



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

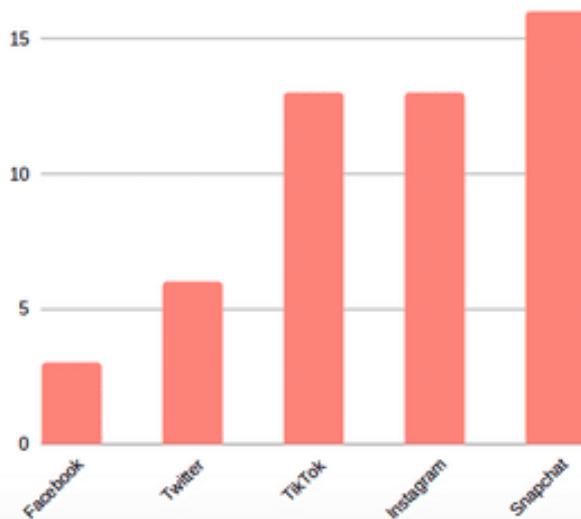
INTRODUCTION

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.

20



SOME FACTS

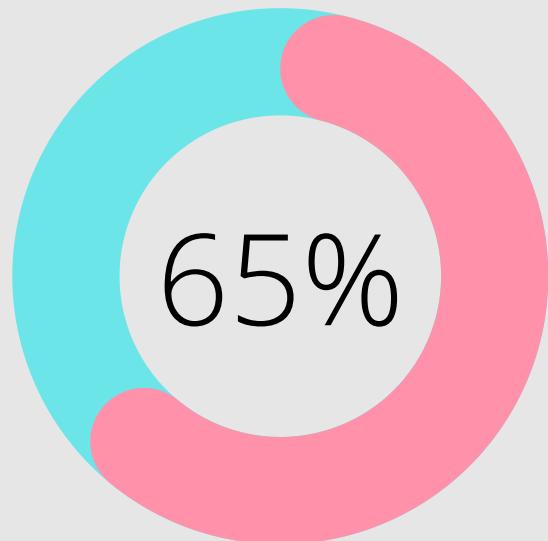
According to our survey results it participants are most likely to check their account if they received a notification.

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.

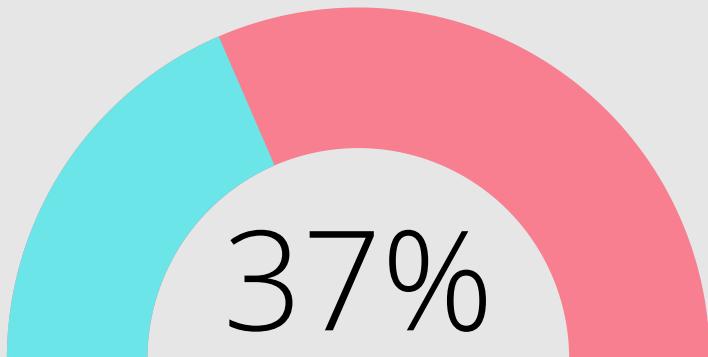
There are many other social media platforms that serve niche markets. Our survey results reported some participants active on LinkedIn and Reddit

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

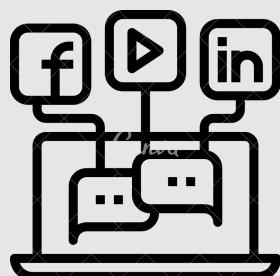


**Gen Zers reported that
social media use is
moderately unhealthy.**



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

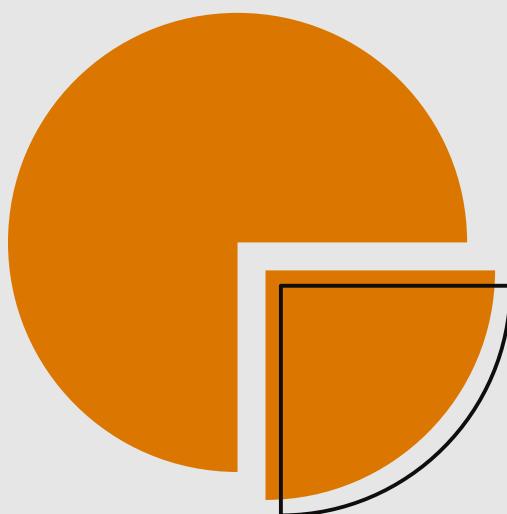
**Gen Zers indicated
that their mental
health and wellness is
not negatively
affected by social
media**



