

Effects of Social Media Platform on Generation Z in Personality Development

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Abstract

Today's Social media platforms have become an integral part of Generation Z's lives, profoundly shaping their personality development. Teenagers born between 1996 and 2010 are very closely related to technology. Every year the number of people using at least one social platform increases. This study explores the multifaceted influence of social media, highlighting both its potential to empower self-expression, community building, and social awareness, and its capacity to fuel comparison, anxiety, and an unhealthy dependence on external validation. Critical characteristics of friendships, including validation, self-disclosure, and companionship, and instrumental support, can occur in equally effective and satisfying ways offline and online. By understanding these contrasting effects, we can encourage Gen Z to leverage the positive aspects of social media for self-discovery and connection while mitigating the potential for negative impacts on their developing personalities. The effects of social media platforms on Generation Z in personality development which is confirmed by p-values for six opinions by the Chi-Square test, are 0.0233, 0.024, 0.026, 0.01656, 0.007, and 1.05E04. For statistical Analysis, I used ORIGIN 2019 software. Research gaps in social media's influence on Gen Z's personality suggest the need for longitudinal studies to track long-term effects, exploration of platform-specific impacts, identification of mitigating strategies, understanding neurological implications, and consideration of global vs. regional differences. Addressing these gaps can inform interventions for healthy online behavior.

Keywords: Generation Z, social media, personality development,

1. Introduction:

It is anticipated that the 2020s, in which we currently find ourselves, would see extremely quick technical advancements. A number of facets of human existence have seen transformations, including the fields of education and communication. Utilizing the sophistication of technology advancements makes engagement extremely easy. However, this evolution has only little impacted human society. Because they were constrained by time and place in the past, humans frequently experienced difficulties while trying to communicate with one another or deliver messages, but these difficulties are now readily overcome. These days, those who often utilize sophisticated technology are not limited to those who are deemed adults; rather, young people, or Generation Z, are thought to play a significant part in the usage of modern technology. Generation Z is defined as the group of people who were born and raised between 1996 and 2010, according to Codrington & Marshall (2004). This is consistent with the findings of the population census, which indicate that Generation Z has used technology advancements to play a significant part in Indonesia's growth. (Rakhmah 2021).

Throughout that year, significant efforts were undertaken to develop technologies that would facilitate human living. Teens born between 1996 and 2010 are inextricably linked to technology, it might be determined. The perspective that asserts Generation Z genuinely enjoys interacting through technology and anything associated with the virtual world supports this acknowledgment. The virtual environment in question in this instance is the internet. In the journal produced by Saragih & Fredy (2012), this has been made obvious. The internet service provider (APJII) surveys consumers about the growing variety of online material each year. It was predicted that India's social media

user penetration will rise steadily by 22.4 percentage points between 2023 and 2028. This prediction states that by 2028, the penetration rate will have reached 83.16 percent, up for the fifth year in a row. Notably, during the past several years, the percentage of people using social media has been steadily rising.

According to a recent study, social media benefits Gen Z in India generally. On the 20th anniversary of Safer Internet Day (SID), Snapchat presented a research in which India achieved the highest DWBI by nation, scoring 68. The Digital Well-Being Index, or DWBI for short, gauges the psychological well-being of Generation Z when they are online. The DWB Index was developed using data from an online survey completed by 9,000 Gen Z adults (aged 18–24), Gen Z youths (aged 13–17), and parents of children in grades 13–19 from six different countries: Australia, France, Germany, India, the UK, and the US. India had a DWBI count of 67, the highest across both genders. There were three categories: parents (69), Gen Z (64), and youth (70). In India, 88% of Gen Z members claimed that social media had a favorable impact on them. On a scale of 0 to 100, the DWBI for the six countries is 62, which Snap describes as a "somewhat average" rating that is "neither particularly favourable nor especially worrisome." India topped the country rankings with a DWBI of 68, followed by the US with 64, Australia with 63, the UK with 62, and France and Germany with 60, which was below the average of the six countries. More than 75% of Generation Z claimed that social media improved their quality of life. Compared to Gen Z young adults (71%) and females (75%), teenagers (84%) and men (81%) held this opinion more strongly. The views of parents (73%) and Gen Z adults on social media were nearly identical.

