



The Influence Of Generation Z's Addiction To Social Media On Their Emotional Well-Being

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ABSTRACT

Understanding the effect that social media has on the younger generation is essential today more than ever, given the rapid increase in its use. By analyzing how social media influences the psychological well-being of Gen Z—those born between the mid-1990s and the early 2010s. Social media networks are growing more and more popular, and technology is now an essential part of success for today's Generation Z. The effects of temperament on social media use are specifically the focus of this article. Since social networking sites have such a deep emotional impact, users give up their real-world activities and dedicate all of their psychological resources to them. The author examines anxiety and happiness as representing some of the emotions that Generation Z has been influenced by modern technology. Data was collected from 415 individuals in total. The study's objective was to determine Generation Z's state of happiness and well-being. The survey approach was used to collect the data, and an online questionnaire was sent. The data was analyzed using IBM SPSS version 25's was run to analyze the data However, the current study ignores how social and/or psychological elements could have a role in the scenario and instead focuses on analyzing what they contribute. To close this gap, take into consideration the boundary conditions and process of sharing personal information on social networking sites to understand the dynamics of Gen Z 's life satisfaction. Our research sheds light on the why, how, and when of Gen Z's life satisfaction in sharing information about their activities on social media. The results reveal that young people's attitudes are significantly affected by social media. In brief, social media will have an enormous effect on the temperament of digital natives, which will have both positive and negative consequences on Generation Z's level of life satisfaction.

Keywords: social media; generation Z; Happiness; Social Anxiety

Introduction:

A social networking site is an online communication tool that has succeeded in bringing people together and connecting them based on shared interests. Many people utilize social media and networking websites like Facebook, Twitter, LinkedIn, Instagram, What's app. These websites are growing in popularity as a result of the large number of visitors they consistently receive, particularly young people and teenagers whose interests are catered to by these websites. Many kids are absorbed in social media sites like Facebook, Instagram, Twitter, or YouTube all day long. For young people, the Internet has opened up an entirely new world of social networking and communications. The internet world has seen a significant transition in the previous 10 years. Social media's development has allowed for the rapid interchange of ideas, emotions, private information, images, and videos among young people. To communicate with friends and establish new ones, they use text messaging, websites, instant chatting, and e-mail. Younger generations now have a new and effective platform via which they may target peers through social networking. Although the growing popularity of social media has also raised concerns about how it could impact the younger generation, foremost about temperament and emotional wellness. Multiple studies indicate how excessive social media utilization negatively affects users' mental health and tendency to get obsessed. Born between 1997 and 2012, Generation Z is a demographic group that grew up at an era when social media was prevalent. Social media became familiar to this generation early on, and they have since integrated it into every aspect of their lives. Yet this has also raised issues about how social media activity influences their temperament and mental well-being. The topic of this paper will

investigate the relationship between Generation Z's emotional well-being and social media addiction. We'll look at the consequences of social media on users' emotional well-being as well as the impact caused by temperament on social media use. We will also talk about the fact that social media may be addictive and how it affects users' offline behaviors. The overall objective of the following paper is to explain the complex connection between Generation Z's mental health and social media addiction. Our research seeks to raise awareness of the possible harm that social media may do to adolescents and to encourage more responsible usage of these platforms.

Social Media Concept:

The information flow has been accelerated by telecommunications technology, first through the telephone, then the internet, then pagers, then mobile phones, and now smartphones. Communication was transformed when social media platforms began to take off early in the twenty-first century. With the advent of smartphones, social media platforms like blogs, social networking sites (SNS), and microblogging sites have given people a platform to connect, age, date, describe, locate, and much more.

