



# A Study on the Use of Social Media Platforms among Gen-Z

Upasana Kalita<sup>1</sup>, Prof. Dulumoni Goswami<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Education, Gauhati University

Email ID- [upasanakalita10@gmail.com](mailto:upasanakalita10@gmail.com)

<sup>2</sup>Professor, Department of Education, Gauhati University

Email ID- [dulumoni@gauhati.ac.in](mailto:dulumoni@gauhati.ac.in)

## ABSTRACT

*Social media plays a significant role that influences perceptions and attitudes, helps in shaping identity, as well as affects the well-being of individuals. It is a digital application and tool that provides users to produce and distribute user-generated content, facilitates interaction, and uses suitable mediums to share or disseminate ideas, information, and thoughts by connecting with others by building virtual networks and communities. Gen-Z is the first generation to emerge and develop in a virtually connected world. The continuous engagement of Gen-Z in social media for information, to interact with others, and express themselves in the online social sites has become so familiar that it has now become part of the only reality they know. This study aims to find the usage and the most preferred social media platforms, and the purpose for which these platforms are used mostly among Gen-Z. A descriptive survey method was used for this study. The samples were chosen randomly, which consisted of N=120 Gen-Z participants, which comprised males n=60, 50% and females n=60, 50%. Results indicated that the most dominant platforms were Instagram and YouTube among Gen -Z, with high responses on duration of engagement, Facebook and Snapchat had moderate responses, whereas platforms such as X, LinkedIn, and Reddit had fewer responses. Instagram emerges as the clear favourite social media platform, indicating the most preferred social media among Gen-Z. The findings showed that the majority have responded seeking news and information, and entertainment has reported the highest responses as the main purpose for which social media platforms are used mostly among Gen-Z. Thus, social media is an integral component in Gen-Z's lives, but extreme social media use can have adverse effects in many ways, such as social media distraction, social media fatigue, and mental health conditions among Gen-Z users.*

**Keywords:** Use of Social Media Platforms, Social Media Platforms, Gen-Z

## Introduction

Social media is a digital application and tool that provides users to produce and distribute user-generated content, facilitates interaction, and uses suitable mediums to share or disseminate ideas, information, and thoughts by connecting with others by building virtual networks, and communities. Facebook, Instagram,

and WhatsApp act as effective tools to convey and stay connected with friends and perform other online activities. It has a foundation based on the ideological and technological aspects of Web 2.0 that gives users a way to share, exchange, and produce user-generated content. Facebook and Instagram have become popular interactive tools that offer communication and collaboration among users. Because of vigorous technological advancement, social media has included more advanced algorithms that enhance engagement among users with personalized content and influence behaviors, making experiences more immersive and interactive for the users (Kullolli and Trebicka, 2023). Social media plays a significant role that influences perceptions and attitudes, helps in shaping identity, as well as affects the well-being of individuals. Social media is a very interactive medium for creating, modifying, and discussing content. It is an umbrella term that includes social network sites (Facebook, Instagram), discussion forums (Quora, Reddit), video-sharing platforms (YouTube), microblogging (Twitter), image-sharing platforms (Instagram), and many more. Facebook and Twitter are some of the social media applications where information and communication technologies are used to produce ideas, expression, and social engagement for users (Velasquez & LaRose, 2015). Social media develops social networks and social interaction at any time and from anywhere, enhancing flexibility and convenience for users. The most used and popular platforms were Facebook, Instagram, and Twitter (Jambulingam et al., 2014). It is the first generation to emerge and develop in a virtually connected world. Generation Z, or Gen-Z, are the 'Digital Natives' as "they were born in the 1990s and raised in the 2000s during the most profound changes in the century who exist in a world with web, internet, smartphones, laptops, freely available networks, and digital media" (Singh & Dangmei, 2016). The literature has highlighted that there is no universally accepted birth year of Gen-Z. The researchers have debated that they are people born after 1995; in contrast, some other researchers have included people born after the 1990s and 2000 or later. This generation consisted of a large population of social media users. The engagement of Gen-Z with social media has been increasing significantly due to their distinctive flexibility to use platforms with continuous innovations (Kullolli and Trebicka, 2023). The majority of studies have agreed that Gen-Z started after 1995, the foremost generation to be raised in a society dominated by social media, digital technologies, and the internet, which have changed their worldview and behavior (Jayatissa, 2023). Gen-Z often engage in social media to provide opinions, and communicate with other users. The continuous engagement of Gen-Z in social media for information, to interact with others, and express themselves in the online social sites has become so familiar that it has now become part of the only reality they know. Thus, the majority of the researchers have studied social media usage among Gen-Z from different aspects. This study aims to find the social media platforms used, the most preferred social media platforms, and the purpose for which the social media platforms are used mostly among Gen-Z.

