

Inside Out: Understanding Emerging Generations

CMSM National Assembly
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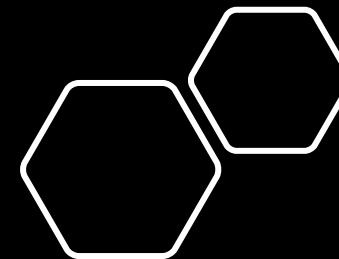
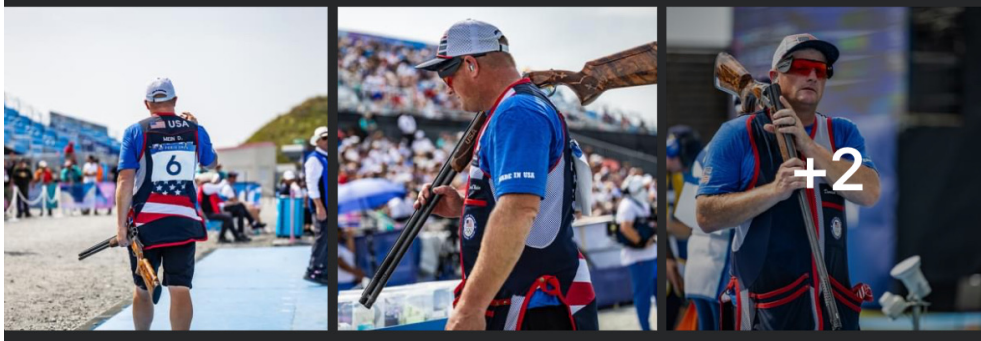


USA Shooting

6h · 🌐

Congrats to Derrick Mein on his 5th place finish in Men's Trap at the #parisolympics 🙌

🇺🇸 🙌 Way to go Derrick!



The Real Differences Between
Gen Z, Millennials, Gen X,
Boomers, and Silents—
and What They Mean
for America's Future

generations

JEAN M. TWENGE, PHD

author of *iGen*

We engage the power of social science to learn from and about young people ages 13 to 25.

As a nonpartisan, nonprofit organization, we deliver accessible research on the perspectives and experiences of emerging generations.

We research young people to know them better.

We share what we learn.

We track generational trends to understand what's next.



Thirteen

A First Look at Gen Alpha

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Thirteen
A First Look at Gen Alpha



<https://www.youtube.com/watch?v=LEjhY15eCx0>

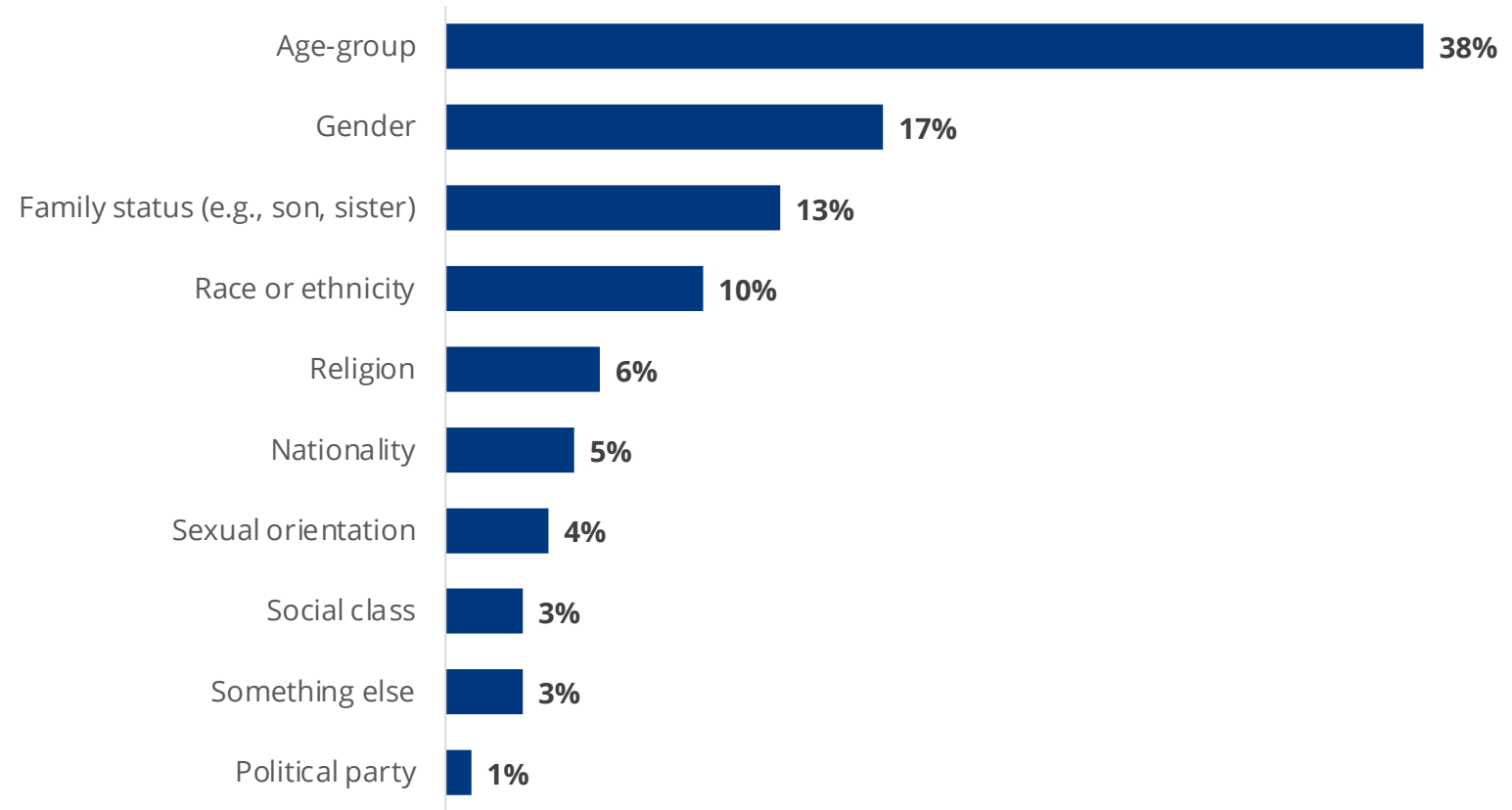
**“Everything is
awkward”**

--13-year-old study participant



Age matters most to self-identity.

