

Digital Generations in the Age of Artificial Intelligence: What Comes After Generation Alpha? A Prospective Analytical Reading

الأجيال الرقمية في عصر الذكاء الاصطناعي، ماذا بعد جيل ألفا؟ قراءة تحليلية استشرافية

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Abstract :

This Study presents a Forward-looking Analytical vision for a topic that has not received much attention from Arab Researchers: The identity of the next generation after Generation Alpha and its relationship to artificial intelligence. This study seeks to answer the following main question: Will the post-Alpha generation be an extension of the real generation or the beginning of a new digital generation?

Using an Analytical Approach, several results were reached, the most important of which is that the agreed-upon name is Generation Beta, which will last from 2025 to 2039 and will be closely linked to artificial intelligence. This generation will witness deeper integration between humans and AI, potentially transforming concepts of self, consciousness, and collective identity.

- The increasing reliance on AI in daily life may reduce the necessity for traditional skills while encouraging a mindset rooted in data-driven thinking and intelligent analytics.

Keywords: Generation Alpha; Generation Beta; AI; Communication Technologies.

ملخص:

تقدم هذه الدراسة رؤية تحليلية استشرافية لموضوع لم يحض بكثير من الاهتمام من قبل الباحثين العرب، وهو موضوع هوية الجيل القادم بعد جيل Alpha وعلاقته بالذكاء الاصطناعي. تسعى هذه الدراسة إلى الإجابة على السؤال الرئيس التالي: هل سيكون جيل ما بعد ألفا امتدادا لجيل واقعي أم بداية لجيل رقمي جديد، وما الاسم الذي سيجسد هويته؟ باستخدام منهج تحليلي تم التوصل إلى العديد من النتائج، أهمها: أن التسمية المتفق عليها هي جيل Beta، الذي سيدوم من 2025 إلى 2039، وسيكون له ارتباطا وثيقا بالذكاء الاصطناعي. كلمات مفتاحية: جيل Alpha، جيل Beta، الذكاء الاصطناعي، تكنولوجيات الاتصال.

Introduction :

By the year 2025, the 15-year span that has encompassed Generation Alpha will have come to the end. It thus becomes necessary to continue the process of identifying and naming the generation that will follow Alpha—especially in an era

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dominated by artificial intelligence, which has surpassed previous expectations and boundaries. If Generation Alpha is characterized by its close connection to modern technologies—having grown up surrounded by smart devices, the internet, and social media platforms—and if its members were exposed to such technologies at an early age, leading to the development of advanced digital capabilities and analytical skills aligned with the digital age, then what can be expected of the generation that will be raised entirely within the realm of AI applications and programs over the next 15 years?

The naming of generations typically follows a chronological order or is based on specific meanings associated with the unique characteristics and historical conditions of each generation. Following Generation Alpha, an official designation for the succeeding generation will inevitably emerge. It is expected that technological advancement will continue to shape the traits of future generations. The upcoming generation will likely experience a deep integration with artificial intelligence technologies, which may influence learning methods, social interaction, the skills demanded by the labor market, and even patterns of thinking, behavior, and interpersonal relationships.

The Australian demographer Mark McCrindle presents a notable perspective on the succession of human generations in the age of communication technologies. He classifies generations based on social, technological, and cultural variables and identifies a 15-year span as the typical duration of a generation.

Study Problem :

As Generation Alpha nears its conclusion and a new generation begins to emerge, researchers face a new challenge: defining a generation that will grow up in an environment dominated by artificial intelligence in unprecedented ways. Each generation has been given a name that reflects its nature and the context of its development. However, the upcoming generation will be unique, as it will be raised in a world where intelligent technologies are embedded in every aspect of daily life. This raises pressing questions about the identity of this generation, its nature, and its relationship with the one that preceded it.

