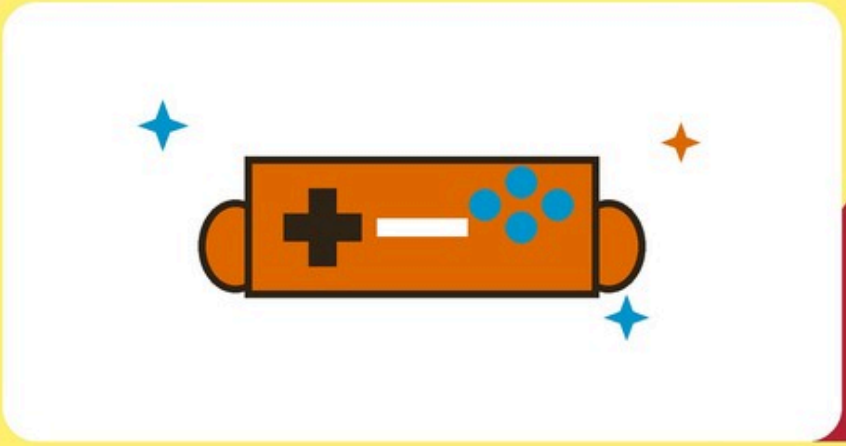
THE PROOF SERIES

Gen Alpha Proof

A playful guide to Gen Alpha slang



PROUDLY CANADIAN

John Marshall



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Gen Alpha Proof: A Playful Guide to Gen Alpha Slang

FREE SAMPLE CHAPTER

By John Marshall

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THE WORD THAT MEANS EVERYTHING

Skibidi

If a grandkid calls your new haircut “skibidi,” do not panic and do not reach for a dictionary. It can mean cool, weird, bad, or funny — sometimes all four at once. Context is everything, and kids are the only ones who know the context.

Hear something odd › Say it flat › Watch their face › Nod like a regular

1. **What it means** It is the Swiss Army knife of Gen Alpha slang: a nonsense word that means whatever the moment needs. “That’s so skibidi” could be praise, an insult, or just a noise a kid makes when words fail. The tone of voice is the real dictionary.
2. **Where it came from** It escaped from a viral animated series about singing heads in toilets — yes, really, we’ll get to that. Kids latched onto the word itself and started spraying it on everything like verbal confetti. Nonsense has never travelled faster.
3. **How kids use it** As an adjective (“skibidi haircut”), an exclamation (“Skibidi!”), or a full personality assessment (“he’s so skibidi”). It is less a word and more a seasoning. Sprinkle to taste.
4. **Say it today** Drop it flatly when something surprises you: “Well, that’s skibidi.” Kids will either howl with laughter or stare at you like you just discovered fire. Either reaction is a win — you got a reaction.

Good to know: Linguists call words like this “phatic” — they carry feeling, not meaning. Every generation had one; yours might have been “far out.”

Take care: It is pure silliness, not an insult — but check the tone before assuming. And maybe not at the bank.

> **A familiar moment:** Gord, 71, from Saskatoon, called his double-double “skibidi” at the Tim Hortons drive-thru. His grandson nearly fell out of the back seat laughing. Gord has now said it eleven times and understands it zero times.

THE SHOW YOU'VE NEVER WATCHED

Skibidi Toilet

The source of the skibidi flood: a viral animated web series where singing human heads pop out of toilets and battle an army of camera-headed heroes. There is no deeper plot. That is genuinely the whole show, and kids adore it.