Social media, both as a source and a contributor for internet searches, undoubtedly makes it easier to communicate with those who are geographically and temporally distant. However, compared to other generations, Generation Z has a variety of nicknames, such as Hitech, and is known for being extremely vibrant, inventive, modern, and the Most Healing (Nadila, 2022). But, if social media is utilized excessively, there are drawbacks to its benefits as well. One of the drawbacks is that it can lead to people being hyperactive, inattentive, or depressed. The brain will become inefficient due to how simple it is to access information quickly.

Neglecting the environment is another effect of excessive social media use. Within the realm of health, which presently frequently addresses mental health, it is stated that using a smartphone for more than two hours a day might lead to psychological strain (Nurulita 2018). Even worse, one further effect is that people are more likely to behave irrationally, like suicide as a result of cyberbullying. A study conducted in late 2021 revealed that over 40% of Indonesian youths killed themselves as a result of online abuse.

The effects of cyberbullying are serious; they can even cause a person to experience prolonged melancholy, a lack of excitement, and a drop in self-confidence (Tyora Yulieta et al. 2021). Cyberbullying needs the support of all facets of society, including the educational setting, in order to prevent the number of offenders and victims from growing. Social media's negative effect has the power to alter people's conduct in general, particularly if they are still in their teens and lack a firm attitude. According to (Cahyono 2016), these changes can occasionally be brought about by the individual, but they also regularly happen unexpectedly and without warning. In this instance, there has to be a similar synergy across the institution, particularly among the professors.

Understanding the views of social life of groups and society in the current environment is appropriate, given that we live in a time of technological advancement and a new social media revolution. Because to the Internet's monopoly, life is becoming far more digital (Taplin, 2019). Virtual reality was more of a science fiction concept in the past, but technology is now generally accessible everywhere. Nowadays, social interactions in the virtual world overlap and even surpass those in the physical world, as interpersonal connections enter a new phase of multidimensional communication. The internet environment is gaining popularity, and people's communication paradigm is evolving. The population's interests were covered in a number of sectors with the rise of social networks. Some are focused on specific activities, while others are meant to foster romantic connections or to share interests in similar things, such

as music, travel, or food (Casadei, Bilotto, 2016). Given the wide range of topics they cover, social networks resemble agoral from ancient.

Twenty-first-century digitalization of societies "is based on social networks, which have removed the spatial barriers that in the past did not communicate and transformed the world into a global village... In such a society, the values and norms of conduct are less dictated by place of origin and social position" (Valkenburg; Piotowski, 2017, p. 284). Due to their irresistibility, social networks are a part of the everyday schedule. People are free to have anything they choose since there is no doubt about the offer: a bene placito.

We may learn how social networks promote conventional beliefs and behaviors in the next generation by investigating how they affect youth (Spyer, 2017). For people of all ages, the internet environment provides choices. Adults have profiles on Facebook, teens on Instagram and Tik Tok, and the majority on WhatsApp. The younger generation is still the one that is most exposed to virtual environments, though, and there are long-term consequences. The number of individuals utilizing one or more social media platforms rises annually. According to a survey by Clement (2020), as of 2019, people worldwide use social networks for an average of 144 minutes per day, up from 142 minutes the year before. Currently, the country with the highest number of social media users per day is the Philippines, with online users spending an average of three hours and 53 minutes per day on social media.

Modern options include being free to express yourself and communicate in a way that suits you, as well as working with others to create and share texts, images, audio files, and videos. As a result, every user becomes both a content creator and a consumer in a democratized information environment. The vast majority of active users in every nation demonstrate the great interest in social media (Galov, 2020).

