**A First Look At Generation Alpha**

Marketers are already sizing up Generation Alpha which consists of youth born since 2010, whose world view is being shaped by the pandemic and mental health issues. They have grown up using technology and social media, and 64% say they would rather be a social media influencer than president of the United States.

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[*https://streetfightmag.com/2022/07/20/how-marketers-can-engage-generation-alpha-%EF%BF%BC/*](https://streetfightmag.com/2022/07/20/how-marketers-can-engage-generation-alpha-%EF%BF%BC/)

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