Find an episode › Brace yourself › Ask them to explain › Survive with dignity

1. **What it is** Short, chaotic episodes — often under a minute — made by a single animator, posted online for free. Toilets with heads sing a catchy song; Titan Cameramen fight back with plungers and lasers. It makes about as much sense as it sounds like.
2. **Why kids love it** It is fast, absurd, and gloriously stupid — the three pillars of kid comedy since the dawn of time. Episodes end on cliffhangers, characters "power up" like superheroes, and there is always a new episode. It is a soap opera for the playground set.
3. **What to know** Your grandkid can and will narrate the entire saga to you in exhaustive detail if you let them. Key players: the Skibidi Toilets (villains, mostly), the Cameramen, Speakermen, and TV Men (heroes). There are Titans. It gets epic. Nod along.
4. **Watch it together** Ask them to show you their favourite episode and — this is key — let them explain it. Ninety seconds of your life, and you will be the cool grandparent for a week. Bring your best confused face; it enhances the experience.

Good to know: The series has racked up billions of views made by one person on a computer — proof that you do not need Hollywood, just a weird idea and a catchy song.

Take care: It is toilet humour, which is developmentally on-brand for ages six to sixty. Maybe not the thing to discuss over Sunday roast.

> **A familiar moment:** Marg, 68, from Kelowna, watched three episodes with her grandson and asked, "But why are they in toilets?" He looked at her with deep pity and said, "Grandma. That's just where they live." She has stopped asking questions.

THE STATE THAT BECAME A PUNCHLINE

Ohio

"Only in Ohio" is Gen Alpha's way of saying something is so bizarre it could only happen in one cursed place. Ohio did nothing to deserve this. That is precisely why it is funny.

Witness something bizarre › **Shake your head** › **Mutter "only in Ohio"** › **Move on with your day**

1. **What it means** A label for anything surreal, creepy, or unexplainable: a dog driving a car, a staircase to nowhere, a pigeon wearing a tiny hat. "Only in Ohio" means reality has briefly malfunctioned. Geography is not the point.
2. **Where it came from** Viral videos started pairing bizarre footage with the caption "only in Ohio," and the joke snowballed. Ohio was picked more or less at random — the comedy equivalent of drawing a name from a hat. The state's tourism board has chosen to laugh along.
3. **How kids use it** Anything weird gets the Ohio treatment, including things happening nowhere near Ohio — including, often, things happening in your own kitchen. If the toaster starts smoking, a kid may mutter "only in Ohio" and walk away.
4. **Say it today** Next time something inexplicable happens — the remote is in the fridge, the cat is in the laundry basket — sigh and say "only in Ohio." Canadian bonus round: try "only in Saskatchewan" and watch them correct you. Engagement!

Good to know: Every era picks a punchline place. Yours might have been New Jersey. The kids just globalized the tradition.

Take care: Do not attempt to explain the actual state of Ohio mid-joke. Nobody wants a geography lesson when reality is malfunctioning.

> **A familiar moment:** Don, 74, from Winnipeg, saw a photo of a moose standing in a hot tub and said, "Only in Ohio." His granddaughter replied, "Grandpa, that's literally Manitoba." Don stands by the joke. The moose looked like an Ohio moose.

THE LONE WOLF AWARD

Sigma

A sigma is the cool loner — the kid who does their own thing, needs no crew, and somehow makes independence look effortless. It is the highest compliment in the playground hierarchy, right up there with being picked first.

Look unimpressed › Stay calm › Do your own thing › Collect sigma status

1. **What it means** Someone confident, self-reliant, and unbothered by the crowd. The sigma walks alone — not because nobody likes them, but because they are busy being interesting. Think of every movie hero who leans against a wall while everyone else panics.
2. **Alpha versus sigma** An alpha leads the pack; a sigma skips the pack entirely. Kids debate which is cooler with the intensity scholars once reserved for Shakespeare. The correct answer — that both are made up — is not welcome in this debate.
3. **How kids use it** "He's such a sigma" means admiration. "What the sigma?!" is the all-purpose exclamation of disbelief — the kid-safe "what the heck" of 2026. Same word, two jobs, zero confusion among the under-twelves.
4. **Say it today** When someone handles a situation calmly and alone — parallel parking in one move, fixing the Wi-Fi without calling anyone — nod approvingly and say "sigma move." You will sound twelve. That is the goal.