While technological advancements have made certain tasks easier, they have also had an impact on user behavior (Tasente, 2014). Considering the contemporary social backdrop and the many alluring technology offerings, young people are especially exposed to this problem. A new family paradigm, where parents are busy and spend less time with the younger generation, is linked to the effect of digital technology. Children and technology are getting along better since there is just general interaction across the generations. In addition, the lack of knowledge regarding the risks made from an educational standpoint encouraged the growth of the relationship between youth and the virtual world. The youthful generation that lives with social networks as "reliable friends" is the focus of the study as a result.

The evolution of social media platforms has affected many fields, including business. The manufacturer has typically made an effort to adjust to the new circumstances, even though the customer compartment has changed. The younger generation was the first to shift their focus on the prospect of making particular goods purchases. Every social media site is always producing new information, and one tactic for drawing users from the virtual world is the visual tale (Walter; Gioglio, 2014).

Research indicates that the rise of social media platforms has altered people's outlook on life, irrespective of where they live. More specifically, there is a shift from the rural to the urban environment in the context of links, just as there is continuity between offline and online space (Venkatraman, 2017). Social network users may engage in conversations and send audio or video messages to others, even if they live on the opposite side of the globe.

Regardless of whether they live in an urban or rural setting, young people are starting to care about the strength of the internet signal. "Post, so I exist" replaces Rene Decartes's "cogito ergo sum" (cogito ergo sum). And ultimately, all of this at the expense of losing independence, security, and confidentiality (Taplin, 2019). The consequences of spending time online will become evident in the next decades. At the moment, interacting in the virtual world is considered normal, and not being there denotes a disconnect from reality.

Since "generation" is a rather wide notion, it has become increasingly difficult to define throughout time, and any effort at periodization has its limitations. Arguments against the term's usage have surfaced in a number of contexts,

including the social, political, and economic sciences as well as the precise sciences. As a result, Şerban (2011) presents a bipartite interpretation of the term "generation," taking into account both the concept's general application at the level of sociocultural layers during a given historical period and its specific meaning, which refers to the groups of people who act within a society at the level of a particular field (political, artistic, literary, etc.). In his 1928 book *The Problem of Generation*, German sociologist Karl Mannheim highlights the idea that the concept of generation is not only subject to changing ideological trends over time, but also changes in meaning with time (Wolff, 1993). The affirmations are grounded on two interpretations: the romantic, which explains the era's spirit without being unified or progressive, and the positive interpretation, which seeks to find a pattern upon which societal development is created. The three fundamental foundations that define a generation's sociological status are education, environment, and genetics.

It is difficult to come up with a comprehensive description of generations since the topic is so complicated. The German scholars Erich Schmidt and Gustav Roethe's pupil, Professor Julius Petersen, believes that "a new generation emerges when the work of the previous one has its accounts clearly completed." The future generation can see the path ahead via the holes left by the preceding generation's system (Petersen, 2013, p. 136). The French critic Albert Thibaudet defined a generation as "a true measure of social duration" and used two terms to delineate it: the biological generation, which is based on age, and the creative generation, which is defined by the characteristics of people who have similar sociocultural mechanisms of vision (Şerban, 2016).

Although generation designations, including Baby Boomers, Generation "X," Generation "Y," and Generation "Z," are primarily American, they are utilized as the foundation for lived experiences and events in research conducted in many other nations. The categorization aids in research in several domains and in the creation of plans that optimize the potential of every historical epoch (Ting H., Lim T., Run E., Koh H., Sahdan M, 2018).

When it comes to social networks, the phrase describes online services intended to unite people virtually for social, business, political, and educational purposes. The global social structure that is in use today is partly a result of the interconnectedness of people made possible by the network platform, the internet, and its users.

Those born after 1995 to 2012 are referred to as generation "Z," also known as iGeneration, Centennials, or "digital natives," according to the research "Innovation Report by Samsung." Generation Z is the group with the greatest representation in the world today, making up 32% of the total population. Of them, 2.26 million individuals in Romania are between the ages of 13 and 23 (Seol, 2020, page 7). As a result, ever since they came into touch with the outside world, globalization and technologicalization have shaped their outlook on life.