What 13-year-olds see as their most important identity marker

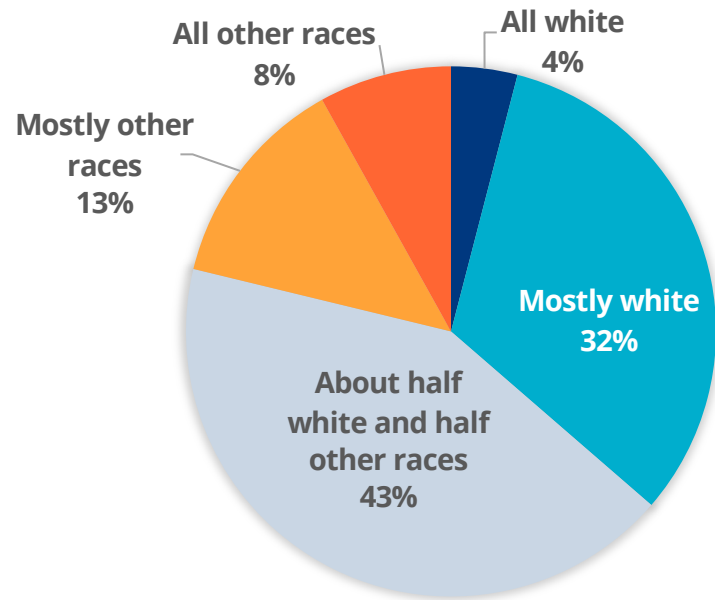


Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.



Friendships—often racially diverse—feel central.

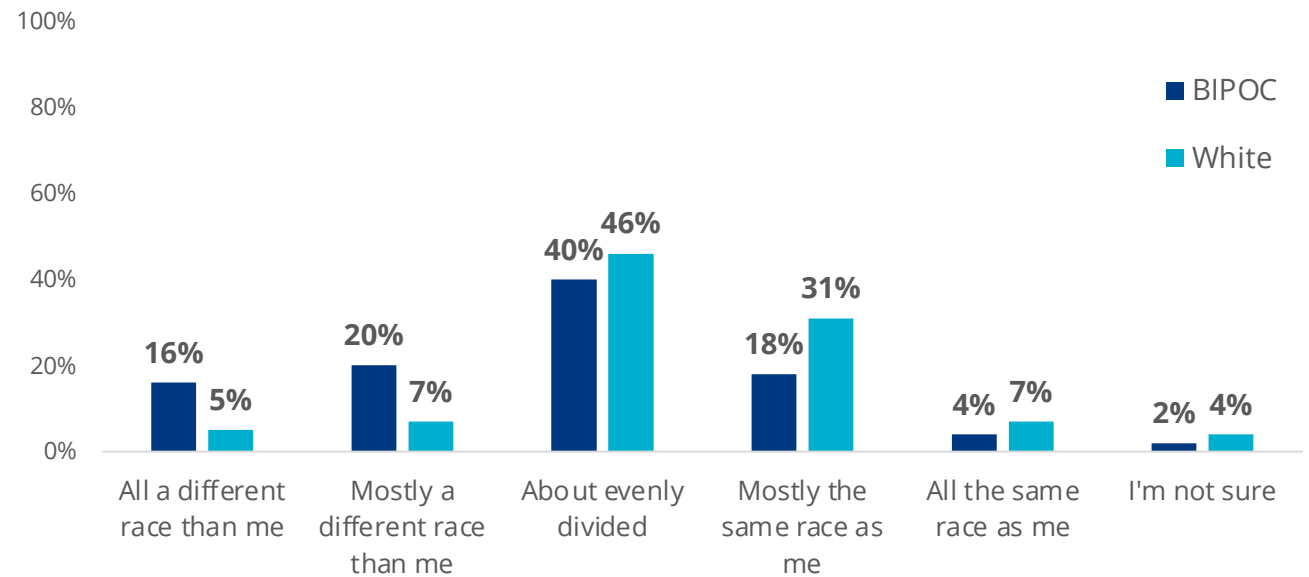
How 13-year-olds respond to: "Students at my school are..."



Note: Respondents who indicated that they are not sure ($n = 30$) or are not in school from this figure.

Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

How 13-year-olds respond to: "My closest friends are..."



Note: Respondents were considered to be BIPOC if they identified with at least one non-white race or ethnicity. BIPOC respondents comprised 35% ($n = 391$) of the full sample.

Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

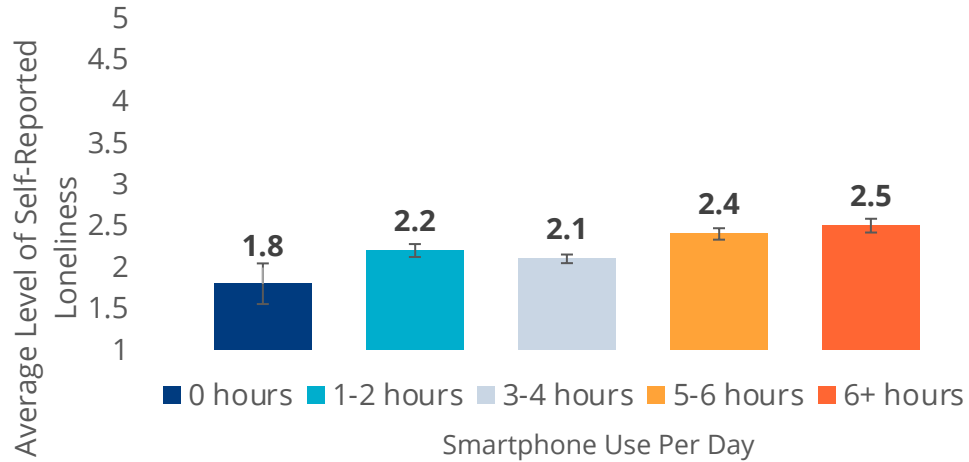
3

**Smartphones feel “addictive,”
and parents monitor use.**

“With the social media increase,
we started comparing to each
other’s lives a lot, and that sucks.”

“I want to use my iPhone
without being locked out
of it by my dad.”