## Literature Review

Henry & Tjhin (2025) found that internal literacy and loneliness have a significant impact on increasing use of social media, which leads to online video addiction, whereas FOMO does not have any significant impact. Saura et al., (2025) found the association of social media with psychological disorders, and privacy concerns among Gen-Z. The findings revealed a direct relation between information overload, addictive flow,

and online reputation with social media fatigue, whereas open researchability does not have a significant correlation with social media fatigue. The study conducted by Elkatmış (2024) found that daily use of social media among three-quarters of fourth-grade primary school students, and the students use social media mainly for education, communication, and entertainment purposes. The study by Sharma, V. & Singh, K. (2023) revealed that Gen-Z have a high rate of social media usage and they take pleasure in sharing photos, videos, and stories with their peers. The findings showed that it has a positive influence on emotional and mental health, and the reason for social anxiety can be because of Gen-Z's online behaviours. Ahmed, N..(2009) found Gen-Z mostly used Snapchat, Instagram, Facebook, and Twitter, with users having more than one social media account.

## Research Questions

1. What is the frequency of use of social media platforms among Gen-Z?
2. What is the frequency of the overall duration of time spent daily on social media by Gen-Z?
3. What is the frequency of the duration of time spent daily on different platforms of social media by Gen-Z?
4. What is the most preferred social media platform among Gen-Z?
5. What is the purpose of the use of social media platforms among Gen-Z?

## Objectives of the study

1. To find the use of social media platforms among Gen-Z.
2. To find the preferred social media platform among Gen-Z.
3. To find the purpose of use of social media platforms among Gen-Z.

## Methodology

### Method

The present study is designed within a quantitative framework, and a descriptive survey method was adopted.

### Participants

The samples for the study were chosen randomly, which consisted of  $N=120$  Gen-Z participants with ( $n=60$ , 50%) males and ( $n=60$ , 50%) females. The respondents of the sample population are the post-graduate students of the Gauhati University, who are of the age group 21-22, born in the year 2002-2003, and have been referred to as Gen-Z in the study.

### Survey Instrument

A self-structured questionnaire was developed based on the objectives of the study. To check the validity, the content of the questionnaire was reviewed by the subject experts. The experts' suggestions were included, and necessary modifications were made to improve the clarity and relevance of the questionnaire.

### Data Analysis

To analyze the collected data, descriptive statistical analysis, namely frequency (f), and simple percentage (%), was used.

## Analysis and Interpretation

**Research Question 1:** What is the frequency of use of social media platforms among Gen-Z?

**Objective 1:** To find the use of social media platforms among Gen-Z.

Frequency (f), and percentage (%) have been calculated to find the frequency of use of social media platforms among Gen-Z.

**Table 1.** shows the frequency and percentage of how often Gen-Z uses different social media platforms.

Social media Platforms	Never	Rarely	Occasionally	Very Frequently	Always
Facebook	11 (9.2%)	27 (23%)	19 (16%)	31 (26%)	32 (26.7%)
Instagram	4 (3.3%)	6 (5%)	11 (9.2%)	39 (33%)	68 (57%)
X	22 (18.3%)	25 (21%)	32 (27%)	15 (13%)	26 (28%)
Reddit	46 (38.3%)	16 (13.3%)	22 (18.3%)	19 (16%)	17 (14.17%)
LinkedIn	32 (26.67%)	16 (13.3%)	27 (22.5%)	18 (15%)	27 (22.5%)
Snapchat	25 (20.8%)	32 (26.7%)	23 (19.16%)	14 (11.7%)	26 (21.7%)
YouTube	6 (5%)	11 (9.17%)	16 (13.3%)	27 (22.5%)	60 (50%)

The data in the table shows the frequency and percentage of how often Gen-Z uses different platforms of social media. Among the following list of social media platforms, Instagram and YouTube had the highest responses on 'always', i.e., 68 (57%) and 60 (50%) respondents, respectively. Facebook, LinkedIn, X, and Snapchat have a response 'always' of 32 (26.7%), 27 (22.5%), 26 (28%), and 26 (21.7%) respondents. From the data in the above table, it can be interpreted that Instagram and YouTube were the social media platforms most used among Gen-Z.