Good to know: It drifted in from internet "masculinity" memes via the Greek alphabet — but kids sanded off the sharp edges and kept the cool loner part. Playground renovation at its finest.

Take care: Being independent is great; being rude is not. Kids sometimes mix those up — a gentle "sigmas are kind, too" keeps the lone wolf from going feral.

> **A familiar moment:** Ray, 69, from Halifax, shovelled his own driveway at 6 a.m. during a storm while the neighbours slept. His grandson watched from the window and whispered, "sigma." Ray has never been prouder of manual labour.

THE PACK RANKINGS

Alpha (and Beta)

The playground has a ranking system, and it runs on Greek letters. Alpha means top dog, leader energy, main character. Beta means follower — and it is almost never said kindly. Here is your briefing on the hierarchy.

Spot the leader › Name it alpha › Spot the sidekick › Skip the beta label

1. **What alpha means** The leader, the confident one, the kid everyone follows to the good climbing structure. “Alpha” is praise — it says you have presence. Every group of kids has one, and everyone knows who it is, including the alpha.
2. **What beta means** The follower, the sidekick — used teasingly when someone just goes along with the crowd. It stings more than it should, because at age nine, being called a follower feels like a character verdict. Handle with care.
3. **Where it came from** Old wolf-pack science claimed packs had an “alpha” leader — then scientists retracted it, admitting real wolves are mostly just families. The internet never got the memo and promoted the whole alphabet to meme status instead.
4. **Say it today** Use “alpha” freely as praise: “Alpha move fixing that fence yourself.” Retire “beta” from your vocabulary entirely — grandparents do not rank children, and the kids will respect you more for opting out.

Good to know: The whole alpha/beta/sigma ladder started as a joke about wolves and became a joke about people. The lesson: hierarchies are fun until someone believes them.

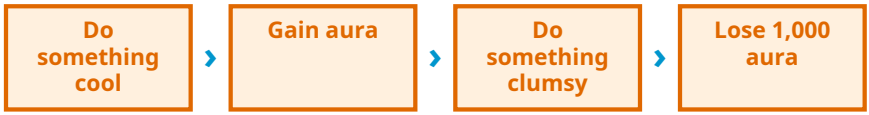
Take care: “Beta” can genuinely hurt — it is ranking, not roasting. Teach kids the pecking order is a game, and games end at dinner time.

> **A familiar moment:** Ethel, 72, from Regina, watched her granddaughter organize the entire cul-de-sac into a bike parade with walkie-talkies. “Total alpha,” Ethel said. The girl stood a little taller. Ethel has since used it on the mail carrier, the barber, and one confident squirrel.

THE INVISIBLE COOL METER

Aura

Every kid is walking around with an invisible scoreboard over their head, and it is called aura. Do something cool: gain aura. Trip in the hallway: lose a thousand aura. It is a game everyone plays and nobody signed up for.



1. **What it means** Aura is your personal coolness rating — a vibe score. "Plus 1,000 aura" follows a great goal in soccer; "minus 10,000 aura" follows calling the teacher "mum." The numbers are made up. The feelings are real.
2. **Gaining aura** Stay calm under pressure, help without being asked, land the joke, fix the thing. Quiet confidence is the fastest aura farm there is. Grandparents, take note: you have been aura farming for decades without knowing it.
3. **Losing aura** Tripping, spilling, waving back at someone who was not waving at you — the classics. Kids announce each other's aura losses like sports commentators. It is merciless and, usually, deeply funny to everyone including the victim. Usually.
4. **Aura in your day** Start narrating your own aura like a nature documentary: "Grandpa parallel parks first try. Plus 500 aura." Kids will either join in or beg you to stop. Both mean it is working.

Good to know: "Aura" is an ancient Greek word for a breeze or glow — it has described vibes for 2,500 years. The scoreboard part is new. The vibe part is older than democracy.

