

# Gen Alpha's digital culture

## by Ivonne Lonna

### Intro

**Research question** what is the future of the Gen Alpha's digital culture in 2050?

**Objective:** to analyze the causes for which the change in the digital culture of Gen Alpha can be decanted towards 2050.

The lockdown occurred in 2020, around the world, produced changes in human experiences. One of them was the cultural, the education or dynamics in cultural spaces were closed. Children and young people experienced the unexpected interruption of their education due to the closure of schools and universities (UNESCO, 2020). **The Alphas, children between the ages of 12 until 4 years old** (more or less in scholar ages), extended the hours in front screens beyond class time to their own entertainment, especially with 3D videogames, full of color, learning to make avatars, enjoying streaming music and movies, enriching their school learning with tutorials, getting to know the world through a screen beyond their physical limits, listening and learning with influencers, and watching a lot of Youtube. There are just some circumstances caused by the social distance that prevented interaction with others public places, but that moved towards the virtual life and increasing the characteristic which they were born: 100% digitalization (McCrindleResearch, 2022).

### Methodology

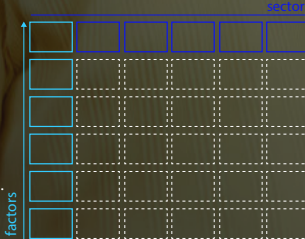
The present study was carried out with the **Field Anomaly Relaxation (FAR)** methodology originally designed by Russell Rhyne (1995). Over time Geoffrey Coyle (2009) takes it up again and its application is a quick way to visualize possible futures, by establishing connections among the drivers of change, in a systemic way, structuring them into sectors, "pieces that shape and in set are taken into account for a complete visualization of the field in which decisions will be made (Zapata, 2022). And factors, which "designate a plausible state or condition within its sector" (Zapata, 2022), when they interact, they generate ramified and interconnected scenarios. "FAR explores imaginable patterns within social fields, etc. The remaining, internally consistent patterns are then used as steps to create paths into the future" (Coyle, 2009). Those steps allow the creation of scenarios (narrative) and not only a final image of the future, which visualizes strategies but does not answer them.

At the end of FAR, a study was carried out with **Theory of Change (TOC)**, (Weiss, 1995) in which assumptions that explain objectives and their indicators that lead to a long-term objective are described, through a sequence of results that are expected to occur (Zapata, 2022).

**Time horizon in this study: 28 years, from 2022 to 2050.**

### Main results

- There are 6 sectors which corresponding to drivers around Gen Alpha: Motion-content, Human clouds, Meta-social, Economy, Cybexrgs & Loading Alpha.
- Acronym MHECXZ.**
- The factors were established with a critical sense whose ranges from what happens today to the excess of these situations in digital life.
- The projection of six possible scenarios.
- Causes that determine dynamics in each of the scenarios due to the connection between factors & sectors.



### References

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$M_3H_5E_5C_5X_5Z_5$   
2022 / seltz

$M_3H_4E_4C_4X_3Z_4$   
2027 / encoding lifes

$M_2H_3E_3C_3X_2Z_3$   
2032 / meta-adults

$M_1H_2E_2C_2X_1Z_2$   
2037 / creativity holes

$M_1H_1E_1C_1X_1Z_1$   
2042 / sharp minds

$M_5H_1E_1C_1X_1Z_2$   
2048-2050 / stomp

### Vision

The minds that do not satisfy the algorithms, exercise critical thinking of all information that is generated by any means. They are **Alpha that developed creativity and innovation skills from young age** and continuing with the daily exercise of stimulating their minds with art and design, which have been in contact with nature without the need to belong to the privilege social or political circle of hyper-intelligent cities. But rather they have sought how to get it, make it grow in their own places. The knowledge of science made them deduce how to reproduce plants, flowers, fruits, mushrooms, water. They have invested in getting their memory printed at least of their family. The game of digital identities has allowed them to avoid the cloud system. Their cultural value systems go beyond what is reproduced through screens, they have experienced silence and darkness and heard the silence.

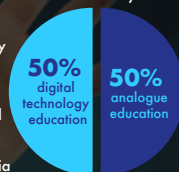
### Strategies (changes)

Through the TOC methodology. The elaboration of a strategist is planned to accomplish the objective of this study, to provoke the change in the digital culture of the Gen Alpha towards 2050. For this, a long-term objective was established after the FAR study, interval objectives and assumptions.

**Long-term goals:** develop in Gen Alpha critical and creative thinking and sensitive experiences that enrich digital culture.

### Intermediate objectives

- Use agile and soft methods for Gen Alpha in education and culture programs to stimulate the appreciation of the world and human creativity.
- Educate 50% with digital technology because it enhances knowledge and learning capacity, and another 50% with analog resources because they foster creative and imaginative thinking and the development of motor and reasoning skills.
- Research and dissemination of studies about this type of balanced education, risks to physical and mental health, social and economic inequality that digital technology opens up.
- Communicate critically in public and private media about technological and digital life.



### Assumptions and justifications

This study is not a fight, against, digital technology, does not intend to erase the category of digital native for children of the Gen Alpha because it's characteristic of their time; **the study only visualizes possible scenarios in which the development of creativity and innovation (art and design promote), are keys to expand human experiences.**



**centro.**

Future Studies, One Year Program

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La cultura digital de la generación alfa

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