Diagram 1. shows how often Gen-Z uses different Platforms of social media

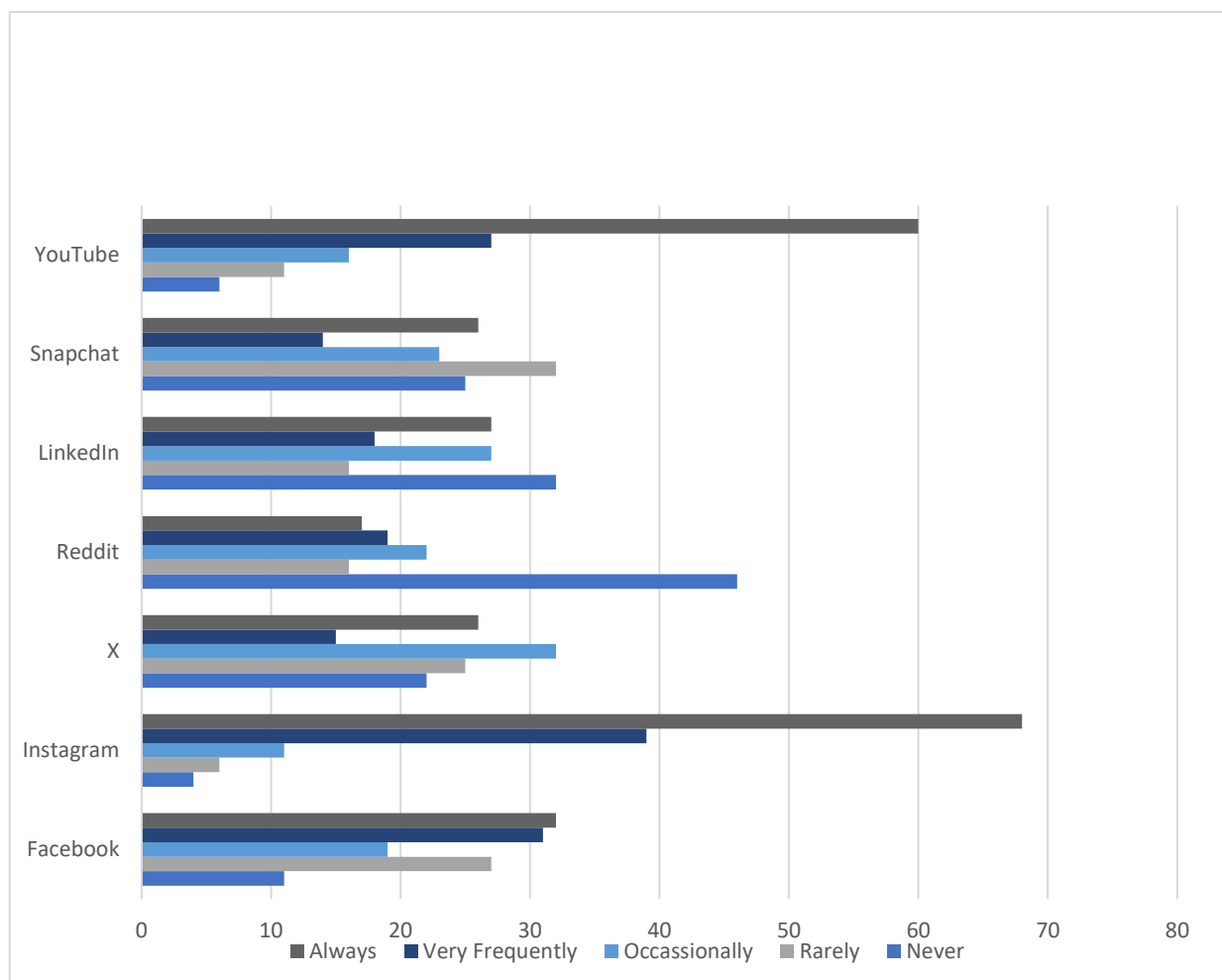


Fig (1)

**Research Question 2:** What is the frequency of the overall duration of time spent daily on social media by Gen-Z?

Frequency (f), and percentage (%) have been calculated for the overall duration of time spent daily on social media by Gen-Z.

**Table 2.** shows the frequency and percentage of the overall daily use of social media by Gen-Z

	N	%
Less than 1 hour	4	3.3%
1 to 3 hours	39	32.5%
4 to 7 hours	45	37.5%
8 to 10 hours	19	15.8%
More than 10 hours	13	10.8%

The table summarizes how Gen-Z allocates their time to using social media throughout the day. The data of 45 (37.5%) represents that the majority of Gen-Z spend 4 to 7 hours of their time on social media each day, followed by 39 (32.5 %) spend 1 to 3 hours, 19 (15.8%) spend 8 to 10 hours, 13 (10.8%) spend more than 10 hours and 4 (3.3%) spend less than 1 hour daily on the social media. From the above analysis, it has been reflected that social media is an important part of the daily routine of Gen-Z.

