



# TRUTH ABOUT GEN Z

*How social media usage is  
impacting the digital natives.*

# Introduction

Gen Zers (born between 1997-2012) are considered to be digital natives, growing up under influence of the internet and modern information technologies. According to GWI, Gen Zers represent a quarter of all internet users, likely still in full-time education, live with their parents and occupy a lower income segment. Such characteristics make them pragmatic, independent and self-educated.

This report examines Gen Zers social media usage and explores the various ways this generation uses social media to connect with likeminded others, develop relationships and subsequently how such behaviors impact their overall health and wellness.

This report focuses on:

Social media usage & its impact on relationships

Health and Wellness

# Methodology

A survey was conducted using Qualtrics Professional software by the PR Club at SUNY Brockport to examine the social media usage, of Gen Zers and how it impacts overall health and wellness of Gen Zers.

The participants who completed the survey were SUNY Brockport students between the age range of 18-24, with 18 being the most common age for the survey. A total of 138 participants completed two surveys. In terms of demographics, we received responses from both males and females as well as non-binary individuals and those who identify as LGBTQIA.

In our instrument, we used different types of question formats ranging from Likert scales, nominal scales, semantic differential scales, and rank-order scales.

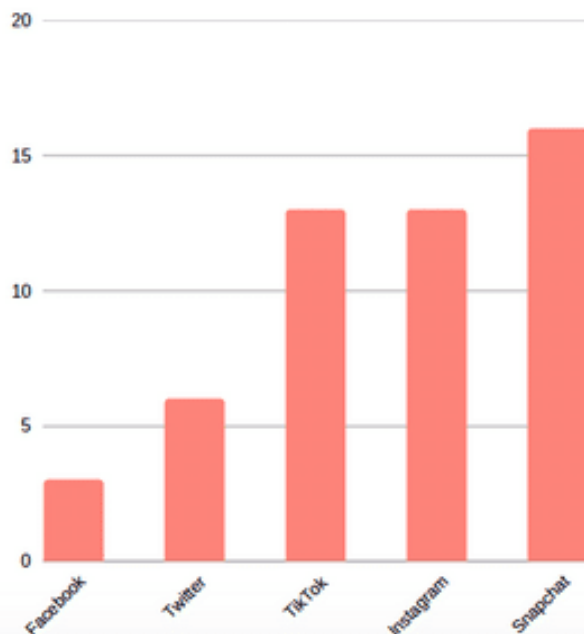
# VARIOUS PLATFORMS & FREQUENCY

## INTRODUCTION

Based on a 54 person survey, results showed that 28 people check their social media accounts hourly. Some reported that the amount of times they check their media depends on the platform

## THE STATISTICS

Statistics show that Snapchat is the most frequently used social media platform. Instagram and TikTok tied for second which is fascinating because of how new TikTok is in comparison to other platforms. Twitter and Facebook were the two most least frequently visited social media platforms from our survey pool.



## SOME FACTS

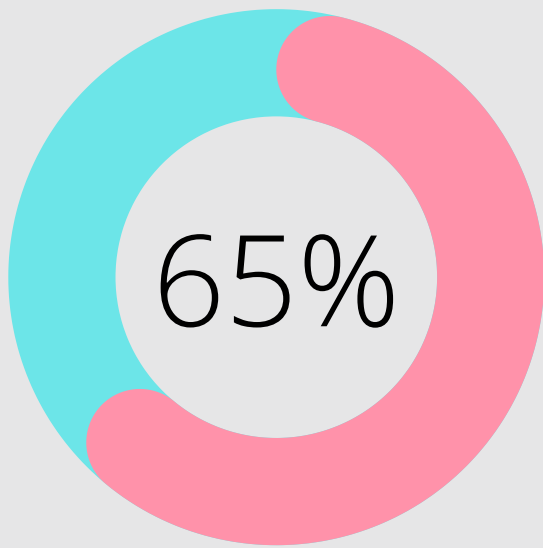
According to our survey results it participants are most likely to check their account if they received a notification.

It's very common for members of generation Z to be active on multiple platforms. 88% of survey participants are active on Facebook, 96% on Instagram, and 83% on TikTok. It is very rare for someone from generation z to only have one social media account.

There are many other social media platforms that serve niche markets. Our survey results reported some participants active on LinkedIn and Reddit

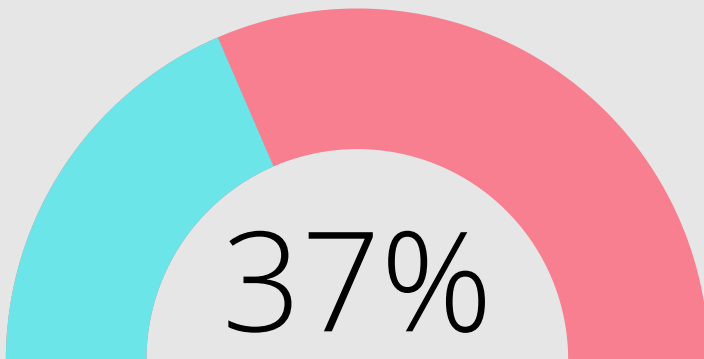
Our results showed that the vast majority of time spent on social media is spent aimlessly scrolling. However, 70% of the survey pool reported that they spend time catching up on current events, and 61% spend time checking on their friends.