Naming a generation is not merely a chronological classification ; it reflects the cultural and technological circumstances that shape a generation's identity. With artificial intelligence advancing to highly sophisticated levels, this new generation will likely develop distinct characteristics—particularly in its interaction with virtual environments and adaptation to AI-based systems. These factors

prompt reflection on what kind of name would adequately represent this generation and its relationship with technology, as well as the impact of that technology on its behavior and thought processes.

The challenge, then, is not only in selecting a name but in understanding the fundamental transformations in cognitive and social structures that will occur under this rapidly evolving digital reality. The future naming of this generation must reflect the core of the new relationship between humans and artificial intelligence, taking into account cultural, psychological, and cognitive dimensions that will define its profile. In this context, naming becomes an essential step in anticipating the characteristics of this generation. This leads us to the central research question:

In a future dominated by artificial intelligence, will the post-Alpha generation be a continuation of a traditional, reality-based generation, or will it mark the beginning of a new, fully digital generation? And what name will embody its identity?

Research Questions :

- 1- What are the criteria upon which the new generation's name can be based?
- 2- What are the characteristics and attributes that will define the upcoming digital generation?
- 3- What role will advanced digital environments play in shaping its behaviors?
- 4- How will these transformations affect patterns of learning, work, and social relationships?
- 5- Will the sense of connection to real-world identity remain intact, or will AI redefine self-awareness and identity?

Significance of the Study :

This study contributes to anticipating the future of emerging generations in light of the rapid development of artificial intelligence and digital technology. It offers insight into the social, cultural, and cognitive transformations that will shape their identities. As AI becomes integrated into daily life, its impact on human interaction, learning, the labor market, and cognitive abilities is increasingly

evident. This highlights the need for a balanced approach that embraces technological progress while preserving core human, social, and cultural values.

Furthermore, this study provides a proactive vision for researchers on how to prepare future generations. It opens new perspectives on the evolving relationship between humans and technology, thereby guiding human capacities rather than replacing them.

Study Objectives :

- This study aims to achieve four primary objectives:
- To highlight the likely naming convention that reflects the identity of the next generation, as was done for previous generations.
- To analyze the impact of artificial intelligence on the identity, behaviors, and beliefs of the upcoming generation.
- To identify the defining traits and characteristics of this emerging generation.
- To provide researchers with conceptual frameworks for understanding how this generation will interact with the capabilities afforded by AI.

Rationale for Choosing the Topic :

The main motivation for exploring this topic stems from the rapid transformations brought about by digital communication technologies and their impact on future generations—especially the unprecedented rise of artificial intelligence and society's fascination with it. This necessitates examining how such developments will influence the generation following Generation Alpha.

Additionally, this study aims to continue the academic discourse on naming digital generations and to bridge a research gap in prospective and future studies. While considerable research exists on generations such as Millennials, Generation Z, and Generation Alpha, scholarly work on the next generation remains limited. This makes the current topic vital for anticipating the future and understanding its emerging features.

Methodology and Research Tools :

This study employs the analytical method, a research approach used to analyze data and information to understand or interpret current phenomena or

infer relationships between variables. This method seeks to deconstruct complex phenomena into their fundamental components for deeper comprehension.

Researchers using the analytical method collect and analyze data from diverse sources—both quantitative and qualitative—to arrive at well-founded conclusions that support or challenge specific hypotheses. This study aims to interpret and explain phenomena in a detailed manner, helping to understand the underlying causes and motivations of the issue under investigation.

The data will be systematically gathered, categorized, and analyzed—whether numerical (statistical) or qualitative (texts, interviews, etc.)—to understand cause-and-effect relationships within specific contexts.

1.. The Succession of Generations: From the Age of Inventions to the Era of Communication Technologies:

This generational succession reflects the profound impact of rapid technological advancement on the daily lives of each generation—from Generation X to Generation Alpha. It highlights how communication technologies have transformed modes of interaction, education, work, social relationships, and the consumption of digital cultural content. As a result, there are varying levels of communication literacy across these generations.

