



JAIN
DEEMED-TO-BE UNIVERSITY

Self-expression in Gen Z

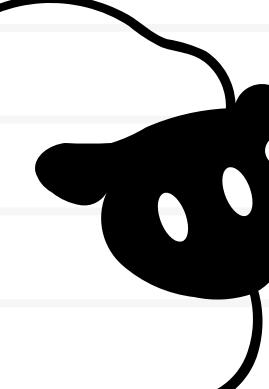
Prof: Mr. Sahabzada Betab Badar



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: Total 69,
Majority Youngsters aged
18–22.



data analyzed

Quantitative data
Categorical data
Ordinal data
Qualitative data



tools for analysis

Microsoft Excel for data analysis and chart creation.
Microsoft word for report writing.
Microsoft powerpoint for presentation .

Work flow

1.Survey
Creation

2.Data
Collection

3.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 one's perspective.

Examples include:

- Importance of self-expression
- Societal movement influence



Qualitative Data:

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

Examples include:

- Gen z students freedom to express themselves in comparision with previous generations
- 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

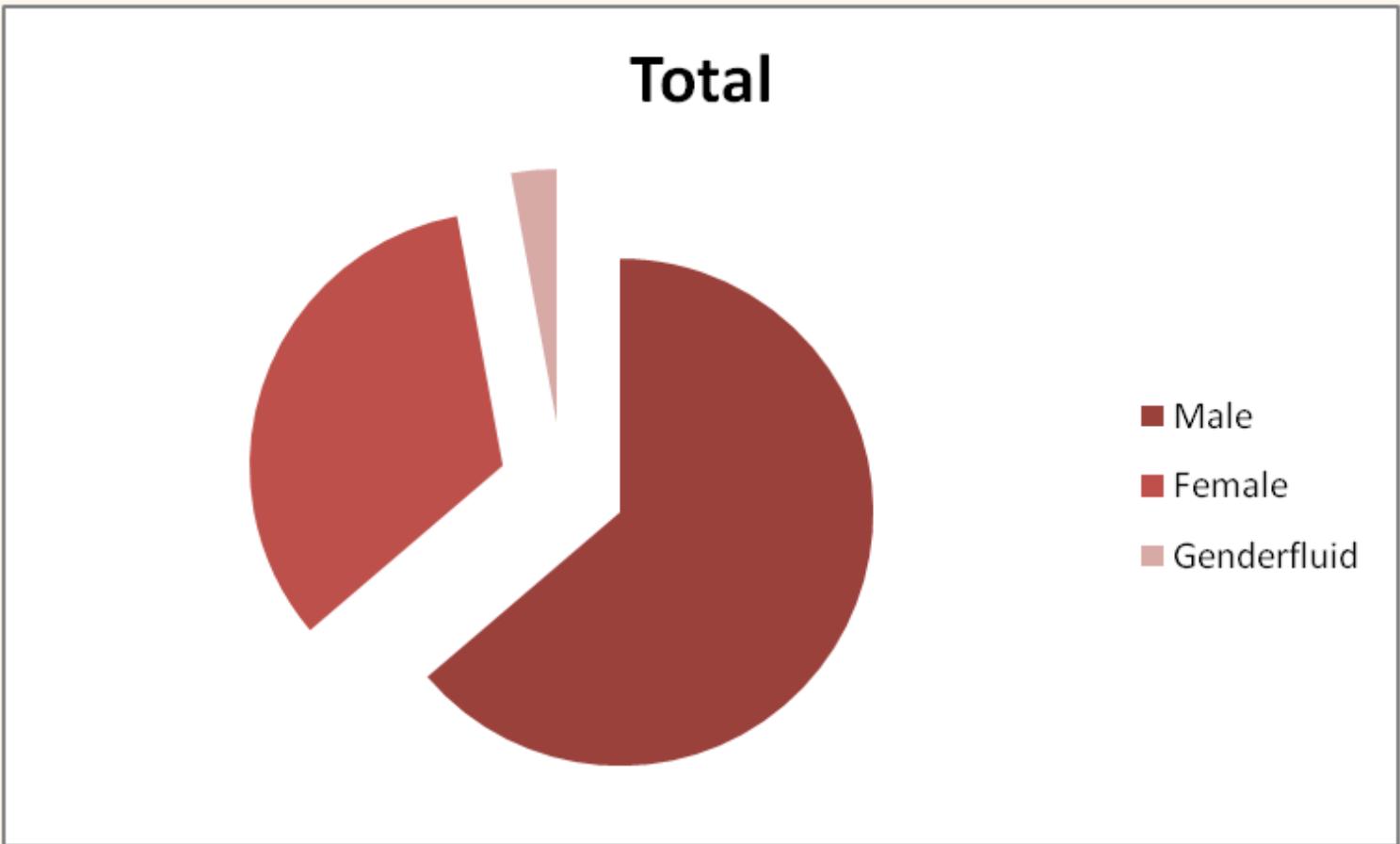
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Analysis



