



**JAIN**  
DEEMED-TO-BE UNIVERSITY

# Self-expression in Gen Z

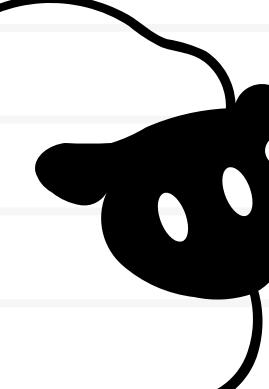
Prof: Mr. Sahabzada Betab Badar



# MOTIVATION



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# Motivation

why self-expression in gen z?

Tells the growing importance of self-expression

Impact of social media on it

The need to fill research gaps on  
Gen's Z identity formation

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# Introduction

# Introduction

## objective

- To understand the ways in which Gen Z expresses themselves
- To Examine the impact of self-expression on Gen Z's mental health

## scope

- focuses mainly on aged grouped 15-30 years old
- Global with a focus on urban and suburban areas



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# Methodology

# Methodology



## survey tools

Survey Tool: Google Forms.

Respondents: Youngsters aged 18–22.



## data analyzed

Quantitative data  
Categorical data  
Ordinal data  
Qualitative data



## tools for analysis

Microsoft Excel for data processing and chart creation.

# Work flow

1.Survey  
Creation

2.Data  
Collection

3.Data Cleaning  
and  
Categorization

4.Analysis and  
Visualization

5.Insights  
Generation and  
Report Writing

# Data Organization

## Quantitative Data

1. Categorical Data: This type of data represents categories or groups.

Examples from the survey include:

- Age group
- Gender
- Primary expression channel

2. Ordinal Data: This type of data represents categories with an inherent order.

Examples include:

- Importance of self-expression
- Societal movement influence



## Qualitative Data:

1. Open-ended Text Responses: This type of data allows respondents to provide detailed, descriptive answers in their own words.

Examples include:

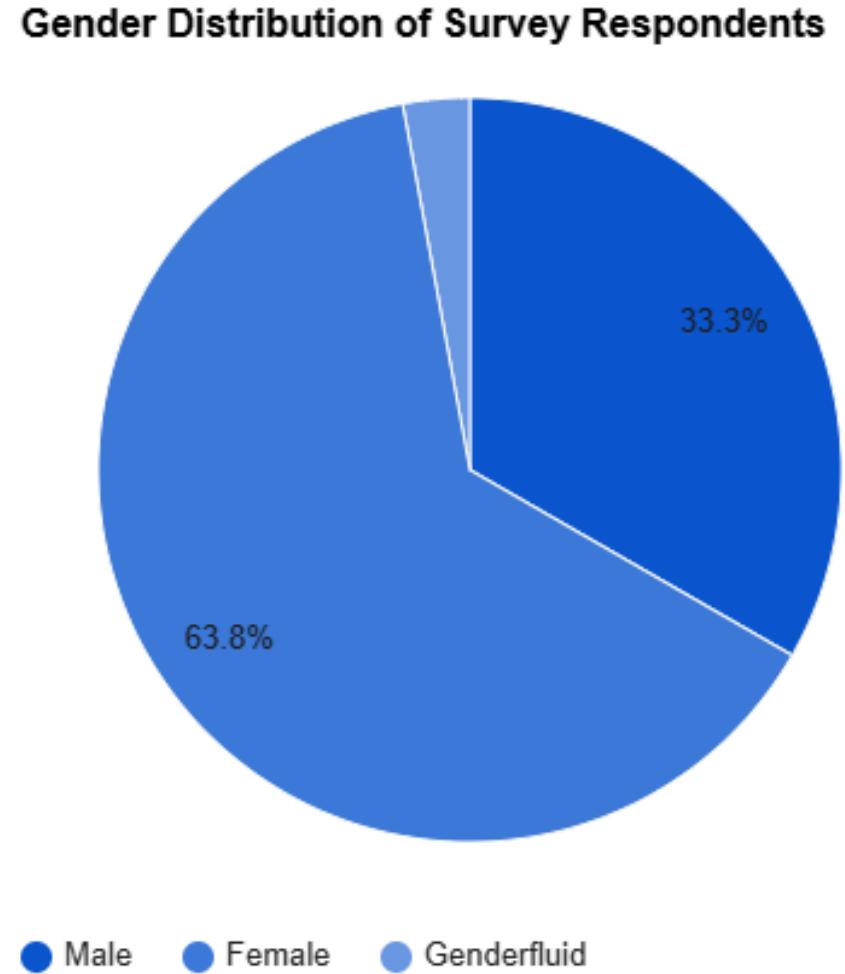
- How respondents primarily express themselves in college
- What self-expression means to them as college students
- How they see self-expression evolving among Gen Z college students in the next 5 years

