Digital Media: Worldview Construction of Gen Z

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Abstract

The paper, by social media observation, and data analysis provided by Data Reported and Earth Web surveys, explores how social media constructs worldviews especially of Gen Z. Similarly, through a literature review, it investigates the generation gaps of Gen Z with the preceding generation. Data analysis is carried out primarily through worldview transformation and social identity approaches. The paper finds that the majority of users of social media platforms are in the Gen Z age group. They interact with a diverse group of people, cultures, subjects, and so on through multiple sources, which gives them self-confidence and makes them straightforward. They can be characterized as digital natives, with diversity and inclusivity, an entrepreneurial mindset, social consciousness, and pragmatism. Despite the significant generational gaps observed between the preceding generation and Gen Z within institutions such as the family, educational institutions, and the workplace, there are effective measures to mitigate these gaps. Engaging in knowledge exchange, open discussions, and fostering acceptance and respect for each other's differences can greatly contribute to reducing these gaps.
Keywords: Worldview, Gen Z, Generation gaps, Social media

A generation refers to a group of individuals who are generally born and raised during the same period and share common experiences, cultural influences, and societal events. Generations are often characterized by specific values, attitudes, behaviors, and perspectives that are shaped by the historical, social, and technological contexts of their formative years. Generational boundaries are not precisely defined and can vary depending on different sources and cultural perspectives. Typically, generations are identified by a range of birth years, and the length of a

generation can span approximately 15-20 years. However, it's important to note that these time frames are not fixed and can overlap or differ based on various factors.

Worldview refers to the comprehensive framework of beliefs, values, assumptions, and perspectives that an individual or group holds about the world and their place in it. It is a conceptual lens through which people interpret and make sense of reality, guiding their understanding, attitudes, and behaviors. People judge right and wrong, good and bad, through their worldviews.

In general, the paper explores the worldviews of various generations of the 20th century so that everyone can see the clear boundary line of the generation-based worldview. This helps to analyze how events, experiences of life, technology, and so on happened and developed in that particular period to construct the worldview of that generation. More specifically, the paper, through media observations and a literature review explores the influence of digital media to construct the worldviews of Gen Z. Roughly speaking, Gen Z refers to individuals who were born and raised entirely in the digital age, that is from very late 1990s to mid-2010s. It surrounds answering the questions of how digital media creates a worldview of Gen Z, how they contradict and are similar to other generations, how they identify themselves compared to others, what their needs and expectations are, and so on. As individuals of Gen Z have entered educational institutions and workplaces, it becomes beneficial for teachers, mentors, and managers to comprehend and effectively utilize their abilities to accomplish institutional objectives.

The paper begins by providing a brief overview of the worldviews of various generations in the 20th century. It then delves into the impact of digital influences on the behaviors and worldviews of these generations. The next section focuses on the digital language used by Gen Z. Following that, it examines how social media platforms are reshaping social behavior and worldviews. Finally, the paper analyzes the findings under two distinct subheadings.

Overview of Generation and Their Worldview

Keeping the boundary line of the 20th century, we can broadly categorize the century into 5 to 6 generations, which are commonly understood as the Great Generation, the Silent Generation, the Baby Boomer, Generation X, Generation Y, and Generation Z (Gen Z) which are also called iG. The Greatest Generation, who was born roughly around 1901 to 1925, experienced the Great Depression and World War II. They can be described as having an ethic, patriotism, discipline, selflessness, dedication, and loyalty. Their worldview is influenced by the historical context and experiences they lived through. Therefore, have diverse perspectives on how to see the world. The Greatest Generation is often recognized for its resilience, perseverance, and sense of duty. As individuals of this generation faced and endured significant challenges, including the Great Depression and World War II, their experiences fostered a strong work ethic, a sense of responsibility, and a commitment to community and country. Growing up during a time of intense patriotism and the war effort, they developed a strong attachment to their country, exhibited a deep sense of loyalty, were proud, and felt respect for their nation and its values. This generation is known for its willingness to make personal sacrifices for the greater good. Many individuals of this generation served in the military during World War II or contributed to the war effort on the home front. Their sense of duty and selflessness are often considered defining characteristics of their worldview. Similarly, the worldview of the Greatest Generation is often associated with traditional values and social norms. This includes a strong emphasis on family, community, faith, and personal responsibility. They tend to value hard work, discipline, and

respect for authority. Despite the challenges they faced, the Greatest Generation often displays a sense of optimism and gratitude.

