



To Study the Impact of Social Media on Mental Health of Gen Z in Ahmedabad City

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ABSTRACT

This study explores the impact of social media on the mental health of Gen Z in Ahmedabad City, controlling for gender as a variable. A set of hypotheses were tested to examine the link between gender and several psychological effects of social media on anxiety, self-image, loneliness, sleep quality, and productivity. The results were always nonsignificant, as the null hypothesis was accepted for each of the variables, whereas weak correlations were observed across all of them. These outcomes indicate that the psychological influence of social media is widespread among Gen Z and can be generalized beyond gender-related differences. The study raises major concerns: the social media roles in anxiety creation, feeling of loneliness, and being pressured to adopt idealized perceptions of life. However, weak correlations imply that factors such as personality traits, socio-economic status, and cultural influences are possibly dominating the shaping of these experiences. This study further implies the necessity of inclusive measures to mitigate the psychological ill effects of social media which should be aligned with generational issues than gender differences. Further research is needed to investigate platform related impacts and longitudinal consequences along with a larger sample. Demographic factors will be examined to understand the complexity of this relationship. Our results will assist in understanding theoretically how social media can influence mental health among Gen Z and develop effective recommendations for interventions design.

INTRODUCTION

In the last few years, the ubiquitous use of social media in daily life has changed communication patterns and social interactions, especially among Generation Z, the cohort born between the mid-1990s and early 2010s (Vidani & Solanki, 2015). As members of Generation Z in Ahmedabad increasingly engage with various social media platforms, the implications of this digital era on their mental health have become a subject of growing concern (Vidani, 2015).

The impact of social media on mental health is a complex and multifaceted phenomenon (Solanki & Vidani, 2016). Social media allows for self-expression, connecting with others, and the sharing of information (Vidani, 2016). Conversely, constant exposure to filtered content online, pressure to meet societal expectations, and cyberbullying are possible dangers to the psychological well-being of young individuals (Niyati & Vidani, 2016).

Several studies demonstrate the relationship between the usage of social media and its outcomes towards mental health (Pradhan, Tshogay, & Vidani, 2016). According to Twenge and Campbell (2018), an alarming growth in psychological distress has been observed across adolescents in the United States that paralleled with growing smartphone usage and increased engagement in using social media (Modi, Harkani, Radadiya, & Vidani, 2016). Primack et al. also found in their study (2017) a direct positive link between the extent of using social media and depression among young adults (Singh, Vidani, & Nagoria, 2016).

While these studies are useful, cultural and contextual factors may influence the impact of social media on mental health (Mala, Vidani, & Solanki, 2016). A city like Ahmedabad, which is dynamic and culturally rich, in India presents a very different environment with traditional values alongside rapid digital transformation (Dhere, Vidani, & Solanki, 2016). Therefore, an investigation into the specific experience of Generation Z in Ahmedabad is due to understand the nuances on how use of social media may influence their mental health (Singh & Vidani, 2016).

The paper further discusses the consulting services being offered by Head Quest HR Solutions LLP, one of Ahmedabad's premier HR consultancy firms (Vidani & Plaha, 2016). The dual objectives of this research are to analyze the efficiency of HR consulting services in improving organizational performance and to evaluate how social media influences mental well-being among young adults (Vidani J. N., 2016). This study combines insights from two interrelated domains to give a holistic view of individual and organizational challenges in the digital age (Vidani & Pathak, 2016).

The study uses a mixed-methods approach, using quantifiable data from structured surveys and qualitative inputs from semi-structured interviews (Pathak & Vidani, 2016). Research findings indicate that Head Quest HR Solutions LLP uses specific customized approaches to boost the engagement of employees, talent management, and organizational development (Bhatt, Patel, & Vidani, 2017). Similarly, the section of Generation Z's mental health uses data collected from the respondents in Ahmedabad to analyze the correlation of frequency of social media use, anxiety levels, and self-esteem (Vidani, Chack, &

Rathod, 2017). It considers such platforms as Instagram, WhatsApp, and Snapchat for concrete insights into their impact on mental health outcomes (Vidani & Singh, 2017).