For example, Generation Y—also known as the Millennials (born between 1980 and 1994, and the parents of Generation Alpha)—are often described as lazy and as having a sense of entitlement (McCrindle & Fell, 2023, p. 10). In contrast, Generation Alpha is characterized as a global generation, one that is fully immersed in a virtual digital world to which it is constantly connected. It is a generation that is both technologically skilled and digitally literate.

Graphic 1

McCrindle's Classification of Digital Generations



Source: designed by the researcher based on McCrindle's ideas.

The Silent Generation is also referred to as the “Builder Generation,” as its members were responsible for constructing many of the most iconic cities in modern societies. This generation was born during the Great Depression in the United States and lived through the years of World War II—events that significantly shaped their character. They witnessed the emergence of electric ovens, refrigerators, washing machines, televisions, and many of the technological inventions that have become part of everyday life today.

The Baby Boomer Generation, on the other hand, consists of the children of the Silent Generation. They were given this name due to the post-World War II baby and economic boom, marked by a rapid increase in fertility rates. This generation accompanied the United States’ efforts to reach the moon. As children, they played with flying discs in the streets, listened to music on vinyl records and later cassette tapes, and spent their time at home watching black-and-white television, which eventually transitioned to color broadcasts in the mid-1970s (McCrindle & Fell, 2023, pp. 9–13).

These two generations appear to be closely connected, as both experienced the early phases of technological invention that marked the beginning of a shift toward enhanced comfort and prosperity for individuals and societies. This occurred in the aftermath of World War II, as nations began to recover and rebuild their economies, particularly in Europe and the United States, which had been deeply affected by the war.

Generation X followed, representing a significant portion of the global population. It was the first generation to witness the introduction of personal computers in homes and schools. They also enjoyed portable music for the first time through devices like the Walkman.

Generation X was succeeded by Generation Y (Millennials), often described as tech-savvy and privileged. One of the defining characteristics of this generation is its strong attachment to technology. They grew up during the rise of digital technologies, including laptops and the internet.

Generation Z, in turn, has been shaped by increasing cultural diversity, the global influence of international brands, social media platforms, and the fully digital world (McCrindle & Fell, 2023, pp. 14–26).

2.. The Emergence of Generation Alpha:

2.1.. Emergence:

Since birth, Generation Alpha has been raised in an environment saturated with modern technology. Smartphones, tablets, the internet, and artificial

intelligence have become integral parts of their daily lives. These children inhabit a world in which everything is connected to digital devices—an experience that is fundamentally different from that of previous generations.

Generation Alpha consists of individuals born during a transitional period following Generation Z, marking the beginning of a new era. This emerging generation now fills classrooms and universities and demands unique learning approaches tailored to their specific skill sets. According to Howe and Strauss, generational shifts typically occur approximately every 20 years: Generation Y, born in the 1980s and 1990s, is often referred to as the "MTV Generation" due to the influence of music television channels. They were followed by Generation Z, whose lives were deeply embedded in technology and social media as everyday tools (Ziatdinov & Cilliers, 2021, p. 784).

2.2.. Characteristics:

Generation Alpha is markedly different from previous generations, primarily because their reality—and virtually every aspect of their lives—has been dominated by technology. They are growing up in an unprecedented era of rapid technological change and innovation, and are part of an unintended global experiment in which screens were introduced to them from a very young age—as tools of entertainment, education, and even pacification (McCrindle & Fell, 2020).

Generation Alpha has been labeled in various ways: the Glass Generation, Screen Users, Digital Natives, and The Connected Generation, all of which reflect their deep-rooted relationship with technology and digital innovation. Being born into an intensely digital world gives them a natural advantage in navigating the essential technological tools we use today—such as smartphones, iPads, laptops, and similar devices.

They are, by nature, faster and more intuitive learners when it comes to digital technologies than the generations before them. Through daily interaction with digital devices, they are often capable of self-directed learning, which makes them highly adapted to interacting with and functioning in a postmodern, hyper-connected world.