1.Categorical data

Gender & Demographics



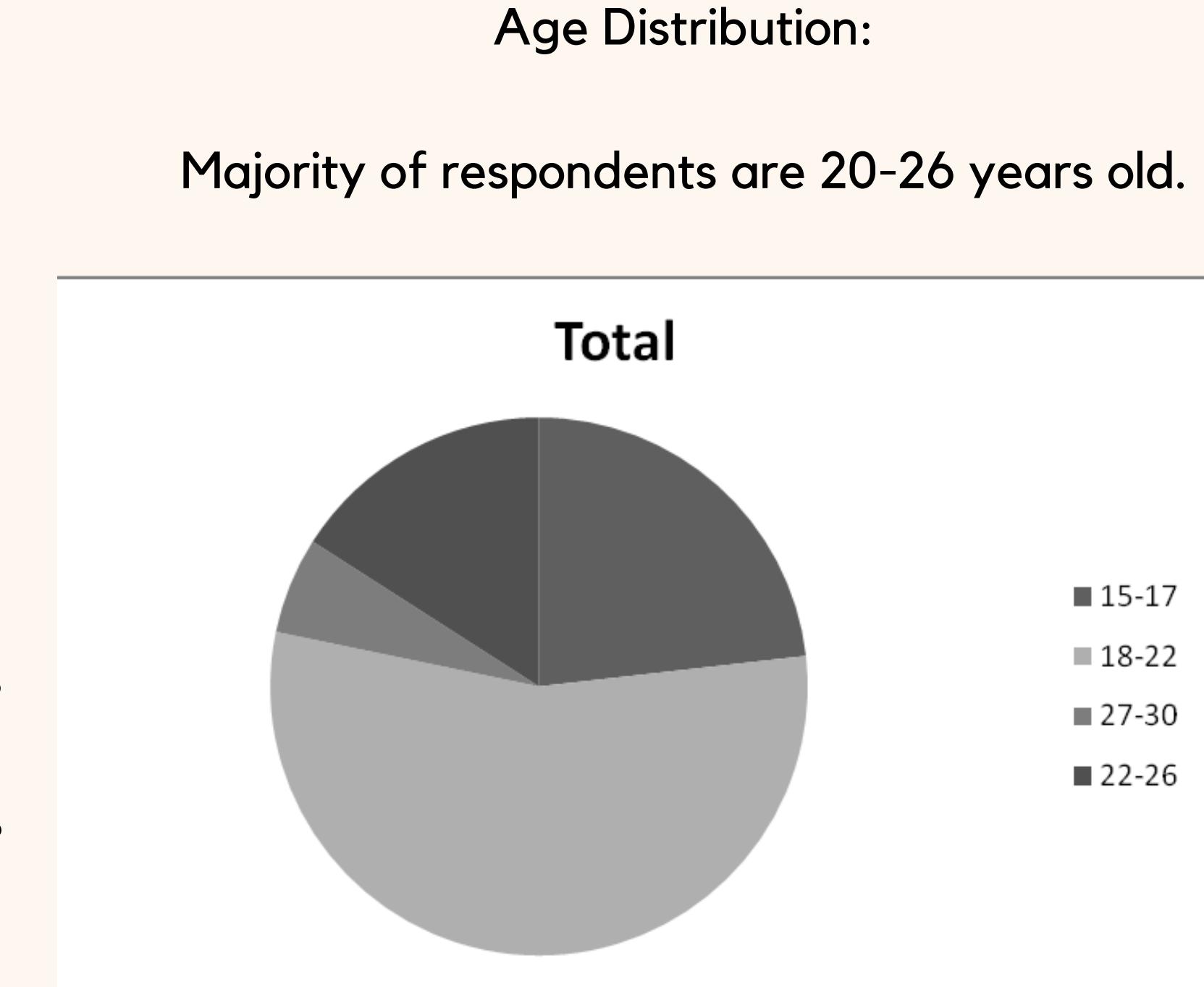
Gender ratio

Male: 64%

Female: 33%

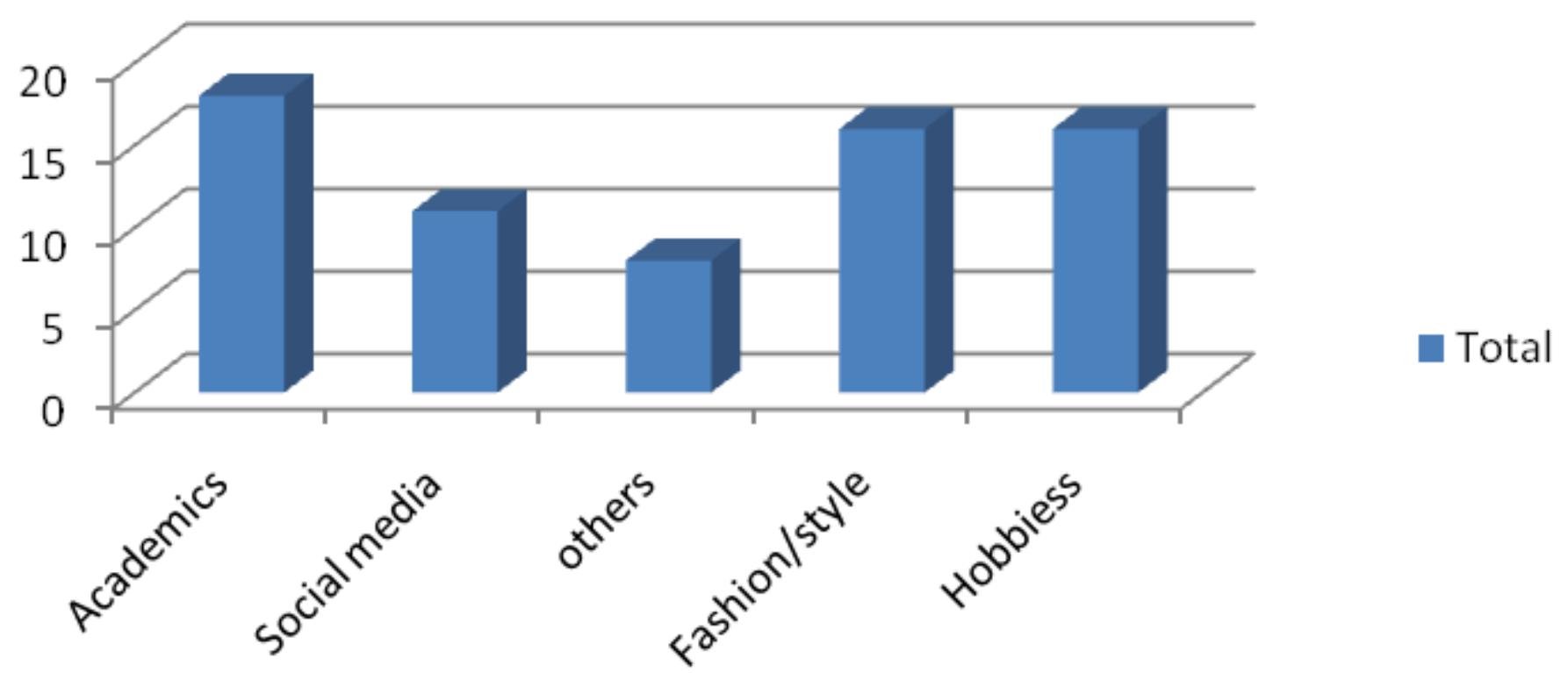
Gender fluid : 2%

15-17: 23%
18-22: 55%