This research contributes to a more general understanding of how mental health and organizational development relate within a rapidly shifting digital environment by taking on both the individual and the organizational dimension (Vidani & Plaha, 2017). Through using a combination of chi-square analyses and demographic breakdown, the study identifies patterns and trends in social media habits as well as their psychological implications (Sukhanandi, Tank, & Vidani, 2018). More specifically, practical insights will be given based on examining Instagram, WhatsApp, and Snapchat (Vidani, 2018).

Simultaneously, the chapter on the mental health of Generation Z relies on the data generated from the Ahmedabad respondents to explore associations between social media usage frequency and levels of anxiety and self-esteem (Biharani & Vidani, 2018). Chi-square analyses in conjunction with demographic breakdowns of the study will reveal trends and patterns of social media habits and their psychological effects (Odedra, Rabadiya, & Vidani, 2018). In this regard, specific attention is paid to Instagram, WhatsApp, and Snapchat to derive practical implications regarding their impact on the shaping of mental health outcomes (Vidani J. N., 2018).

Research Objectivise

Explore the rate and length of time Generation Z in Ahmedabad spends on social media so that it can be better understood, including patterns that may exist and possible connections to mental health outcomes.

Explore the nature of material consumed through social media channels by the target population and how such interactions might be impacting their mental health.

Explore the relationship between the stressors that result from social media use (e.g., cyberbullying, social comparison) and mental health issues among Generation Z in Ahmedabad.

LITERATURE REVIEW

The recent years have witnessed a significant rise in attention given to the association between social media usage and mental health, especially about the younger generation, known as Generation Z (Gen Z) (Vasveliyya & Vidani, 2019). Gen Z includes those who were born between 1997 and 2012 (Sachaniya, Vora, & Vidani, 2019). This group has grown up in an environment that is dominated by digital technologies and social media (Vidani, 2019). This literature review is about the existing research that discusses the impact of social media on the mental health of Gen Z individuals in Ahmedabad city (Vidani, Jacob, & Patel, 2019).

Prevalence of Social Media Usage Among Gen Z

According to Smith and Anderson (2018), around 95 percent of the teens in the U.S. have a smartphone (Vidani J. N., 2020). Similarly, such a trend can be witnessed globally as well, not only in the U.S. but also in other cities, such as

Ahmedabad (Vidani & Dholakia, 2020). With such vast access, people are highly using social media in daily life, and this trend is prevalent among Gen Z (Vidani & Das, 2021).

Mental Health Issues Related to Social Media

Studies have identified several possible adverse effects associated with excessive social media use, such as anxiety, depression, and low self-esteem (Rathod, Meghrajani, & Vidani, 2022). For Gen Z, who are in the developmental stages, these mental health issues can have far-reaching implications (Vidani J. N., 2022).

Comparison with Previous Generations

Some researchers argue that the mental health problems faced by Gen Z due to social media are distinct from those of previous generations. Hunt et al. (2018) found that while social media use has increased feelings of loneliness among all age groups, the effect is significantly more pronounced among younger users, including Gen Z (Vidani, Meghrajani, & Siddarth, 2023).

Local Context: Ahmedabad

Although much work has been carried out around the world, more needs to be learned on how these local nuances affect cultural conditions that shape and influence how social media impinges upon mental health (Saxena & Vidani, 2023). Local research will uncover connections between local traditional values, societal norms, and their digital practices that affect experiences of the Gen Z youth (Vidani, Das, Meghrajani, & Singh, 2023).

Pros and Resilience Techniques

While most of the literature talks about the negative implications, it is important to consider that social media also opens up many avenues for connectivity, self-expression, and support (Vidani, Das, Meghrajani, & Chaudasi, 2023). Some studies have identified the role of positive online communities and digital platforms that promote mental well-being among Gen Z (Bansal, Pophalkar, & Vidani, 2023).

Recommendations and Interventions

It has become an essential need, particularly in light of the ever-growing concern over the mental health effects of social media, to come up with evidence-based interventions and strategies to support Gen Z (Chaudhary, Patel, & Vidani, 2023). Educators, policymakers, and healthcare professionals in Ahmedabad can come together and develop targeted interventions that may address the specific problems the generation is encountering (Sharma & Vidani, 2023).

