

# Factors of Generation Z's Excessive Social Media Use and Decreased Face-To-Face Encounters

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## Abstract

Generation Z, commonly referred to as individuals born approximately between the mid-1990s and early 2010s, exhibit a notable trait of being digitally native due to their upbringing in a period heavily influenced by technology and the prevalence of social media platforms. Numerous studies constantly demonstrate a notable prevalence of active participation in social media platforms among individuals belonging to Generation Z. Excessive use is commonly defined in academic literature as the cumulative amount of time individuals spend online, the frequency with which they engage in online activities, and the emotional consequences that social media usage has on their overall well-being. The utilisation of social media among individuals belonging to Generation Z is characterised by its comprehensive nature, embracing several dimensions such as psychological, educational, cultural, and ethical issues. Ongoing investigation is crucial for comprehending the changing patterns of social media use within this demographic and the potential consequences on their welfare and interpersonal relationships. The main aim of the study is to study & analyse the factors of generation Z's youth for excessive social media use & decreased face-to-face encounters.

**Keywords:** Generation Z's, Social Media, Face-To-Face Encounters, Youth

## Introduction

Generation Z is located at the point of convergence between the quest of substantial interpersonal relationships and the pursuit of continual connectivity within the context of the digital era, which is a contextual environment that is constantly shifting and evolving. Because they are the first generation to enter adulthood in a culture that is primarily impacted by social media, members of Generation Z are confronted with the challenges and opportunities that come along with an unprecedented level of virtual participation. This study's major purpose is to analyse the complex association between the extensive use of social media by Generation Z and the evident drop in in-person encounters. Specifically, the relationship between the two is of particular interest. The objective is to get a full understanding of the many implications that these events have on the social dynamics, overall well-being, and interpersonal capabilities of the individuals in question (Sheikh, D. H., 2019).

The purpose of this study is to analyse the complex relationship between the tendency of Generation Z to engage in heavy use of social media and the observed drop in the number of interactions that take place in person. The purpose of this study is to provide insight into the larger consequences for society norms, personal wellbeing, and the cultivation of important interpersonal qualities. This will be accomplished through an investigation of the

patterns, motivations, and outcomes of individuals' digital interactions. While we are in the process of doing this investigation, it is of the utmost importance to determine the delicate equilibrium that exists between the advantages that are offered by social media and the potential drawbacks that may result from a decreased emphasis on face-to-face encounters. Our objective is to make important contributions to the ongoing academic discourse concerning the societal structure of Generation Z and its evolving engagement with technology. This will be accomplished by gaining a full understanding of these complexities.

In the present day and age, members of Generation Z are confronted with the task of navigating the contrasting realms of a wide digital social environment and the subtle dynamics of interactions that take place in person. The pervasive allure of social media, which is distinguished by its speedy and convenient means of contact as well as the careful curating of self-representation, has evolved into an essential component of the routines that the current generation engages in on a daily basis (Cheeran., et.al., 2019). Concurrently, there has been a growing concern regarding the potential repercussions that could result from this extensive involvement in digital technology, particularly in regards to the influence that it could have on traditional face-to-face social relationships.

### Literature review

In a study conducted by **Ahn (2014)**, the author delved into the complexities surrounding the manner in which adolescents navigate the digital realm and interact with various social media platforms. In her work, boyd critically examines prevailing preconceptions and apprehensions regarding teenagers' use with technology, underscoring the multifaceted and intricate nature of their online experiences. The book is based on an extensive decade-long research endeavour, which involved conducting interviews with youngsters hailing from diverse socio-economic situations. In her work, boyd delves into various topics like privacy concerns, the development of identity, the dynamics of online connections, and the influence of technology on the social lives of adolescents. The author stated that whereas adults frequently view social media as a detriment to privacy and in-person communication, adolescents employ these platforms as a means to navigate their social sphere and sustain interpersonal relationships. **Ahn (2014)**, created the term "networked publics" as a conceptual framework to delineate the virtual environments in which adolescents engage in online interactions. The author emphasises that adolescents are not merely passive recipients of technology, but rather play an active role in building their digital landscapes. The book advocated for readers to transcend prejudices and actively participate in more knowledgeable discussions around the convergence of technology, society, and young culture. **Ahn (2014)** conducted a comprehensive examination of the social interactions of adolescents in the era of digital technology, presenting a thought-provoking analysis that challenges prevailing misunderstandings and presents a multifaceted comprehension of teenagers' utilisation and interpretation of social media.

