# Artificial Intelligence in Shaping Generation Alpha

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***Abstract: The role of ever changing technological innovation has brought a new move towards a new visualization of the imaginary world and an endless knowledge in any area. This recent technological innovation better termed as Artificial Intelligence (AI) plays a crucial role in the personal development of an individual. The new generation succeeding the Gen Z has developed in the middle of the twenty-first century, This new Gen Alpha not only grows up with technology but they have been effortlessly growing into it from the beginning of their birth, much enduring the major impact of AI. Generation - Alpha were born between 2010 and 2025 and are growing up in a world where integrated technological advancement can be witnessed. These technologies can significantly change people's lives, touching various life aspects such as social interaction, entertainment, healthcare, education, and more. AI plays a crucial role in shaping the perception, attitude and personality of this future generation. To know about the topic, a sample study was undertaken among alpha gen in the Kannur district. The study clearly concludes with the diverse use of technology among alpha and the multifaceted personality attributes associated with alpha gen.***

***Keywords – generation, intelligence, perception, technology.***

## INTRODUCTION

Around thirty years ago, millennials were rising up alongside the evolution of the internet. The power of connectivity paved the way for day-to-day operations everywhere.Fifteen years ago, members of Gen Z were growing up alongside the evolution of smartphones and social media. The real-time interaction on the go, even for the simplest capabilities like taking and posting a picture all from your phone, was profound. Today, smartphones are all-encompassing devices and social media connection is seamless.

While the Gen Z grew up by experiencing the internet and the smartphone revolution, today's generation are digital natives. The generation Alpha, the proposers of a tech immersed era, born between 2010 to 2025, ie, the successor of Gen Z, integrates smartphones and smart devices in their normal life . Alphas are confident and active participants of the digital landscape. Like the gen Z who widely accepted the use and spread of the internet, Alpha gen is the first to experience the bright future intertwined with AI.

McCrindle in one of his articles says that gen Alpa as a part of an unintentional global experiment where screens were placed in front of them from the youngest age as pacifiers, entertainers and educational aid. This group belongs to the century where ipads were introduced, more social media platforms streamlined and the App has been considered as the word of the year.

A study published in the Journal of Applied Developmental Psychology found that children as young as three years old can learn to interact with AI-powered devices, such as smart speakers and virtual assistants (Hinkley et al., 2019). This early exposure to AI is likely to shape their understanding of human-computer interaction and potentially influence their future career choices.

## OBJECTIVE OF THE STUDY

This article explores the influence of AI on generation Alpha . For this primary objective, a detailed understanding of the concept of AI and Alpha gen is required.

1.This study try to explore the influence of AI on generation alpha
2.To understand about both positive and negative influence of AI on alpha gen
3.To understand the personality attributes and types of alpha gen.
4. To know about the usage level of technology among gen alpha

## METHODOLOGY

Since the study focuses on alpha gen , and to understand the influence of AI, the sample study has been undertaken with a sample size of 69 .Sample unit for the study is alpha gen . Sampling

was done using a non probability method, a method of selecting units from a population using a subjective (i.e. non-random) method The study has been undertaken by convenient sampling where samples are selected based on the easy accessibility, rather than a random or representative selection.

## LITERATURE REVIEW

During the pandemic COVID-19 , Gen Alpha demonstrates remarkable adaptability and resilience towards technological advancement. Exposed to rapid changes from a young age, they possess the skills to compete in this technological era. Generation Alpha has seamlessly integrated technology and AI into education, growth, personalization, and efficiency. AI in education makes learning more adaptive, efficient, and personalized to each student's needs, equipping this generation for a future where technology and innovation will play a central role in every field they pursue. AI has contributed more towards education in recent years . Some of the benefits of AI in education are as follows

1. Personalised learning
2. Assessment integrity
3. 24 / 7 tutoring
4. Complementing human teacher
5. Smart content creation
6. Task automation
7. Improved accessibility

S. A. Oke, University of Lagos, Nigeria - A Literature Review on Artificial Intelligence , 2008, study focus that , over the past two decades, research in artificial intelligence (AI) has significantly enhanced the performance of both manufacturing and service systems. There is currently a strong demand for a comprehensive article that offers an in-depth literature review of global theoretical frameworks and practical insights within the AI field. This paper provides a clear, concise, and integrated overview of the latest advancements in AI, highlighting key experiences and developments. Specifically, it offers a broad examination of recent AI innovations and their real-world applications. The article is designed for newcomers to AI, while also serving as a reminder to seasoned researchers about critical issues in the field.

