



# The Impact of Social Media on Gen Z: A Study of Behaviour, Mental Health, and Academic Life

A comprehensive research report examining the multifaceted effects of digital platforms on Generation Z (born 1997–2012)

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**Academic Year: 2026-27**

# Introduction: Digital Natives in an Always-Connected World



Generation Z has grown up with smartphones and social media as integral parts of daily life. By 2025, up to 95% of adolescents aged 13–17 actively use social media platforms, with over one-third reporting "almost constant" usage patterns.

Average daily usage for middle and high school students hovers around 3.5 hours, with some spending 5–7+ hours. This ubiquity has transformed communication, identity formation, and information access across the generation.

## RESEARCH CONTEXT

# The Dual Nature of Social Media

## Connectivity Benefits

Social media offers unprecedented opportunities for connection, self-expression, and community—particularly vital for marginalised groups like LGBTQ+ youth, where 70–80% report accessing positive content and support networks.

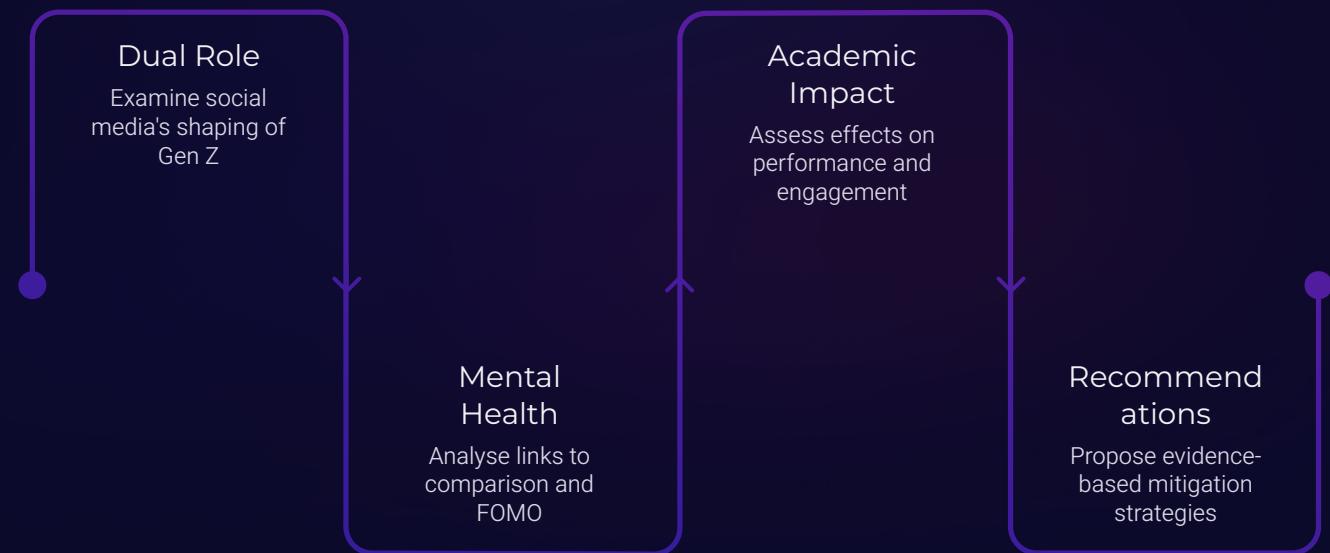
## Growing Concerns

Adolescent mental health has declined sharply, with rising rates of anxiety, depression, and suicidal ideation coinciding with social media's proliferation. Pew Research (2025) finds 48% of teens believe it has a mostly negative effect on peers.

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This research synthesises existing empirical evidence, statistics, and theoretical insights from major sources including the U.S. Surgeon General's Advisory, Pew Research Centre reports, and peer-reviewed studies to examine these complex dynamics.

# Study Objectives and Scope



*Structured approach to understanding multifaceted impacts*

## Significance

Generation Z represents future leaders, innovators, and policymakers.

Understanding social media's effects informs educational policy, parenting strategies, platform design, and mental health interventions globally.

## Scope and Definitions

- **Focus:** Ages 13–28, emphasising 2020–2025 evidence from U.S. and global studies
- **Social Media:** Interactive platforms enabling content sharing and networking
- **Mental Health:** Emotional wellbeing, including anxiety, depression, and self-esteem
- **Academic Life:** Performance, concentration, and productivity metrics

# Conceptual and Theoretical Framework

## Uses and Gratifications Theory

Explains why Gen Z engages with social media—seeking entertainment, information, social integration, and identity exploration. Gratification patterns lead to platform stickiness but can foster overuse and compulsive behaviours.

## Social Comparison Theory

Upward comparisons with idealised online lives lower self-worth and increase depression and anxiety. Daily exposure to influencers' curated content particularly exacerbates body image issues amongst young users.

## Fear of Missing Out (FOMO)

Anxiety stemming from perceived social exclusion drives compulsive platform checking, creating direct links to poor mental health outcomes and significant academic distraction patterns.

## Displacement Hypothesis

Time spent on social media displaces essential activities—sleep, physical exercise, face-to-face interaction, and study time—indirectly harming both academic performance and overall health.