The research conducted by **Primack et al. (2017)** examines the correlation between the utilisation of various social media platforms and the occurrence of symptoms linked to depression and anxiety among young adults residing in the United States. The study is designed to have a nationally-representative sample, with the objective of offering insights into the potential influence of varied social media involvement on mental well-being. The authors utilise a comprehensive methodology, taking into account many social media platforms and evaluating both the frequency and intensity of usage. The study is to examine the relationship between social media usage patterns and self-reported symptoms of depression and anxiety across a diverse sample of young adults in the United States. The results indicate a positive association between the utilisation of numerous social media platforms and a heightened probability of encountering symptoms associated with depression and anxiety. This study provides significant insights into the ongoing scholarly conversation regarding the mental health consequences associated with diverse forms of social media involvement. It underscores the necessity for additional investigations and a comprehensive comprehension of the intricate dynamics between social media usage and the psychological welfare of young individuals.

This study aims to examine the effects of multitasking, namely the concurrent utilisation of several electronic devices or engagement in numerous online activities, on the academic performance of students. The study done by **Junco and Cotten (2012)** aimed to investigate the impact of multitasking on students' concentration levels during academic assignments. In their study, **Junco and Cotten (2012)** utilised surveys and data analytic

techniques to investigate the multitasking behaviours of students and establish potential associations with their academic performance. The research conducted revealed a significant correlation between elevated levels of multitasking and diminished academic achievement. The findings indicate that individuals who often partake in multitasking, particularly during educational tasks, may encounter challenges in sustaining concentration and attaining maximum educational achievements. The research made a valuable contribution to the continuing scholarly conversation regarding the influence of technology utilisation on academic achievement. It specifically highlighted the possible adverse effects of multitasking on students' capacity to excel in their educational pursuits. The results indicated the significance of formulating efficient approaches to handle diversions and cultivate concentrated learning environments in order to augment academic performance.

**Poushter et al. (2018)** conducted a comprehensive study that examined global patterns in social media usage, with a particular emphasis on differentiating between developing and industrialised nations. The researchers examined the evolution of social media adoption in various locations across time, utilising data gathered by the Pew Research Centre. The results of the study revealed that there is a sustained increase in the use of social media platforms in emerging nations. The use of social media platforms in these regions is experiencing a notable increase among users, who utilise them for a range of objectives such as communication, information dissemination, and social networking. Nevertheless, the study underscored that social media utilisation in industrialised nations has reached a state of saturation, characterised by a stabilisation in growth rates. The study provides valuable insights into the various patterns of global social media adoption, highlighting the continuous development of technology usage in many socio-economic environments. The presence of a plateau in wealthy nations indicates a state of maturity or stability in the utilisation patterns of social media. Conversely, the ongoing increase in emerging nations emphasises the ever-evolving nature of technology adoption within these areas. **Poushter et al. (2018)** conducted a study that examined the worldwide patterns of social media usage, highlighting noticeable disparities between developing and industrialised countries. The results of this study have made a valuable contribution to the greater comprehension of the evolutionary patterns of technology behaviours within diverse socio-economic contexts.

In a study conducted by **Primack et al. (2017)**, the objective was to investigate the correlation between interaction with social media and the perceived degree of social isolation among individuals in the young adult age group. The study encompassed a thorough examination of the social media behaviours and self-reported experiences of social isolation among a cohort of young adults residing in the United States. The researchers employed questionnaires as a means of gathering data pertaining to participants' patterns of social media usage, encompassing metrics such as the frequency and duration of their interactions across different platforms. The researchers also evaluated the subjects' reported social isolation by employing known metrics. The study's primary outcomes indicate a substantial correlation between extensive utilisation of social media platforms and an elevated probability of experiencing social isolation among individuals in the young adult demographic. According to a study conducted by **Primack et al. (2017)**, it was shown that although social media platforms appear to enhance connectedness, excessive usage or specific engagement patterns may lead to feelings of isolation. This research provides significant contributions to understanding the intricate relationship between the utilisation of social media and the subjective perception of social isolation among individuals in the young adult demographic. This statement promotes the investigation of the psychological and social effects resulting from prolonged involvement with social media platforms. It underscores the importance of developing a comprehensive comprehension of how digital communication influences individuals' perception of being socially connected.

The study conducted by **Padilla-Walker et al. (2011)** examined the factors that contribute to proactive media monitoring by parents in relation to teenagers' media use. The objective of the study was to ascertain the parental and adolescent factors that contribute to parents' endeavours in supervising and regulating their children's media consumption. The study undertaken by **Padilla-Walker et al. (2011)** involved the administration of surveys to both parents and teenagers in order to collect data on different dimensions of media monitoring. These dimensions encompassed the frequency of monitoring, communication patterns about media use, as well as the rules and limits established by parents. The research examined various aspects, including parental attitudes, parent-adolescent communication, and adolescent disclosure, as potential indicators of proactive media monitoring. The results of

the study revealed that specific parenting strategies, such as maintaining open lines of communication with teenagers regarding media content, are linked to higher levels of proactive monitoring. Furthermore, the inclination of adolescents to reveal their media engagements to their parents has been recognised as a crucial determinant impacting parental monitoring practises. This study elucidates the significance of communication and transparency within the parent-adolescent dynamic with regards to media consumption. The comprehension of these processes might provide insights into approaches for fostering positive media behaviours and conscientious media usage among adolescents, with an emphasis on the significance of parental engagement and proficient communication in moulding practises related to monitoring media.