23-26: 6%
27-30: 16%



Primary expression

how do you primarily express yourself in college



Social media :15.9%

Fashion/style: 23.2%

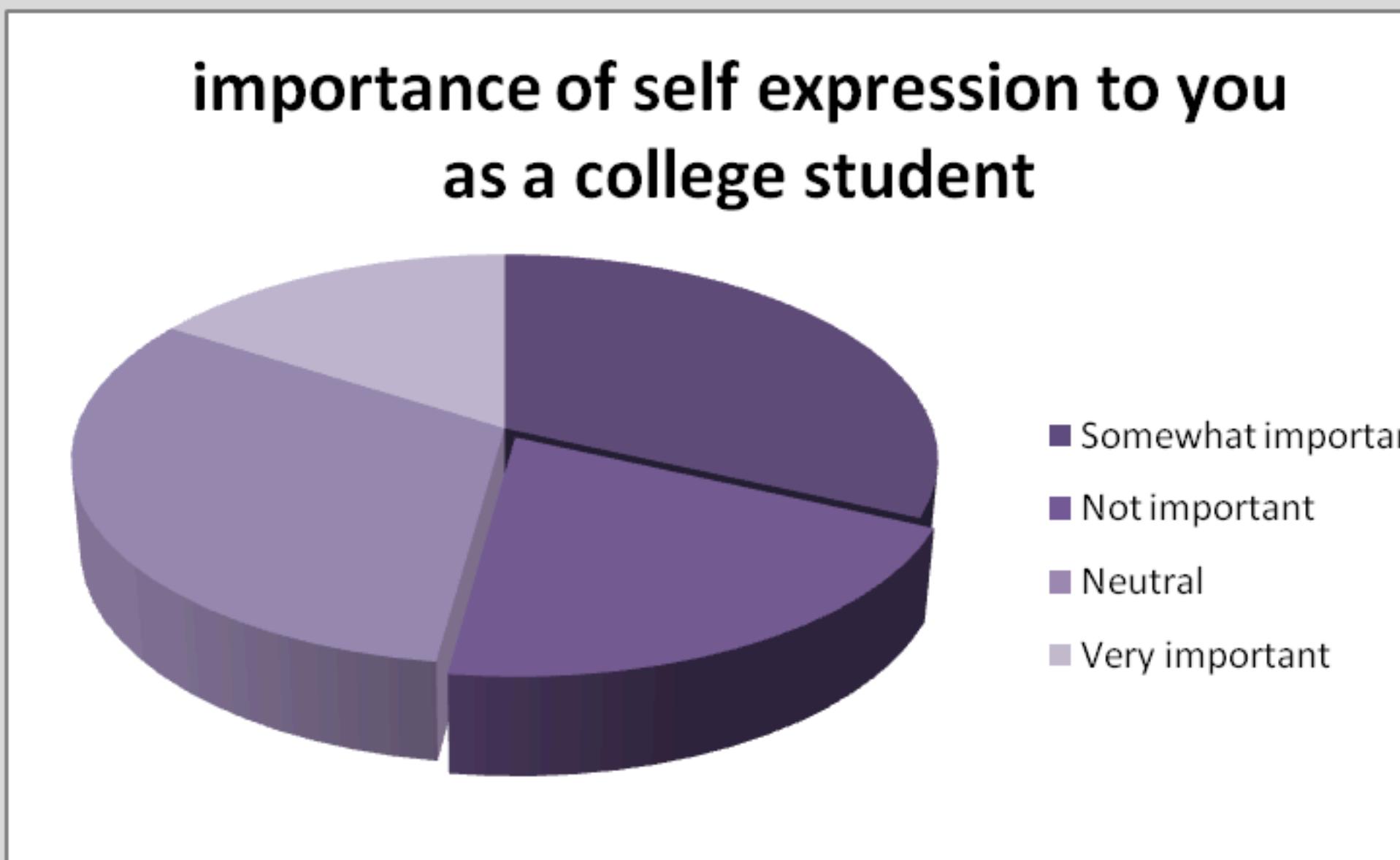
Hobbies: 23.2%

