

Understanding Generation Alpha Slang

By Hannah Wehrle | February 20, 2025

In the ever-evolving landscape of language, a new player has entered the chat: Generation Alpha. Born from 2010 onwards, these digital natives are not just growing up with technology – they’re redefining how we communicate. But what exactly is Generation Alpha slang, and why does it matter? Let’s dive into the world of these young linguists and explore the words that are buzzing in playgrounds, social media, and beyond.

What is Gen Alpha Slang?

Generation Alpha, the cohort succeeding Gen Z, is making waves with their unique vocabulary. But what are Gen Alpha slangs? Simply put, they’re the informal words and phrases that this generation uses to express themselves, often originating from social media platforms, online games, and viral content.

The importance of these slangs in modern communication cannot be overstated. They serve as linguistic shortcuts, cultural markers, and even as a form of in-group identification. Popular platforms like TikTok, YouTube, and Roblox have become breeding grounds for new expressions, with trends spreading at lightning speed across the digital landscape.

Common Gen Alpha Slang Explained

Let’s break down some of the top trending slangs that have Gen Alpha talking:

- **Skibidi:** This nonsensical word gained popularity through a series of surreal YouTube videos. But does Gen Alpha really say skibidi? Absolutely! It’s often used as an exclamation or to describe something bizarre or unexpected.
- **Sigma:** Referring to a strong, independent personality type, “sigma” is often used to describe someone who doesn’t conform to social norms.
- **Rizz:** Short for “charisma,” this term is used to describe someone’s charm or ability to attract others.
- **Sus:** Abbreviated from “suspicious,” this word gained popularity through the online game Among Us and is used to describe anything questionable.
- **No cap:** Meaning “no lie” or “for real,” this phrase is used to emphasize honesty or agreement.

These slangs aren’t just random words; they’re packed with context and cultural significance. For instance, “Skibidi” originated from a viral video series featuring absurd, computer-generated

characters. Its usage in everyday conversation might sound like: “Did you see that skibidi outfit he was wearing? It was totally wild!”

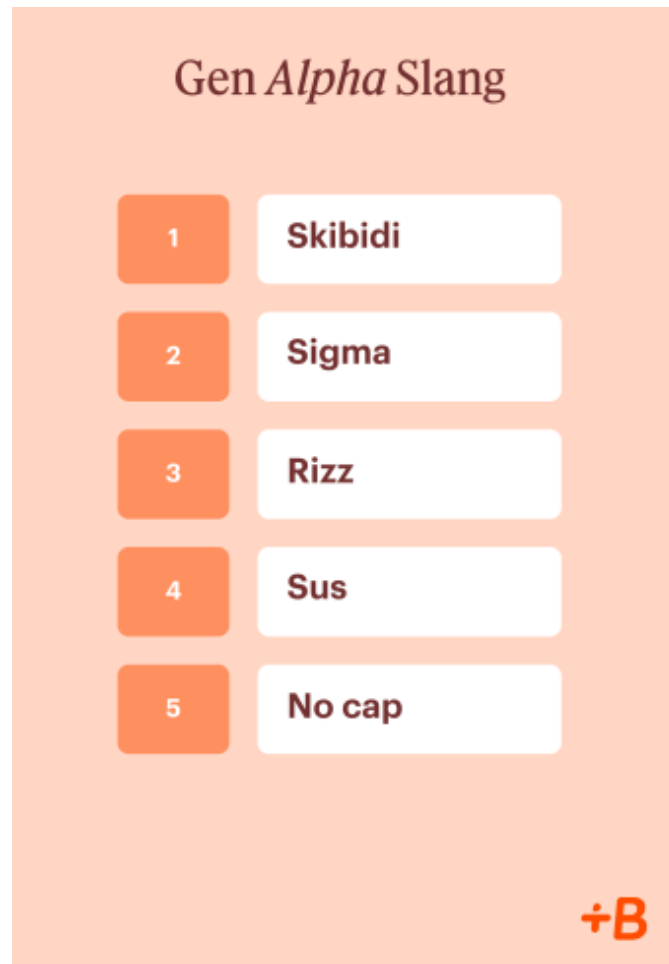


Figure 1. Common Generation Alpha Slang Terms

Reprinted from *Understanding Generation Alpha Slang*, by H. Wehrle, 2025, Babbel
(<https://www.babbel.com/en/magazine/generation-alpha>).

Who are Generation Alpha?

Generation Alpha, sometimes affectionately called “Alpha,” comprises individuals born from 2010 to the mid-2020s. What are Gen Alpha people called? While “Alphas” is a common term, they’re also referred to as the “Glass Generation” or “Generation Covid,” reflecting the significant events shaping their early years.

As true digital natives, Alphas are growing up in a world where smartphones, AI, and social media are the norm. This constant connectivity influences not just their language, but their worldviews, learning styles, and social interactions. Unlike previous generations, Alphas are more likely to see technology as an extension of themselves rather than a tool.

Communicating Effectively with Generation Alpha

For marketers, educators, and parents wondering how to talk to Generation Alpha, the key lies in understanding their digital-first mindset. Here are some strategies:

- Embrace visual communication: Alphas respond well to emojis, GIFs, and short-form video content.
- Stay current with trends: What's cool today might be "cheugy" (outdated) tomorrow. Keep up with platforms like TikTok and YouTube.
- Be authentic: Alphas value genuineness and can quickly spot inauthentic attempts to use their lingo.
- Encourage digital literacy: Help them navigate the online world safely and critically.

The Cultural Impact of Generation Alpha Slang

The influence of Alpha slang extends far beyond the playground. We're seeing its impact in media, advertising, and even in how older generations communicate. Brands are incorporating Gen Alpha slang into their marketing strategies, while TV shows and movies are adapting their scripts to sound more authentic to young ears.

As we look to the future, it's clear that the language landscape will continue to evolve rapidly. The digital era has accelerated the pace of linguistic change, with new words and phrases emerging and spreading globally in a matter of days. Understanding Generation Alpha slang is more than just keeping up with the latest buzzwords. It's about recognizing the power of language to shape culture, connect communities, and drive innovation. As Alphas grow up, their unique way of communicating will undoubtedly leave a lasting imprint on our global lexicon.

As we've seen with "skibidi," "sigma," and other Gen Alpha favorites, what might seem like nonsensical chatter today could be shaping the dictionaries of tomorrow. So the next time you hear an unfamiliar word from a young person, don't dismiss it – you might just be witnessing the birth of the next linguistic phenomenon. In the end, the key to bridging generational language gaps lies in curiosity, openness, and a willingness to learn. Whether you're a parent, educator, or simply someone interested in the evolution of language, embracing the dynamic world of Generation Alpha slang could be your ticket to staying relevant in an ever-changing linguistic landscape.

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<https://www.babbel.com/en/magazine/generation-alpha>