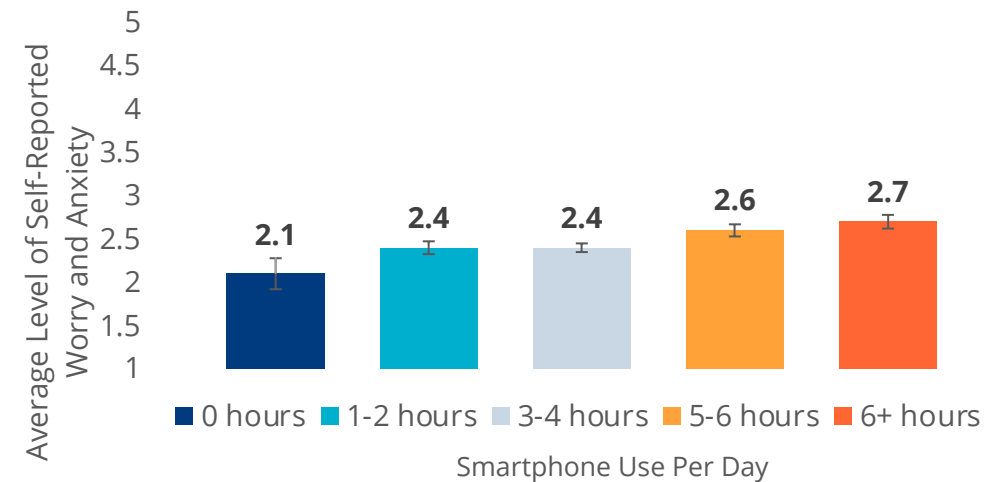
Average self-reported loneliness of 13-year-olds and smartphone use per day



Note: To report loneliness, respondents indicated how often they "felt lonely" during the past four weeks on a scale of 1 ("Never") to 5 ("Very often").

Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

Average self-reported anxiety of 13-year-olds and smartphone use per day



Note: To report worry and anxiety, respondents indicated how often they "felt worried or anxious" during the past four weeks on a scale of 1 ("Never") to 5 ("Very often").

Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.



COVID-19's impact wasn't all negative.



How 13-year-olds see the impact of the COVID-19 pandemic

■ Positive impact ■ Mixed impact ■ Negative impact ■ No impact

Life in general





Thirteen
A First Look at Gen Alpha

How 13-year-olds see the impact of the COVID-19 pandemic

■ Positive impact ■ Mixed impact ■ Negative impact ■ No impact

Life in general



Education



Mental health



Physical health



Family relationships



Friendships

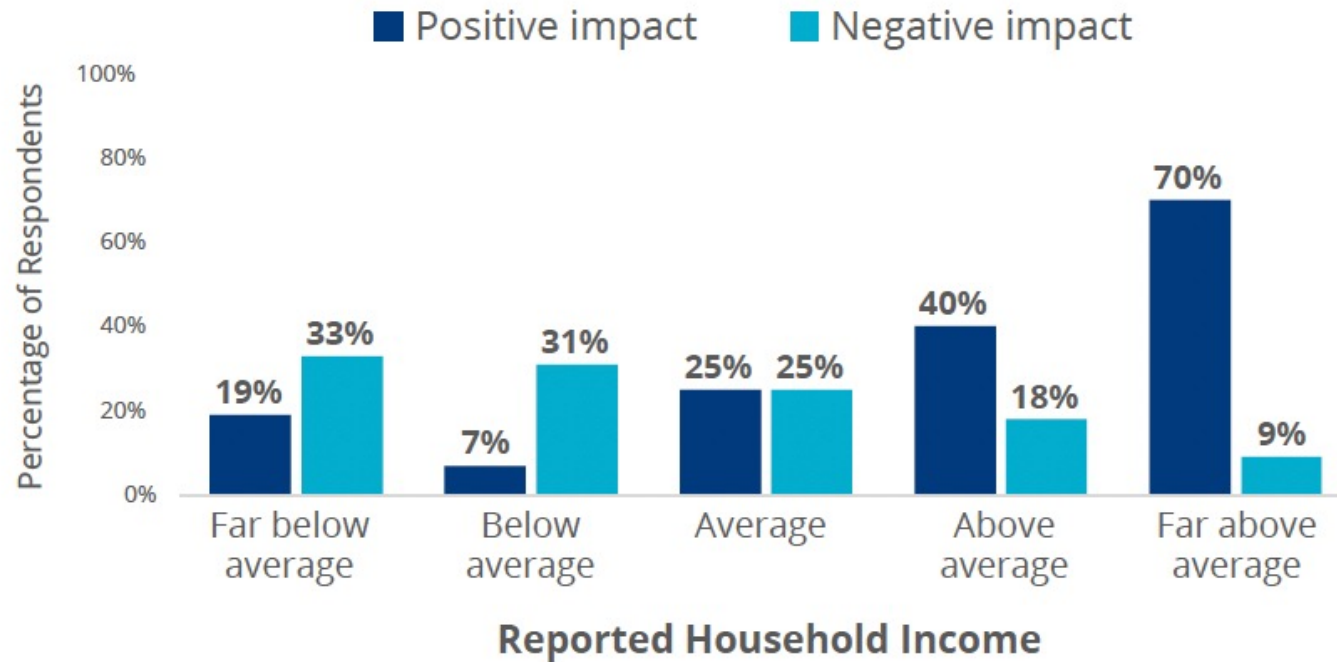


Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.



Inequality meant that COVID-19 was experienced unevenly.

How 13-year-olds see the impact of the COVID-19 pandemic on life in general by household income