It is unlikely that Generation Alpha will carry a physical wallet, use plastic bags for shopping, listen to the radio as a standalone device, sit for handwritten exams, or set an analog alarm clock. As McCrindle puts it: "If we ask our friends

and family members, we're likely to get the same answer—young children today are heavily dependent on their electronic devices, such as mobile phones, tablets, and laptops. The defining traits of Generation Alpha mirror the world into which they were born."

In their 2023 study, McCrindle and Ashley identify five key characteristics that define Generation Alpha:

- **Digital Generation:**

One of the commonly used terms to describe Generation Alpha is "digital natives," as digital devices and technologies have been an integral part of their lives since birth. This early and continuous exposure has significantly shaped their perception of the world, as well as the way they interact and engage with it.

- **Social Generation:**

This generation has become more socially connected and influenced by their peers than any previous generation. With the omnipresence of social media platforms, these young individuals are affected by a network that operates 24/7, transcending social, geographical, and demographic boundaries.

- **Global Generation:**

The world has become significantly more open, leading Generation Alpha to emerge as the first truly global generation. Generation Alpha is more aware of global events than ever before, largely due to their exposure to films, music, celebrities, and influencers on social media platforms.

- **Mobile Generation:**

This generation is expected to be more mobile in many aspects of their lives, including where, when, and how they work, study, travel, and live. For instance, today's students acquire skills in robotics, coding, social media marketing, app development, and big data analysis as preparation for future jobs they will likely encounter throughout their lives.

- **Visual Generation:**

Technology, visual applications, videos, and continuously consumed content have contributed to making stories and games a tangible reality for these children.

For example, YouTube is the second most popular search engine after Google but ranks first for Generation Alpha, and the same applies to TikTok.

McCrindle observes that traditional demographers used to differentiate generations based on the average time interval between the birth of parents and their children, typically about 20–25 years. However, technology has accelerated social value shifts to the extent that it now makes sense to reduce generational boundaries to approximately 15 years (Mamdouh, 2019).

Generation Alpha grew up during the peak advancement of internet and communication technologies; consequently, they are unfamiliar with older forms of communication and have never interacted with them. This results in significant differences in their thinking and engagement with reality. As a result, interactions with previous generations—especially their parents—show clear differences in thinking patterns, social relationships, and knowledge of virtual worlds (Al-Naniya, 2022).

Born in the era of the internet and smartphones, technology forms a fundamental part of their daily lives. These individuals possess a high capacity for interacting with smart devices and digital applications from an early age. The younger segment of this generation will grow up in an environment increasingly reliant on artificial intelligence, with expectations that they will increasingly depend on virtual reality (VR) and augmented reality (AR) for learning, communication, entertainment, and social bonding. Yet, a critical question arises: will Generation Alpha retain this label over the next 15 years, or will we witness the emergence of another generation deeply immersed in AI and its infinite applications, accompanied by a new designation?

4.. Future Naming of the New Generation: Generation Beta:

4.1.. Rationale Behind the Naming of Generation Beta:

Generation Beta is the demographic cohort succeeding Generation Alpha. This naming derives from the ancient Latin-Greek alphabet, and the cohort includes those born between 2025 and 2039. Furthermore, many members of Generation Beta are likely to live well into the 22nd century, as children born in 2025 will be 76 years old by 2101 (Red Sea Center for Political and Security Studies, 2025). Consequently, Generation Beta follows Generation Alpha, and this

designation refers to a generation that will develop in a world fundamentally different from the past, emerging within a new environment based on technological integration. McCrindle notes that generational shifts are not solely determined by chronological succession but are shaped by the prevailing events, technologies, and cultural transformations of their era. Generation Beta is expected to represent a pivotal chapter in this rapidly evolving world (McCrindle, 2025).

Although it may be premature to define the precise characteristics of Generation Beta, understanding the composition of their forebears can provide intriguing insights into what this new iteration of humanity might embody. Principally, the earliest buds of Generation Beta are the offspring of the so-called “digital citizens,” those born at the tail end of the Millennial Generation (Generation Y) and the forefront of Generation Z, who possessed distinct concepts and values shaped by their changing times (Abbas, 2024). This upcoming generation is anticipated to be more technologically open and more collaborative than ever before, nurtured by parents from the Millennial and Generation Z cohorts (Wysong, 2024).

