

Instructions





Meet Our Future

Gen Alpha:
An Exposé

by Sasha Crowe



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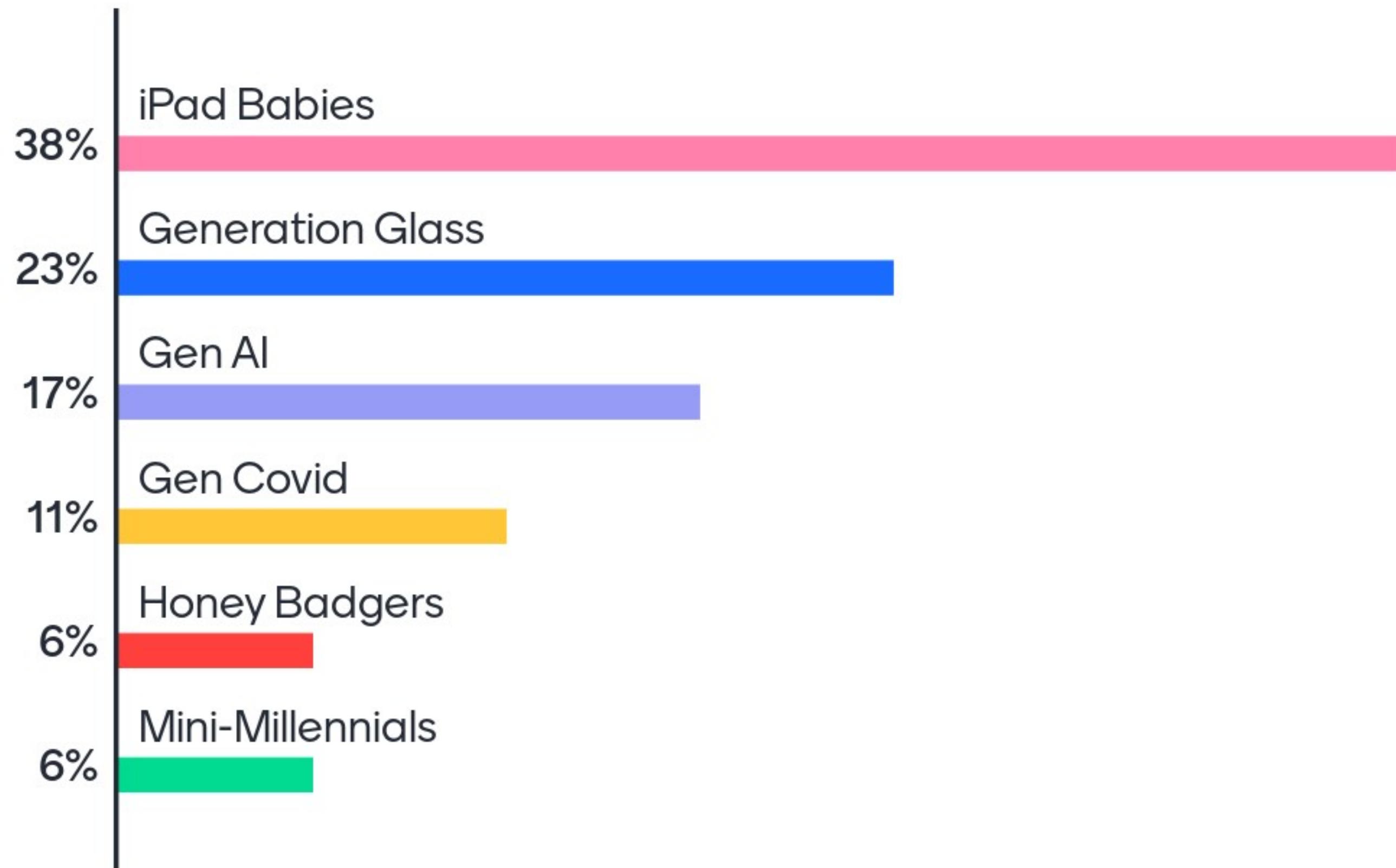


Gen Alpha: at a glance

- Those born from 2010 until ~2025*
- Currently 14 years old or younger
- Est. to reach 2 billion by 2025
- Largest generation in world history
- Approx. 25% of world population in 2023
- More diverse than any gen. before*