According to digitaltrends.com, classmates.com was one of the most well-liked social networking sites in 1997 before sixdegrees.com introduced the ability for users to create their profiles. These websites initially served simply as a venue for high school reunions. Many related social networking websites adopted the model. Through MiGente.com, Blackplanet.com, and Asianavenue.com, certain SNS targeted niche audiences like Hispanics, Africans, and Asians. Orkut, which is currently in a coma, was developed in America at first but gradually gained popularity in Brazil and India. Friendster, a better version of Sixdegrees.com, revolutionized the direction of social networking. Later, Myspace.com, which gained popularity due to the promotion of bands and music, left behind Friendster, and LinkedIn, which kept the professional community network, were both founded. SNS have been more specialized and organized thanks to Twitter and Instagram. After Facebook, every other social networking site had to be unique to compete with Goliath. Despite having fewer users, they can stand out due to their focused specialization. As online social network sites have evolved and expanded, interest in social networks has exploded.

Adolescents engage in online social networking more and more, and it is an essential part of young people's social circles. SNSs are widely accessible and user-friendly, which has made them useful for a variety of social activities. Researchers observed that people adopt SNS to engage in civic and political issues more. Young people mostly utilize the internet for entertainment, whether it is for social networking, downloading movies or music, playing games, gambling, or shopping, according to another survey. The next most prevalent services were academic materials, email services, and assistance with homework. The internet is a helpful tool that has significantly changed how students connect, access information, and use academic resources, according to several studies.

Generation Z:

Members of Generation Z refer to those who came of age in the latter half of the 1990s and in the beginning of the 2010s. Their generation has been affected by worldwide occurrences which includes the COVID-19 pandemic, the emergence of social media, and smartphone technology. They are the first to have grown up fully in the digital age. Social media use, a preference for visual content, and an activism and social justice objective are characteristics of Generation Z. Furthermore, they represent the most varied and internationally connected generation yet, with a wide range of opportunities and knowledge at their fingertips. They are the newest generation, and as they slowly but surely enter the workforce, they are going to have an immense impact on the economy and society in the years to come. People of numerous generations and decades have been a part of the culture we live in. The Baby Boomer, Gen X, Gen Y, and Gen Z generations have all been observed to collaborate in the workplace subsequently. These individuals were born in the period from 1995 through 2010. According to Gen Z, their behavior is focused on "expressing personal truths, communicating via diverse realities, comprehending diverse truths, and revealing the truth underlying everything." (Francis & Hoefel, 2018). Generation Z grew up with all of the modern conveniences at their grasp. They are technologically knowledgeable and have been nurtured by a technologically smart generation. Furthermore, each generation has distinct motivations and satisfactions for connecting via online social media.

Review of Literature:

The association between Generation Z's emotional well-being and social media addiction has been the focus of several investigations. Based on research by Turel et al. (2020), young adults' emotional health was adversely affected by social media addiction. Furthermore, the study revealed that those having social media habits had higher levels of depression and anxiety than those with no such addictions. In a similar vein, Kircaburun et al.'s 2019 study revealed that young individuals' addiction to social media was predictive of inferior life satisfaction and detrimental effects. Likewise, the study observed that social media habits boosted the likelihood of shyness and social anxiety in individuals.

In addition to emotional well-being, social media addiction has also been found to impact the temperament of individuals. In accordance with a 2014 study by Kardefelt-Winther, young adults who are addicted to social media have greater instances of impulsivity along with less self-control. Likewise, the study revealed that social

media consumption enhanced the chance of engaging in negative behaviors which include substance misuse and gambling. Also, a study carried out by Lin et al. (2020) indicated that young people who were addicted to social media exhibited a decline in conscientiousness and a rise in neuroticism. Further, the study observed that social media habits increased the likelihood of fluctuating emotions and emotional instability among participants.