4.2.. The Impact of Artificial Intelligence on Generation Beta :

Generation Alpha witnessed the rise of smart technologies and artificial intelligence, whereas Generation Beta is expected to live in an era where AI and automation are fully integrated into everyday life, resulting in a seamless fusion between digital and physical realms (McCrindle, 2025). AI is anticipated to influence this generation across multiple domains, particularly social and emotional interactions, increasing reliance on AI in workplace environments, and a shift towards new forms of employment. AI algorithms will undoubtedly be capable of designing unique entertainment experiences, making games, films, and music more closely tailored to individual preferences. Moreover, a new model of healthcare and medical services will emerge, managed through highly advanced programs such as wearable health technologies, intelligent treatment systems that analyze individual health data, and extensive virtual environments becoming fundamental elements of daily life.

In education and personalized learning, it is expected that AI-driven virtual tutors will offer customized experiences based on individual capabilities and interests. AI will also facilitate skill development through self-directed training, including learning programming languages or foreign languages via intelligent

platforms adapted to each learner's level. Generation Beta may interact with digital assistants and programs—such as Alexa and Siri—that help perform tasks and fulfill both personal and collective needs.

Furthermore, Generation Beta is likely to be the first cohort to experience autonomous transportation, relying on self-driving cars as the primary mode of transit within smart cities equipped with AI-powered intelligent traffic signals and routing systems to ensure smooth traffic flow.

Table 1

Distribution of respondents according to variable 1 and variable 2

New Jobs (Future Jobs)	Incoming Technology (New Technologies)	Outgoing Technology (Old Technologies)
Cybersecurity	iPad devices	Street directory applications
Drone operation	Social media platforms	Decline of some applications (e.g. MySpace)
Data design and analysis	3D printing	Communication devices (paper, fax, desk phone...)
Robotics	Virtual learning applications (Google Classroom)	Audio players (MP3, MP4)
Sustainability programs	Smartwatches (Applz Watch)	Electronic storage media (CD/DVD)
Autonomous train operation	Smart audio assistants (smart speakers)	GPS applications
Wellness management	5G technology	Printed books
AI software development	Biometrics technology	Desktop computers
Urban farming	Autonomous computing systems	Cash currency exchange
Influencer training	ChatGPT technology	Credit cards
	Autonomous cars	Analog watches

Source: Designed by the researcher based on data from McGrindle.com

4.3.. A Technological Life Confronted by Social and Cultural Challenges :

Professor Sean Lyons, a business and economics scholar at the University of Guelph in Canada, explains that keeping pace with emerging technologies will represent a lifelong challenge for current and future generations. Technology, he argues, is now a powerful driver of change, and each generation will increasingly face the challenge of rapidly adapting to the technological advancements of its time (Ibrahim, 2025). Accordingly, Generation Beta is expected to inherit a world

full of major social challenges, including climate change, rapid demographic shifts, sustainability initiatives, and accelerated urbanization.

This generation will be globally connected yet individualistic; social relationships will appear different to them, as they grow up in a digitally interconnected society where friendships are formed through virtual interaction. Nonetheless, the creation of secure digital identities will become a parental priority and a crucial developmental milestone. Generation Beta is anticipated to embody a balance between hyper-connectivity and personal expression—redefining social belonging by embedding personal relationships within global digital communities (Times of India, 2024).

However, concerns may emerge regarding the dominance of virtual communication at the expense of real-world interaction. Intelligent systems are likely to replace human interaction in some social domains, potentially leading to diminished emotional depth due to limited face-to-face connection. Issues of identity and social alienation may arise, particularly as individuals struggle with continuous comparisons between idealized digital values and tangible, real-life standards. Furthermore, values and beliefs may be shaped more by algorithmic suggestions and digital recommendations than by inherited cultural traditions passed down through real-life generational experience.