Give points to the best Gen Alpha monikers

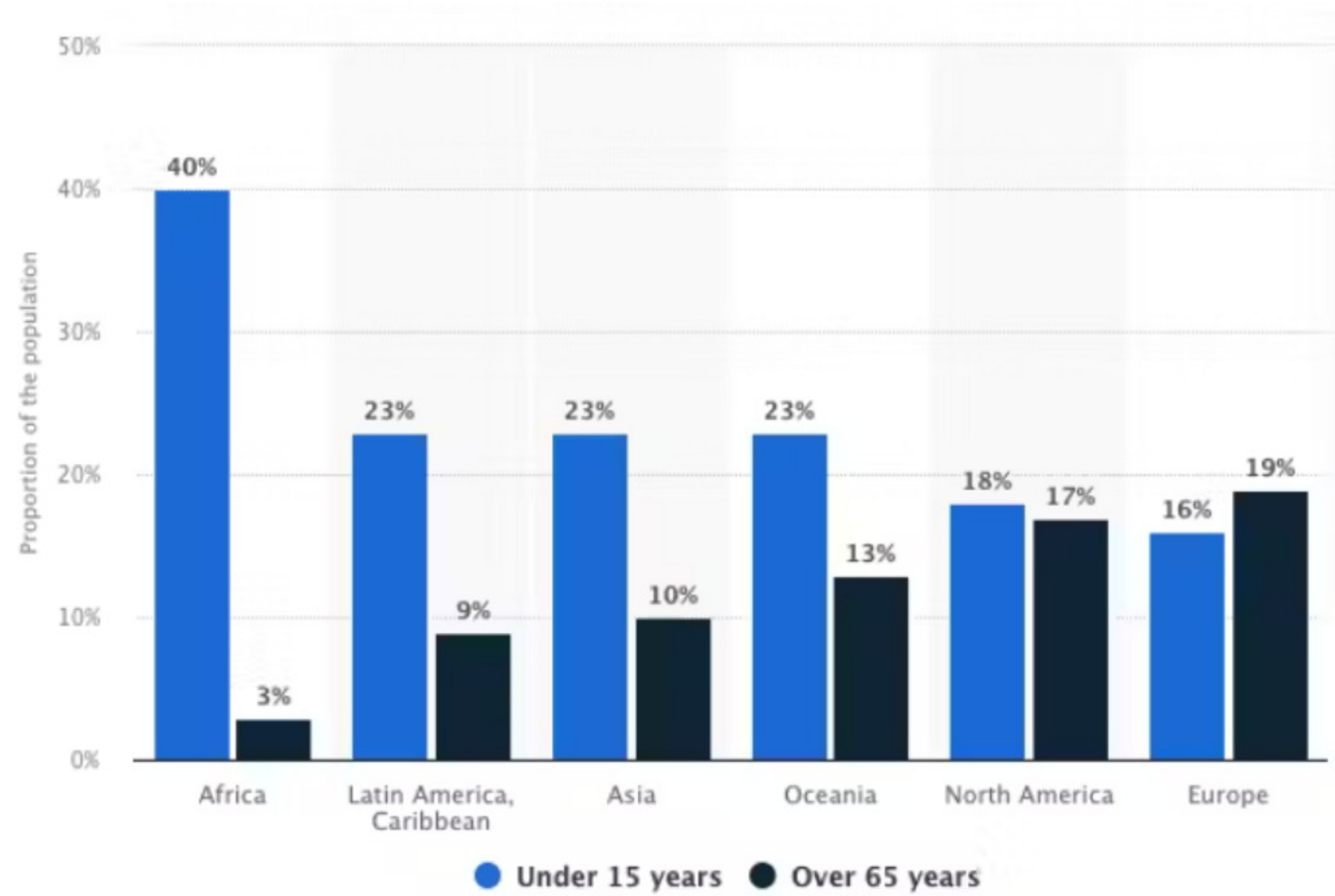


What region has largest % of Gen Alpha?