# Literature Review: Evidence Synthesis

## Positive Impacts Identified



### Enhanced Connectivity

74% of teenagers report feeling more connected to friends' lives and emotions through social media platforms



### Creative Expression

63% of young people actively showcase creativity and artistic talents through digital content creation



### Support Networks

Critical mental health resources and community support, particularly beneficial for marginalised youth populations

## Documented Negative Effects



### Excessive Usage Patterns

45% acknowledge spending too much time online; 31% describe usage as habit-driven and difficult to control



### Mental Health Decline

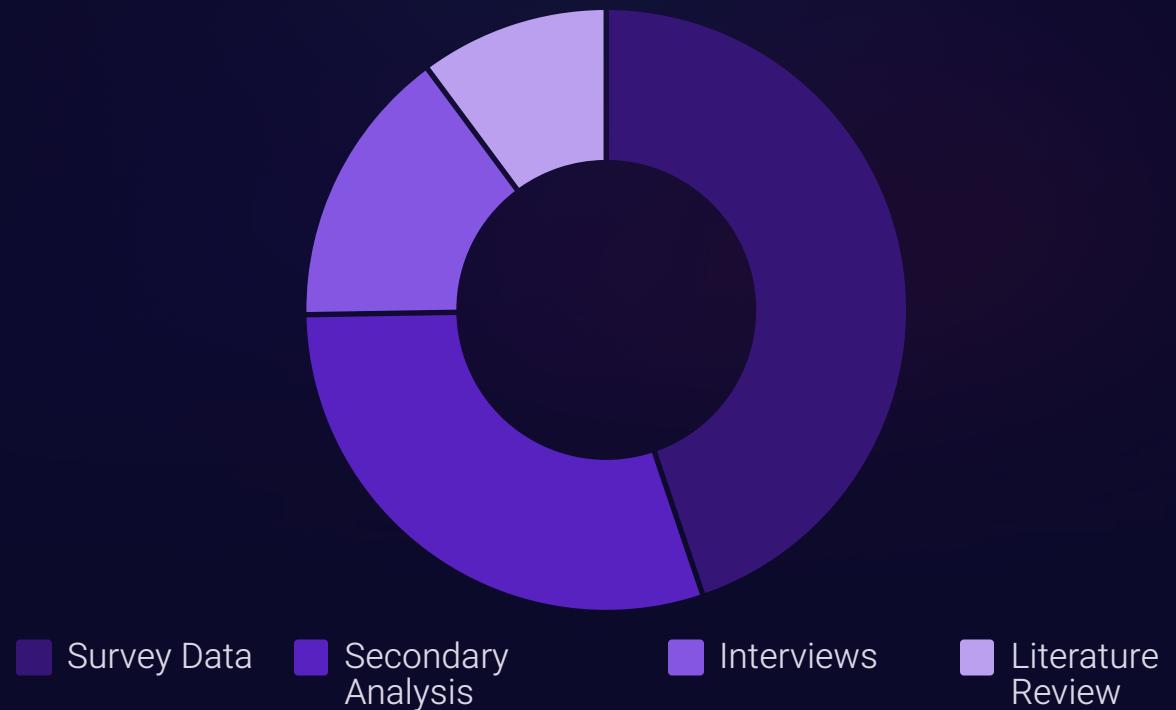
Usage exceeding 3 hours daily doubles the risk of poor mental health outcomes, including anxiety and depression



### Academic Disruption

Up to 4-point test score drops associated with high social media use; 40% report productivity impacts

# Research Methodology



## Mixed-Methods Approach

**Design:** Comprehensive secondary data synthesis integrated with hypothetical primary research components to examine behavioural, mental health, and academic dimensions.

**Sample:** Target population of Generation Z individuals (18–28 years), with hypothetical survey sample of  $n=500$  participants using stratified sampling, plus 20 semi-structured interviews for qualitative depth.

**Instruments:** Standardised Likert scales for usage patterns, PHQ-9 for depression screening, self-reported GPA metrics, and thematic interview protocols.

**Analysis:** SPSS for quantitative correlations and regression; thematic coding for qualitative insights; triangulation for validity.

# Data Analysis and Key Findings

3.5

Average Daily Hours

Mean screen time spent on social media platforms by Gen Z participants

0.45

Correlation Coefficient

Strong positive relationship between usage and FOMO/compulsive checking behaviours

-0.28

GPA Association

Negative correlation between heavy social media use and academic performance

Regression analysis reveals usage exceeding 3 hours daily significantly predicts elevated anxiety and depression scores ( $\beta=0.32$ ,  $p<0.01$ ). Social comparison mechanisms mediate approximately 40% of this effect, whilst sleep disruption serves as a key pathway linking usage to academic decline.

# Recommendations and Practical Applications



## Platform-Level Interventions

Implement default usage limits, enhanced content moderation systems, and transparent algorithm design to promote healthier engagement patterns.



## Parental and Educational Strategies

Develop comprehensive family media plans, integrate digital literacy curricula, and foster open dialogue about online experiences and challenges.



## Individual Responsibility

Establish personal boundaries, practise mindful consumption, utilise built-in wellbeing tools, and prioritise offline activities and relationships.



## Policy and Research

Strengthen age verification standards, fund longitudinal research initiatives, and develop evidence-based guidelines for healthy platform design.

# Conclusion: Balancing Benefits and Risks

"Social media profoundly shapes Generation Z's development, offering unprecedented connectivity whilst presenting significant challenges to mental health and academic success."

This comprehensive analysis reveals social media's dual nature—simultaneously serving as a vital tool for connection, creativity, and support, whilst contributing to rising mental health concerns and academic disruption when used excessively.

The evidence strongly suggests that **balanced, intentional usage** maximises benefits whilst minimising risks. Moving forwards, collaborative efforts amongst platforms, educators, parents, policymakers, and young people themselves are essential to creating healthier digital environments.

- **Future Research Directions:** Longitudinal studies tracking Gen Z into adulthood, investigation of emerging platforms, cross-cultural comparative analyses, and intervention effectiveness evaluations remain critical priorities for understanding and supporting this digitally native generation.