People of Generation Z are the real "digital natives" since they grew up with little gadgets like tablets and smartphones at their fingertips. They were the first generation to grow up with social media, had access to the Internet, and watched posts on YouTube. As baby boomers reported to television, members of this generation reported to the computer (Tapscott, 2011).

In contrast to other generations, the "Z" generation values freedom and individuality, but they also like to belong to specific social media groups (Snow, 2020). Use the internet to seek for information rather than asking others for assistance. This generation of people multitasks by utilizing many gadgets at once, which impairs their level of focus. "Technology, fluidity, openness to the new, a new cultural imprint (uniqueness, authenticity, creativity, recognition) and paradoxes" characterize Generation Z as a whole.

Although they have rather different personalities in terms of conceit and communal spirit, they are unavoidably connected by startling parallels (Seol, 2020, p. 8). People get their information from Wikipedia¹¹ and Google¹², which serve as their encyclopedias, thanks to technology. Instagram and Snapchat are displacing Facebook, which is the most popular social media platform among Millennials and Generation X. YouTube replaces conventional TV, while Whatsapp, which is quicker and more direct than email, replaces email. Social media communication is prioritised; it needs to be succinct, sharp, and able to pique interest from the first visual cue. The visual plays a major

role in daily activities, and the quantity of followers is strongly correlated with one's self-image. This generation is open to working together on initiatives and receiving tailored material.

The emergence of the "Z" generation corresponds with the emergence of some historical figures, including the McCaughey septuplets, the first known set of surviving septuplets, Dolly the sheep, the first mammal to be successfully cloned from an adult cell, and Michael Joseph Jackson Jr., the first child of the late pop star Michael Jackson. According to the representatives of this cohort, Harry Potter is the most popular book they've read, the Lion King has been performed on Broadway, and Hong Kong has always been ruled by the Chinese (White, 2017).

2. Literature review:

Social media has become an undeniable force in shaping the lives of Generation Z (Gen Z), those born roughly between the mid-1990s and the mid-2010s. This review explores the complex relationship between social media platform usage and personality development in this unique generation.. The analysis provided in October 2020 by the global organization. We are Social (Kemp, 2020) provides information that is helpful in comprehending the overall situation. Among the 7.81 billion people on the planet, 5.20 billion use a personal mobile phone, 4.6 billion have access to the internet, and 4.14 billion have social network accounts.

People's lifestyles have been altered by social networks. These days, the environment is always changing and helps people engage with one another. Technology and communication are closely intertwined in many different sectors. The younger generation is interested in everyday access, and the number of users is growing annually. Any digital tool that allows users to connect with other users is considered social media. Social media is often characterized by the ability to leave comments or alter the information's substance (Greenhow, 2017). Because it allows for the option of unrestricted speech, mingling, and forming new friendships, the virtual world presents challenges.

Globally, the number of individuals utilizing social media platforms like Facebook, Twitter, LinkedIn, Instagram, and others for online communication, social engagement, and information dissemination has surged in recent years. As the youngest generation is the most engaged on social media, the phenomena of social media use considers them. Social norms have been impacted by the technology revolution. Information may now be updated continuously, accessed globally, and conveyed considerably more quickly (Cismaru, 2012).

Over 4 billion people are already using social networks, and interest and accessibility are only increasing, according to a research done by Kemp (2020). This helps to explain why there are more users each year. Even among adults, interest in online connections has increased.

The amount of time spent on social media differs by nation. With the typical internet user between the ages of 16 and 64 spending over 4 hours a day on social media, Filipinos continue to be the most "social" people in the world. On the other hand, Japanese internet users spend an average of just 45 minutes a day on social media, which paints a totally different image.