Take care: Nobody's worth is a points system, and kids need to hear that from a grown-up. Aura is a game — say so out loud, especially after a big public "aura loss."

> **A familiar moment:** Stan, 70, from London, Ontario, fixed his granddaughter's tablet by turning it off and on again. She gasped, "Grandpa! Plus 1,000 aura!" Stan has dined out on this story for four months. The tablet has not broken since, which he finds suspicious.

PLANTING COOL ON PURPOSE

Aura Farming

Aura farming is doing something specifically to look cool — the slow-motion hallway walk, the dramatic sunglasses removal, the casual mention of your achievements. Everyone can see what you are doing. That is half the fun.

Spot the performance › Call it farming › Laugh together › Be cool by accident

1. **What it is** Deliberately performing coolness for an audience: entering a room like a movie star, telling a story with suspiciously perfect timing, laughing at your own joke before the punchline. It is showing off with a farming licence.
2. **Classic examples** The slow walk away from the school doors. The "watch this" before a trick shot. Posting the photo where you are "candidly" laughing. Kids spot aura farming instantly — they have PhDs in detecting try-hard behaviour. It is their native language.
3. **Why it is funny** Because everyone sees through it and everyone does it anyway. Calling out a friend's aura farming — "okay, farmer" — is the playground equivalent of applauding a magic trick while pointing at the hidden cards.
4. **Farming versus real cool** Here is the secret the kids know: the coolest thing is not appearing to farm at all. True aura can't be planted — it grows wild. Tell a kid that and watch them nod like a tiny philosopher.

Good to know: "Farming" comes from video games, where players grind repetitive tasks for points. Kids turned harvesting wheat into harvesting cool. Agriculture metaphors: still going strong.

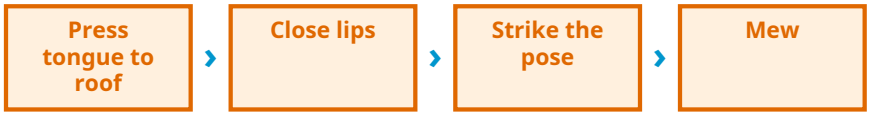
Take care: Teasing a farmer is fine; mocking them is not. The line is thin and every kid knows exactly where it is — follow their lead.

> **A familiar moment:** Bev, 66, from Victoria, caught her grandson walking out of the house in slow motion for no reason. "Aura farming?" she asked. He froze mid-stride, then bowed. They now rate each other's entrances at family dinners. Bev is currently winning.

THE JAWLINE EXERCISE

Mewing

Mewing is pressing your tongue flat against the roof of your mouth — supposedly for a sharper jawline, mostly for the meme. Kids do it in photos, in class, and at the dinner table. You have been warned.



1. **What it is** Tongue to the roof of the mouth, lips closed, hold it. Named after a British orthodontist, Dr. Mew, whose theories about facial posture escaped the dental journals and ran wild on the internet. Dentistry's strangest legacy.
2. **Why kids do it** Partly the promise of a chiselled jawline, mostly because it became a massive in-joke. Doing it visibly — mid-conversation, mid-photo — is the comedy. It is the new "say cheese," except nobody is smiling and everyone is posing.
3. **The meme of it** The joke is doing it everywhere: in the class photo, at the wedding, during the anthem. "He's mewing" is playground commentary the way "he's posing" was in your day. Same instinct, weirder tongue placement.
4. **Say it today** Catch a kid mid-mew and ask, "Mewing for the camera, eh?" You will get either a proud nod or a mortified giggle. If you attempt it yourself, photograph the attempt — it is objectively hilarious.

Good to know: The orthodontic theory behind it is genuinely debated by actual dentists — but the playground version skipped the science and went straight to the posing. As is tradition.

Take care: Completely harmless, but a kid mewing silently through a full dinner may need a gentle "tongues are for tasting, kiddo." Especially before dessert.