Research Gap

Despite the rapidly growing body of literature on the impact of social media on mental health, critical gaps still exist, particularly regarding the specific experiences of Gen Z in localized contexts such as Ahmedabad City. Most studies that are currently available focus on more general geographic or demographic populations, thereby overlooking the particular socio-cultural and urban dynamics that may affect the relationship between social media use and mental health outcomes. Moreover, while research typically focuses on general mental health effects, such as anxiety or depression, little attention has been paid to how specific factors—such as platform preferences, content

consumption patterns, or coping mechanisms – affect this digitally native generation. Furthermore, many studies fail to integrate gender-neutral perspectives, frequently overemphasizing gender differences without accounting for other potentially influential variables like socio-economic background, education, or digital literacy. This lack of context-specific and nuanced exploration leaves a critical gap in understanding how the benefits and challenges of social media manifest for Gen Z in Ahmedabad, and so, primary research is required to fill these unexplored dimensions.

Hypothesis

H1: There is a significant association between gender and whether social media helps individuals feel connected to friends and family.

H2: There is a significant association between gender and whether social media usage has caused individuals to compare their lives to others.

H3: There is an association between gender and the feeling of anxiety when unable to access social media.

H4: There is an association between gender and the perception that social media makes individuals feel informed about current trends and news.

H5: There is an association between gender and the perception that spending time on social media negatively impacts sleep quality.

H6: There is an association between gender and the perception that social media has helped develop a positive self-image.

H7: There is an association between gender and the feeling of pressure to portray a perfect life on social media.

H8: There is an association between gender and the perception that excessive social media use has caused a decline in productivity.

H9: There is an association between gender and the perception that social media has contributed to feelings of loneliness or isolation.

H10: There is an association between gender and the perception that social media has more positive effects on mental health than negative.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
What social media platforms you use frequently	(Vidani & Solanki, 2015)
Social media helps me feel connected to friends and family.	(Solanki & Vidani, 2016)
Social media usage has caused me to compare my life to others.	(Bhatt, Patel, & Vidani, 2017)
I feel anxious when I am not able to access social media.	(Sukhanandi, Tank, & Vidani, 2018)
Social media makes me feel informed about current trends and news.	(Biharani & Vidani, 2018)
Spending time on social media negatively impacts my sleep quality.	(Vasveliyya & Vidani, 2019)

Social media has helped me develop a positive self-image.	(Vidani J. N., 2020)
I feel pressure to portray a perfect life on social media.	(Vidani & Das, 2021)
Excessive use of social media has caused a decline in my productivity.	(Rathod, Meghrajani, & Vidani, 2022)
Social media has contributed to feelings of loneliness or isolation.	(Mahajan & Vidani, 2023)
Overall, I feel social media has more positive effects on my mental health than negative.	(Mahajan & Vidani, 2023)

Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	139
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

Demographic Summary

The demographic summary summarizes characteristics of the participants. With regard to gender, among 139 respondents, male comprises 55.4% and female 44.6%. Age-wise distribution falls as follows: 18-25 years, where a majority 74.8% come into it, followed by 32-38 years, in 12.9%, 25-32 years are placed in 12.2%. Occupation-wise data of students are 69.1%, jobs and people working 15.1%, business owners comprised of 10.1% of the population while others were homemakers comprised in 2.2%, and professionals in 3.6%. Educationally, 45.3% were undergraduates, 43.9% were postgraduates, and 10.8% had completed high school. This data shows that the sample is predominantly young and student-dominated with diversified educational backgrounds.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
1. 700	15

Source: SPSS Software

The following table provides the Cronbach's Alpha for a given set of items. In this case, with a Cronbach Alpha value of 0 and 700 total responses across 15 items, internal consistency of the scale is not guaranteed. Normally, higher Cronbach Alpha values represent closer-to-1 results, indicating higher reliability, so in this case, the result of 0 is indicative of some type of problem with the scale or the data. Further research is required in order to evaluate the construct validity and reliability of the tool applied in this study.