The next Silent Generation includes individuals who were born between the mid-1920s and the early 1940s and came of age during the Great Depression. They were generally raised in a time of economic hardship and were influenced by the conservative values and cultural norms of post-World War II. The Salient Generation has witnessed significant historical events, including the rise of the Cold War and the Civil Rights Movement, which have shaped their perspectives and values, like hard work, conformity, respect for authority, and a strong sense of duty.

The Generation of Baby Boomers are individuals born between the mid-1940s and the early 1960s, following the end of World War II. The term "Baby Boomers" stems from the significant increase in birth rates during that period, resulting in a "boom" in the population. Baby Boomers grew up during a time of social change and witnessed major historical events such as the Civil Rights Movement, the Vietnam War, and the rise of Countercultural Movements. They have been influenced by various cultural shifts and have experienced significant advancements in technology, including the rise of television and later the advent of personal computers and the internet. Baby Boomers have had a considerable impact on society and have played pivotal roles in the workforce, politics, and culture. They are often associated with values such as hard work, loyalty to employers, and traditional family structures.

Generation X generally includes individuals born roughly between the early 1960s and the early 1980s. They grew up during a time of significant societal changes, witnessing the rise of personal computers, the advent of the internet, and the transformation of traditional industries. They have witnessed the transition from analogue to digital and have adapted to new technologies throughout their lives. Generation X grew up during a time of societal shifts, including increasing divorce rates and both parents entering the workforce. As a result, they tend to value independence, self-reliance, and adaptability. They may have learned to be resourceful and to rely on themselves. They came of age during times of economic uncertainty; therefore, they are pragmatic and sceptical. They faced political upheaval and experienced technological advancements. As a result, they also tend to question traditional institutions and ideologies, preferring practical solutions and a "do-it-yourself" mentality. Generation X came of age during a time of increasing cultural diversity and social progress. They tend to be more accepting and open-minded, valuing diversity and inclusivity. They may embrace and celebrate differences in race, ethnicity, gender, and sexual orientation. Generation X experienced rapid technological advancements, economic shifts, and changing social norms. As a result, they developed a sense of resilience and adaptability. They may be comfortable with change and adept at navigating shifting landscapes.

Generation Y, also called Millennials, are generally considered to have been born between the early 1980s and the mid-1990s. They came of age during a time of rapid technological advancements, including the widespread adoption of the internet, social media, and mobile devices. They are often characterized by their digital fluency and the impact of technology on their lives. Millennials are the first generation to grow up with widespread access to digital technology. They are known for their embrace of diversity and exclusivity. They value equality, multiculturalism, and social justice; advocate for LGBTQ rights, racial equality, and gender equality.

Similarly, the last generation of the 20th century is Gen Z, which is also the bridge generation of the 20th and 21st centuries. It is typically considered to include individuals born

from the late 1990s to the early 2010s. Gen Z is the first generation to have grown up entirely in the digital age. They are highly connected and tech-savvy, having been exposed to smartphones, social media, and the internet from an early age. Now they just crossed the teens and are in college, and recently entered the workplace. The Alpha generation born in the mid-2010s is too young to shape the worldview.

Digital Influence: Theorizing behaviors and worldviews

Hiebert's (2018) worldview model helps to understand and analyze how different individuals perceive and interpret the world around them and how it transforms. Hiebert's model conceptualizes the worldview through four interrelated components. They are cognitive, affective, evaluative, and active. These quadrants represent different aspects of human cognition and perception. The cognitive quadrant of the grid explores how individuals or cultures perceive and interpret reality. It focuses on how knowledge is acquired, organized, and understood. This quadrant involves concepts related to logic, reason, and epistemology. The affective quadrant deals with emotions, feelings, and the subjective aspects of worldview. It encompasses attitudes, values, and emotional responses that shape an individual's or culture's worldview. This quadrant is concerned with questions of meaning, purpose, and emotional well-being. The evaluative quadrant addresses questions of ethics, morality, and judgments of right and wrong. It explores the principles and standards that guide decision-making and behavior within a particular worldview. The active quadrant focuses on the practical application of a worldview in daily life. It examines how beliefs and values are manifested in social practices, rituals, and behaviors. This quadrant relates to questions of social norms, customs, and social interaction.