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# Analysis



# 1.Categorical data



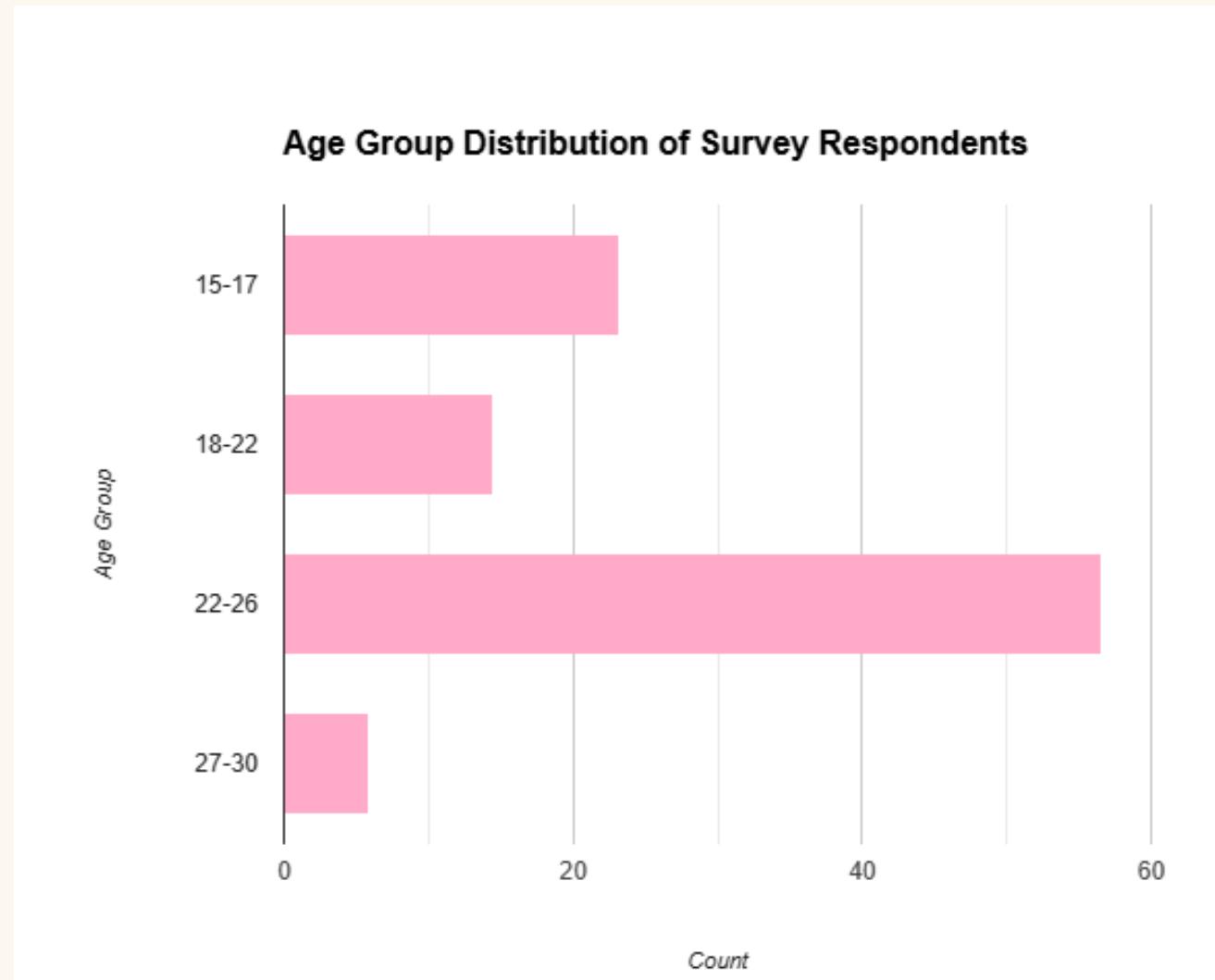
Age Distribution:

Majority of respondents are 20-26 years old.

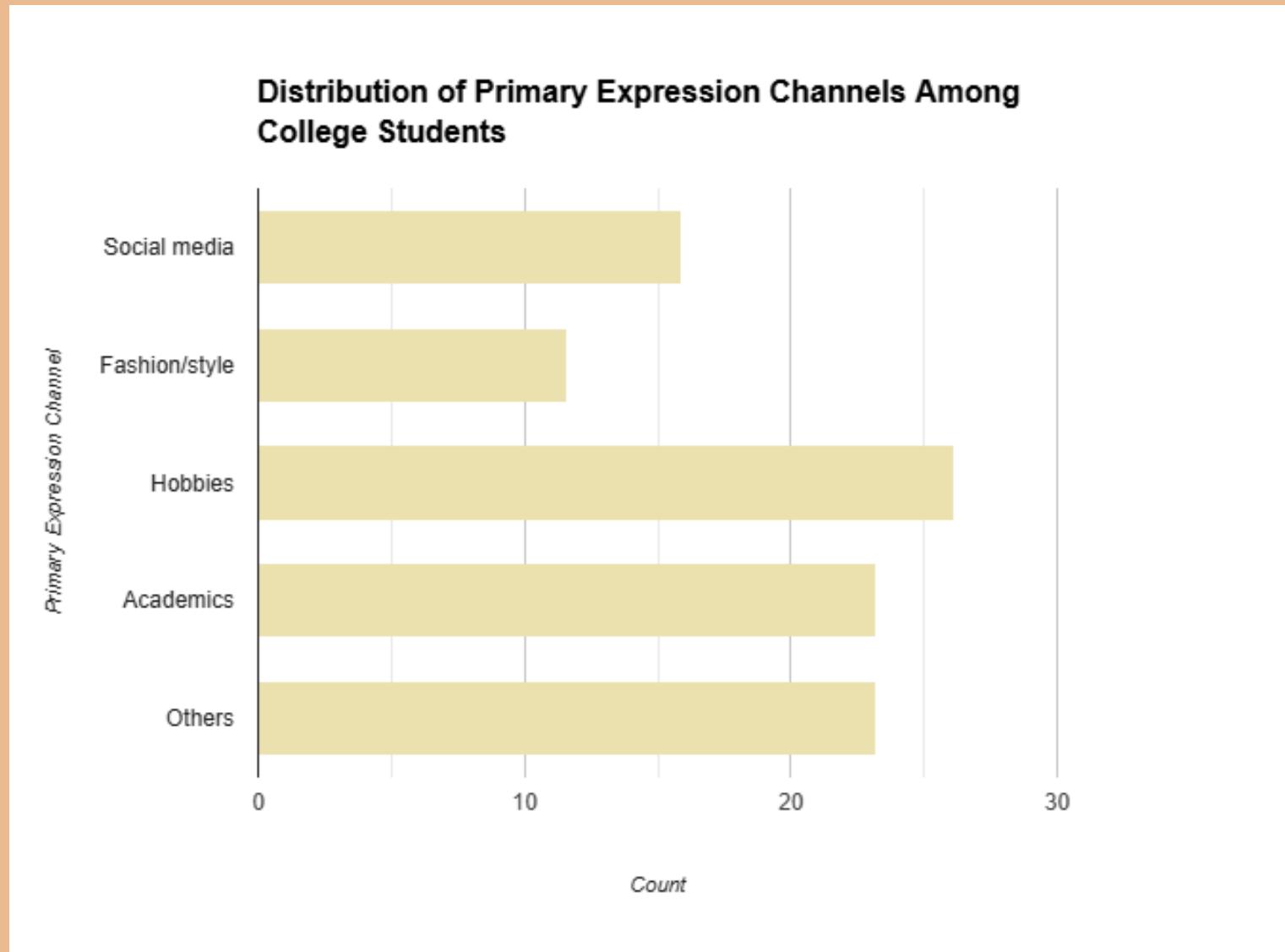
# Gender & Demographics

Gender ratio

Male: 63.8%  
Female: 33.3%