Online social networking and information searching were the most common reasons for using the internet, followed by learning, viewing movies or music, soothing, and using email for work-related purposes, besides understanding socio-political newsflash (Hashemi, Y., Zarani, F., Heidari, M., & Borhani, K.2022). However, several studies have found that social networking use can have a variety of negative repercussions, including decreased academic performance, decreased offline community participation, and relationship issues (De Doncker, K., & McLean, N.2022). While views of SNS addiction seem to vary between generations, younger generations may be more susceptible to acquiring addicted symptoms as a result of their SNS use (Kuss, D. J., & Griffiths, M. D. (2017). Students utilize social media for e-learning because it provides a fantastic platform for education (Brady, Holcomb, and Smith (2010). Nowadays, Digital communications technology, such as video games, cell phones, and personal computers, is accessible to plenty of young children globally between the ages of five and sixteen (Bassiouni, D. H., & Hackley, C. (2014).

Overall, the literature suggests that social media addiction hurts the emotional well-being and temperament of Generation Z. The findings of these studies highlight the need for interventions to address social media addiction in this age group. It is important to develop strategies to promote healthy social media use and prevent the negative consequences associated with addiction.

Problem Statement:The study aimed to examine the impact of social media on the young, how social media influences kids in many parts of social life trends, and how youth temperaments are influenced.

Procedure for the study: This inquiry applied descriptive proximity. Furthermore, survey-style research was carried out; statements on different aspects of Gen Z emotions were provided, and the influence of social media on adolescents was identified through the use of a questionnaire. The procedural survey technique, a sort of methodology commonly utilized in social science research, was adopted to carry out the descriptive research. Students representing UG colleges in the National Capital Region contribute to the study's population. A sample of 415youngsters was selected and the chosen at random method was applied to choose the sample from all overcrowding among youth including males and females in the NCR region

Statistical analysis:

The software program applied for the statistical analysis along with the information interpretation was the Statistical Package for the Social Sciences (SPSS). All collected data were entered into the SPSS spreadsheet to assess it, segregate the findings, and display it appropriately, such as diagrams and tables.

Data analysis and interpretation:

The data was represented inappropriate social sciences software programmed, and all data were examined in the form of a table and graph, with all percentages, frequencies, and mean scores determined statistically.

Table-1 Demographic Statistics

	Item	Frequency	%
Age	15-20	224	54.0
	20-25	191	46.0
Gender	Male	307	74.0
	Female	108	26.0
Occupation	PG Students	36	8.7
	UG Students	379	91.3
Institute	central University	38	9.2
	State university	263	63.4
	Private University	114	27.5

Table-2 Statistics

	Habit	Happiness	Social Anxiety	Well-Being
N	Valid	415	415	415
	Missing	0	0	0
Mean	22.3494	20.2602	21.1036	31.6265
Std. Error of Mean	.14395	.17259	.20819	.24595
Median	22.0000	20.0000	21.0000	31.0000
Std. Deviation	2.93255	3.51597	4.24109	5.01040
Kurtosis	.194	.365	.066	1.420
Std. Error of Kurtosis	.239	.239	.239	.239