**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

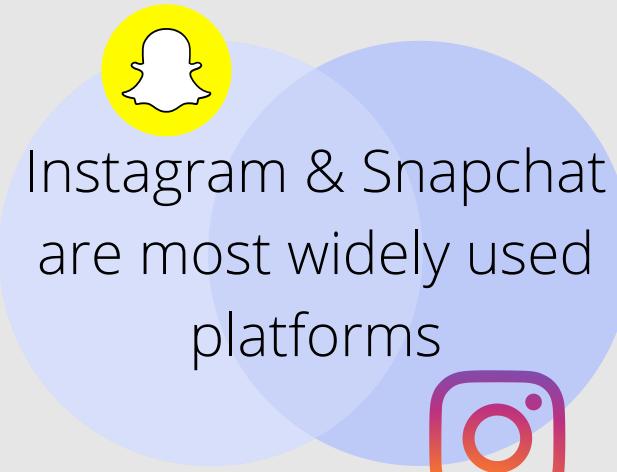


WELL-BEING

45% Social media negatively affects my well-being

WELL-BEING

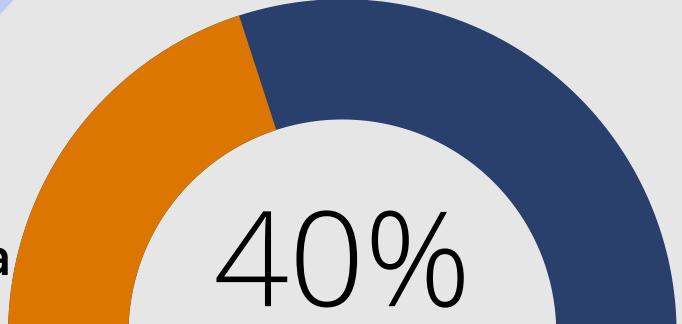
23% feel down after using social media



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?**

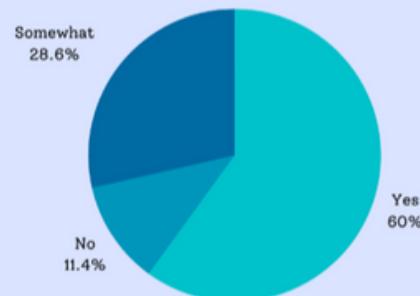
40%

said yes!



Q:

Do you consider
yourself to be
physically healthy?



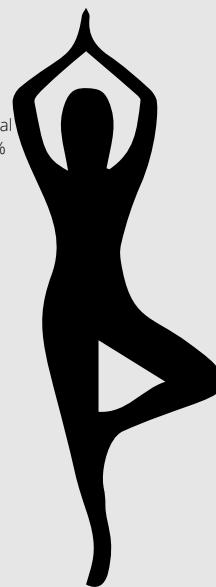
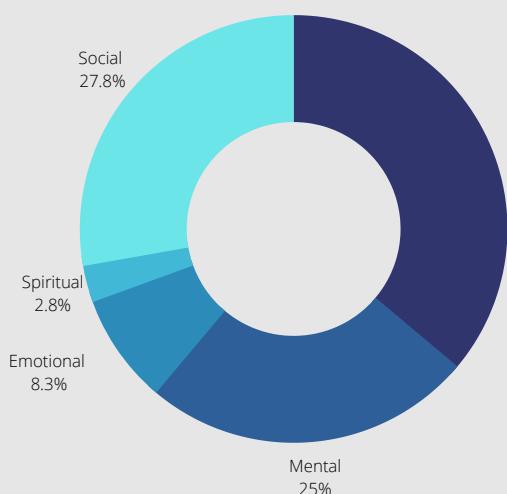
Survey respondents ages 18-24 were
asked if they considered themselves to
be physically healthy.

Global Wellness Institute defines wellness as:

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



The most important dimensions of wellness for Gen Zers



Physical wellness
Social wellness
Mental wellness

The most racially & culturally diverse generation -Gen Z-