5.. Alternative Naming Proposals for the Post-Alpha Generation :

The naming of the post-Alpha generation is not necessarily limited to "Generation Beta." While various naming proposals have been introduced, they all converge on a central theme: the profound influence of artificial intelligence technologies and systems on the emerging generation. As such, this generation is expected to experience a fundamentally different way of life compared to previous cohorts. These naming propositions may serve as symbolic representations of the evolving relationship between this generation and technology—raising questions such as: What will this relationship look like? How will it shape their connection to the physical world? And what will become of authentic social relationships?

The label "Generation Beta" refers to the next release following Generation Alpha, reflecting the idea of a generation still under development or in a testing phase—particularly in light of ongoing transformations brought about by AI and advanced technologies. This logic suggests a continued use of the Greek alphabet in generational naming conventions, with Gamma and Delta potentially following Beta in the future.

An alternative label such as "AI Generation" may also be fitting, signifying a cohort growing up in an environment dominated by artificial intelligence, automation, and robotics. This title reflects the generation's deep reliance on AI applications in all facets of life—potentially even extending to routine decision-making, as AI systems increasingly provide pre-packaged solutions to daily challenges.

Another emerging proposal is the "Metaverse Generation," a term that captures the immersive virtual environments in which this generation is expected to grow up. With the metaverse playing a central role in their education, work, entertainment, and social interaction, this name emphasizes the digital-first reality of their existence.

While each of these naming possibilities offers a distinct perspective, it is likely that a more official and socially accepted designation will emerge over time, informed by broader technological and sociocultural developments.

6.. Conclusion :

This study explored the process of generational succession within the context of rapid technological advancement, offering an analytical approach aimed at anticipating the future of the generation succeeding Generation Alpha. A key proposition was the introduction of a likely generational label: Generation Beta. It has become evident that Generation Beta will emerge in an environment characterized by a seamless integration of human life with artificial intelligence (AI). Based on a thorough analysis of the data and contextual insights, several key findings have emerged:

- Naming the post-Alpha generation as "Generation Beta" reflects McCrindle's preference for using the Greek alphabet as a logical framework, linking past and future through a sequential and symbolic structure;
- As with previous digital generations, this cohort is projected to span from 2025 to 2039, with future generations likely bearing names that reflect even more advanced technological environments;
- This generation will witness deeper integration between humans and AI, potentially transforming concepts of self, consciousness, and collective identity;

- The increasing reliance on AI in daily life may reduce the necessity for traditional skills while encouraging a mindset rooted in data-driven thinking and intelligent analytics;
- Generation Beta is expected to develop new forms of social interaction through virtual environments and the metaverse, potentially reshaping how social relationships are formed and maintained;
- The impact of AI on privacy, autonomy, and decision-making—both personal and collective—will be significant for this generation;
- As their lives become increasingly embedded in virtual spaces, there is a risk that real-world cultural values and social constructs, such as cultural identity and belonging, may be replaced by more globalized and digital perspectives;
- A shift toward new modes of work and productivity will likely emerge, with traditional occupations being replaced by roles requiring creativity, analytical thinking, and interaction with intelligent systems.

In light of these findings, several practical recommendations are proposed to help maintain a balanced and ethical relationship between Generation Beta and AI technologies:

- It is essential to develop new policies and legal frameworks that govern the interaction between humans and AI, ensuring that AI does not compromise human autonomy or exert undue control over individuals or communities;
- Educational curricula should be reimagined to meet the specific needs of Generation Beta, placing emphasis on critical thinking, digital literacy, and AI literacy;
- Ethical and regulatory frameworks must be introduced to promote responsible AI usage, safeguarding human, social, and cultural values in an increasingly automated world;

Finally, the criteria for naming future generations should be revisited, moving beyond temporal markers to reflect technological and cultural transformations, thereby offering more meaningful generational definitions.

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