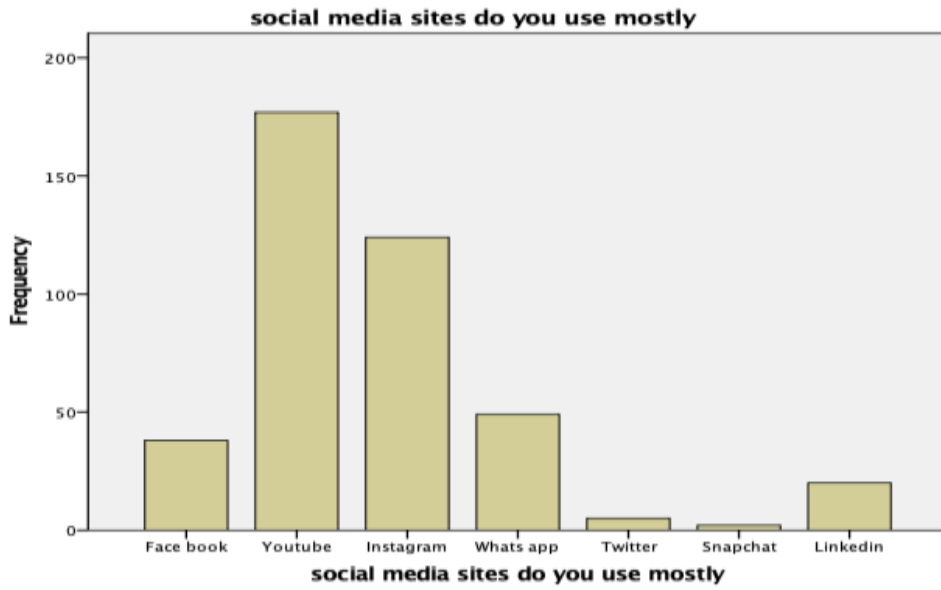


Figure 1 shows that 42.7% of mostly respondents use YouTube and 29% of respondents use Instagram, while 11.8% of respondents use WhatsApp.

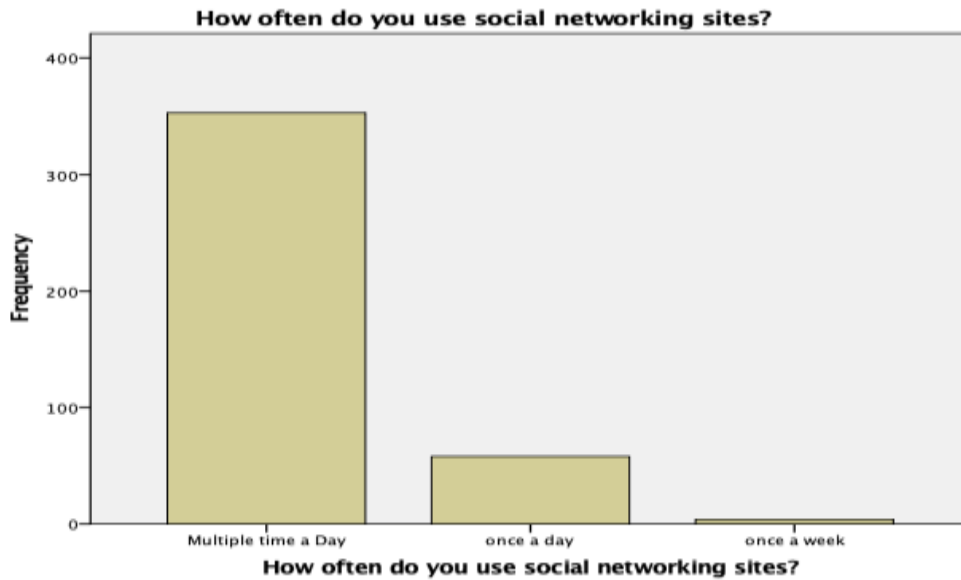
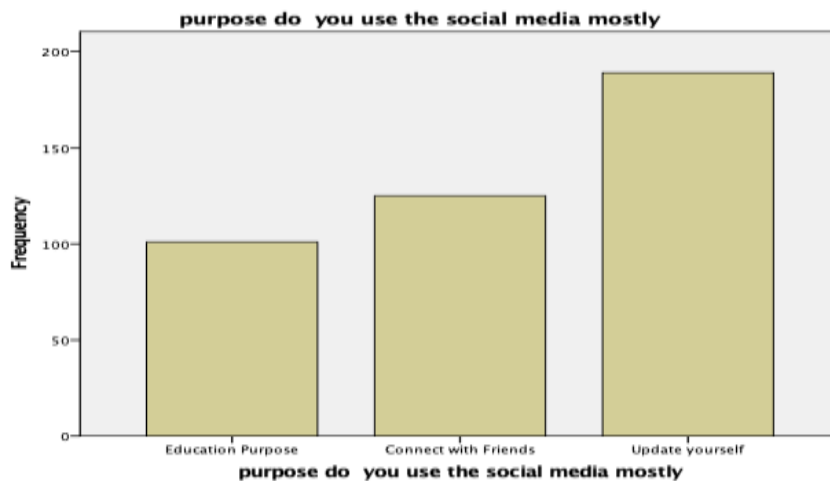


Figure 2 shows that 80.1 %of respondents spent multiple time in a day while only 1% of respondents spent time once a week.