8





SOURCE: STATISTA.COM



LLM Analysis pt. 1

titles
How the Internet Destroyed Generation Alpha
Gen Alpha Adults Year 2043
Gen Alpha is COOKED
Do You Know These Gen Alpha Words?
Gen Alpha is Absolutely COOKED
Generation Alpha is DOOMED
GEN-ALPHA: The Most DOOMED Generation?
gen z after seeing ONE gen alpha meme
by @SMG4) (if you are a good YTber, look at Desc)
Gen Alpha Is Having An Identity Crisis...
Are you Gen Z Or Gen Alpha?
Gen Alpha Influencers Are a NIGHTMARE
are we overreacting about generation alpha?
The Real Reason Everyone Hates Gen Alpha
What Is Wrong With Gen Alpha's Christmas Lists?
n of self-absorbed bullies? Motherhood In Progress
Gen Alpha as Adults be like
struggling to understand gen alpha slangs
Gen Alpha (2013-2025) at the pool #comedy

How is Gen Alpha viewed?

by all of us, aka the internet

My hypothesis: Gen alpha is cast in a negative light

1. Extracted 500 Youtube video titles
2. Cleaned & prepped the text for analysis
3. Ran a sentiment, lexicon-based analysis using NLTK
4. Compared results against other generations



Lexicon-Based Analysis

NLTK Vader Sentiment Analyzer

"Bouldering is the best" → eg. 0.512

"I hate peas" → eg. -0.787

"I love vegetables but hate broccoli" → eg. -0.23

"You don't know what you're talking about" → 0.0

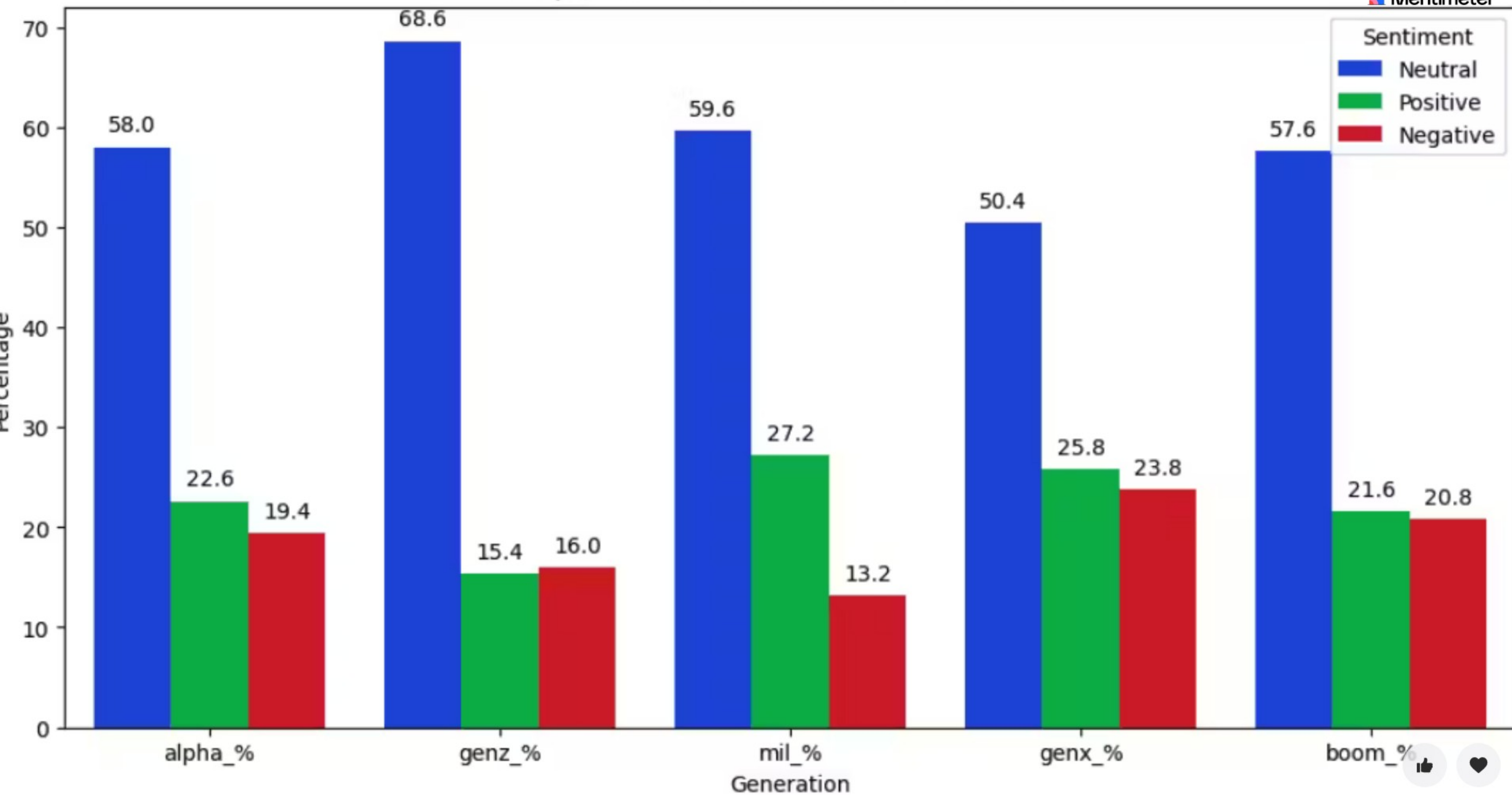
Pro: relatively simple to implement & interpret