Academics: 26.1%

Others: 11.6%

2.Ordinal data

Importance of self expression



not important: 20%
somewhat important: 32%
neutral: 32%
very important: 16%

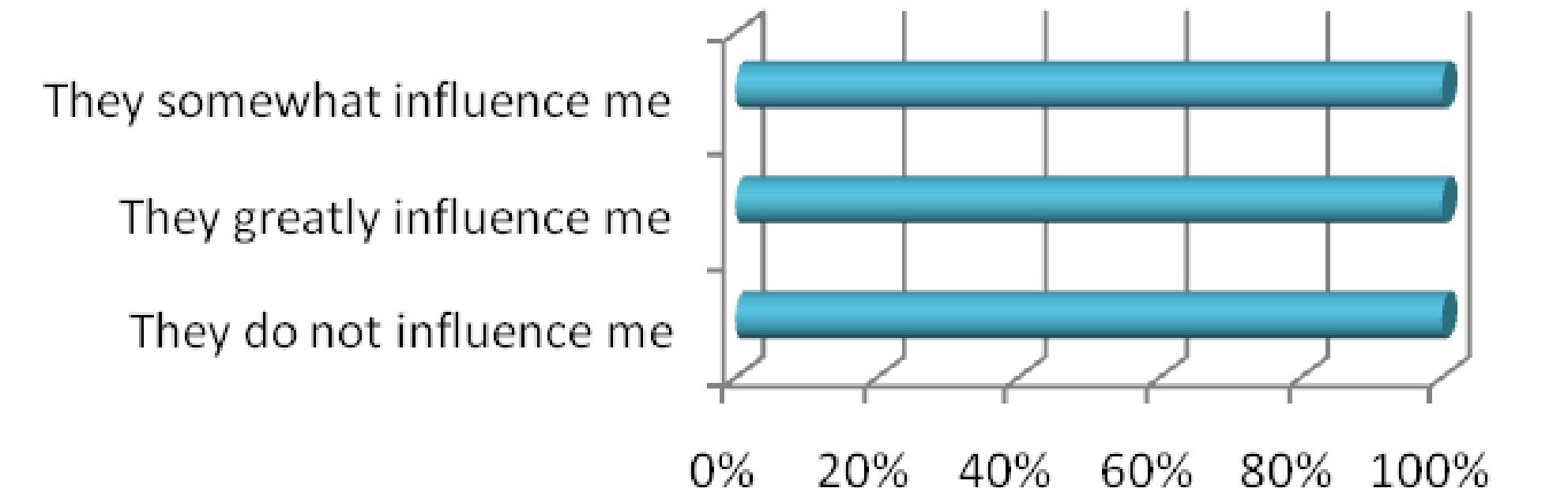
Societal movement influence

greatly influenced: 21.7%

somewhat influenced: 31.9%

do not influence: 46.4%

Societal movements(e.g, mental health awareness, LGBTQ+ rights, racial justice) affect self-expression