In figure respondents use social media mostly 45.5 % for update themselves while only 24.3% of respondents use social media for educational purpose

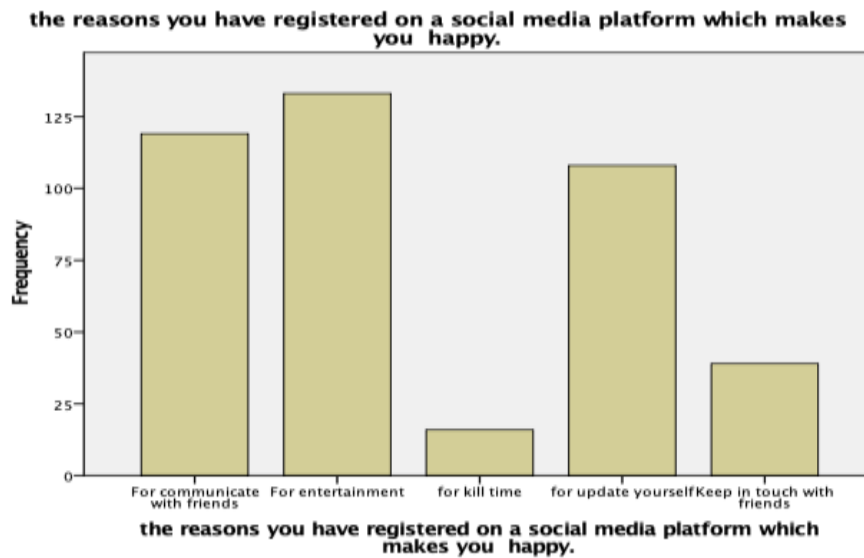


Figure-4 respondents are registered for entertainment 32% to make their happy while only 9.4% of respondents registered in touch with friends.

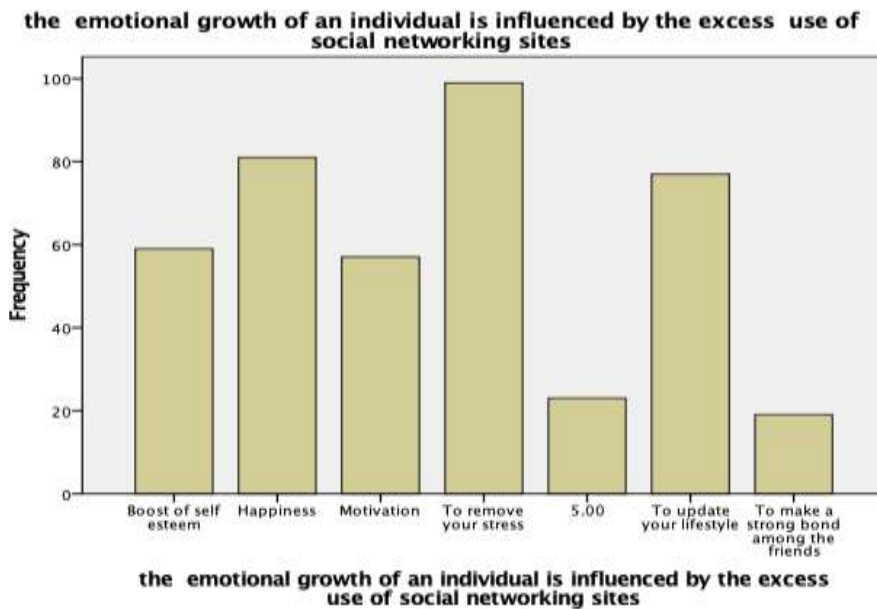


Figure 5 shows that respondents are influenced for emotional growth by an excess of social media 23.9% to remove their stress while only 4.6 % excess social media to make a strong bond among friends.

