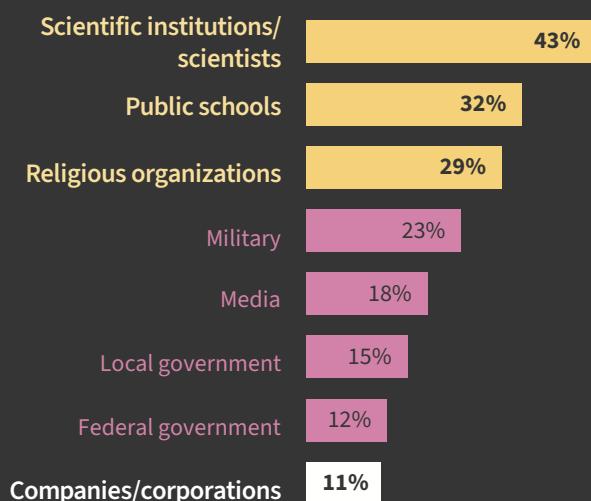
# Growing Up in Chaos

**Science isn't dead. But it's bad news for companies and corporations when it comes to who Gen Alpha trusts.**

**Kids still trust scientists the most, followed by public schools and religious organizations.** But there's a steep drop off for schools as kids move from middle school to high school (11 YO – 48% vs. 15 YO – 25%). And they trust religious organizations (29%) more than Gen Z (23%) and millennials (14%) do.

**Companies and corporations (11%) are at the bottom**, even lower than the federal government (12%).

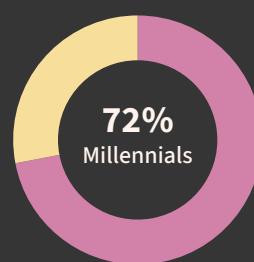
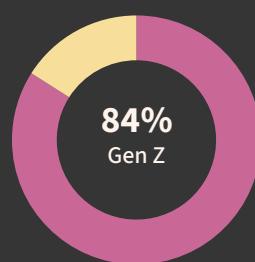
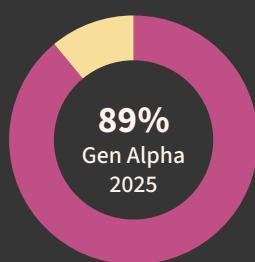
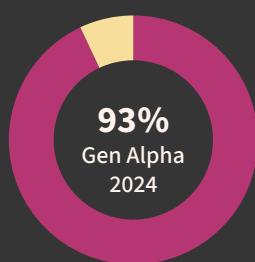
Which, if any, of the following institutions do you trust the most?



**And they're not immune to the turmoil of the world.**

They are a little less optimistic about their future than they were a year ago. But they are still more optimistic than their generational counterparts.

% Optimistic About Their Future



# The Path Forward For Communicators

Billions in direct spending. Massive sway over family decisions. Cultural influence that rivals older generations. And the oldest of them are only just turning 16. Gen Alpha isn't the future — they're shaping the now. The question is: **What can brands and communicators do to win the hearts of Alphas and grow together with them in these formative years?**



## 1. Own the AI Era — or Get Outpaced

Alphas are growing up alongside the rapid rise of AI and LLMs. If your brand isn't optimized for AI-driven discovery, you may never reach them. GEO — Generative Engine Optimization — isn't optional; it's survival.

### What comms leaders must do now:

- Ensure your brand is *discoverable in AI answers* by running an AI visibility audit and building a GEO strategy integrated into your content.
- Understand who the key players are in driving the AI answers in your industry and category. What content/channels have surprisingly outsized influence?



## 2. Build Trust by Showing Up in Their World

Alphas expect brands to be transparent, values-driven and human. They don't care about your corporate jargon or your C-suite (yet). To earn their trust, tap into the voices and channels that matter to them. If you're not building trust now, you're already behind.

### What comms leaders must do now:

- Identify and engage across a new constellation of influence (channels and formats) that meets Alphas where they are and drives engagement.
- Strip jargon from messaging and articulate your values plainly — but more importantly, back it up with *action*.



## 3. Solve Their Need and Spark Their Joy

Gen Alpha wants practicality and self-expression. They respond to brands that help them live smarter while also reflecting their personality and creativity.

### What comms leaders must do now:

- Design campaigns by pairing functional benefits (saving time/money) with creative expression (customization and fun)
- Develop a creative experimentation pipeline that lets you test what resonates with this audience in real time.

To hear more about Gen Alpha and the “Alpha Intelligence 2.0” survey findings or how we can help your brand be more ready to engage the next generation, please contact [GenAlpha@wecommunications.com](mailto:GenAlpha@wecommunications.com).

#### Methodology

These are the findings from two YouGov surveys conducted on behalf of **We. Communications**.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,070 children between the ages of 11 and 15 (Gen Alpha) and 1,269 adults, of whom 190 were Gen Z (18-28) and 327 were millennials (29-44). Fieldwork was undertaken between 22nd October and 8th November 2025. The survey was carried out online. The figures have been weighted and are representative of all U.S. adults (aged 18+) and children aged 11 to 15.

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