Con: not as accurate as ML-based or transformed-based approaches

- used the NLTK corpus

Comparison of Sentiment across Generations

Mentimeter



The Most **Negative** Video
Score: -0.7845 | **Title:** wtf is wrong with Gen Alpha

The Most **Positive** Video
Score: 0.802 | **Title:** POV Gen Alpha Getting Kidnapped
#shorts #comedy #funny #lol #subscribe #trending #viral #fyp



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LLM Analysis pt. 2



Transcript

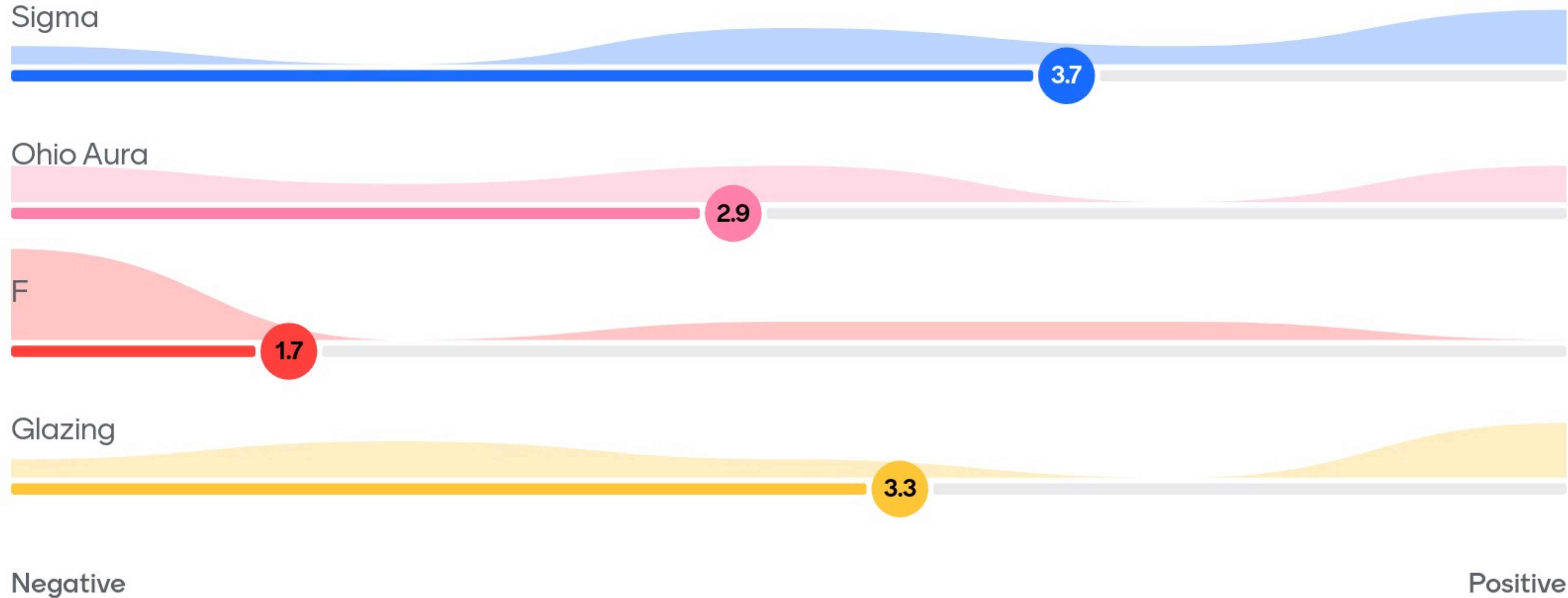
"Schlapp, can you plz stop rizzing up CaseOh,
you're not the rizzler"

