

ABSTRACT

Francisco, R. I. and Berondo, M. D. (2024). *The Raising Digital Learners: How Generation Alpha Learns Best (Unpublished thesis)*. Capiz State University, Pilar, Capiz.

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Learning styles were recognized as crucial factors in educational development, particularly for Generation Alpha learners who grew up in a digitally immersive world. This study investigated the preferred learning modalities of Generation Alpha students at Marciano M. Patricio National High School to determine the most effective instructional approaches for this demographic. Using a descriptive research design the study employed simple random sampling to select 152 Grade 8 participants. Data were collected through a three-part structured survey questionnaire. The findings revealed that generation alpha learners often preferred and excelled in learning environments that were interactive and engaging, technology-rich, collaborative, inclusive, flexible, and supportive of independent learning. Generation Alpha learners most strongly preferred learning experiences that were personalized, flexible, and emotionally engaging, with a clear connection to real-world relevance and personal experiences. Based on these findings It is recommended to adopt educational approaches that emphasize personalized, collaborative, and experiential learning, alongside the integration of technology, to align with Generation Alpha's learning preferences. It is also recommended to develop learning environments for Generation Alpha that are flexible, technology-integrated, and visually engaging to support creativity, movement, collaboration, hands-on activities, and personalized learning. Future research should delve deeper into the complex interplay between these variables and explore the impact of individual differences on academic outcomes.

Keywords: Generation Alpha, students, descriptive research, preference