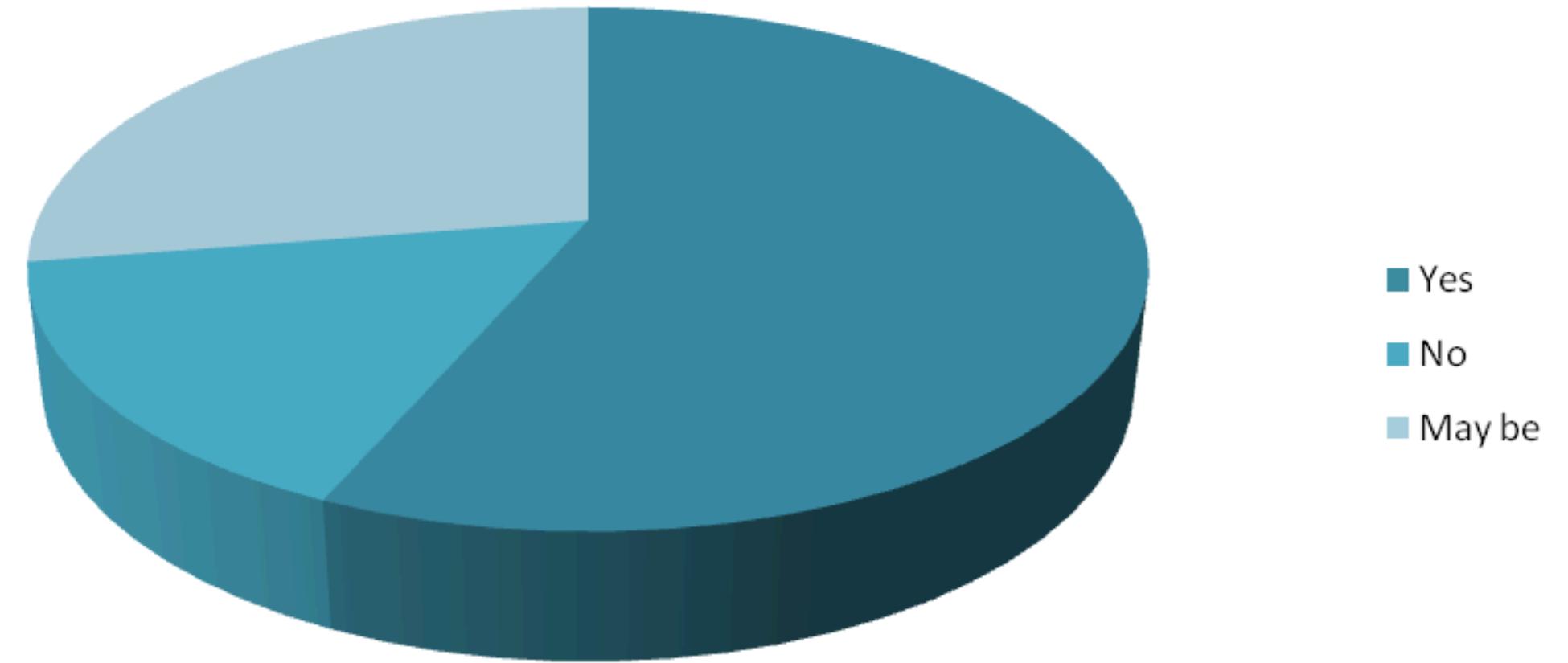
Changes in Freedom of expression

yes: 57%

no:16%

may be:28%

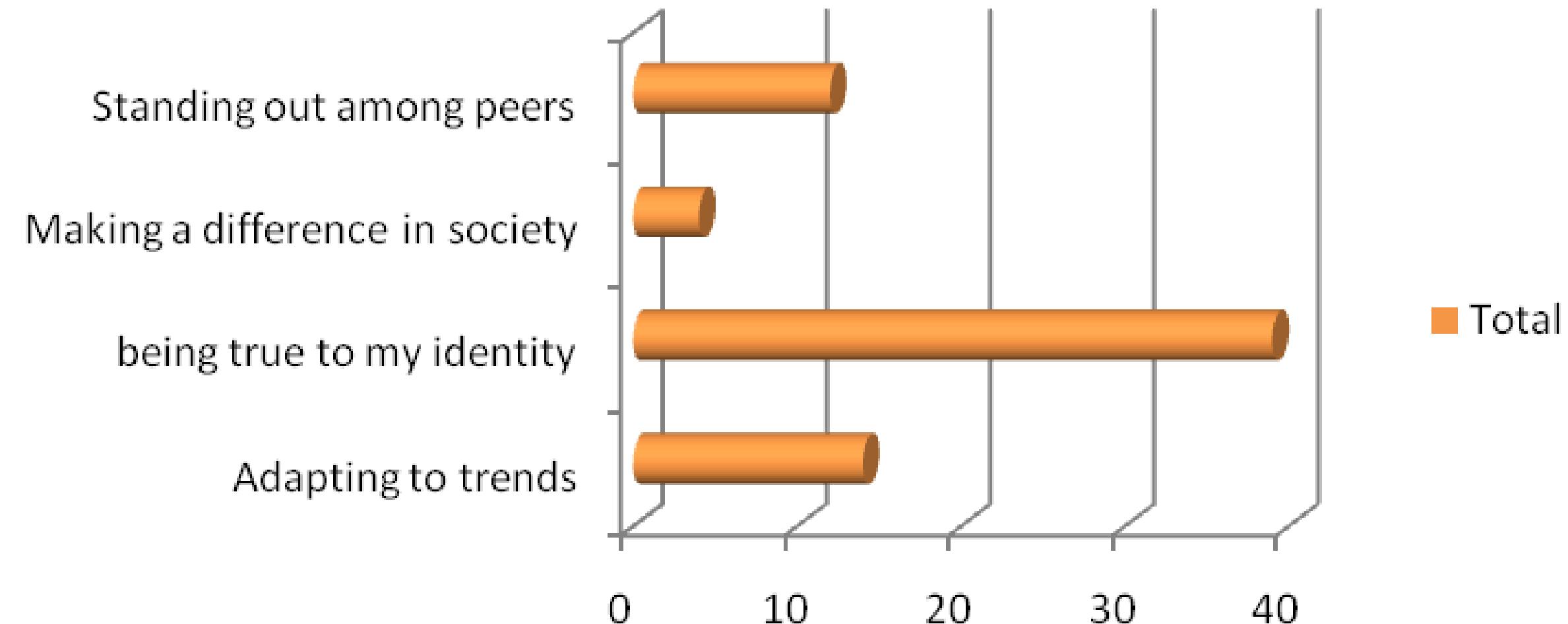
Do you feel gen z students have more freedom in expressing themselves compared to previous generations



Meaning of self-expression

standing out among peers: 12
making a difference in society: 4
being true to my identity: 39
adapting to trends: 14