Diagram 2. shows the overall time spent daily by Gen-Z on social media

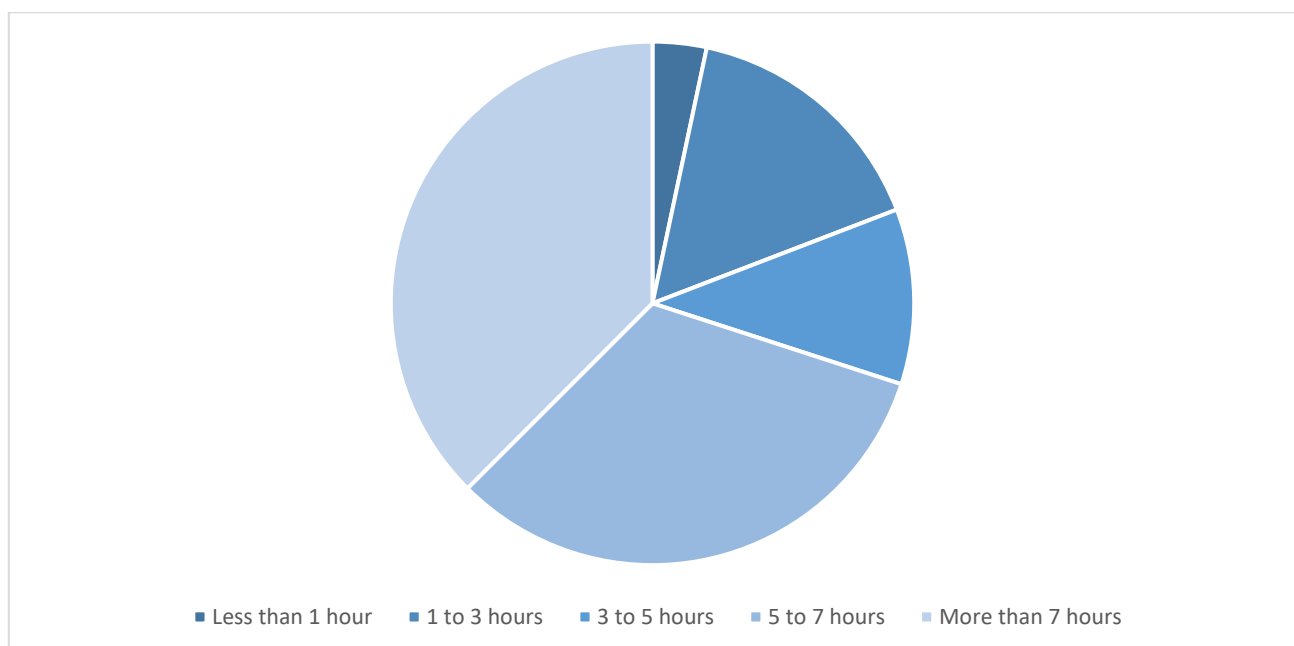


Fig (2)