# Primary expression



Social media :15.9%

Fashion/style: 23.2%

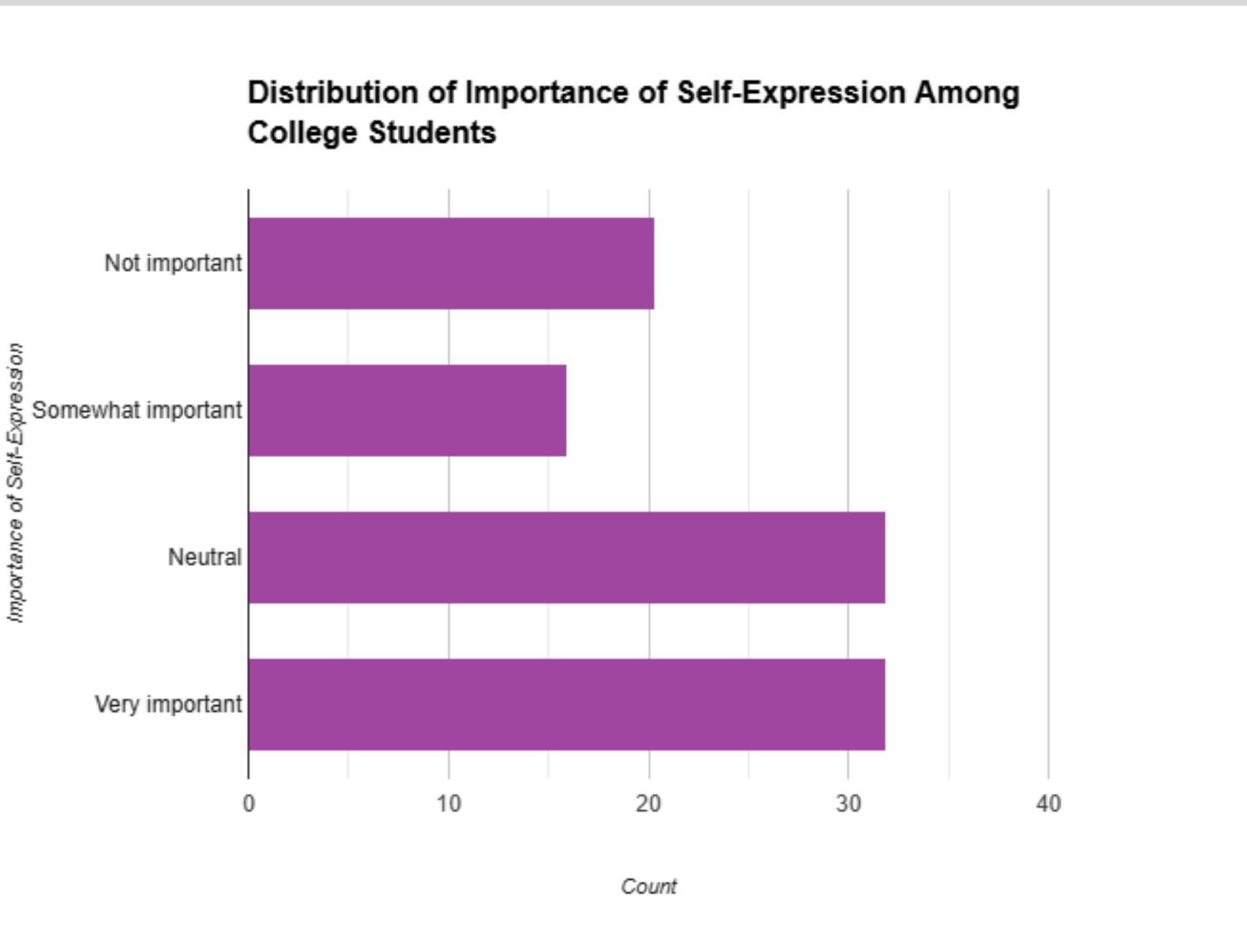
Hobbies: 23.2%

Academics: 26.1%

Others: 11.6%

## 2.Ordinal data

### Importance