

Chapter 9

Interaction With Generation Alpha: The Reflection of New Generation Communication Styles on Organizational Culture

Ayşegül Babaoğlu

Independent Researcher, Turkey

ABSTRACT

Generation Alpha is influencing and reshaping organizational culture with its evolving communication styles driven by digital transformation. While they may struggle to adapt to existing structures with their instantaneous, participatory, and feedback-focused communication, effective communication is possible with digital tools, visual communication, artificial intelligence, and gamification. A culture based on flexibility, transparency, and participation will increase commitment and productivity.

INTRODUCTION

While communication styles are undergoing a radical transformation with the digital revolution, Generation Alpha (people born in 2021 and later), who are just beginning to enter the workforce, are at the center of this transformation. Generation Alpha's communication style, as well as its symbolic and practical connections with technology, is shaping a new set of values—a paradigm. In this context, this study aims to examine the relationship between Generation Alpha's communication habits

DOI: 10.4018/979-8-3373-3987-0.ch009

Copyright © 2026, IGI Global Scientific Publishing. Copying or distributing in print or electronic forms without written permission of IGI Global Scientific Publishing is prohibited. Use of this chapter to train generative artificial intelligence (AI) technologies is expressly prohibited. The publisher reserves all rights to license its use for generative AI training and machine learning model development.

and organizational culture, demonstrating how modern organizations can communicate with this generation and subsequently build a strong organizational culture.

Generation Alpha's adaptation to organizations also presents significant challenges and concerns. It remains unclear how this generation's communication preferences and working methods will align with traditional organizational communication structures. The focus of this study is on the following concerns: difficulty in inter-generational adaptation, communication gaps and the digital divide, organizational loyalty and commitment issues, and the risk of superficial communication.

Difficulty in adapting to generations: Generation Alpha's tendency towards technology-centered and instant communication creates the possibility of disagreement in classical organizations, especially those whose managers are from Generation X (born between 1965 and 1983) and Baby Boomer (born between 1946 and 1964) (Demirel, 2023, p. 1803-1805).

Communication gap and digital divide: The difference in digital competence between different generations can hinder effective communication, leading to a decline in connection, information flow, and sense of belonging within the organization (Koçak & Keskin, 2024, p. 318-319).

Furthermore, the issue of organizational loyalty and commitment, combined with the fact that Generation Alpha is more likely to engage in short-term work experiences, may pose a threat to the continuity of organizational culture (Wasti, 2000, p. 201-202).

Superficial Communication Risk: The rapid advancement of digitalization can replace face-to-face communication with instant, short messaging, making it difficult to develop empathy, trust, and meaningful interactions within the organizational structure (Çitil Şap & Demirel, 2021, p. 635).

These concerns can be managed by understanding the differences between generations and planning appropriate structures and communication methods.

Compared to previous generations, Generation Alpha places greater emphasis on speed, visuals, digital compatibility, and similar features in communication. This generation measures access to information in seconds, and communication is often conducted through visual representations such as icons, emojis, short videos, and social media language. Key factors in Generation Alpha's communication preferences include: instantaneous and interactive communication, a focus on feedback, participatory and horizontal communication, and the ability to multitask (Eren et al., 2025, p. 70-75).

This study was conducted using a narrative literature review to examine Generation Alpha's connection to organizational communication. The ideas of various researchers were compiled from an interpretive perspective, and a theoretical assessment was conducted regarding the potential impact of this generation's representatives on organizational culture. The primary objective of the study was to

28 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/interaction-with-generation-alpha/392798

Related Content

Overview and Management of Burnout Among Academics

Daniel Opotamutale Ashipala, Fillemon Shekutamba Albanusand Tuyenikelao Muudikange Nghole (2023). *Handbook of Research on Dissecting and Dismantling Occupational Stress in Modern Organizations* (pp. 200-215).

www.irma-international.org/chapter/overview-and-management-of-burnout-among-academics/319191

Featuring CIO: Roles, Skills and Soft Skills

Carmen Cano, Luis Fernández-Sanzand Sanjay Misra (2013). *International Journal of Human Capital and Information Technology Professionals* (pp. 22-33).

www.irma-international.org/article/featuring-cio-roles-skills-soft/76303

Resilient Ethical Governance and Talent Well-Being in Hybrid, Sport, Family, Startup, and Ambiguous Ecosystems

Jose De Jesus Reyes-Sánchez (2026). *Cases on Talent Strategy in a VUCA Economy* (pp. 245-272).

www.irma-international.org/chapter/resilient-ethical-governance-and-talent-well-being-in-hybrid-sport-family-startup-and-ambiguous-ecosystems/406603

"Who Guards the Guards?": A Study About the Power of Bank Managers Concerning the Organizational Electronic Control

Henrique Bertossoand Jandir Pauli (2021). *International Journal of Human Capital and Information Technology Professionals* (pp. 1-18).

www.irma-international.org/article/who-guards-the-guards/267755

Navigating the Intersection of Climate Change and Occupational Health and Safety

Özlem Yurtsever (2026). *International Models of Occupational Health and Safety: Strategies, Systems, and Success Stories* (pp. 225-260).

www.irma-international.org/chapter/navigating-the-intersection-of-climate-change-and-occupational-health-and-safety/405692