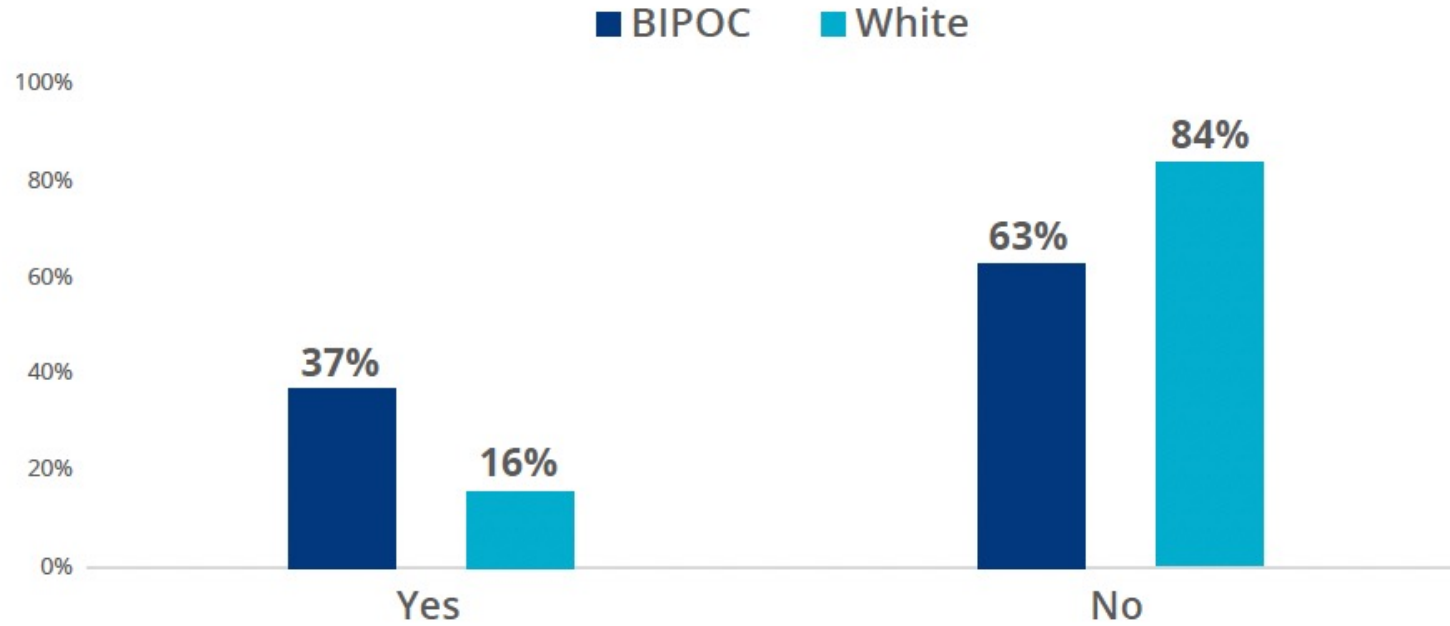
Note: This graph shows the percentage of respondents from each income level who said that COVID-19 had a positive or negative impact on their life in general. Respondents who said they were “not sure” about their household income (n = 32) are not included in this graph.

Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.



**Racial and ethnic identities
frame outlooks.**

How 13-year-olds respond to: "Have you ever felt discriminated against because of your race or ethnicity?"



Note: Respondents were considered to be BIPOC if they identified with at least one non-white race or ethnicity. BIPOC respondents comprised 35% (n=391) of the full sample.

Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.



Religion and spirituality are a common part of identity and life.

How 13-year-olds respond to: "To what extent do you consider yourself a religious person?"



“I have my own ideas and beliefs.”

“It’s not easy. It can be hard sometimes and stressful. However, I am developing and learning to become a stronger person and have a good relationship with God.”

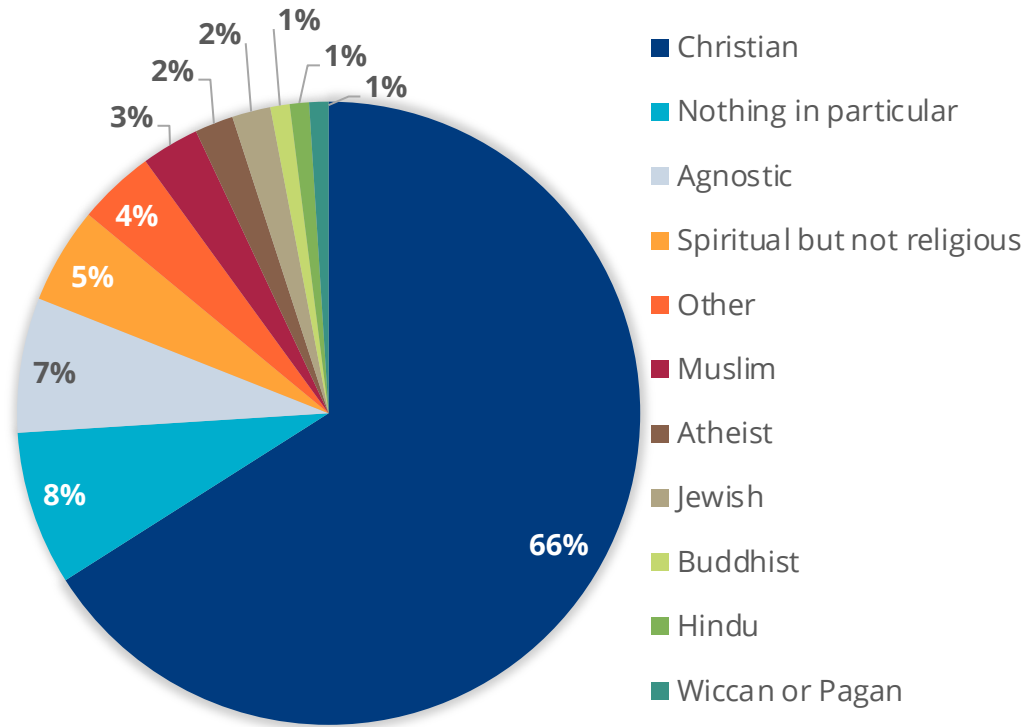
“We need to be more accepting of each other.”

“It’s hard being religious because a lot of kids my age don’t care about being religious at all.”

“I think it’s a strange time to be alive. I sometimes worry for the future with how addicted I and my peers are to the internet, but if we have faith, I think we’ll be okay.”

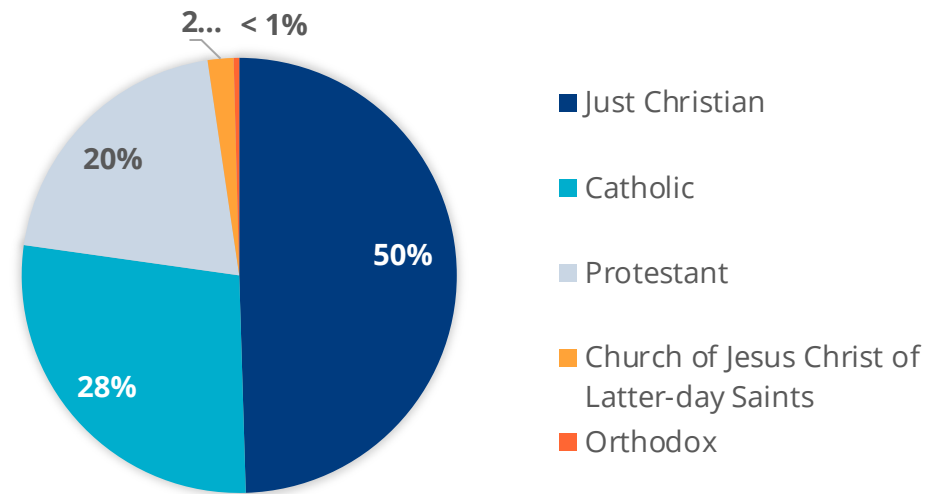


How 13-year-olds respond to: "Which of the following religions, traditions, or worldviews do you most identify with?"