RESULT AND DISCUSSION

Add rows as per number of hypotheses you have created

Table 4: Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant association between gender and whether social media helps individuals feel connected to friends and family.	0.471	>	H01 accept (Null hypothesis accepted)	0.223	Weak
H2	There is a significant association between gender and whether social media usage has caused individuals to compare their lives to others.	0.181	>	H02 Accepted (Null Hypothesis Accepted)	0.152	Weak
H3	There is an association between gender and the feeling of anxiety when unable to access social media.	0.683	>	H01 Accepted (Null hypothesis Accepted)	0.762	Weak
H4	There is an association between gender and the perception that social	0.433	>	H01 Accepted (Null hypothesis	0.074	Weak

	media makes individuals feel informed about current trends and news.			Accepted)		
H5	There is an association between gender and the perception that spending time on social media negatively impacts sleep quality.	0.587	>	H01 Accepted (Null hypothesis Accepted)	0.658	Weak
H6	There is an association between gender and the perception that social media has helped develop a positive self-image.	0.804	>	H01 Accepted (Null hypothesis Accepted)	0.953	Weak
H7	There is an association between gender and the feeling of pressure to portray a perfect life on social media.	0.927	>	H02 Accepted (Null Hypothesis Accepted)	0.810	Weak
H8	There is an association between gender and the perception that excessive social media use has caused a decline in productivity.	0.834	>	H01 Accepted (Null hypothesis Accepted)	0.498	Weak
H9	There is an association between gender and the perception that social media has contributed to feelings of loneliness or isolation.	0.317	>	H01 Accepted (Null hypothesis Accepted)	0.722	Weak
H10	There is an association between gender and the perception that social media has more positive effects on mental health than negative.	0.758	>	H01 Accepted (Null hypothesis Accepted)	0.195	Weak

The study examines the influence of social media on the mental health of Gen Z in Ahmedabad City, focusing on gender-based perceptions. The results indicate that out of ten hypotheses tested, the null hypothesis was accepted in all of them, meaning there is no association between gender and several other aspects of social media influence on mental health. Moreover, the strength of the relationships measured by R values was uniformly weak, indicating minimal correlations.

For H1, the hypothesis is a significant relationship between gender and the notion that social media makes a person feel connected to friends and

family. With a p-value of 0.471 and an R value of 0.223, the results suggest a weak and statistically insignificant relationship. Similarly, for H2, which analyzed whether gender is related to the tendency of comparison of one's life with others because of the usage of social media, the null hypothesis was accepted with $p = 0.181$, $R = 0.152$, meaning the relationship is weak.

H3 was the hypothesis that gender relates to anxiety when social media is unavailable. The p-value was 0.683, and the R value was 0.762. This indicated a lack of statistical significance and a weak correlation. In H4, it was tested whether gender affects the perception that social media keeps users informed about trends and news. With a p-value of 0.433 and an R value of 0.074, the results again confirmed a weak and insignificant association.

For H5, in regards to the perception that social media affects sleep quality negatively, the null hypothesis was accepted with a p-value of 0.587, $R = 0.658$. Similarly, H6 questioned whether social media contributes positively to self-image. A p-value of 0.804 and an R value of 0.953 revealed a weak correlation but no gender-based difference that is significant. H7 responded to the perceived pressure of living a perfect life on social media. Even though the p-value was 0.927 and the R value was 0.810, the null hypothesis was maintained. There was no significant gender-based effect. In H8, the relationship between gender and the belief that excessive use of social media lowers productivity was explored. The p-value of 0.834 and R value of 0.498 established a weak and insignificant correlation.

H9 tested if gender relates to loneliness or isolation resultant from social media use. The p-value of 0.317 and R value of 0.722 validated the null hypothesis once again. Lastly, H10 tested if gender impacts a belief that social media has positive effects on mental health more than negative impacts. With a p-value of 0.758 and R value of 0.195, there was not a significant gender-related difference.

In a nutshell, the study reveals that social media is affecting Gen Z's mental health in different ways, but not in a gender-specific manner. The weak correlations indicated that perhaps other demographic, behavioral, or contextual factors are at play in creating these perceptions. Future research could drill deeper into such variables and explore possible interventions to counterbalance the negative outcomes while enhancing the positive impact of social media use.

Theoretical Implications

The findings of this research provide important theoretical implications with regard to the link of social media use and psychological well-being among Gen Z in Ahmedabad City by aspects concerning gender. Contrary to popular assumptions that may find gender to be strongly predictive of the psychological impacts due to social media, none of the tested hypotheses could be found to be significantly associated. This implies that perhaps factors other than gender play a greater role in influencing these experiences, leading to a variety of theoretical implications.

