

Did Social Media actually made us Social?

Or why is Gen-Z the lonliest generaiton?

Project Plan

Aisa Szakal

1 Project Definition

My aim with this research is to uncover the primary reasons why Gen-Z experiences such high levels of loneliness. Is it really due to social media and their upbringing in the digital age, or are other factors like the Covid-19 pandemic and the overwhelming array of opportunities?

To achieve an answer, I will conduct library studies, surveys, and, as I get closer to the answer, interviews with both an expert and a member of this generation.

Understanding the challenges faced by Gen-Z is crucial, as it could help prevent the Alpha generation from encountering even more severe issues with socelizing and loneliness in the future.

1.2 Current Situation

I listened to a series of vedio (which was made by a generation researcher : Steigervald Krisztián) about the differences and personality traits of every generation, and in of these videos he stated that (“A Z-generáció tagjainak ezen kívül a személyes társas kapcsolatok kialakítása is nehezebb. Sok hazai kutatás szerint sokuknak vannak kapcsolódási problémái, és bár rendkívül magas az online jelenlétük, valójában magányosnak érzik magukat, mert kiszorulnak az életükből az offline tevékenységek, a közösségi programok.”) – *“It is also more difficult for members of Generation Z to form personal social relationships. According to many domestic researches, many of them have connection problems, and although their online presence is extremely high, they actually feel lonely because offline activities and social programs are pushed out of their lives.”*

This sentence stuck with me and I thought it would be valuable to conduct a more international research study on this topic.

I am eager to learn about this topic and share my findings, as it can significantly impact the future.

Understanding Gen-Z's loneliness is crucial not only for social dynamics, such as in workplace environments, but also for the ICT field. It matters how we develop future systems. This generation might provide insights into how technology intertwines, and influencehuman connection.

1.3 Project Goal

The primary goal is to find an answer based not only on library studies but also on data, so I can learn and also show it to people to learn about a problem which might won't stuck in the present for this generation, but also for the upcoming generations as well (like Alpha generation).

1.4 Deliverables

- Project plan
- Report with a bigger research background
- Survey, and a conclusion from the study.
- A podcast with an expert, and a person from Gen-Z.

1.5 Non-Deliverables

- notes

2 Phasing

Week 1-2

- Library study.
- Summery from the gathered knowledge.
- Well built survey

Week 3-4

- Sending the survey to around 30-40 people.
- Write a. conclusion of the survey.
- Make the interview/ podcast.

2.1 Risk Assessment

It is very important for the library study to use accurate resources and to specify the studies I used.

Since I am also from this generation, it is easy to include my opinion in several research questions, but to ensure reliable research, I must set aside my own thoughts.

2.2 Methodology

For this project we are going to use 4 different methods of research to further analyze our target users.

Field research

With this method of research, I am going to conduct a survey so I can learn from the Gen-Z, and I am going to do an Interview with a person from this generation, and from an expert.

Library research

With this method of research, we are going to adopt the method of literature study by looking up and exploring resources online about the current facts about Z-generation, and how the internet, Covid, and other factors, influenced them as a whole.

Showroom

We are going to use this method to pitch our ideas to tpeople who are going to listen to my presentation, so I can build awareness in people who might don't know about this topic much.

Workshop

I am going to use this method to generate and develop new ideas by brainstorming with **my coach – Jo-An** Teacher.