# Social Media's impact on relationships & health

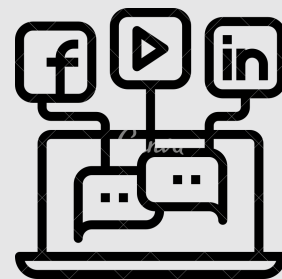


**Gen Zers reported that social media use is moderately unhealthy.**

**Gen Zers indicated that their mental health and wellness is not negatively affected by social media**



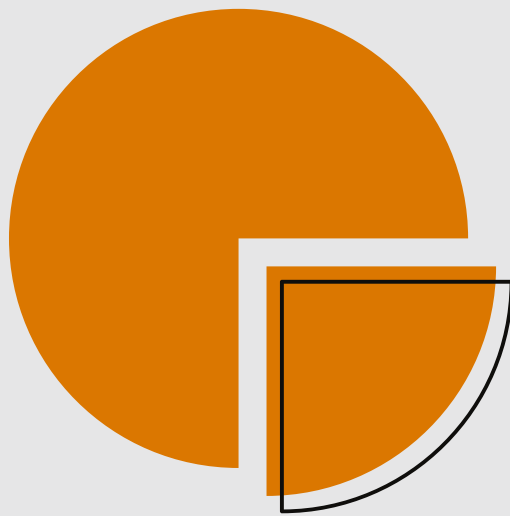
**MORE THAN ONE-THIRD OF PARTICIPANTS BELIEVED THAT SOCIAL MEDIA HAS A NEGATIVE IMPACT ON THEIR RELATIONSHIPS.**



**Vast majority reported that they are usually mindlessly scrolling on social media**

# Social Media's impact on relationships & health

**Vast majority of Gen Zers reported that social media causes conflicts between relationships**



## WELL-BEING

**45%** Social media negatively affects my well-being

## WELL-BEING

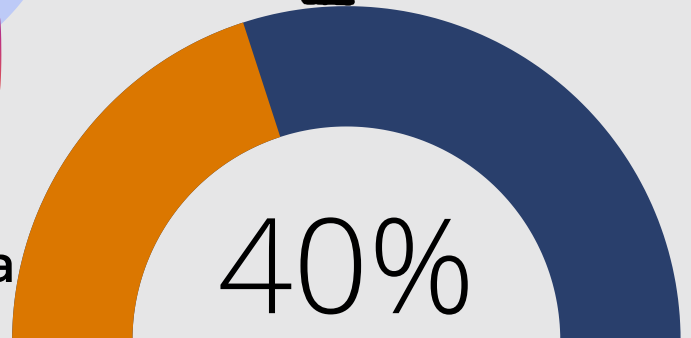
**23%** feel down after using social media



Instagram & Snapchat are most widely used platforms



Nearly half of the participants reported a disconnection with others due to lack of meaningful contact.



**40%**  
SOCIAL MEDIA CAUSED  
JEALOUSY &  
MISCOMMUNICATION

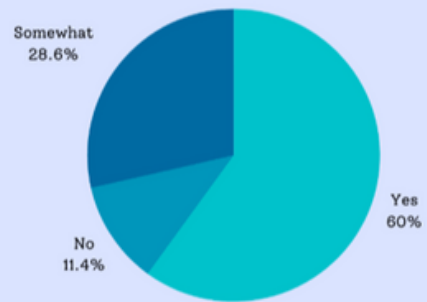
# Health & Wellness

**ARE YOU  
CONFIDENT,  
MOTIVATED AND  
GENERALLY HAPPY  
MOST OF THE TIME?**

**40%** said yes!



**Q:** Do you consider yourself to be physically healthy?



Survey respondents ages 18-24 were asked if they considered themselves to be physically healthy.

**Global Wellness Institute defines wellness as:**

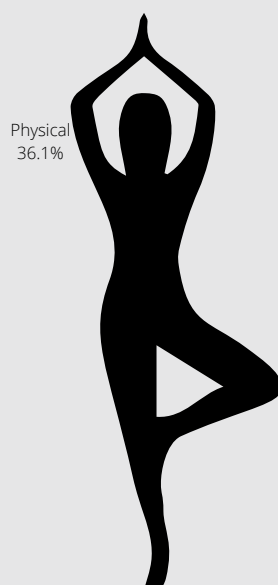
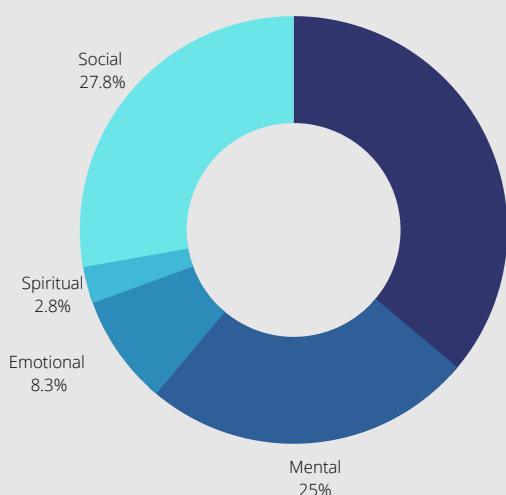
*"the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health."*



**27%**

**60%**

**The most important dimensions of wellness for Gen Zers**



**Physical wellness**  
**Social wellness**  
**Mental wellness**



# The most racially & culturally diverse generation -Gen Z-