Amandeep Gill and Ashish Mathur -Exploring the futuristic landscape of artificial intelligence for alpha generation: A comprehensive study ,2023 - In today's rapidly evolving world, parenting needs to shift from being reactive to proactive, particularly as digital technology becomes more pervasive. This study aims to analyze how millennial parents are utilizing artificial intelligence to support their children and explore the various factors influencing the adoption of AI among working millennial parents. The research adopts both exploratory and descriptive approaches and is qualitative in nature.Data for this study was gathered from parents in the Delhi NCR region through a questionnaire. A total of 64 respondents participated, primarily consisting of academic professionals such as research scholars, research associates, and faculty members. The findings indicate a positive trend toward the adaptation of AI among millennial parents. Many are enrolling their children in skill-development programs and purchasing AI-enabled toys. Millennial parents feel more at ease knowing their children are using secure devices. The adaptability and learning potential of children interacting with technology suggest that AI can play a key role in shaping the careers of the alpha generation. Furthermore, parents are utilizing parental control tools and settings to monitor their children's online activities, such as their YouTube viewing habits. Overall, the data suggests that the alpha generation will witness significant advancements in artificial intelligence as they grow.

Khritish Swargiary , Transforming Education for Generation Alpha and Beta: The Promise and Challenges of AI Integration, September 2024 - This research highlights the transformative potential of artificial intelligence (AI) in shaping the education of Generation Alpha (born after 2010) and Generation Beta (expected from 2025 onward). It examines how AI-powered personalized learning, the development of 21st-century skills, and advanced classroom management tools are revolutionizing teaching methods. The study emphasizes AI's ability to provide customized learning experiences while promoting critical thinking, creativity, and problem-solving abilities. However, it also addresses key challenges, such as equity, accessibility, and the digital divide. The research stresses the importance of ethical considerations in AI integration, particularly concerning data privacy and algorithmic bias.

Furthermore, it highlights the need for comprehensive teacher training to ensure effective AI adoption in classrooms. The paper concludes by exploring the future of AI in education, stressing the importance of balancing technological advancements with human-centered values.

Christina Lewis -Gen Alpha and AI: How Technology is Shaping Cognitive, Social & Emotional Development , 2024 - This was a study which was widely conducted nation wide to have an indepth study on this topic. One important highlight in this regarding the gender wise usage of technology reveals that boys have a higher rate of usage rate ie,

- 54% of boys are using AI tools.
- 45% of girls are using AI tools.

DATA ANALYSIS AND INTERPRETATION

Chart showing ALPHA gen and usage of technology

Concerns are rising about the possible negative impact of social media and technology on the mental, emotional, and behavioral development of Generation Alpha. Many worry about the growing dependency on these platforms, with some even fearing addiction. As the oldest members of Gen Alpha now reach their teenage years, clear trends in their social media usage are emerging. Studies show they are increasingly engaging with short, attention-grabbing video content across multiple screens. As a result, Gen Alpha is showing signs of reduced attention spans and a waning interest in activities that don't involve technology. This shift may carry over into educational settings, potentially affecting their focus and ability to retain information.

Building on this research, a study was conducted to examine the technology consumption patterns of Generation Alpha.