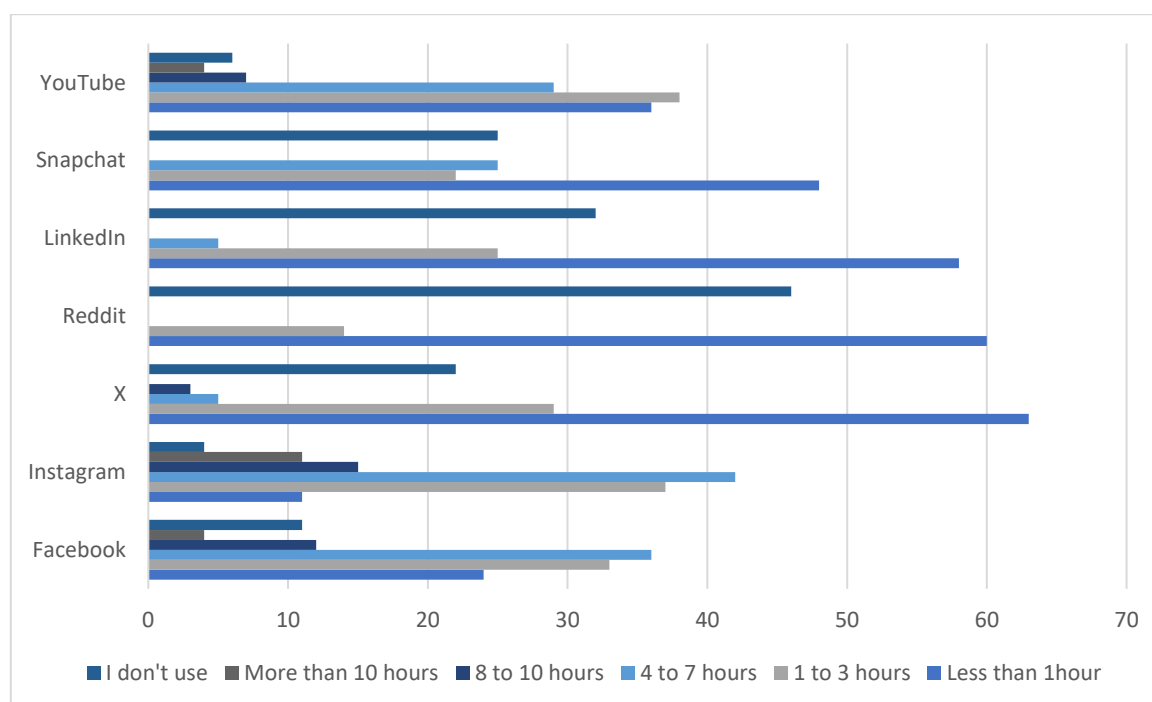
**Research Question 3:** What is the frequency of the duration of time spent daily on different platforms of social media by Gen-Z?

Frequency (f) and percentage (%) have been calculated of the time spent daily on different platforms of social media by Gen-Z.

**Table 3.** shows the frequency and percentage of time spent daily on different platforms of Social Media by Gen-Z

Social media Platforms	Less than 1 hour	1 - 3 hours	4 - 7 hours	8 - 10 hours	More than 10 hours	I don't use
Facebook	24 ( 13.3%)	33 ( 27.5%)	36 (30%)	12(10%)	4 (3.3%)	11 (9.2%)
Instagram	11( 9.1%)	37 (30.8%)	42 (35%)	15 (12.5%)	11 ( 9.1%)	4 (3.3%)
X	63 (52.5%)	29 ( 24.17%)	5 (4.17%)	3 (2.5%)	-	22 (18.3%)
Reddit	60 (50%)	14 (11.7%)	-	-	-	46 (38.3%)
LinkedIn	58 (48.3%)	25 (20.8%)	5 (4.17%)	-	-	32 (26.67%)
Snapchat	48(40%)	22 (18.33%)	25 (18.3%)	-	-	25(20.8%)
YouTube	36 (30%)	38( 31.7%)	29 ( 24.17%)	7( 5.83%)	4 ( 3.3%)	6(5%)

The data in the table shows the frequency and percentage of time spent daily on different social media platforms among Gen-Z. The data showed that the most time-consuming social media platforms among Gen-Z were Instagram and YouTube. The respondent reported that 35% of them use Instagram for 4 -7 hours, and 30.8% use it for 1- 3 hours. On YouTube, 31.7% of Gen-Z spend 4-7 hours, and 24.2% spend 4-7 hours. Again, for Facebook, the respondent reported that 30% spend 4-7 hours, 27.5% for 1-3 hours, and 13.3% spend less than 1 hour. The response of 25% spend 4-7 hours, 18.3% for 1-3 hours, and 40% spend less than 1 hour daily on Snapchat. The platforms such as X, LinkedIn, and Reddit reported less engagement among Gen-Z, with 52.5%, 48.3% and 50% of them spending less than 1 hour daily. The data of the respondent reported, it can be interpreted that Instagram, and YouTube are the social media platforms that had high engagement, Facebook and Snapchat had moderate engagement, and platforms such as X, LinkedIn, and Reddit had less engagement among Gen-Z.

**Diagram 3.** Show the time spent daily on different platforms of social media by Gen-Z**Fig (3)**

**Research Question 4:** What is the most preferred social media platform among Gen-Z?

**Objective 2:** To find the preferred social media platform among Gen-Z.

Frequency (f) and percentage (%) have been calculated for the most preferred social media platform among Gen-Z.