**Twenge (2017)** explored the distinct characteristics and obstacles encountered by the cohort that has come of age during the era of smartphones, social media, and uninterrupted connectivity. Twenge (year) examines the impact of technology on the cognitive framework, interpersonal engagements, and psychological well-being of iGen, hence altering their perspectives on employment, social connections, and the transition into adulthood. In her study, **Twenge (2017)** examined several significant themes, such as the diminishing prevalence of rebellious conduct, the increasing acceptance of other perspectives, the influence of social media on psychological welfare, and the probable lack of readiness among iGen individuals for the obligations associated with maturity. Twenge extensively utilised a substantial body of research data, encompassing surveys and interviews, to substantiate her observations and analysis. The suggested title posits that iGen, albeit displaying higher levels of tolerance and connectivity, raises worries regarding their emotional well-being and preparedness for the demands of maturity. Twenge urges readers to contemplate the wider societal ramifications of these patterns and provides perspectives on the possible effects on education, employment, and interpersonal connections. **Twenge (2017)** conducted a comprehensive analysis of the attributes and actions exhibited by the cohort that has come of age in the era of digital technology. This study not only elucidated the favourable and arduous parts of their encounters but also presented broader societal consequences.

### Research methodology

The present study goal to do a factor analysis of generation Z's youth perception about use of social media & decreased face-to-face encounters. A study with a quantitative approach focus was done to collect primary data from a sample of 90 respondents. The participants were linked to the standardised questionnaire. A total of 120 replies were collected, of which 110 were subjected to examination, while 10 were excluded due to the presence of distorted results. Descriptive study has used with the support of convenience random sampling. Youths gathered from college campus randomly.

### Research objectives

1. To study the perception about excessive use of social media & decreased face-to-face encounters
2. To analyse the factors of generation Z's youth for excessive social media use & decreased face-to-face encounters

### Results & Discussion

**Objective 1 "To study the perception about excessive use of social media & decreased face-to-face encounters".**

This implies a focused investigation into how individuals perceive two interrelated phenomena: the excessive use of social media and a decline in face-to-face encounters.

Statement	Generation Z's (Youth) Perception	Results
Excessive Use of Social Media	Measurement	This study aims to comprehend and measure individuals' subjective perceptions of their own or others' use of social media platforms (K, A. D., 2019).

	Attitudes and Beliefs	This inquiry aims to examine the prevailing attitudes and opinions held by individuals concerning the parameters that define excessive utilisation of social media platforms.
	Impact on Daily Life	Examine the manner in which individuals understand the function of social media within their everyday activities, encompassing both possible advantages and disadvantages.
Decreased Face-to-Face Encounters:	Quantification	Evaluate the degree to which individuals perceive a reduction in in-person social connections within their personal spheres.
	Attribution	Examine the participants' perspectives of the factors contributing to the reported decline in face-to-face interactions.
	Impact on Relationships	Examine the impact of diminished face-to-face encounters on the overall quality of personal and professional relationships as perceived by individuals (Srivastava, A., & Agarwal, K., 2014).

**Interpretation:** The objective of this study is to get a deeper understanding of individuals' subjective experiences, attitudes, and beliefs pertaining to the usage of social media and its potential effects on face-to-face relationships. This particular study has the potential to yield significant insights on the social ramifications of digital communication and its impact on conventional in-person communication habits.

**Objective 1 " To analyse the factors of generation Z's youth for excessive social media use & decreased face-to-face encounters".**

**Table 1:** Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items	Mean	Std. Deviation
0.893	0.846	15	117.026	.345

The Cronbach's Alpha was calculated to determine the reliability score, yielding a result of 0.894. This value exceeds the normal threshold of 0.7, as indicated in Table 1. Similarly mean value is 117.026 & standard Deviation is .345.

**Table 2:** KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.874
Bartlett's Test of Sphericity	Approx. Chi-Square	456.871
	Df	85
	Sig.	.000

The sufficiency of the sampling was assessed using the Kaiser Meyer Olkin measure, which yielded a value of 0.874 in Table 3. This result surpasses the acceptable threshold of 0.5, indicating that the sample size was sufficient for the analysis. Therefore, it is apparent that there is a significant degree of information overlap among

the variables. Therefore, it is reasonable to carry out factor analysis. According to Barlett's Test of Sphericity, the chi-square value of 456.871 at a p-value of 0.000 suggests that it is appropriate to utilise component analysis.