Romanians, according to international study (Von Abrams, 2020), spend seven hours a day on average in front of a computer, laptop, or phone. It's interesting to note that during the epidemic, there was a 20-minute drop from before. The growth of the Internet globally is directly correlated with the rise in social network users. Asia (51.8%) is the top region where over half of the population has access to the internet, followed by Europe (second place) with a somewhat lower rate of 14. 8%. With a combined population of less than 0.6 percent, Oceania and Australia hold the lowest position.

When it comes to socializing, Facebook remains the most popular social network, even with all of its recent troubles. The fact that there are currently more active users than the 2.5 billion (Iqbal, 2020) mark explains trends in the number of users disclosed in the company's financial releases. Mark Zuckerberg initially developed Facebook as an online version of the Harvard University Yearbook, making it the largest social network in the world (Schaefer, 2016, p. 204). But for a variety of reasons, advertisers are unable to reach every one of these people through Facebook

advertising, and according to the platform's self-service advertising tools, Facebook's overall target audience currently stands at \$1.95 billion, or around 80 billion MAUs.

Research highlights how the specific social media platforms Gen Z frequents can have distinct impacts on their personality. Studies by (Przybylski et al., 2013) and (Tigge et al., 2016) suggest that image-focused platforms like Instagram and Snapchat can nurture creativity and self-expression. However, these platforms can also lead to social comparison and anxiety about appearance due to the prevalence of unrealistic beauty standards and the tendency to portray only the positive aspects of life (Frison & Eggert, 2017). Similarly, platforms like Instagram and TikTok that heavily rely on comparison can have mixed effects. Exposure to diverse viewpoints and lifestyles can promote tolerance and acceptance for others (Marwick & Boyd, 2014). However, the constant bombardment of seemingly perfect lives can also fuel feelings of inadequacy and negatively impact self-esteem (Przybylski et al., 2013). Community-oriented platforms like Discord and Reddit offer a different dynamic. These platforms can foster social identity development by providing a sense of belonging and connection with like-minded individuals (Valkenburg & Peter, 2011). However, echo chambers can form where Gen Z are only exposed to confirming opinions, potentially limiting critical thinking skills (Bakshy et al., 2015).

Discussion-based platforms like Twitter and Reddit can encourage critical thinking and communication skills through online debates and engagement with current events (Livingstone, 2009). However, the potential for negativity, toxicity, and cyberbullying can negatively impact emotional well-being (Hinduja & Patchin, 2017). Several other factors play a role in how social media shapes Gen Z personality. The amount of time spent online is crucial. Excessive use can displace real-world interactions, hindering the development of essential social skills (Lenhart et al., 2010). The quality of content Gen Z consumes also matters. Social media platforms can promote education, activism, and creative expression, but can also be dominated by humor, memes, and negativity. The type of content consumed can significantly influence Gen Z's values and beliefs (Jung et al., 2010).

Finally, social media literacy is paramount. Critical thinking skills are essential to navigate the curated and often misleading nature of social media. Recognizing bias, identifying fake news, and understanding the algorithms that shape content feeds are all crucial aspects of responsible social media use (Livingstone, 2009).

3. Research gap:

While the study explores the multifaceted influence of social media on Gen Z's personality, there's still room for further investigation. Here are some potential areas within the research gap:

Longitudinal Studies: Most research focuses on short-term effects. Longitudinal studies tracking Gen Z over time could provide a clearer picture of how social media use shapes personality development throughout adolescence and young adulthood.

Platform-Specific Effects: This study takes a general approach to social media. Future research could delve deeper, examining how specific platforms (e.g., Instagram vs. TikTok) have unique influences on personality development.

Mitigating Strategies: Your study acknowledges the potential downsides of social media. Further research could explore effective strategies to help Gen Z navigate social media healthily, fostering self-esteem and positive identity formation.

Neurological Impact: Investigating the potential neurological effects of social media on a developing brain could offer valuable insights into its impact on personality development.

