

What do Generation Alpha aspire to?

[Generation Alpha](#) are the first group of millennials' children, born from about 2011 until 2025. [A picture of Generation Alpha is starting to emerge](#). In various articles about Gen Alpha, analysts have stated that they will grow up to be the best-educated generation ever, the most technologically immersed, and the generation more likely than any in the past century to spend some or all of their childhood in living arrangements without both of their biological parents

While Gen Alpha may be the most educated generation, [they will have very different ideas about what "education" means](#). They are likely to prioritise skills over degrees, real-world simulations, and on-the-job training over classes and will expect highly personalised and engaging training. They have become used to smart tools, including AI, and machine learning. They tend to learn at a fast pace and to be able to apply that learning in new ways. They are highly collaborative, and want education to come to them, and not them to it. This means that [virtual learning](#) will continue to be in high demand.

Growing up during a pandemic, recession, mental health epidemic, remote work experiment, and technological revolution will both define the Alpha's as a generation and have a lasting influence on whom they become as they eventually enter the workforce.

For some, however, their ambitions are not defined by a technological future but by their social background. [An OECD survey of 15 year olds across the world](#) found that many "are ignoring or are unaware of new types of jobs that are emerging. The analysis suggests that, in many countries, young people's career aspirations increasingly bear little relation to actual labour market demand".