

"Tweets, Posts, And Anxiety: Exploring Social Media's Effects On Gen Z's Well-Being In NCR University Settings"

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Abstract:

Social media's popularity has been consistently high over the last decade, and Generation Z (Gen Z) adopted these platforms for social networking at an earlier age than previous generations. In this research, we aim to explore the relationship between Gen Z's use of social media, their attitudes toward these platforms, and the impact of these factors on their happiness, social anxiety, and overall well-being. Several research investigations have concentrated on using social media platforms such as Instagram, Snapchat, and LinkedIn. This study aims to add to the existing research in this field by analyzing the correlation between social media usage through social networking habits and satisfaction. This quantitative study examines the relationship between Gen Z's use of social media, their opinions of these platforms, and the effects these platforms have on general well-being, happiness, and social anxiety. The data was collected in the NCR region from 415 university students, most of whom were between the ages of 15 and 25, using a questionnaire-based methodology. The study found that Gen Z uses online social media at a high rate, and they particularly enjoy sharing photos, videos, and stories with their friends. This study contributes to our understanding by examining how social media usage affects life satisfaction among university students in the National Capital Region. It emphasizes the positive effects of social media use on emotional and mental health, contradicting research suggesting that social anxiety may be linked to online behaviours. This research aims to increase awareness of the subtle effects of social media on the well-being of young adults by highlighting social media usage, self-esteem, and life satisfaction.

Keywords: Generation z; social media; Well-being; social anxiety; happiness

Introduction:

Social networking is a virtual space for interaction that brings people with similar interests closer together (Boyd, D., & Ellison, N. (2008)). Many people are drawn to social media and networking sites such as Facebook, Twitter, and LinkedIn, which have become an integral part of their daily lives. Many children spend numerous hours each day utilizing social media platforms such as YouTube, Facebook, Instagram, and Twitter. The objective of this research was to determine whether social media users perceived messages positively or if the study aimed to identify any correlations between the use of social networking sites (SNS) by college students, especially those from Generation Z, and their psychological well-being and the increase in social anxiety. The study aimed to investigate whether individuals' happiness and mental health traits are related to their patterns and frequency of SNS usage.

Terminology:

Well-Being:

The term "well-being" refers to an individual's perception of their life, encompassing their satisfaction, happiness, and comfort levels. Essentially, it pertains to a person's psychological and emotional health. One component of subjective well-being involves the personal assessments individuals make about their own lives.

Social Anxiety:

The term "social anxiety" can be defined as a condition in which individuals experience feelings of anxiety due to the potential for being judged or evaluated in social situations, whether these situations are real or imagined.

Happiness:

The terms "happiness" and "well-being" are often used interchangeably in everyday language. They refer to feeling happy and experiencing joy in life. Happiness is usually assessed by frequent experiences of positive emotions such as safety, joy, and hope, and fewer experiences of negative emotions like anger or sadness. It involves cultivating happiness in various areas of life, including relationships, work, and health.

Generation Z:

"Generation Z, born between 1995 and 2012, is often referred to as 'digital natives' due to their exposure to rapid technological advancements during their formative years. In 2019, individuals in this generation ranged in age from 7 to

24." "Generation Z has been greatly influenced by the widespread use of personal smartphones, the rise in social media engagement, and their strong preference for text communication over traditional phone conversations. Being the first generation to grow up during the digital age of the 1990s, they are very familiar with social media."

Social Media:

Social media are online platforms facilitating the exchange of information, career interests, ideas, and visual content among individuals, organizations, and businesses within virtual communities and networks.

- **Facebook:** A popular social networking site where users can create profiles, share photos and videos, connect with friends and colleagues, and stay in touch.
- **Twitter:** A free micro-blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets using multiple platforms and devices.
- **Instagram:** Instagram, a popular photo-sharing and social networking platform, was acquired by Facebook in 2012. Users can upload, edit, and share photos on Instagram's website and through social media platforms like Facebook, Twitter, and Tumblr.
- **YouTube:** An American video-sharing website based in San Bruno, California, that allows users to upload, view, rate, share, add to favorites, report, and comment on videos, as well as subscribe to other users.
- **LinkedIn:** "A social networking site for the business community, allowing registered members to establish and document professional networks."