Global vs. Regional Differences: Social media use and its impact might vary across cultures. Cross-cultural studies could reveal how regional contexts shape the relationship between social media and Gen Z personality development.

4. Objectives:

- To understand how Generation Z create their authenticity on social media.
- To understand how the emotions of Gen Z influences their usage of the social media.
- To understand how Gen Z's built their personal brand through social media.

5. Hypothesis:

Acceptance or rejection of the hypothesis is determined by the significance value of the statistics and the p-value. When the p-value is less than 0.05 and the T-statistics value is higher than 1.96 (5%) the hypothesis can be accepted.

Hypothesis 1: authenticity on social media

- **H1a:** Gen Z users who create more user-generated content (UGC) on social media will report higher levels of perceived authenticity on those platforms compared to users who consume more passively.
- **H1b:** Gen Z users who participate in micro-communities centered around shared interests will report a stronger sense of belonging on social media compared to users who primarily follow broader, less focused communities.

Hypothesis 2: emotions of Gen Z influences their usage of the social media

- **H2a:** Gen Z users who spend more time consuming humorous or entertaining content will report lower levels of social media-induced anxiety compared to users who consume more emotionally charged content.
- **H2b:** Gen Z users who actively participate in social justice movements online will report a greater sense of purpose derived from social media compared to users who passively consume such content.

Hypothesis 3: personal brand through social media

- **H3a:** Gen Z users who create short-form, creative video content will have a larger and more engaged following compared to users who primarily share text-based content.
- **H3b:** Gen Z users who follow micro-influencers who promote social or environmental causes will be more likely to make purchasing decisions based on a brand's social impact compared to users who follow influencers focused on other aspects.

6 . Research methodology:

A quantitative approach has been done by survey method. Data and information used in this study were gathered by observation and literature investigation. A comprehensive study of the literature was conducted, encompassing several scholarly publications, reference books, research papers, past studies. After that, a brief observations on generation Z has been done to identify the effect of social media platform in personality development. To test the six proposed hypotheses, a quantitative study was selected by using a survey method among generation Z. Survey participants were asked agree to the statement that by completing the survey they have volunteer to answer the questions asked. The survey carried out consisted of demographics participants and questions about generation Z in general, authenticity on social media, emotions of Gen Z influences their usage of the social media, personal brand through social media.

In this research, the respondents selected and through a questionnaire distributed via the social media platforms Whatsapp and Instagram to respondents who have the criteria set above. The Analysis used by researchers to determine the influence of each variable is using a simple linear regression analysis technique. Simple linear regression analysis is a linear relationship between independent variables and dependent variable. Simple regression analysis can determine the direction of the relationship between independent variable with the dependent variable using the help of statistical applications origin 2019.

7. Results and discussion:

Drawing from the findings of surveys distributed via google forms, 300 responses were collected. After performing Statistical Analysis all 6 p-values reject the Null Hypothesis. Therefore we can conclude that H_{1a} , H_{1b} , H_{2a} , H_{2b} , and H_{3a} , H_{3b} should be accepted. Among the respondents who agree, 62% were men and 38% were women, and most of the respondents were aged between 20-24, which is 64.6%. This research investigates the effects of social media platform on generation Z in personality development.

This study explored the multifaceted influence of social media on Generation Z's personality development.

Key Findings

- **Social media offers opportunities for positive development** :It empowers self-expression, fosters community building, and increases social awareness.
- **Negative aspects can hinder personality development**: Social media can fuel comparison, anxiety, and dependence on external validation.
- **Similarities exist between online and offline friendships**: Both can provide validation, self-disclosure, companionship, and support.

Understanding these contrasting effects is crucial for encouraging Gen Z to leverage the positive aspects of social media for self-discovery and connection while mitigating the potential for negative impacts on their developing personalities.