Similarly, about worldview transformation, Hiebert's theory suggests that it is a complex and ongoing process that requires openness, reflection, and active engagement with new ideas and experiences. It highlights the role of cultural encounters and dissonance in challenging and reshaping individuals' worldviews. It also acknowledges the potential discomfort and ambiguity that can arise during the transition phase as individuals navigate conflicting beliefs and seek to reconcile them.

Social identity developed by Henri Tajfel and John Turner (1979), explains how individuals derive a sense of identity and self-esteem from their group memberships. It suggests that people's behavior and attitudes are influenced by their identification with various social groups and the desire to maintain a positive social identity. This psychological theory explains how individuals develop a sense of identity within social groups and how this identity influences their behavior. Individuals have a natural tendency to categorize themselves and others into social groups based on common characteristics. This suggests that individuals often engage in social comparison between their in-group (the group they belong to) and out-groups (other groups). They strive for a positive social identity by emphasizing the positive aspects of their in-group and enhancing the differences between their in-group and out-group. This comparison process can lead to intergroup biases, stereotypes, and discrimination. People tend to favor their in-group over out-groups, show in-group favoritism, and engage in behaviors that maintain or enhance their group's status and distinctiveness.

Similarly, according to Leon Festinger's cognitive dissonance theory (1957), individuals encounter discomfort or inner conflict when their beliefs, attitudes, or values clash with their behavior. This conflict arises when there are differences in perception, beliefs, behavior, and worldviews between different generations.

Digital media and social networks provide individuals with easy access to a vast amount of information from various sources and perspectives. People can access what they like, want, and are interested in. When they find the contents of their interest, they perceive them positively. Similarly, people can quickly gather information about different cultures, societies, ideologies, and world events, which can expand their understanding of the world. They enable individuals to connect and interact with people from diverse backgrounds, cultures, and beliefs. This exposure to different perspectives can challenge existing worldview biases, foster empathy, and broaden individuals' understanding of the world. Similarly, online platforms can also provide a space for like-minded individuals to connect and reinforce extreme ideologies, leading to the formation of online communities. These lead to the formation of in-groups and out-groups as Henri Tajfel and John Turner claimed, construct the worldviews as Hiebert explained, and the creation of conflict, as Leon Festinger argued.

Language of Gen Z

Social norms of language relate to the accepted conventions and expectations regarding how language is used in a given society or culture. These norms encompass various aspects of language, including vocabulary, grammar, pronunciation, and communication styles. They dictate what is considered appropriate, polite, and acceptable in different social contexts. The way we use language influences how we interact with others, how we perceive social situations, and how we convey our thoughts and emotions.

The language used by Gen Z is influenced by various factors such as technological advancements, social media, globalization, and cultural diversity. While it is important to remember that language use can vary among individuals, regions, and cultures, some general characteristics can be observed in the language of Gen Z. Gen Z grew up with technology and the internet, so their language often includes digital and internet-related slang and abbreviations. For example, they use terms like "LOL" (laugh out loud), "OMG" (oh my god), "BRB" (be right back), and emojis to express emotions and communicate concisely. Memes, which are humorous and widely shared internet images or videos, are an integral part of Gen Z's language. They often incorporate memes and pop culture into their conversations to express ideas, humour, and shared experiences. Similarly, emoticons and emojis play a significant role in Gen Z's communication. These symbols add emotional nuance to text-based conversations and help convey tone and intentions. They often use casual speech patterns, slang terms, and informal grammar. This relaxed approach to language use reflects the influence of social media and the desire for authenticity and relatability. They often engage in visual communication through platforms like Snapchat, Instagram, and TikTok, where images, videos, and filters are used to convey messages, share experiences, and create content. Jeresano M. E. and Carretero M. D. (2022) have found that Gen Z slang has undergone specific and sometimes multiple morphological processes and reflects its digital culture at school and home. Slang aids students in language fluency, and communication skills and helps them gain confidence, but it also creates language barriers for earlier generations. They also found that Gen Z slang is accepted as conversational language during teaching and learning discussions but unaccepted while discussing and talking with the teachers.

Social Media: Restructuring Social Behavior and Worldview

According to the Earthweb survey (2023), there are around 2 billion population of Gen Z across the world, which is around 26 per cent of the total population. More than half of the population is on social media, out of which South Asia holds around 13.4 per cent, most social media is ruled by Gen Z. The survey also shows, there were 970 million active users of social media platforms in 2010, and as of July 2021, the numbers had increased to 4.48 billion which is 56.6 per cent of the world's population. The average usage of social media is to 2 hours and 27 minutes. Among the social media users, around 36.3 per cent engage for filling up their spare time, 35.1 per cent for getting news from social media, and 31.6 per cent for finding the content they are interested in.