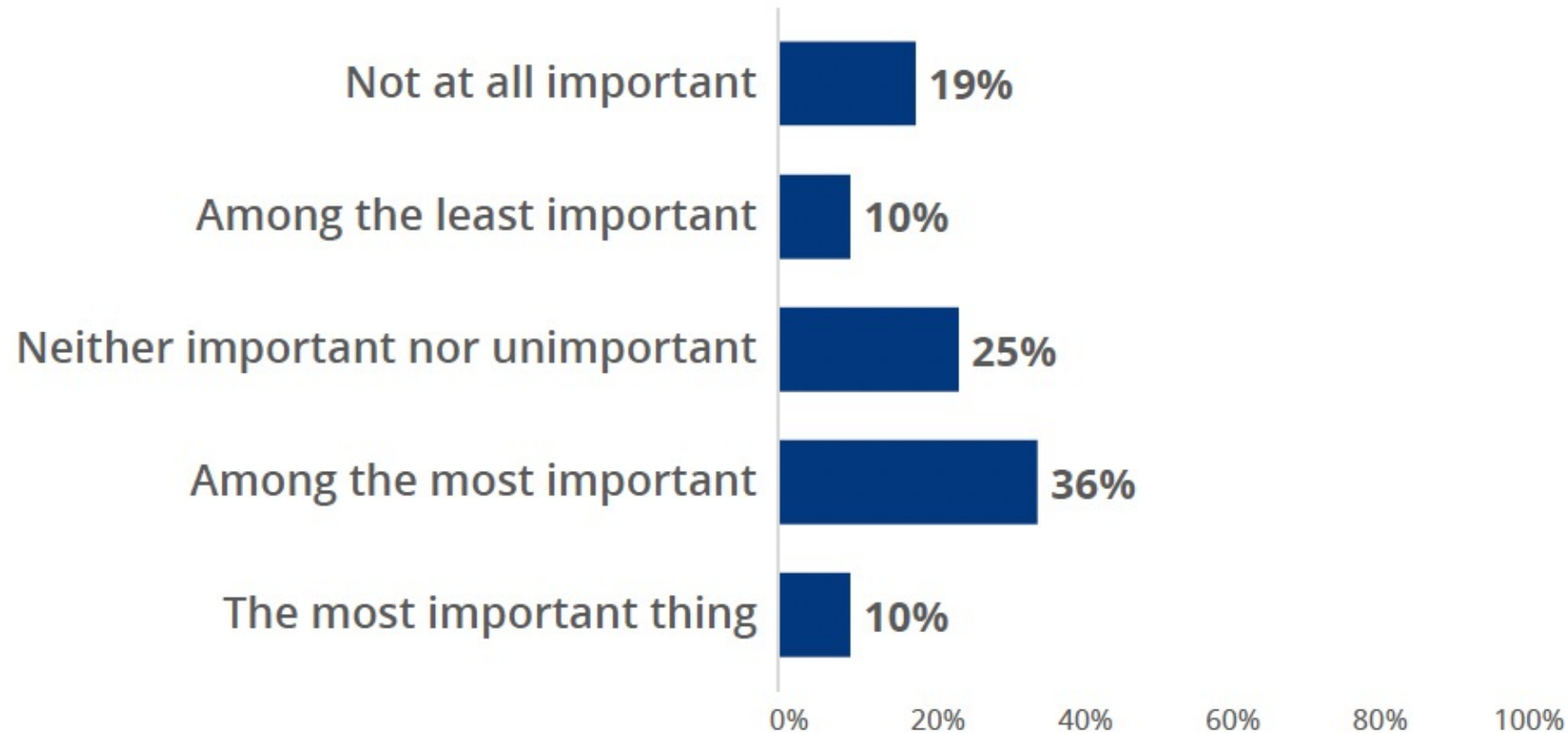
Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

Percentage of Christian 13-year-olds who are:



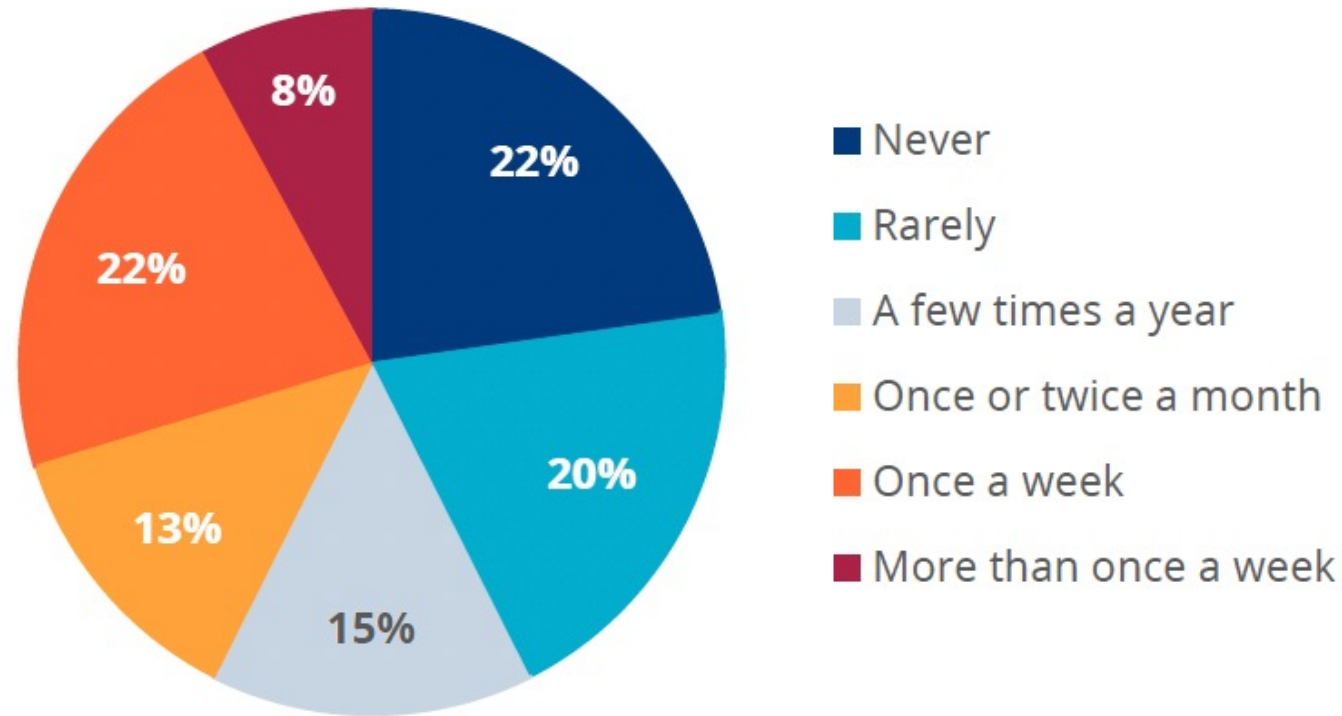
Note: This chart only includes the 66% of respondents who identify as Christian.
Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