"But Ms. G, he fanumtaxed my Grimace Shake. I
have a lvl 10 gyatt"

"Not down in Ohio in you don't. Stop tryin to be Kai
Cenat & go back to skibidi toilet before you get
mogged by iShowSpeed"



Rate how + or - these slang terms are



/watch?v=m6pw0Gll0RI&t=60">1:00😂

at school so can you send me some tips to help?

dupe

waaiittt why do u look sus?!?!?,

Ur soo prepyyyyyy

Fhddgdd😂

I make the best dupes but honestly they are good

Do you have a crush on Maddox's

Is it bad I think dupes lol

The cheap is better😂❤️

The doop side❤️

What did Piper Rockelle do to you?

Elf is no a dupe gurl

Dupe is better ❤️

BuRp

un we can do whatever vid u want just plz😂❤️❤️

Harper is so funny😂

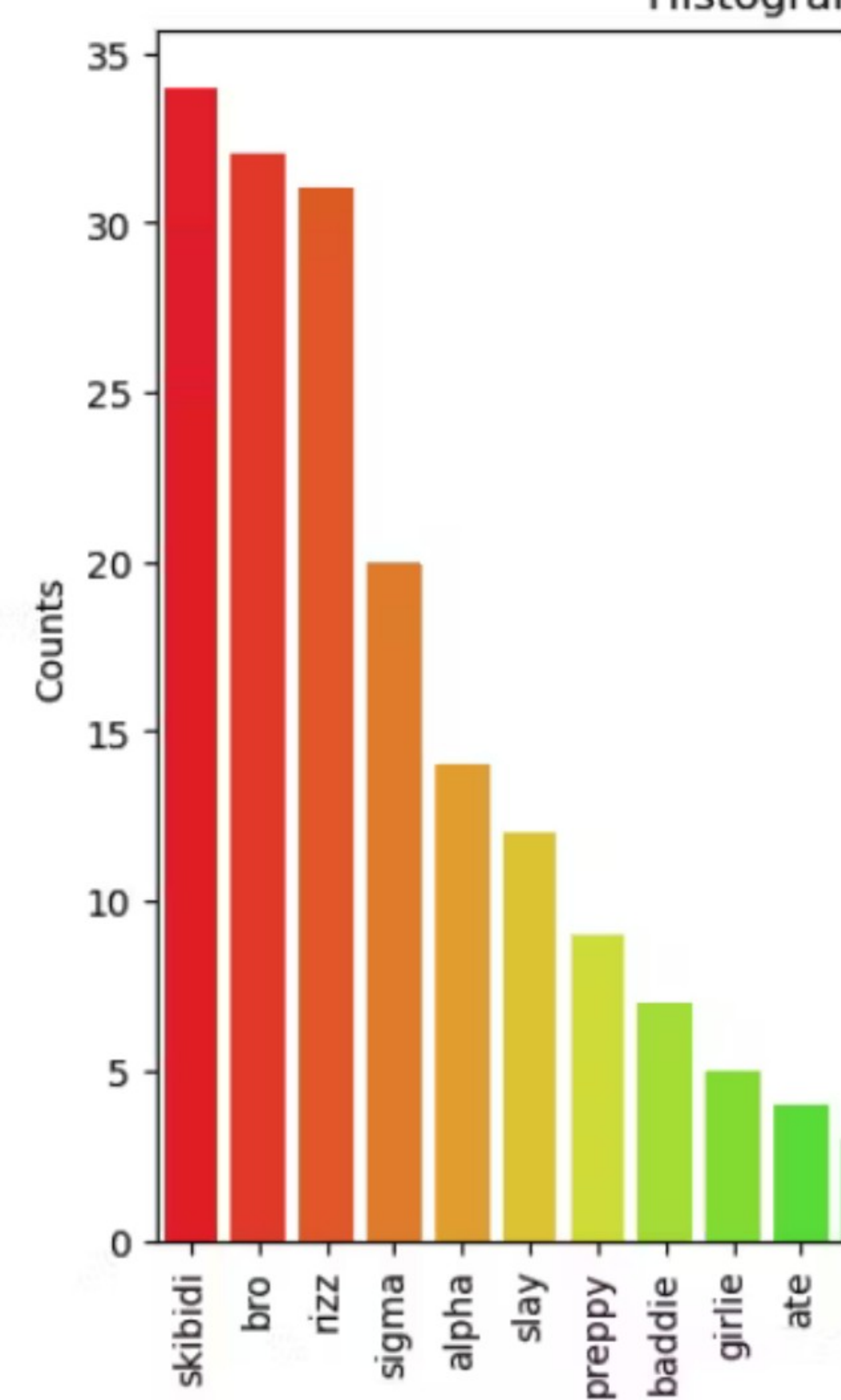
Prevelance of Gen Alpha Slang

1. Sourced Gen Alpha comments on Youtube
2. Prepped & tokenized data
3. Created a slang dictionary
4. Normalized the text
5. Conducted a frequency analysis
6. Conducted readability analysis
7. Avg. comment length

Where the comments come from:

scraped the comments of 7 Youtube videos:

- by Gen Alpha creators
- commented on by mostly Gen Alpha
- variety of content (comedy, family channel, blog, etc.)
- relatively recent uploads
- **543 comments in total**
- **after text prep 1078 unique words | 2558 total**
- slang words come from research



Findings

Found a total of 30 slang terms

Top 10 most frequent are on the side

A slang word was used **7.9%** of the time

That's once in every 12.5 words

Avg. comment length: 8 words



Slang Origins

- Gaming culture
- Meme trends
- Abbreviation of words
- Reviving / co-opting old slang

Readability Score

Formulas used to determine reading level of a text

Spache Score

Word frequency & sent. length | primary school

5.8 = 5th grade; ~10-11 yr olds

Flesch-Kincaid Score

Word syllables & sent. length | edu. text

2.9 = 2nd grade (EOY); ~ 7-8 yr olds

& OTHER FUN FACTS

Mini Marketing Analysis





First exposure to screen media?

- iPads were released in April, 2010
- used as distraction or entertainment on babies as early as 6 months