Goal And Objective of The Study:

"This study aims to explore the effects and significance of social media on young people, particularly college and university students, and how their use of these platforms impacts their behavior."

Objectives:

To determine how the youth use social media in their daily lives

To determine if the youth prefer social media as a means of communication as opposed to traditional methods.

To find out the relationship between social media and Gen Z's well-being behavior.

Scope Of the Study:

The study seeks to find out the impacts of social networking sites among the young generations on emotional well-being through happiness. The study will focus only on NCR's universities and college students who are UG and PG students.

Literature Review:

This study will examine the behaviors of Generation Z and evaluate the positive and negative effects of social media. According to Randstad (2014) and (Hoque et al., 2018a) Gen Z, or those born in 1993 and beyond, are also known as post-millennials, the Facebook generation, the homeland generation, digital natives, dotcom children, net generation, i-generation, and digital generation, including those born in the early 1990s.. Chatzoglou, P. (2020) Exploring factors affecting the intention of using SNSs is the purpose. These significant themes include the emotional impacts on the well-being, happiness, and social anxiety of Gen Z due to access to social networking sites. According to Doğan, U. (2016) Young's use of social networking sites is an essential indicator of young's happiness, psychological well-being, and life satisfaction. (Kalpidou, Costin, & Morris, 2011; Lenhart & Madden, 2007; Obi, 2014; Öztürk & Akgün, 2012; Rae & Lonborg, 2015) examined how Youth and college students use social media platforms (SNS) to keep up their psychological well-being, find ways to make relationships, keep in touch with friends, and contact friends frequently. In regular English, the terms "happiness" and "well-being" are frequently used interchangeably to refer to comparable ideas. Layard, R. (2005) explained that Experiencing joy in life and feeling amazing is the definition of happiness. On the other hand, Hylkilä, K. (2023) defined that PSMU (problematic social media use) was shown to be positively and substantially linked with social media participation, sadness, fear of missing out, and the effects of the pandemic on social media usage.

Research Methodology:

Measurement Items and Scale Development:

Participants were asked to respond on a five-point Likert scale (1=Strongly Disagree; 5=Strongly Agree) to evaluate these topics and record responses. A pilot test was conducted with a sample size of 500 (n=5)

Data Collection and Survey and respondent statistical information:

In this study, participants from the National Capital Region (NCR) of India were chosen to represent Generation Z in social media-based research. 500 respondents were selected using a non-probability convenience sample technique and online surveys were distributed using Google Forms. Additionally, a quantitative empirical study was conducted to test the model.

Participant:

The frequency analysis indicates that there are 307(74%) males and 108 (26%) females in the sample. Of the total responses, 54% are between the ages of 15-20years and 45% are between the ages of 20 and 25. Just 8.7% of respondents were seeking a degree beyond graduation, rather than 91.3% who were pursuing a graduation degree. Table 1 provides further details about the participants.

Data Analysis:

Two steps were taken in the process of doing a data analysis. First, descriptive statistics analysis was carried out with SPSS 21.0. Correlation between variables is used in the second phase to test the hypothesis using SPSS 21.0.

Validity and Reliability

A set of 33 items measuring components was used in an exploratory factor analysis (EFA) questionnaire. In this study, the Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) test were applied. With a KMO value of 0.6 and a statistically significant outcome in Bartlett's test, the data was appropriate for factor analysis. The results obtained for both these tests were satisfactory, KMO=0.829, p=0.000.so that data were suitable for factor analysis. Principal component analysis with varimax rotation was applied to perform an EFA for the initial group of items. Nine components with eigenvalues above 1.0 and loading into 0.5 were identified by this method, and these nine factors formed 55% of the variation in the total.