How 13-year-olds see the importance of religion in their lives



Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

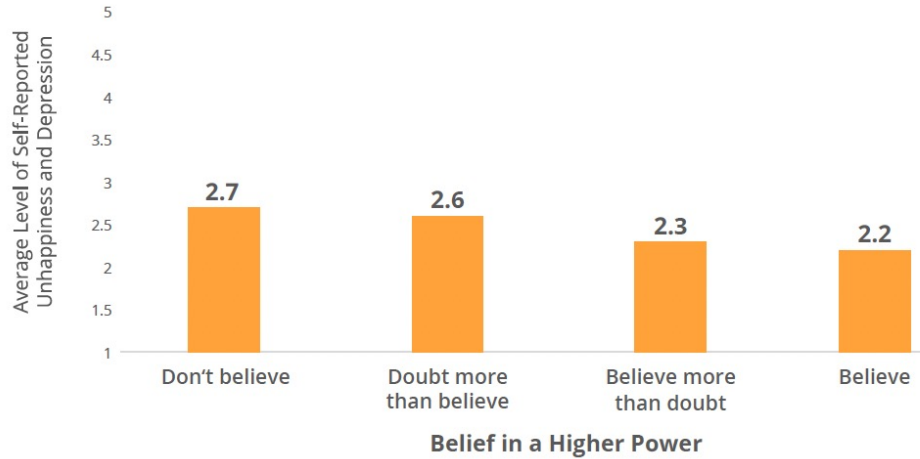
How 13-year-olds respond to: “How often do you attend religious or spiritual services?”



Note: For this question, religious services did not include weddings or funerals. Services did include both in-person and virtual.

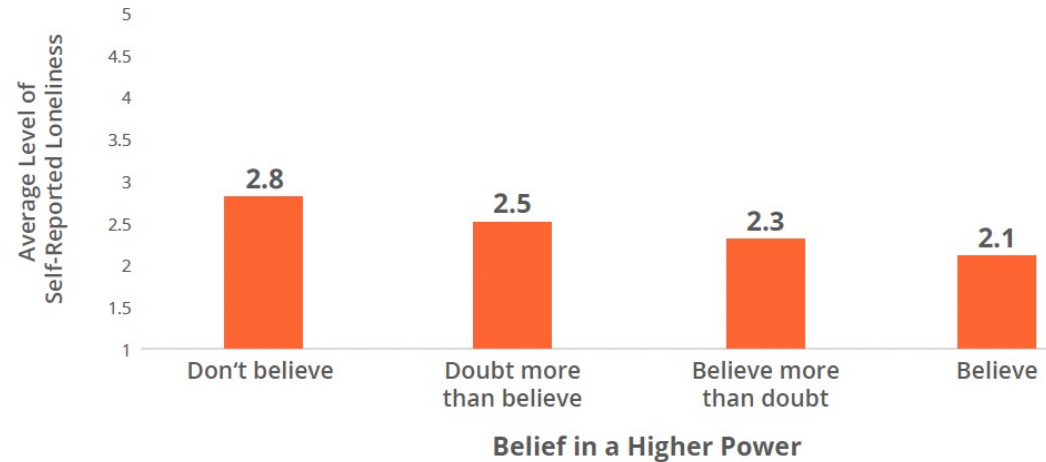
Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

Average self-reported unhappiness and belief in a higher power among 13-year-olds



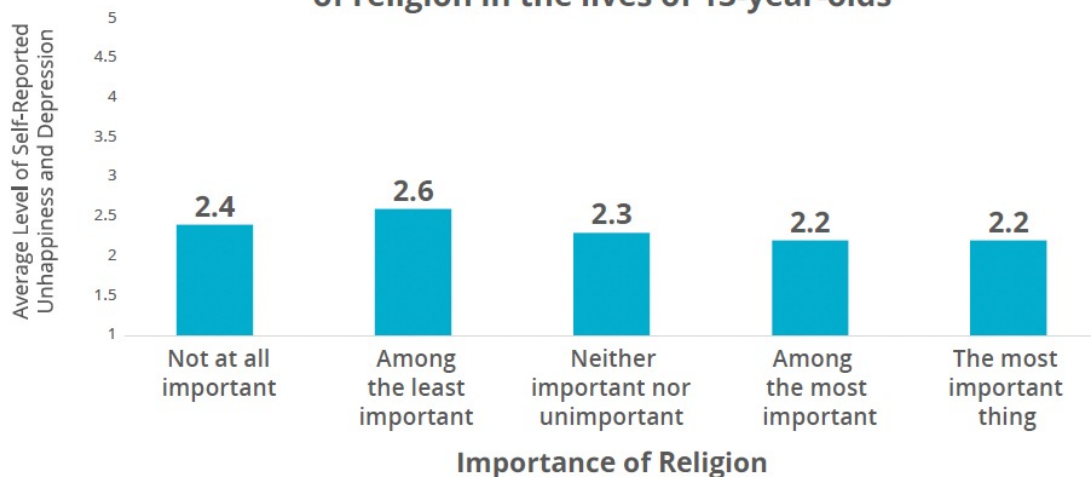
Note: To report unhappiness and depression, respondents indicated how often they "felt unhappy and depressed" during the past four weeks on a scale of 1 ("never") to 5 ("very often").
Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

Average self-reported loneliness and belief in a higher power among 13-year-olds



Note: To report loneliness, respondents indicated how often they "felt lonely" during the past four weeks on a scale of 1 ("never") to 5 ("very often").
Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