of self expression



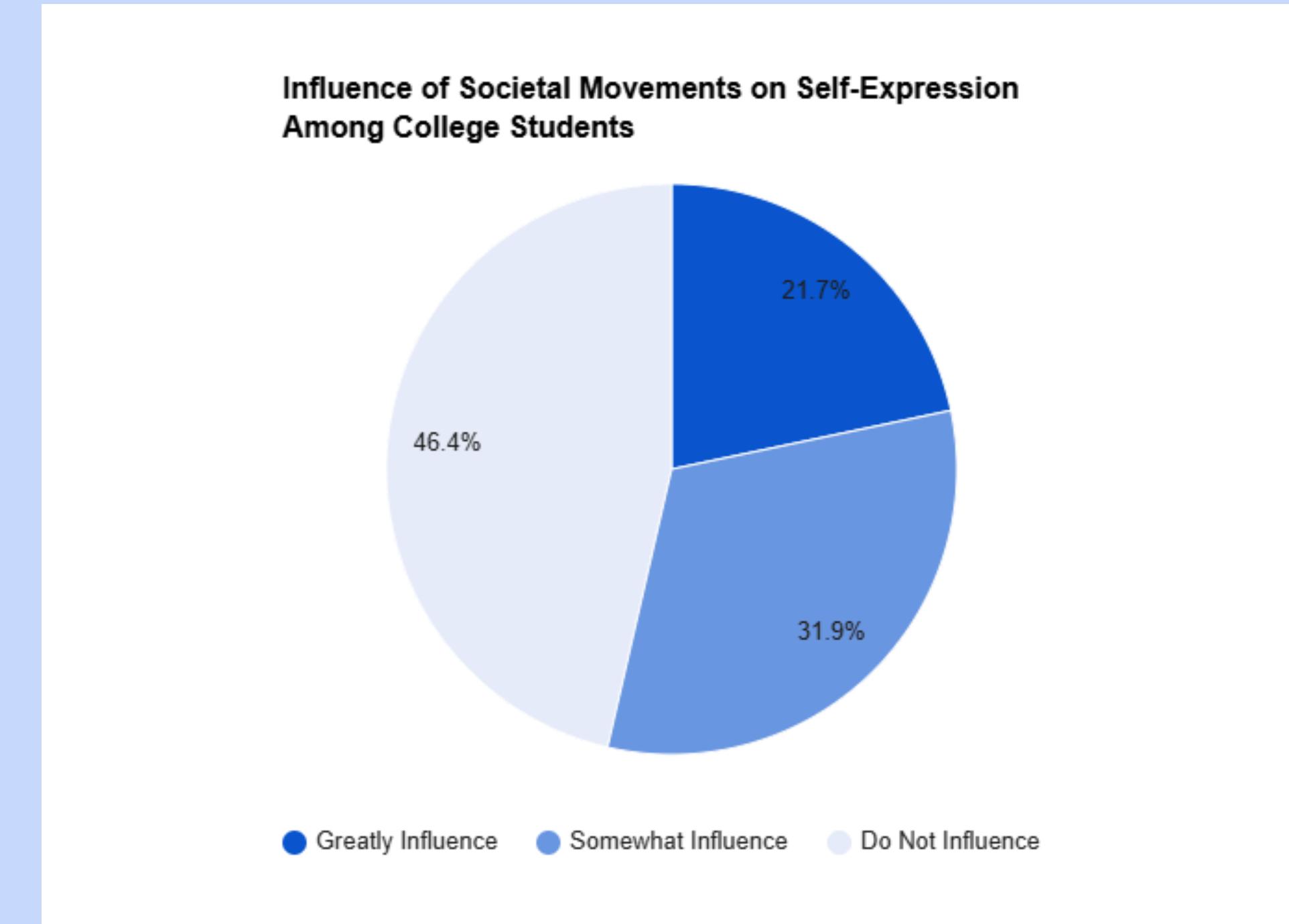
**not important: 20.3%**  
**somewhat important: 31.9%**  
**neutral: 31.9%**  
**very important: 15.9%**