- in 2011, 40% of US 2-4 yr olds were using screen media
- on avg. kids get their first phone now at ~age 8
- UNICEF est. 1 in 4 preschool children have a digital device

First true

Digital Natives

Babies are digital consumers

Marketing Impact

Labeled 'upagers': more socially aware at a younger age

Huge Purchasing Influence

- Est. \$5.39 trillion spent annually on this emerging demographic by end of 2024
- Projected to increase by \$10 billion every year
- Forecasted to amass \$5.46 trillion in spending power by 2029 (oldest reach adulthood)

Brand Influence

This generation is all about brand affinity

- 46% request groceries by brand name
- 55 % express interest to purchase influencer-endorsed products

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We asked Millennial parents which brands they trust most for their children, four of the top five were all technology brands: YouTube (53%), Netflix (48%), Amazon (42%), and Google (39%).
LEGO is the only non-tech brand (but has a show on youtube)

– *Archrival.com (youth culture agency)*

More on branding...

- #Sephorakids [2.2k yt vid]
- Athleisure: Lululemon & Ugg
- Toys: Mattel & Lego
- Microtrends: Tomato girl & gnomecore
- Instant gratification
- Algorithms are the norm
- Social M.: Tiktok & Snapchat
- Gaming: Twitch & Discord



In conclusion

~~Winter~~ Gen Alpha is coming

They are already making decisions that are influencing your life
From the trends you follow to slang you use (or will use)
No matter how you feel about 'em

My advice: buckle in
'Cause they're a force to be reckoned with

Sources:

<https://www.statista.com/statistics/265759/world-population-by-age-and-region/>

<https://ourworldindata.org/grapher/population-by-age-group>

Marketing Analysis

[forbes.com](#), [basis.com](#), [mccrindle.com](#), [archrival.com](#), [2011 common sense media](#), [statista kids owning phones](#), [dailydot.com](#), [extension.unr.edu](#), [morningconsult.com](#), [sellcell.com](#), [UNICEF](#), [thesheff.com](#)

Open to questions or feedback...

4 questions
0 upvotes