Most users between 18-29 years old use YouTube, which consists of 95 per cent of the social media users in that age group. The same age group also uses Instagram, which consists of 71 per cent, Facebook, 65 per cent, and Twitter, 42 per cent. The same age group is involved in TikTok, which accounts for 48 per cent.

In the case of India, according to Datareportal (Digital 2022: India), there were 658.0 million internet users at the start of 2022, which is almost 47.0 per cent of the total population. Out of them, 467 million used social media (shared media sites like Facebook, Twitter, Linkedin, Instagram, Snapchat, YouTube, etc.), which is 33.4 per cent of the total population. Social media users are internet users, but not all internet users are necessarily active on social media. A social media user specifically refers to individuals who actively participate in social media platforms. Social media platforms are websites or applications that enable users to create and share content, interact with others, and participate in online communities, for example, Facebook, Twitter, Instagram, LinkedIn, Snapchat, and TikTok. They create profiles, connect with friends or followers, post updates, share photos or videos, join groups or communities, and engage in social interactions through comments, likes, shares, and direct messages. Social media users may also follow and interact with content creators, influencers, brands, or organizations. The Gen Z population is the maximum number as well as users of the maximum number of platforms.

Paul Hiebert (2008) says in his book worldview transformation that worldview transformation begins with a worldview encounter, worldview critique, and worldview reconstruction. Worldview critique refers to an encounter with alternative worldviews or perspectives that challenge an individual's existing worldview. This encounter can occur through various means, such as exposure to different cultures, interactions with people from diverse backgrounds, or exposure to new ideas and beliefs. Worldview critique involves a critical evaluation and critique of one's worldview in light of alternative worldviews encountered. During this stage, individuals compare and contrast their worldviews with the new perspectives they have encountered. They examine the strengths and weaknesses, inconsistencies, and potential limitations of their current worldview. Worldview reconstruction involves integrating elements from different worldviews, adapting existing beliefs, and constructing a new worldview that is more comprehensive, coherent, and meaningful. Worldview reconstruction can involve shifts in beliefs, values, assumptions, and behaviors as individuals incorporate new perspectives and insights.

Social media provide platforms to share ideas and engage in discussions on a wide range of topics. This has led to the normalization of online communication and the blurring of the traditional norms of the preceding generation. It encourages individuals to select and present a carefully crafted image of themselves. People often showcase their accomplishments, experiences, and personal lives, which can influence social norms around self-presentation. There is increased pressure to project a desirable image, which can impact how individuals

perceive themselves and others. Further, social media platforms have become powerful influencers of attitudes, opinions, and behaviors. Trends, memes, and viral content spread rapidly through social networks, shaping public discourse and impacting social norms. All these practices, in one way or another, are restructuring the worldview.

On the other hand, social media also provides platforms for marginalized voices to be heard, challenging traditional norms and promoting social change. Similarly, it has become common to connect, communicate, and share experiences with friends, family, and acquaintances through social media platforms. This can affect social norms around friendship, privacy, and the boundaries of personal relationships. Now, it is easier for individuals to stay informed about current events, social issues, and cultural trends. This increased awareness can lead to changes in social norms as people become more informed and engaged in discussions around various topics. It has also played a crucial role in facilitating online activism and mobilization for social causes. Hashtag campaigns, online petitions, and social media movements have raised awareness about important issues and created pressure for change, challenging existing social norms and advocating for equality and justice.

Further, languages often reflect and reinforce cultural values, norms, and practices. The vocabulary and expressions within a language can reveal societal priorities, beliefs, and social relationships. For instance, languages that have extensive vocabulary related to honorifics or kinship terms may place a greater emphasis on social hierarchies and family structures.

Social media platforms have fostered a more informal style of communication. These platforms have given rise to the rapid creation and dissemination of neologisms and memes. Memes, which are humorous or culturally relevant images or videos accompanied by captions, often contain playful language variations, puns, and creative wordplay. Social media language is often influenced by vernacular language, slang, and popular culture references. Users incorporate terms, phrases, and expressions from music, movies, memes, and internet subcultures into their online communication, resulting in a dynamic and ever-evolving lexicon. The frequent usage of these language patterns and practices in daily life is evident within Gen Z society. Consequently, they may be unfamiliar with the indirect inference language patterns employed by earlier generations, whether it be at home, in the workplace, or educational institutions. This disparity has contributed to generation gaps in understanding.