The mean score

		Habit	Happiness	SocialAnxiety	WellBeing
N	Valid	415	415	415	415
	Missing	0	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

Table 1 Descriptive Statistics of Respondent Profile (n=415)

SN.	Measure	Item	Frequency	Percentage
1	Age Group	15-20	224	54.0
		20-25	191	46.0
2	Gender	Male	307	74.0
		Female	108	26.0
3	Educational level	UG Students	379	91.3
		PG Student	36	8.7
4	Institute	Central University	38	9.2
		State University	263	63.4
		Private University	114	27.5
5	Uses of Social Media Sites	Multiple Times a Day	353	85.1
		Once a day	58	14.0
		Once a Week	4	1.0
6	Mostly use of social media	YouTube	177	42.7
		Instagram	124	29.9
		WhatsApp	49	11.8
		Facebook	38	9.2

		LinkedIn	20	4.8
		Twitter	5	1.2
		Snapchat	2	0.5
7	The purpose of using social media	Update yourself	189	45.5
		Connect with Friends	125	30.1
		Education	101	24.3

Hypothesis:

To test the effect of social media on the relationship between Gen Z' Happiness, social anxiety, and well-being

H₁: There is a significant impact of social media on Generation Z's Happiness

H₂: There is a significant impact of social media on gen-Z's social anxiety

H₃: There is a significant positive impact of social media on gen-Z's well-being

Table 2- Correlation between Habit and Happiness variables

	Habit	Happiness
Habit	1	
Happiness	.505**	1

Happiness: Dependent variable

Habits of social media: independent variable

Source: The author (using SPSS 21.0)

Note: **Correlation is significant at $p < 0.01$ level (two-tailed)

The correlation coefficient (r) between habits of social media and Gen Z's happiness is 0.505 which shows a moderate positive association between both variables. The p-value is < 0.01 which means the relationship is statistically significant. We can say the increase in the level of habits of social media can increase the happiness of genZ. Hence H1 is supported.

Table 3- Correlation between Habit and Social Anxiety variables

	Habit	Anxiety
Habit	1	
Social anxiety	.288**	1

Social Anxiety: Dependent variable

Habits of social media: independent variable

Source: The author (using SPSS 21.0)

Note: **Correlation is significant at $p < 0.01$ level (two-tailed)

The correlation coefficient (r) between habits of social media and Gen social anxiety is 0.288 which shows a negligible correlation association between both variables. The p-value is < 0.01 which means the relationship is statistically significance. We can say the increase in the level of habits of social media cannot increase the social anxiety of genZ. Hence H2 is not supported.

Table 4- Correlation between Habit and Well-being variables

	Habit	Well-being
Habit	1	
Well-being	.550**	1

Well-being: Dependent variable

Habits of social media: independent variable

Source: The author (using SPSS 21.0)

Note: **Correlation is significant at $p < 0.01$ level (two-tailed)

The correlation coefficient (r) between habits of social media and Gen is Well-being 0.550 which shows a Moderate positive correlation association between both variables. The p-value is < 0.01 which means the relationship is statistically

significance. We can say the increase in the level of habits of social media can increase the Well-being of genZ. Hence H2 is supported.

Result and Discussion:

Based on the above-listed indicators, H1 and H3 were statistical while H2 was not supported. Summary of the hypothesis testing result

SN.	Hypothesis	Independent variable	Dependent variable	p-value	Hypothesis decision
1	H1(+)	Habits of SNS	Happiness	0.001	Supported
2	H2(-)	Habits of SNS	Social Anxiety	0.001	Not Supported
3	H3(+)	Habits of SNS	Well-being	0.001	Supported

Note: SNS: Social networking Sites

According to a study that utilized a survey methodology, Gen Z individuals who are happy are likely to have greater use of social media habits, although social anxiety among Gen Z individuals is not rising as a consequence of social media habits. Additionally, our research shows that Gen Z's well-being is favourably impacted by SNS use.

Conclusion:

The text from the study explores the frequency of research analysis to examine descriptive statistics. Based on frequency data, the study finds that Generation Z utilizes YouTube more often than Instagram. It also indicates that the use of social networking sites (SNS) is aimed at staying informed about the younger generation. Moreover, numerous studies demonstrate that engaging with social media positively impacts happiness and overall well-being, and there is no evidence to suggest that social media use increases social anxiety.

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