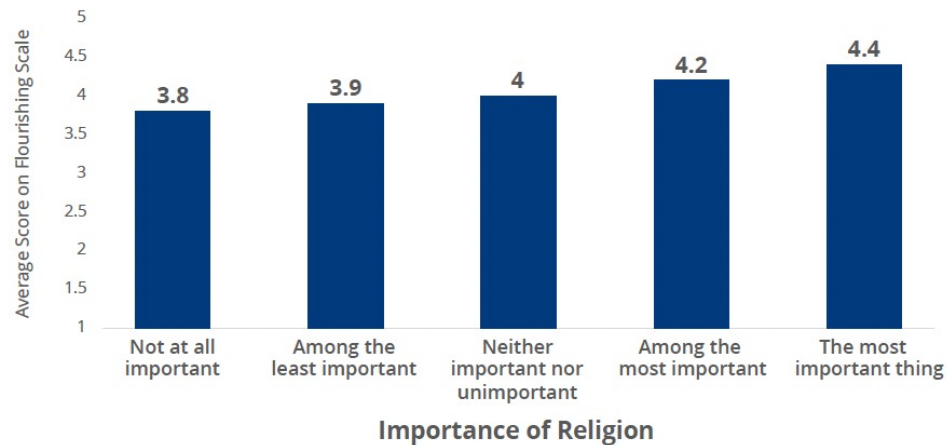
Average self-reported unhappiness and importance of religion in the lives of 13-year-olds



Note: To report unhappiness and depression, respondents indicated how often they "felt unhappy and depressed" during the past four weeks on a scale of 1 ("never") to 5 ("very often").

Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

Average flourishing and importance of religion in the lives of 13-year-olds



Note: We used the Flourishing Scale, created by researcher Ed Diener and team, which allows respondents to rate their success in various areas of life. Respondents indicated their agreement with each of eight statements pertaining to flourishing on a scale of 1 ("strongly disagree") to 5 ("strongly agree"). A respondent's mean (i.e., average) response across all scale items determined their flourishing score.

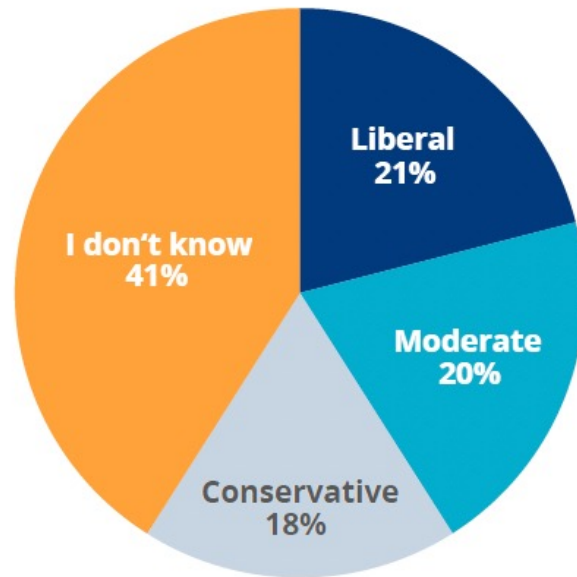
Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.



Political identities are yet to be formed.

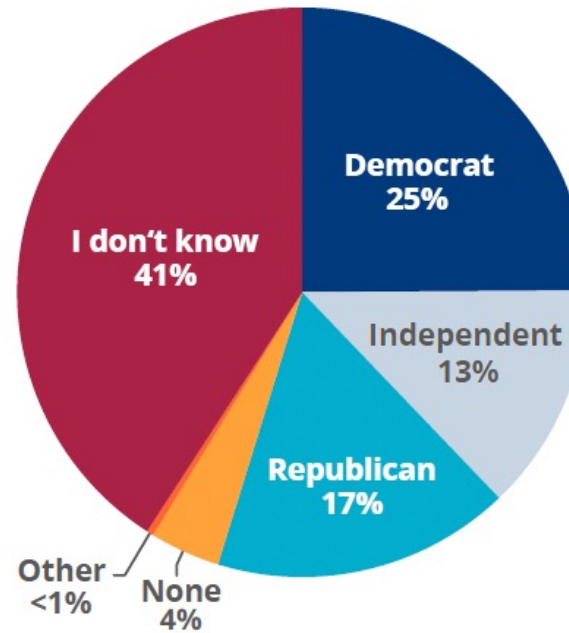


How 13-year-olds identify their political ideology



Note: For this question, we asked 13-year-olds, “Where would you place yourself on a scale from extremely liberal to extremely conservative?” For this chart, response options “extremely liberal,” “liberal,” and “slightly liberal” are combined under “liberal”; response options “extremely conservative,” “conservative,” and “slightly conservative” are combined under “conservative.”
Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

How 13-year-olds respond to: “Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or something else?”



Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

“It’s a little scary at times when thinking about the future.”

—
“I think there’s a lot of strange behavior that’s being normalized that I don’t agree with.”

—
“It can be scary due to adults acting more like 13-year-olds than I do as a 13-year-old.”

—
“It’s very hard to learn at school without wondering if I’m safe or not and having to think of an escape plan around my school.”

“It’s a bit difficult with a lot of social and political issues.”

—
“It is kind of scary. It is very different than years ago. The world is such a big mess. I worry a lot. I am hopeful and optimistic.”

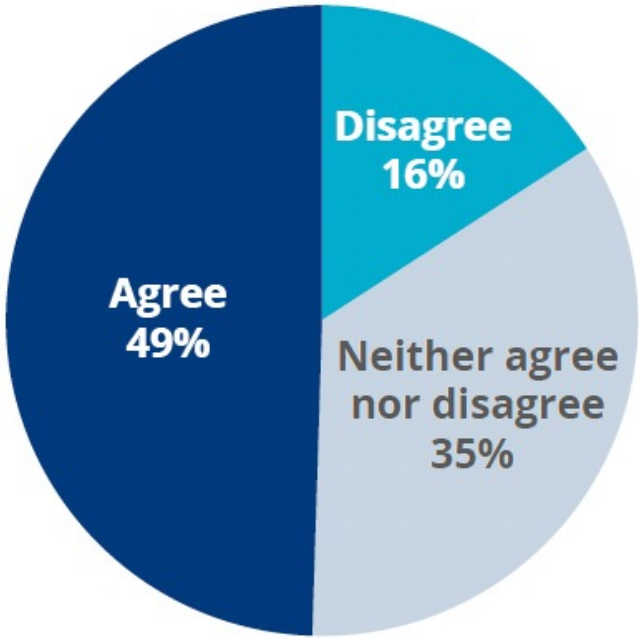
—
“It’s a wide open world with dreams of my future. We need to be taught to make more income while we’re young and to save for the future.”