The results suggest that social media effects might be universally applicable to all genders. Since no significant differences were found, the psychological impacts such as anxiety, loneliness, decreased productivity, or concerns about self-image may arise from shared generational experiences rather than being gender-specific. This can be seen in theories suggesting the homogenizing impact of digital culture on Gen Z, who are the generation brought up as digital natives with equal exposure to the online world.

The findings of the study also indicate how complex factors are involved with mental health in the case of social media use. By showing weak associations of gender with various perceptions toward social media, the present study emphasizes the need for a larger, multi-faceted theoretical approach. Socio-economic background, personality, digital literacy, and coping strategies may play a bigger role than gender in these mediations. This complexity supports incorporating wider socio-cultural and psychological frameworks into future research. Additionally, the results support the notion that gender differences in digital behaviour are diminishing among younger generations. Gen Z's exposure to shared digital platforms and trends may have contributed to narrowing traditional gender divides in their online experiences. This observation aligns with theories suggesting the convergence of digital identities and the erosion of gender-based boundaries in the online space.

The results further contradict the case for gender-specific interventions by indicating that mental health impacts from social media need to be confronted by inclusive strategies designed based on the overall psychological requirements of Gen Z as a cohort, rather than different genders. This shifts attention toward reconsidering what proper interventions should focus on in the form of shared rather than gendered challenges.

Finally, the weak correlations across all hypotheses point to the necessity of longitudinal studies that account for contextual variables, such as frequency of social media use, preferred platforms, or cultural nuances. Existing theoretical models may oversimplify the gendered effects of social media by neglecting these broader influences. This study underscores the importance of developing more comprehensive frameworks that consider the diverse and dynamic factors affecting social media's impact on mental health.

Summarily, the research adds value to the conceptual explanation of social media involvement in mental health, considering that a shrinking influence is given by gender factors. These further urges new shifts away from the previously followed theories along the axis of gender focus to embrace new models explaining complex relationships and factors within these dynamic conditions that bring forth psychological impacts in modern life.

Practical Implications

The present study brings critical practical insights on how social media impacts the mental health of Gen Zer's in Ahmedabad City. Lack of any statistically significant gender-based difference in any of the tested hypotheses reveals a necessity for more holistic approaches towards psychological impacts

of social media, rather than merely looking at gender-based issues or interventions.

The first important takeaway is that mental health professionals, educators, and policymakers have a need to build widespread educational awareness campaigns aimed at this age group on the possible dangers and opportunities presented by social media use. Notwithstanding the low associations that were found between gender and factors like anxiety, self-concept, loneliness, and productivity, interventions that would be focused on mutual issues such as screen time, the tendency for comparison culture, and the forces for an ideal online presence could best be approached. These campaigns should be able to promote digital resilience, which allows for healthy social media behaviour and consumption of online content.

The third practical implication, for example, would be in school involvement. Schools and college institutions can introduce workshops as well as curricula focusing on the teaching of responsible conduct within the digital world to the students. Emphasizing the psychological impacts of such excessive social media use to students, such as loss of sleep or anxiety, encourages students to develop coping skills and boundaries to ensure healthier behaviours online.

For organizations and employers, especially those employing Gen Z individuals, the findings suggest the importance of creating supportive environments that recognize the influence of social media on productivity and mental health. Workplace wellness programs can include resources and training to help employees manage social media-related stress and maintain a healthy work-life balance. The technology companies and social media platforms can take an active part by adding features that improve mental well-being. Tools like usage reminders, customizable notifications, and content moderation options will empower the users to control their time on social media and limit exposure to potentially harmful content. Also, mental health organizations may be involved in collaboration with the platform for in-app resources or helplines for distress experienced due to social media use.

On a community level, parents and caregivers need to be educated and empowered to guide Gen Z in developing a healthy relationship with social media. Open communication about the potential mental health effects and collaborative efforts to set screen time limits can mitigate negative outcomes. Families should also encourage offline activities that enhance real-world connections and emotional well-being.

Finally, the conclusion of the study shows the imperative to conduct further research so that other demographic, behavioural, and contextual factors may also be identified which impact the effect of social media on mental health. It would then allow for more tailored and effective interventions. Thus, taking into account such practical implications, the collaboration of stakeholders from all those domains will be required for the betterment of Gen Z from mental health challenges created by social media.