> **A familiar moment:** Harold, 73, from Thunder Bay, noticed his whole family mewing in the Christmas photo. "Nobody told me," he said, and spent the next hour practising in the bathroom mirror. He appears, jaw clenched, in the Easter photo. Progress.

THE GLOW-UP PROJECT

Looksmaxxing

Looksmaxxing means maximizing your looks — better haircut, better posture, cleaner sneakers, maybe actual skincare at age eleven. It is the glow-up as a personal project, complete with before-and-after energy.

Notice the effort › **Compliment it specifically** › **Keep it light** › **Remember it's skin-deep**

1. **What it means** "Maxxing" is internet-speak for maximizing, and kids attach it to everything. Looksmaxxing is levelling up your appearance on purpose: the fresh cut, the ironed shirt, the confident walk. It is a makeover montage as a lifestyle.
2. **The kid version** For Gen Alpha it is usually wholesome: brushing hair without being asked, picking an outfit with intent, standing up straight. The bar is charmingly low and the pride is enormous. Celebrate the effort, not just the result.
3. **The funny side** Kids narrate it like a nature documentary: "Day 12 of looksmaxxing. The hair is cooperating." The self-awareness is the comedy — they know it is a bit much, and that knowing is the whole joke.
4. **Say it today** Notice the effort out loud: "Looksmaxxing today, eh? Sharp." A specific compliment — the haircut, the colour choice — lands ten times harder than a generic "you look nice."

Good to know: Wanting to look good is ancient — the pharaohs had eyeliner. The new part is treating it like a video game stat to grind. Same vanity, better branding.

Take care: Keep the framing kind: effort is great, obsession is not. If the mirror starts getting more attention than friends do, that is a conversation — gentle, private, and soon.

> **A familiar moment:** Doreen, 67, from Moncton, complimented her grandson's "looksmaxxing" before a school dance. He turned the colour of a stop sign, then asked her opinion on two different shirts. She chose correctly. He will remember this forever.

THE ANIMALS THAT BROKE THE INTERNET

Italian Brainrot

Picture a shark wearing sneakers, a wooden log carrying a baseball bat, a crocodile that is also a bomber plane — each with a nonsense Italian name chanted like a spell. That is Italian brainrot, and it is exactly as unhinged as it sounds.

Open the video › **Hear the chant** › **Laugh at the absurdity** › **Repeat the name badly**

1. **What it is** AI-generated cartoon animals with absurd mock-Italian names, set to chanting music: Tung Tung Tung Sahur (a wooden log with a bat), Tralalero Tralala (a three-legged shark in sneakers), Bombardiro Crocodilo (a bomber-plane crocodile), Ballerina Cappuccina (a ballerina coffee cup). Nonsense is the entire point.
2. **Why kids love it** Because it makes zero sense and commits to it completely. There is no story, no moral, no lesson — just a shark in sneakers being chanted at. It is Dadaism for the iPad generation, and they quote the names like scripture.
3. **How to enjoy it** Ask a kid to introduce you to their favourite. Then attempt to pronounce "Tralalero Tralala" correctly. You will fail. They will correct you with the patience of a saint and the superiority of a scholar. Everyone wins.
4. **Say it today** Drop a confident "Tung tung tung sahur" when something absurd happens — the dog steals a sock, the toast lands butter-side down. Mispronunciation is not a bug; it is the feature.

Good to know: All of it is made with AI image and voice tools — a whole meme universe conjured from text prompts. The robots made the shark wear sneakers. We just live here now.

Take care: Do not look for hidden meaning; there is none, and searching will only hurt. Some things are just a shark in sneakers. Let the shark be.

> **A familiar moment:** Al, 75, from Charlottetown, tried to say "Bombardiro Crocodilo" at a family barbecue and produced something closer to a pasta order. His grandchildren have adopted his version as the official pronunciation. Al is now canon.

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