Table 4. shows the frequency and percentage of the most preferred social media platforms among Gen-Z

Social Media Platforms	Frequency (N)	Percentage (%)
Facebook	22	18.3%
Instagram	45	37.5%
X	8	6.7%
LinkedIn	11	9.2%
Snapchat	16	13.3%
Reddit	4	3.3%
YouTube	14	11.7%

The table represents the frequency and percentage of the social media platforms most used among Gen-Z. Instagram emerges as the clear favourite platform among Gen-Z, with the highest response of 45 (37.5 %) of respondents indicating that they like this platform the most. Followed by responses of Facebook with 22 (18.3%), Snapchat with 16 (13.3%), and YouTube with 14 (11.7%) were responded by the respondents. The platforms LinkedIn, X, and Reddit showed relatively low responses with 11 (9.2%), 8 (6.7%), and 4 (3.3%), respectively.

Diagram 4. shows the most preferred social media platforms among Gen-Z

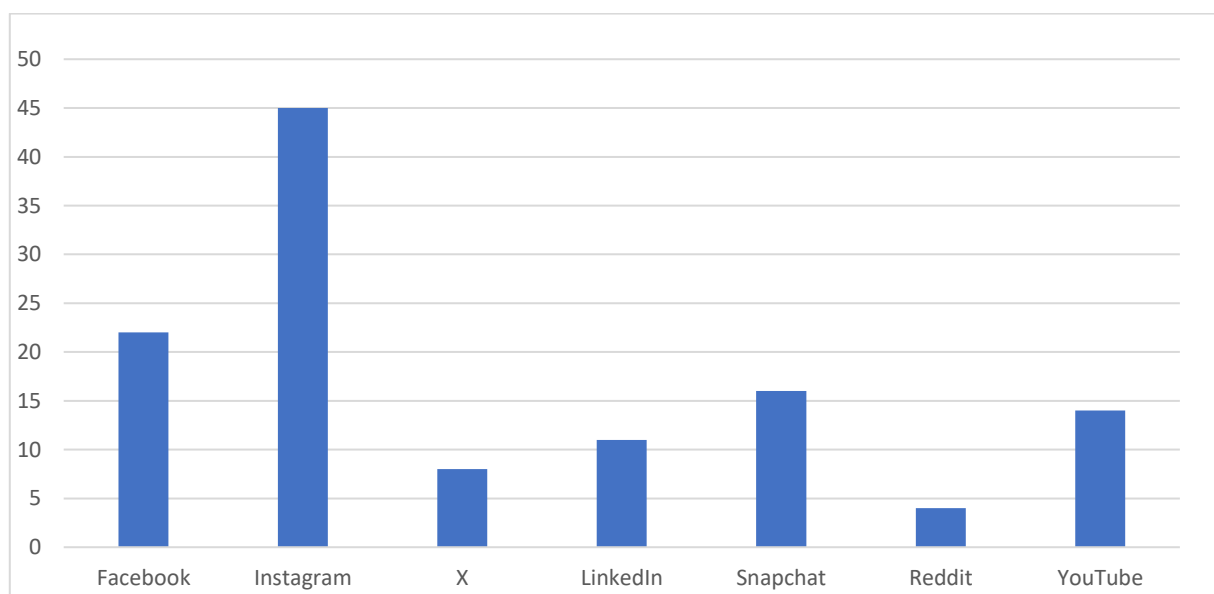


Fig (4)

**Research Question 5:** What is the purpose of the use of social media platforms among Gen-Z?

**Objective 3:** To find the purpose of use of social media platforms among Gen-Z.

Frequency (f) and percentage (%) have been calculated to find the purpose for which social media platforms are used mostly among Gen-Z.

Table 5. shows the frequency and percentage of the purpose for which social media platforms are used mostly among Gen-Z

Purpose of Using Social Media Platforms	Frequency (N)	Percentage (%)
News and Information seeking	38	31.7%
Interaction and building networks	18	15%
Entertainment	29	24.17%
Academic purposes	15	12.5%
Raising awareness and civic engagement	12	10%
Business and Commerce	8	6.7%

The table represents the data on the frequency and distribution of the purpose for which Gen-Z mostly uses social media platforms. 38% of the Gen-Z responded i.e., the highest responses were that they mostly use for seeking news and information in social media platforms. 29% of the respondents responded entertainment, 18% of the respondents responded interaction and building networks, 15% of the respondents responded academic purposes, 12% of the respondents responded raising awareness and civic engagement, and 8% respondents responded business and commerce. The analysis showed that social media platforms are the most important medium to seek information and news, and entertainment among Gen-Z.