CONCLUSIONS AND RECOMMENDATIONS

This study investigated the effects of social media on the mental health of Gen Z in Ahmedabad City, taking gender as a potential influencer. The results showed no significant differences in gender-based perceptions of the impact of social media, and weak correlations were found for all tested variables. This outcome contradicts the widespread assumption that there is gender-specific mental health outcomes regarding social media use, and it highlights the universal nature of its psychological impacts on Gen Z.

The study highlights that factor beyond gender, such as individual behaviors, socio-economic contexts, and digital literacy, may play a more critical role in shaping how social media affects mental health. The concern areas include the role of social media in fostering anxiety, loneliness, disrupted sleep patterns, and pressures to conform to idealized portrayals of life, all of which are experienced across genders.

Practically, these findings underscore the necessity of developing inclusive strategies in response to the psychological challenges caused by social media. Therefore, stakeholders such as mental health practitioners, educators, policymakers, and social media platforms must collaborate to ensure that digital well-being is promoted through awareness campaigns, media literacy programs, and features that encourage responsible use of social media.

Theoretically, the study contributes to the growing knowledge of the role of social media in mental health by questioning gender-based frameworks and advocating for more holistic models that consider a larger scope of factors. Future research should explore these variables in greater depth and include longitudinal studies to understand how the psychological impacts of social media evolve over time.

The final take from all this is that the role of social media in influencing Gen Z's mental health cuts across gender boundaries. While concentrating on the common denominators that determine experiences and, more so, identifying causes of poor outcomes may serve to facilitate the best practices in providing mental wellness to this digital generation.

This study provides valuable insights into the impact of social media on the mental health of Gen Z in Ahmedabad City, but it also opens avenues for further exploration. The following recommendations highlight areas where future research can build upon these findings:

1. Inclusion of Broader Demographic Variables: Future studies should explore the role that other demographic factors, for example, socio-economic status, education level, or urban versus rural backgrounds, will play in understanding the nuanced nature of social media's influence on mental health. In fact, these variables are likely to play a tremendous role in how Gen Z perceives and interacts with social media platforms.
2. Platform-Specific Analysis: Given the variety of social media, future studies should analyse the particular impacts of popular social media, such as Instagram, TikTok, Twitter, and Facebook. Each of these has unique features and user demographics, which may impact mental health outcomes differently.

3. Longitudinal Studies: Longitudinal research would be more beneficial in understanding how the impact of social media on mental health changes over time. Changes in behaviours, perceptions, and psychological impacts can be monitored to identify patterns and long-term effects of social media usage.
4. Cultural Contexts and Cross-City Comparisons: An expanded scope of the study, therefore can be toward multiple cultural or geographic contexts that would provide comparative insights. Impact of social media on Gen Z in different cities or regions of India or even the world may bring about very important cultural or regional differences.
5. Explorations of Psychological Moderators: Future studies can take a psychological perspective by investigating personality traits, such as self-esteem and emotional intelligence, as well as coping mechanisms, in mediating the relationship between mental health outcomes and social media use.
6. Type of Content: Analysing how educational, entertainment, or user-generated content influences mental health would give insights for content developers to create more meaningful and constructive content. For instance, studies can examine whether there is a difference between the effects of influencer content exposure and peer-generated content.
7. Interventions and Solutions: Research should look into the effectiveness of interventions in reducing the adverse effects of social media use. This can include testing the impact of digital detox programs, mindfulness training, or features like usage reminders and mental health resources provided by social media.
8. Technological Advances and Trends: The next research studies should take into consideration the dynamic nature of the social media technologies, for instance, how emerging trends, such as virtual reality and augmented reality, will impact their existence. The metaverse is also expected to make a difference in the new dynamics between social media and mental health.
9. Comparative Studies Across Age Groups: Extending the research to include comparisons with other age groups, such as millennials or Gen Alpha, would provide insights into generational differences in social media usage and its psychological effects.
10. Qualitative Approaches: Qualitative research methods, such as interviews and focus groups, would provide a deeper understanding of individual experiences and perceptions of social media's impact on mental health.

By addressing these areas, future research can provide a more comprehensive understanding of the complex relationship between social media and mental health, ultimately guiding the development of more effective strategies to support the well-being of Gen Z.

FURTHER STUDY

This research still has limitations so further research is still needed on this topic.

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