# Societal movement influence

**greatly influenced: 21.7%**

**somewhat influenced: 31.9%**

**do not influence: 46.4%**



**Add a subheading**

5



# Inference & Key insights

# Inference

**College as a Catalyst for Self-Expression:**  
The college environment significantly influences students' self-expression, often leading to increased openness and authenticity.



**The Impact of Technology and Society:**  
Social media and societal movements play a crucial role in shaping students' self-expression, both positively and negatively.

# Key Insights

- College students value self-expression and often become more open in expressing themselves during their college years.
- Social media and societal movements significantly influence how college students express themselves.



# Recommendations



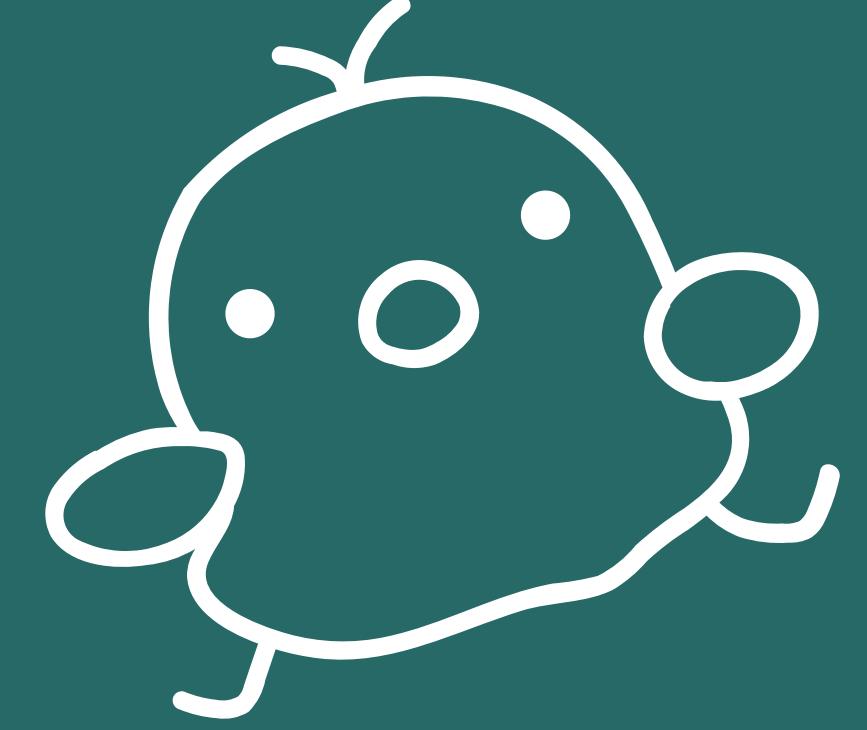
**Inclusive Campus Cultures:  
safe spaces for diverse self-expression.**

**Promote Digital Literacy:  
Educate students on responsible social media  
use.**



# Conclusion

The survey highlights the significant role of college in shaping students' self-expression. By focusing on inclusive environments, promoting mental health, and encouraging digital literacy, institutions can empower students to embrace their individuality and contribute positively to society.



# Thank you

