# Alpha-millennial families find new ways to connect amid the media multiverse



A new study by Horizon Media reveals shifting dynamics in media consumption within Alpha-Millennial families, highlighting a return to increased family interaction despite the complexities introduced by the extensive digital media landscape. The report, titled "The New Media Multiverse," produced by Horizon's Blue Hour Studios alongside the WHY Research unit, was released recently and paints a detailed picture of how the latest generation is navigating today’s rapidly evolving digital environment.

The study underscores a surprising and hopeful trend: families are finding ways to spend more collaborative "family time" amid the vast options of the contemporary multiverse of digital media. This development contrasts with the concerns often expressed about young people’s alienation due to media saturation. Joe Mandese of MediaPost, reflecting on this study, noted that while electronic media has long exerted a desensitising influence on youth, the current generation of Gen Alpha children, growing up with "super powered digital devices" in their pockets, are adapting alongside their Millennial parents.

Matt Higgins, Head of Strategy at Blue Hour, emphasised to MediaPost the broader implications of the research. He described the phenomenon as “not just a generational shift” but “a preview of where everything will move.” According to Higgins, “Alpha-Millennial households are living inside a new consumption model and signal what's ahead for all consumers: multi-platform, interest-driven, and accelerated.” He added that brands which understand and adapt to these developments will gain a “significant competitive advantage in the next decade.”

The Horizon Media report identifies six key imperatives reshaping media consumption:

1. **Decentralised Decision Influence in the Home:** Millennial parents acknowledge that children hold more sway over purchasing decisions than previous generations experienced, with 77% agreeing that their children influence purchases more than they did their own parents. This suggests marketing must move away from targeting singular decision-makers to acknowledging multiple influencers within the family setting.

2. **Connected, Multi-Platform Engagement:** Media consumption is no longer siloed on a single screen; 59% of parents report their children use more than one screen simultaneously. This trend demands seamless integration of content and advertising across platforms to maintain engagement.

3. **Nostalgic Formats Foster Trust and Engagement Across Generations:** Familiar, nostalgic content remains vital in bridging generational divides, with 84% gravitating towards such formats, underscoring its value in cultivating shared experiences.

4. **Collective Curation Replacing Algorithmic Isolation:** Community-driven content discovery is surging, with 82% of content discovery occurring through shared interests rather than personalised algorithms, encouraging marketers to foster collective engagement.

5. **Interest-Based Influence Surpassing Popularity:** The study shows 76% prioritise content relevance over creator popularity, signalling a shift in influencer marketing towards niche-focused, authentic content creators.

6. **Gaming Platforms as Social Infrastructure:** A significant 80% view gaming environments primarily as spaces for social interaction rather than solely for gameplay, highlighting gaming platforms' role as evolving social ecosystems.

Mandese’s commentary on MediaPost encourages readers not only to explore the report in full but also to consider related cultural media such as the four-part Netflix series "Adolescence." He describes the series as “heart-breaking” yet profoundly illustrative of the “alienating and desensitizing nature” of modern media's impact on youth.

The findings of this study and the ongoing discussions surrounding media consumption patterns reflect a complex landscape. Families appear to be negotiating ways to balance digital influence with interpersonal connection, potentially marking a new chapter in how media shapes generational interactions and consumer behaviour in the digital age.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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