Chart no: 1
Source - Primary data

From the chart, showing the use of technology among different age groups of alpha, it is clear that less than five year childrens use internet and technology more for watching reels /shorts compared to other purpose .The age level falling between 5 to 10 spends most of their time on the internet for watching shorts and reels, followed by gaming and informative use, educational and less time for social media. Compared to other age groups, respondents were more from the 10 -15 range , out of which the majority spend their time in shorts and reels, followed equally by social media and gaming and less time for informative purposes. The age group of 15-20 spend most of their time on the internet for social media. Second priority for using technology went for informative and reels/shorts and finally they spend less time gaming compared to others.

From this , it is very clear that the majority of the alpha gen spent most of the time having entertainment mainly for watching reels/shorts which might negatively impair their attention span.

Chart showing the rankings of the alpha gen students in relation to big five personality traits.

- Several researchers support the belief that there are five core personality traits. Evidence of this theory has been growing for many years in psychology, beginning with the research of D. W. Fiske (1949) and later expanded upon by others, including Norman (1967), Smith (1967), Goldberg (1981), and McCrae & Costa (1987).
- Based upon these big five personality traits , which is shortened as OCEAN , which stands for Openness to experience, Conscientiousness , Extraversion, Agreeableness and Neuroticism, preferential rating was undertaken in the study.
- Openness to Experience: This trait reflects an individual's inclination toward novelty, curiosity, and a desire to explore new experiences and ideas.
- Conscientiousness: This describes how organized, responsible, and goal-oriented a person is. Individuals high in conscientiousness are often meticulous and persistent in working toward their objectives.
- Extraversion: This trait indicates a person's tendency to be outgoing, social, and assertive. Extroverts thrive in social settings, while

introverts tend to be more reserved, gaining energy from solitude.

- Agreeableness: This reflects a person's friendliness, empathy, and their inclination to be cooperative, trusting, and approachable.
- Neuroticism: This trait refers to an individual's emotional stability, with higher levels linked to a tendency to experience negative emotions such as anxiety, sadness, and worry.

Chart no: 2
Source - Primary data

The above chart represents the rankings of the big five personality traits of students which can be associated with alpha gen under study. From the chart, it can be seen that among alpha gen , neuroticism placed first rank (26%) with major respondents , immediately followed by openness (20%) and agreeableness (19%).forth rank was placed each for the extraversion (17%) and conscientiousness (17%).

So, from the above graph, it can be interpreted that among the big five personality traits , the most leading personality trait among alpha gen is neuroticism, which states about their emotional stability and their tendency to express all kinds of positive and negative emotions.

As anything under the world has got positives and negatives, AI also has got both positive and negative effects on the gen alpha. An overemphasis on technology could diminish opportunities for human interaction and socialization among students. Excessive use of AI-powered devices may result in a decrease in face-to-face interaction skills, potentially impeding children's ability to cultivate empathy and form meaningful relationships Additionally, reliance on AI-driven educational tools could foster an overdependence on technology, potentially hindering the development of critical thinking and problem-solving abilities.

## CONCLUSION

The rise of AI and Machine Learning will have a lasting impact on Generation Alpha's life as they age. These technologies present potential and problems in various fields, including individualized education, labor automation, and revolutionary healthcare improvements. Ethical considerations should guide their implementation while entertainment and social interaction undergo exciting transformations.

The e-book "Global Trends 2025," published by the Creative Economy Agency, outlines that while Generation X, which grew up between the 1960s and 1980s, and Generation Z, born into the internet age, experienced digital evolution, Generation Beta will mature in a world heavily influenced by artificial intelligence. By 2026, it's forecasted that AI will generate 90% of online content.

The study concludes that the intervention of technology and AI can bring about a drastic change in the academic and career level performance of all generations, The influence of AI on childhood development is a multifaceted topic that warrants deeper exploration and attention. As AI continues to play a larger role in daily life, it is crucial to strike a balance between its use and maintaining meaningful human interactions, while prioritizing the needs of children.For this wide range of awareness programs /campaigns should be undertaken frequently in school level regarding the pros and cons of technology including the cyber security and the positive opportunities associated with right way of using AI in their daily life. Through this the entire world itself can be changed to a very positive mode.

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