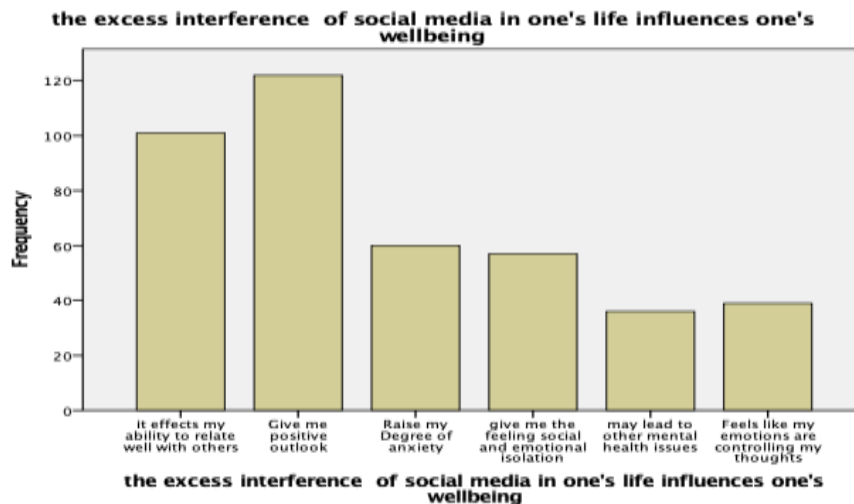


figure 6 respondents 29.4% give their positive looks to social media for well-being while 8.7.% respondents, excess social media leads to other mental health issues

Findings And Conclusion:

The main instrument applied for the statistical analysis of the data in this study was SPSS. To determine the accuracy of all of the elements used in the questionnaire. This section is explained based on the examination of data collected through a research survey that was taken from Generation Z's perspective and responses on the use and impact of social media on young people. The sample consisted of 415 replies. Most of the respondents were enrolled in engineering programs, based on the results of the findings by qualification level of respondents. Based on the available data, the majority of respondents to the questionnaire survey were male (77%). Figure 1 demonstrates that the majority of respondents—42.7%—use YouTube, whereas 9% use Instagram and 11.8% use What's app. Figure 2 demonstrates that, compared to 1% of respondents who spent time once a week, 80.1% of respondents spent numerous hours in a day. Figure 3 shows that although only 24.3% of respondents use social media for education, the majority of respondents use it for self-updating (45.5%). Figure 4 shows that 32% of respondents registered for amusement in order to be happy, whereas only 9.4% registered to stay in touch with friends. Figure 5 shows that respondents are impacted by excessive social media use for emotional growth, with 23.9% using it to relieve stress and 4.6% using it to forge close friendships. According to Figure 6 respondents, 29.4% view social media as beneficial to their well-being, while 8.7% believe that using social media excessively might cause mental health problems.

The study is based on a survey of young people's use of social media networking. Facebook, WhatsApp, YouTube, and Twitter are the social media platforms referred to in the study instrument. This researcher approached the poll on 415 Gen Z. This questionnaire is actively completed by all participants through a Google form. The average participation rate of male respondents is higher than that of female respondents, at 70%. The respondents' qualifications range from bachelor's to engineering programs, and they are from various educational institutions in the NCR region. This researcher's sample populations ranged in age from 15 to 30 years. The majority of those surveyed endorsed the notion that social media handled responsibly can promote socio-political awareness, enhance a variety of capacities, notably proficiency in language and online communication, and expand one's capacity for vision and connectedness. It is also beneficial for publishing research articles, advertising, job search portals, and other procedures, etc.

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