The impact of social media on social behavior is multifaceted and can vary across individuals, cultures, and contexts. While social media has the potential to facilitate positive social connections and behaviors, it also presents challenges and risks, such as online harassment, privacy concerns, and the potential for addictive or compulsive behaviors. These platforms have facilitated new forms of communication, enabling individuals to connect and interact with others across geographical boundaries. It has increased the speed and ease of communication, allowing for real-time exchanges of information and ideas. This has transformed social behavior by expanding social networks, fostering virtual communities, and enabling connections that might not have been possible otherwise. Through likes, comments, shares, and follower counts, social media platforms provide feedback and metrics that can influence users' perceptions of what is popular or socially desirable. This can lead to the phenomenon of social proof, where individuals conform to the behavior and opinions of others based on the perception that it is widely accepted or endorsed. The anonymity and perceived distance provided by social media platforms can lead to disinhibition, where individuals feel more comfortable expressing their thoughts, opinions, and emotions. This can result in both positive and negative behaviors, ranging from open discussions and constructive debates to cyberbullying, hate speech, and online

harassment. These platforms have given rise to the influencer culture, where individuals with large followings can influence consumer behavior, lifestyle choices, and trends. On the other hand, social media algorithms are designed to show users content that aligns with their previous interests and preferences, creating filter bubbles and echo chambers. This can lead to limited exposure to diverse perspectives and reinforcement of existing beliefs, potentially impacting social behavior by fostering polarization, tribalism, and the silencing of dissenting views.

Analysis
Generation Gaps
The data shows that Gen Z uses social media platforms significantly for social networking, gaming, fashion design, memos and humour, and educational information. For social networking, they use Instagram, Snapchat, TikTok, and Twitter to connect with friends, share photos and videos, and follow influencers and celebrities. For entertainment, they follow TV shows, music, and celebrities on social media platforms like YouTube, Netflix, Spotify, or SoundCloud. Memes and humour content are extremely popular among Gen Z, who share memes, jokes, and funny videos. Many Gen Z people also visit websites and social media accounts that offer educational and informative content. Hence, parents, guardians, teachers, mentors, managers, and supervisors need to remain vigilant about the content being consumed by their children, students, and employees on social media platforms and websites. This awareness allows them to provide guidance, assistance, support, and the utilization of resources tailored to their respective interests.

On the one hand, social media has fostered connectivity with family members, while on the other hand, it has also contributed to the emergence of generation gap issues. Roehling et al. (2011) finds that the technological divide between parents and their college-aged children is significantly wider than the actual age difference. This disparity has the potential to result in a disconnection both in terms of technology usage and emotional understanding. Beinhoff (2011) suggests there is significance in examining today's youth as a unique cohort due to the necessity of treating, educating, marketing to, communicating with, and studying them differently compared to previous generations. Dirkx (2005) presents a comprehensive analysis of the challenges posed by generational gaps within educational settings, while also offering potential solutions. The author suggests that the focus on intergenerational disparities indicates a shift from a paradigm where everyone adheres to specific modernist concepts of teaching and learning to one that recognizes and values diversity instead of homogeneity.

Patton (2012) finds that numerous graduate students experience a sense of disconnection with their community when they return home for holidays or an extended period. Upon their return, these students may encounter tension, misunderstandings, and awkwardness, causing them to navigate a constant fluctuation between their cultures and identities. When graduate students come back home after being away for some time, their family members may feel resentful or jealous. This is because they perceive their loved ones to have undergone significant personal growth or transformation during their absence. The returning students may have developed new perspectives, values, or behaviors that differ from their family members' expectations, leading to negative emotions such as anger or envy (Patton, 2012). To address this, Aggarwal, M. et. al. (2017) suggests educational institutions foster an environment that promotes open discussion and dialogue, allowing the younger generation to express their concerns while receiving guidance on

how to respect and effectively interact with the older generation. Recognizing that the generation gap is a persistent reality, and considering the significant societal changes and scientific advancements taking place, it is expected that the divide between generations will continue to expand. Consequently, it becomes crucial to address this issue by actively developing potential solutions to bridge the gap and facilitate better intergenerational understanding.