Diagram 5. shows the purpose for which social media platforms are used mostly among Gen-Z

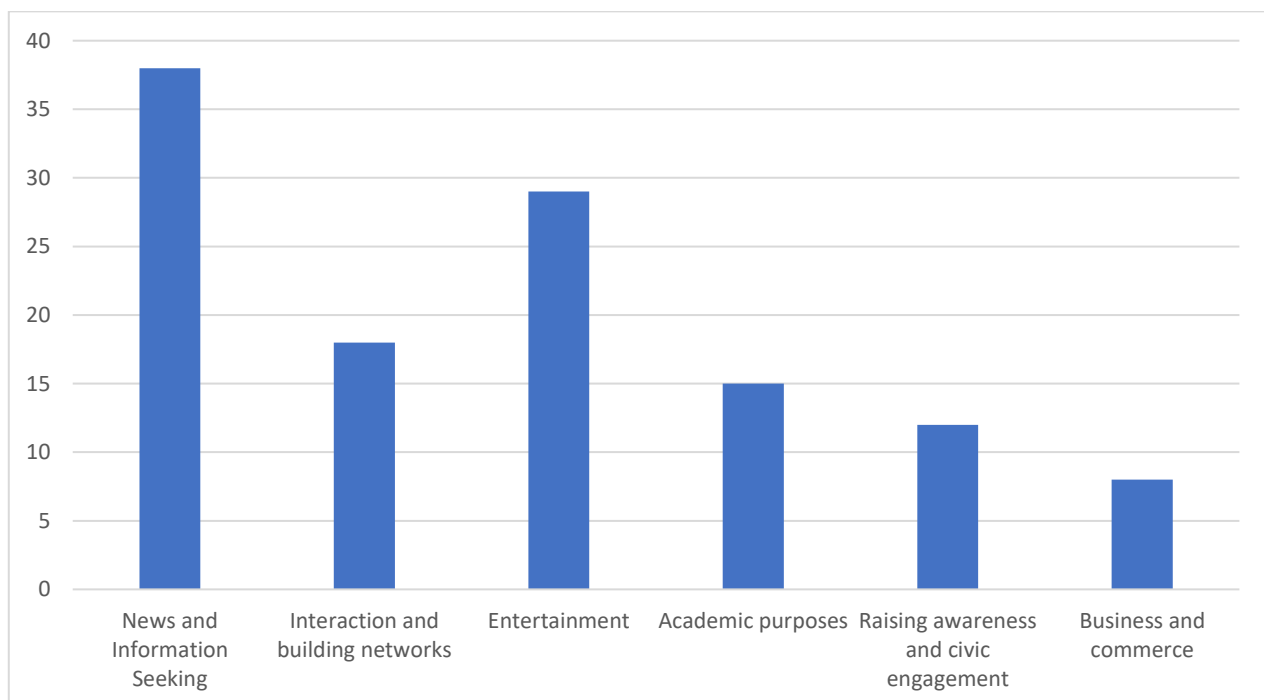


Fig (5)

## Discussion

The analysis of the data reported that Instagram and YouTube were the platforms of social media p most used among Gen-Z, with the highest number of responses on 'always', i.e., half of the respondents, 68 (57%) and 60 (50%), respectively. Instagram had the highest response of 22 (37.5 %) of respondents as the social media platform most preferred among Gen-Z. Instagram, TikTok, and YouTube are were the most preferred visual



and video content sharing platforms, and WhatsApp and Facebook among the interaction-based platforms on social media (Elkatmış, 2024). Lim et al. (2014) found a lack of consistency in satisfaction in social media and using Twitter and Facebook. Ahmed, N. (2019) has found that 50% of Gen-Z engage in different types of social media platforms many times a day, and 50% of them use very frequently throughout the day. The findings from data obtained in the study showed that social media platforms are an important source to seek information and news, and entertainment among Gen-Z. In comparison to prior generations, Gen-Z are more inclined towards seeking news and various kinds of information and knowledge through digital devices and social media. Thus, social media has caused social media fatigue among Gen-Z due to the stress of the cognitive burden of the excessive amount of digital information available (Saura et al., 2025). However, many qualitative studies have highlighted that one of the favourable aspects of social media is to spread information continuously on time through platforms that are extensively accessible (Haddad et al., 2021). Apart from information and news consumption, the extensive use has developed a new form of entertainment and has significantly impacted Gen-Z. Thus, the majority of research studies have examined the active use of social media among Gen-Z, especially their mental health conditions. Moreover, having too much information has been identified as one of the drawbacks of social media use (Drahošová & Balco, 2017). The study on the influence of usage of social media, and its addiction on Gen-Zs' mental health found that 22.7% who have social media addiction have shown poorer mental health conditions. The data reported showed that Gen-Z spends too much of their time engaging in smartphones and social media, and the majority of them are found of addicted to their smartphones and social media (Olipas, 2022). Thus, social media is useful for various purposes, but overuse of social media can create an addictive pattern and have a negative influence on the well-being of Gen-Z.