self-expression mean to you as a college student



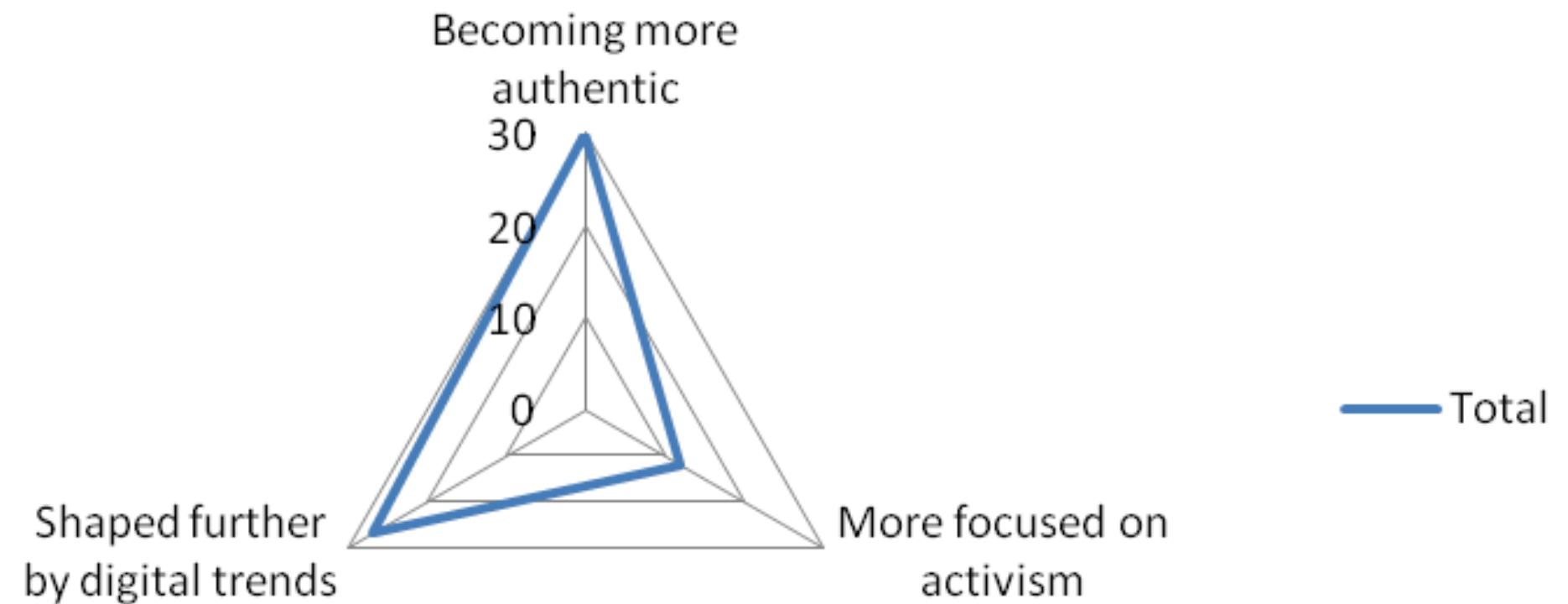
Evolution of self expression

Becoming more authentic:30

Shaped further by digital trends:27

More focused on activism:12

self expression evolving in next 5 years among gen z students



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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



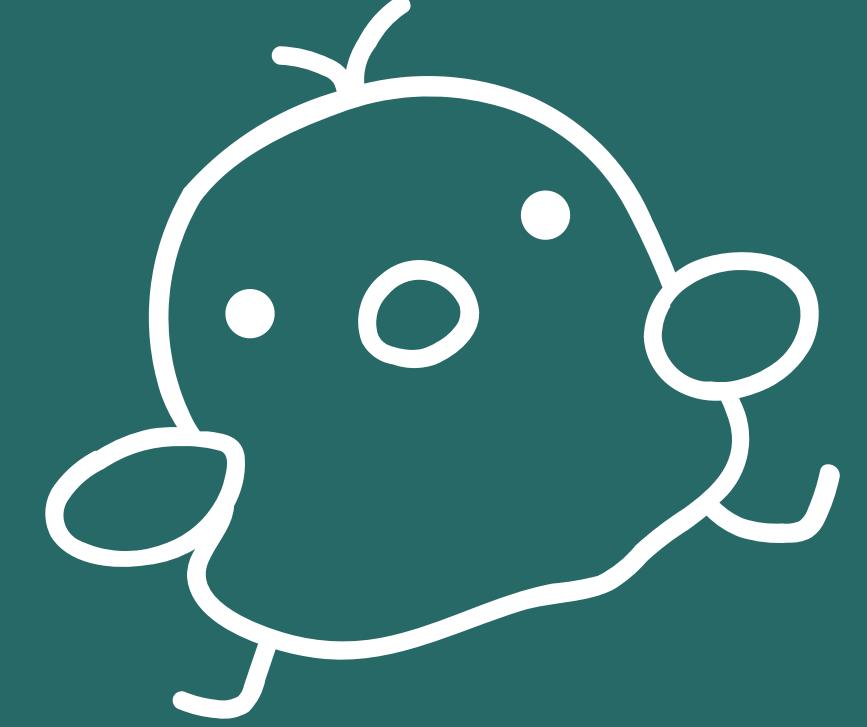
**Inclusive Campus Cultures:
safe spaces for diverse self-expression.**

**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



By-
Niharika Chouahn
Zeeshan Pasha
Syed Shahid
Ankur Sahu