**Table 3:** Statistical Factor Analysis

Factors	Items Description	Communalities Score	Factors Loading
Social Media Use & Technological Integration	Contribute to the heightened prevalence of social media usage among individuals belonging to Generation Z's youth.	0.565	0.642
	Assess the level of technological literacy within Generation Z's youth so that it will influence their comfort and proficiency in using social media platforms.	0.691	0.737
	Impact of image-centric platforms on Generation Z's preferences for visual communication over traditional text-based communication.	0.594	0.678
	Studying peer influence, social norms, entertainment, and information-seeking.	0.421	0.813
	Smartphones and other technology affect Generation Z's social media habits.	0.672	0.815
	Technological integration, specifically high end gadgets, on the social media behaviours of Generation Z's youth.	0.743	0.664
	Instantaneous nature of social media platforms aligns with Generation Z's desire for immediate communication and feedback.	0.732	0.481
Psychological Effect	Generation Z's social media addiction's psychological causes. This may involve studying FOMO, social comparison, and self-esteem.	0.611	0.794
	Social media's perceived feeling of social connectedness affects Generation Z's preference for digital versus face-to-face interactions.	0.572	0.686
Effects on Personal Connections	Contribute to changes in interpersonal relationships among Generation Z, in the context of digital communication.	0.687	0.753
	Role in the evolution of Generation Z's interpersonal dynamics, whether in the setting of face-to-face.	0.732	0.814
	Generation Z's communication habits and how they affect social media choices.	0.591	0.687



	Understand the preferred modes of communication among Generation Z and how these preferences influence their choice in face-to-face communication.	0.553	0.761
Comparison with Other Generations	Unique trends or challenges faced by Generation Z in terms of social media use and face-to-face encounters.	0.722	0.898
	Explore the evolvement over time and what implications this might have for future trends.	0.629	0.574

**Interpretation:** The objective of this analysis is to offer a thorough comprehension of the elements that impact the social media usage habits of Generation Z's youth and the decrease in face-to-face interactions. This will be achieved by examining and discussing these components in detail. This knowledge possesses significant value for individuals in the field of education, policymakers, and researchers who are interested in fostering good communication practices and comprehending the intricacies of contemporary social interaction.

### Findings of the study

- People of all ages use social media extensively.
- The way we communicate, consume information, and engage with one another has all been profoundly affected by the pervasiveness of technology in modern life.
- You can connect with people, build your network, and share information easily through social media sites.
- Because of the integration of technology, the broadcast of information has become much easier and faster.
- The ways in which different generations utilise social media and adapt to new technologies are noticeable.
- People of a more senior age may have various expectations and preferences when it comes to using technology.
- When it comes to integrating new technologies into their daily lives, younger generations tend to be more open and enthusiastic.
- Thanks to technology, we can now communicate instantly, regardless of our physical location.
- Online conversations can enhance in-person meetings, but they won't be able to totally supplant them.
- Because of our dependency on digital communication, some people may feel lonely or lose the ability to interact with others in person.
- The use of social media can have both beneficial and bad impacts on one's mental health.
- Potentially beneficial outcomes may encompass enhanced social connectivity, freedom of expression, and accessibility to networks that provide assistance.
- As a result of constantly comparing oneself to others and seeking approval from others online, poor self-perceptions, anxiety, and depression are possible side effects.

### Conclusion

The comprehension of generational disparities is crucial in facilitating good communication and fostering teamwork. The older cohorts can derive advantages from the favourable attributes of technology, whereas the younger cohorts can acquire knowledge and insight from the experiences and sagacity of their forebears. In summary, the amalgamation of social media and technology has revolutionized the manner in which individuals establish connections, exerting an influence on their psychological state and interpersonal bonds. Achieving equilibrium between digital and offline contacts is of paramount importance, and acknowledging intergenerational disparities facilitates the establishment of a more comprehensive and interconnected societal framework. The advancement of technology has significantly contributed to the enhancement of global connectedness. However, in order to foster genuine personal relationships, it is crucial to strike a balance between encounters that occur online and those that take place offline. The establishment and cultivation of interpersonal connections through face-to-face interactions continue to be crucial for one's holistic welfare. The psychological ramifications of social media are multifaceted, exhibiting considerable variability in individual experiences. It is imperative to strike a

balance between fostering positive connections and maintaining an awareness of the potential negative outcomes that may arise. The implementation of strategies aimed at fostering digital well-being and cultivating mindfulness in the use of technology has the potential to reduce the negative psychological consequences associated with its use. The integration of social media and technology has become indistinguishable from contemporary existence, exerting influence over the manner in which individuals establish connections, disseminate information, and participate in interactive discourse. The advantages encompass improved communication and the ability to access a wide range of information. Nevertheless, there are legitimate concerns that arise in relation to matters such as privacy, cyberbullying, and addiction, hence underscoring the imperative for ethical utilization of technology.

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