## Conclusion

This study delves into the social media use on different platforms among Gen-Z. Instagram and YouTube emerged as the social media platforms more often engagement, and the highest responses on Instagram as the social media platform most preferred, with an average of time spent daily of 4-7 hours. Seeking news and information, followed by entertainment and interaction, and building networks with others, have been reported as the highest responses on the purposes for which social media platforms are used mostly among Gen-Z. Thus, from the findings of the study, it can be concluded that social media is an integral component in Gen-Z's lives, but extreme social media use can have adverse effects in many ways, such as social media distraction, social media fatigue, and mental health conditions among Gen-Z users.

## References

- [1]. Ahmed, N. (2019). Generation Z's smartphone and social media usage: a survey. *Journalism and Mass Communication*, 9(3). <http://dx.doi.org/10.17265/2160-6579/2019.03.001>
- [2]. Drahošová et al. (2017). The analysis of advantages and disadvantages of use of social media. *Procedia Computer Science*. 109. 1005-1009. 10.1016/j.procs.2017.05.446.
- [3]. Elkatmış, M., (2024). *Examination of social media usage habits of generation Z*. July. <https://doi.org/10.3389/fpsyg.2024.1370823>

- [4]. Haddad, J. M., Macenski, C., Mosier, A., Alice, M., Katherine, H., Schneider, M., Conrad, R. C., & Liu, C. H. (2021). The Impact of Social Media on College Mental Health During the COVID - 19 Pandemic: a Multinational Review of the Existing Literature. *Current Psychiatry Reports*. <https://doi.org/10.1007/s11920-021-01288-y>
- [5]. Jambulingam, M., Selvarajah, C. S., & Thuraisingam, A. S. (2014). Social media networks and Gen Y. *Research Journal of Applied Sciences, Engineering and Technology*, 8(8), 1041–1044. doi:10.19026/rjaset.8.1067
- [6]. Jayatissa, K.A.D.U. (2023). Generation Z – A new lifeline: A systematic literature review. *Sri Lanka Journal of Social Sciences and Humanities*, 3(2), 179-186 <https://pmc.ncbi.nlm.nih.gov/articles/PMC11284647/>
- [7]. Kulloli, T., & Trebicka, B. (2003). Generation Z and the Evolution of Social Media: A Two-Decade Analysis of Impact and Usage Trends. *Interdisciplinary Journal of Research and Development*, 10(3), 77. <https://doi.org/10.56345/ijrdv10n311>
- [8]. Lim, J., Lim, K., & Heinrichs, J. H. (2014). Gender and mobile access method differences of Millennials in social media evaluation and usage: An empirical test. *Marketing Management Journal*, 24(2), 124–135.
- [9]. Olipas, C. N. P. (2022). *The Gen Z 's Learning Experiences and Its Relationship to Social Media Use*. 1, 1291–1299.
- [10]. Singh, A. P., & Dangmei, J. (2016). Understanding the Generation Z: The Future Workforce. *South-Asian Journal of Multidisciplinary Studies*, 3, 1-5 <https://www.scirp.org/reference/referencespapers?referenceid=2634361>
- [11]. Saura, J. R., Gelashvili, V., Gabriel, J., & Navalón, M. (2025). *The Impact of Social Media on Gen Z 's Mental Health and Privacy*. 2016, 233–252.
- [12]. Velasquez, A., & LaRose, R. (2015). Social media for Social Change: Social media political efficacy and activism in student activist groups. *Journal of Broadcasting & Electronic Media*, 59(3), 456-474. <https://doi.org/10.1080/08838151.2015.1054998>
- [13]. Vibha Sharma, & Dr. Krishanveer Singh. (2023). "Tweets, Posts, And Anxiety: Exploring Social Media's Effects On Gen Z's Well-Being In NCR University Settings". *Journal for ReAttach Therapy and Developmental Diversities*, 6(8s), 960–965. <https://doi.org/10.53555/jrtdd.v6i8s.2941>

#### Cite this Article:

Upasana Kalita, Prof. Dulumoni Goswami, "Study on the Use of Social Media Platforms among Gen-Z", *International Journal of Scientific Research in Modern Science and Technology (IJSRMST)*, ISSN: 2583-7605 (Online), Volume 4, Issue 8, pp. 33-42, August 2025.

Journal URL: <https://ijrmst.com/>

DOI: <https://doi.org/10.59828/ijrmst.v4i8.359>.



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).