Climate change haunts futures.

How 13-year-olds respond to: “Because of climate change, my life will turn out much differently from my parents’ lives.”



Note: For this chart, response options “strongly agree” and “agree” are combined under “agree”; response options “strongly disagree” and “disagree” are combined under “disagree.”
Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

—
“I talk to [the Snapchat AI bot] when I’m bored sometimes. She’s good at giving information and talking too.”

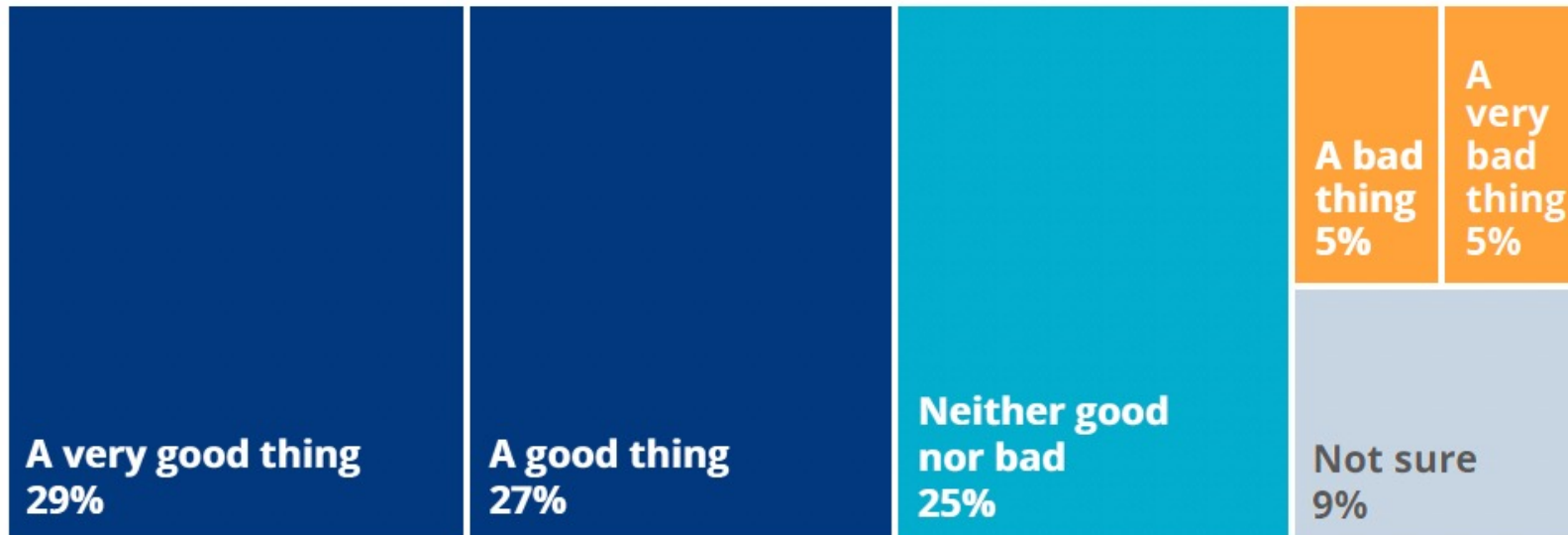
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Artificial Intelligence sparks familiarity and creativity.



Part of the most racially diverse generation, Gen Alpha 13-year-olds tend to see increased racial and ethnic diversity in the US as a good thing.

According to 13-year-olds, more racial and ethnic diversity in the US is...



Source: Springtide Research Institute survey of 1,112 young people, age 13, conducted in January 2024.

12

Loneliness, worry, and anxiety happen.



<https://www.youtube.com/watch?v=LEjhY15eCx0>

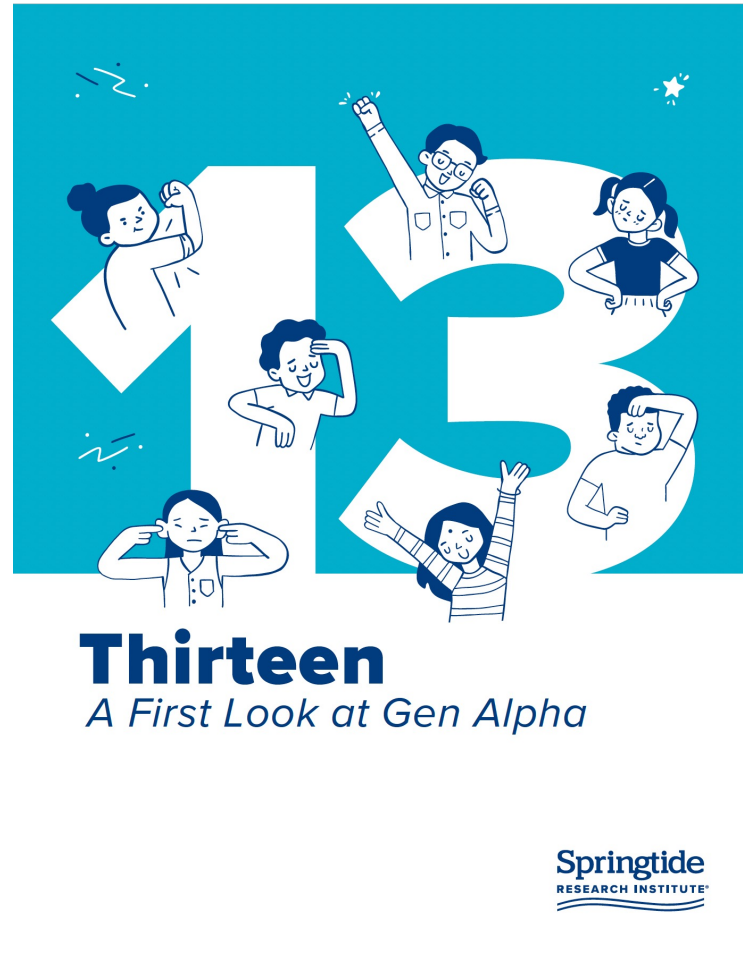


For a good opportunity, feeling nervous or scared is okay.





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