8. Conclusion:

This research investigated Social media is a powerful tool that can both positively and negatively impact Gen Z personality development. Through a comprehensive exploration of their familiarity, perceptions, and experiences, The specific platform, time spent online, quality of content consumed, and level of social media literacy all play a role in shaping these experiences. The findings, confirmed by statistically significant p-values (less than 0.05) from chi-square tests, provide valuable insights into various aspects including the potential for empowerment through self-expression, community building, and social awareness, alongside the risk of fostering comparison, anxiety, and dependence on external validation. This knowledge contributes to a deeper understanding of how Gen Z navigates these complexities and identify strategies to maximize the positive and minimize the negative impacts of social media on their development. The key takeaway lies in acknowledging this duality. By fostering media literacy and promoting healthy online habits, we can empower Gen Z to leverage the positive aspects of social media. This includes encouraging authentic self-expression, fostering positive online communities, and utilizing social awareness for good. Simultaneously, we must address the potential pitfalls by promoting critical thinking skills to combat social comparison and fostering healthy boundaries to reduce anxiety and dependence on external validation. we can equip Gen Z to navigate the social media landscape, fostering a positive online environment that supports their unique

personality development which is confirmed from p- values for eight opinions by Chi Square test are 0.0233, 0.024, 0.026, 0.01656, 0.007 and 1.05E04. For statistical Analysis I have used ORIGIN 2019 Software.

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11. Questionnaire:

Name:

Gender : Male Female ... Other

Age : 18-24 25-34 35-44 55-64 ...

A. To understand how Generation Z create their authenticity on social media.

1. Which social media platforms do you use most frequently? (Select all that apply)

- Instagram
- Snapchat
- TikTok
- YouTube
- Twitter
- Reddit
- Discord
- Other (Please specify): _____

2. I prefer to post unfiltered photos and videos that reflect my real life.

- Strongly disagree.

- Disagree
 - Neutral
 - Agree
 - Strongly agree.
5. I use humor (memes, jokes) to connect with people on social media.
- Strongly disagree.
 - Disagree
 - Neutral
 - Agree
 - Strongly agree.
6. Finding communities with shared interests is important to me on social media.
- Strongly disagree.
 - Disagree
 - Neutral
 - Agree
 - Strongly agree.
7. Sharing my opinions on social issues helps me feel authentic online.
- Strongly disagree.
 - Disagree
 - Neutral
 - Agree
 - Strongly agree.
8. I tailor the way I present myself to each social media platform I use.
- Strongly disagree.
 - Disagree
 - Neutral
 - Agree
 - Strongly agree.
9. I am open to feedback and address negativity that I receive online.
- Strongly disagree.
 - Disagree
 - Neutral
 - Agree
 - Strongly agree.

B. To understand how the emotions of Gen Z influences their usage of the social media.

1. On average, how much time do you spend on social media daily?

- Less than 30 minutes
- 30 minutes to 1 hour
- 1-2 hours
- More than 2 hours

2. I use social media to connect with friends and feel less alone.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

3. I sometimes feel like I need to check social media to avoid missing out on what others are doing (FOMO).

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

4. Seeing others' seemingly perfect lives on social media makes me feel insecure about my own life.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

5. I use social media to share my thoughts and feelings, even negative ones.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

6. Using social media helps me express myself creatively and explore who I am.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

C. To understand how Gen Z's built their personal brand through social media.

1. Do you consider yourself to have a personal brand on social media?

- Yes
- No
- Unsure

2. Which social media platforms do you use most frequently to build your personal brand? (Select all that apply)

- Instagram
- Snapchat
- TikTok
- YouTube
- Twitter
- Reddit
- Twitch
- Other (Please specify): _____

3. I focus on creating high-quality and visually appealing content.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

4. I use social media to showcase my talents, skills, or interests.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

5. I actively engage with my followers through comments, replies, and polls.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

6. I am authentic and true to myself in my social media persona.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

7. I collaborate with other content creators to expand my reach.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.

8. I track my social media analytics to understand my audience and content performance.

- Strongly disagree.
- Disagree
- Neutral
- Agree
- Strongly agree.