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GENERATION BETA: DEVELOPMENT, CHALLENGES, ROLE FOR THE FUTURE

January 2025 foreshadowed the beginning of a new generation called Generation Beta. Being mostly the children of Gen Zers and Millennials, these are the people who will be born in the period from 2025 to 2039. It is expected that Gen Beta will constitute 18% of the world population by 2050 [1].

People of Generation Beta are staying at the threshold of a radically new era. This generation will become the most urban generation we can ever see. Many aspects will fundamentally change. It is more likely that the new generation will communicate online more often and, therefore, prefer to have more friends in digital. Such platforms as Discord or Midjourney are widely used by young people now, but the world does not stay still, so ideas about the integration of AI are still emerging [2].

Generation Beta can be easily compared with the “Generation of AI”. Future pupils, mostly children of Gen Beta, will feel the technological progression. AI-powered teaching assistants will greatly help teachers with more accurate grading, commenting, and assisting students. According to the National Center for Education Statistics report, Adaptive learning systems (ALS) could make better than the typical teaching methods by up to 15 %. That is because the learning will be related more to everyone’s personal skills and needs [4].

Moving on, Generation Beta will face a completely new kind of workflow. The labor market is developing quickly due to the evolution of technologies and AI. Generation Beta will not feel the work like it feels now. It will not be the foreground quality of the personality. Moreover, the majority of representatives of this generation will work in fields that we cannot even imagine nowadays. And most of them will not look like a “standard 9-to-5 shift, just to be here” [3].

Looking to the future, Generation Beta will run into a bunch of worldwide problems left by previous generations. The first thing worth saying is climate change. Pew Research Center found that 71 % of Millennials and 67% of Gen Zers call climate change the first priority for providing a stable future for our planet.

Social and moral tension is another problem that spreads worldwide every day. Gadget addiction and understanding the right behavior in the online environment have become increasingly common problems among our generation, and Generation Beta may suffer from this even more.

Stress, in general, is a prevalent phenomenon nowadays. American Psychological Association surveys showed us that the representatives of Millennials and Gen Z suffer from enormous levels of stress, which is 6 out of 10 among 18 to 34-year-olds in comparison with 3.4 level among 65+-year-olds. Most of the young people of Generation Beta will be concerned about things that differ from what the present adults are worried about, and it causes a lot of misunderstandings between different ages. If we disregard it, Generation Beta risks disconnection, isolation, decreasing well-being, increased burnout, and low engagement [3; 4].

All in all, it is hard to predict the real look of our future. On the one hand, some people think Generation Beta will live much longer than the previous generations. On the other hand, some do not consider retirement possible for their kids. Generation Beta will be influenced by many aspects that will take on a new look. These are the technological times, and this generation will feel its most strongly. However, Generation Beta is ready. With the unique combination of creativity, steadiness, aspiration, and innovations, they will develop their own identities, control them safely and intelligently, understand their needs and preferences, and change the future of society.

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