



### **Thirteen: A First Look at Gen Alpha Methodology**

Springtide Research Institute conducted this study of 13-year-olds—the oldest of “Generation Alpha”—in January 2024. We surveyed a sample of 1,112 13-year-olds residing in the United States. The survey was open between January 18<sup>th</sup> and January 24<sup>th</sup>, 2024. The survey consisted of 55 questions which covered the following topics: media, technology, identity, race, COVID-19, mental health, well-being, politics, religion, and spirituality.

Springtide used an online panel provider called Alchemer to administer the survey. Alchemer crowdsources panels through several online suppliers for a total of about 25,000 13-year-old U.S. panelists. In order to participate in a panel, individuals must create user profiles that require yearly verification and updates. Alchemer distributed the survey to a random subsample of these panelists, guided by quotas to match census demographics for gender and region. Springtide added parental consent as a requirement for minors.

Though Alchemer’s panel is nationally representative, it and all online “opt-in” samples can suffer from phony respondents motivated by cash incentives. To offset this risk and maximize data quality, Springtide eliminated all identifiable phony responses from the dataset using various techniques. First, we excluded responses from individuals with IP addresses outside of the United States. Second, we excluded those who completed the survey too quickly (“speeders”), who responded with non-random patterns (“straightlining”), or who offered gibberish for the survey’s open-ended questions. Third, we asked a set of “red herring” questions to identify and exclude disengaged respondents (e.g., those who said that they had no pets but later said they had three pets).

The sample margin of error is +/-2.9%. Standard errors may be higher than estimated in statistical models because we do not use a simple random sample.

*Other notes:* An external institutional review board (“IRB”) called Sterling IRB reviewed and approved this study on January 16<sup>th</sup>, 2024 (IRB ID#11615). Sterling IRB operates under federal regulations established by the US Department of Health and Human Services to protect the rights of research participants. Springtide secured parental consent for all respondents.

This study was funded solely by Springtide Research Institute, founded in 2019 under the umbrella of Lasallian Educational and Research Initiatives (LERI), a nonprofit, tax-exempt 501(c)(3) member organization in the State of Minnesota, whose publishing roots date back to 1943. LERI is an expression of the Christian Brothers of De La Salle or the Lasallians, a Catholic lay religious congregation founded by Saint John Baptist de La Salle, the patron saint of teachers and a fierce advocate of the young. Our work draws inspiration from De La Salle’s passion for building communities oriented toward the good of young people, especially those on the margins. Our research findings and conclusions are never altered to accommodate other interests, including those of the Christian Brothers, churches, or government bodies and officials.