The accessibility of communication has both a positive and negative impact on parent-child relationships. Pricer (2008) finds that technological advances have made communication with their children more accessible and instantaneous for parents. This accessibility of communication has been aided by the emergence of technologies and devices such as cell phones, texting, and email that allow immediate communication. On the other hand, they are also more able to assert more control and investigate their college-aged children.

Gen Z character and worldview
Gen Z can be characterized as technology natives, diversity and inclusion, social and environmental consciousness, entrepreneurial mindset, and global outlook. Gene Z has grown up in an interconnected world and values collaboration. They are often skilful at working in teams and have experience with crowdsourcing and collective problem-solving. Encouraging their active participation in solving global challenges through initiatives like hackathons, innovation challenges, or collaborative projects can harness their collective intelligence and lead to effective solutions. Törőcsik M., Szűcs K. and Kehl D. study done in the 14 - 24 years age group, however, it was done in Hungary, shows that Gen Z is ambitious, gender neutral, and values diversity (2014). Their language reflects this through the use of gender-neutral pronouns, inclusive terminology, and a focus on respect for diverse identities and experiences.

The worldview of Gen Z encompasses their collective beliefs, values, perspectives, and attitudes towards various aspects of life and society. As discussed earlier, Gen Z tends to be more inclusive and accepting of diverse identities, cultures, and lifestyles. They place a strong emphasis on equality, social justice, and promoting inclusivity in various spheres of life, including gender, race, sexuality, and socioeconomic backgrounds. Gen Z demonstrates a heightened awareness of pressing social and environmental issues. They are often engaged in activism, advocating for causes such as climate change, sustainability, human rights, and mental health. Gen Z tends to prioritize ethical and socially responsible choices, both as consumers and in their personal beliefs. Gen Z exhibits a notable entrepreneurial spirit, driven by a desire for independence and self-expression. They are inclined towards pursuing creative careers, entrepreneurship, and leveraging technology to build their own brands and businesses. Gen Z has a global perspective, primarily due to increased connectivity and exposure to diverse cultures through the internet and social media. They are more likely to view themselves as global citizens, transcending national boundaries and actively engaging with global issues.

Gen Z tends to have a more inclusive mindset, valuing diversity in all its forms. By creating diverse and inclusive spaces that value their unique perspectives and experiences, organizations and institutions can benefit from their insights and ideas. This can lead to better decision-making, improved problem-solving, and enhanced creativity. Empowering Gen Z with opportunities for leadership and decision-making roles can help shape a better world. Encouraging their

involvement in community organizations, student councils, and youth-led initiatives allows them to take ownership and contribute to the betterment of their communities.

As the majority of media content is consumed by the Gen Z age group, both Gen Z and media platforms are shaping each other. By designing content that corresponds to the interests and preferences of Gen Z, media platforms are influencing their worldview. This process can create filter bubbles and echo chambers, limiting their exposure to diverse perspectives and reinforcing their existing beliefs. As a result, it has the potential to impact social behavior by promoting polarization, tribalism, and the suppression of dissenting opinions. Similarly, by searching and surfing the diversified areas by the diversified individuals of Gen Z, social media platforms are being diversified.

Conclusion

The paper through the literature review and observation has explored the nature of Gen Z, their worldview, and how digital media generates the worldview of Gen Z. The data are interpreted primarily through worldview transformation, social identification, and socio-psychological perspectives. Despite the significant generational gaps observed between the preceding generation and Gen Z within institutions such as the family, educational institutions, and the workplace, there are effective measures to mitigate these gaps. Engaging in knowledge exchange, open discussions, and fostering acceptance and respect for each other's differences can greatly contribute to reducing these gaps. The majority of users of social media platforms are in the Gen Z age group. They interact with a diverse group of people, cultures, subjects, and so on through multiple sources, which gives them self-confidence and makes them straightforward. They can be characterized as digital natives, diversity and inclusivity, an entrepreneurial mindset, social consciousness, pragmatism, and resilience compared to the preceding generation. Valuing and tapping into the knowledge and expertise of Gen Z can foster innovation, social change, and a more sustainable future. Their unique perspectives, skills, and energy are valuable assets in shaping a better world for all. Their understanding of emerging technologies, social media platforms, and digital tools can be leveraged to drive positive change. Creating platforms for their voices to be heard and involving them in decision-making processes can bring about tangible changes and a more inclusive society. Further research is needed to investigate the mental health challenges faced by Gen Z, including stress, anxiety, depression, and social media-related pressures. Explore the role of technology in promoting or hindering their overall well-being.

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