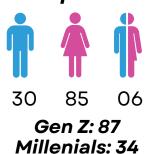
# **Digital Identity Exploration Among** Millenials and Gen Z

# Participants: 121



### Purpose

Explore how different generations Z and Millenials navigate and construct their identities in the digital reality and how they represent themselves on social media.

### Conclusion

Both Gen Z and Millennials are influenced by social media in the business sector, and find themselves on the internet by the Upper Elementary age (09 - 12). However, Millennials spend more time online and have an easier time expressing themselves on social media.

#### **BASIC INFORMATION** 55.4% of users are NOT Most started using Social SATISFIED with their social Media in Upper Elementary media usage School 1 1 Satisfied 44.6% Unsatisfied 55.4% Why? 04 43 41 15 12 06 $\bigcirc \bigcirc \bigcirc$ Middle Lower Upper High entertained inspired Ionelines false inspiring negative motivator exhausting information happy new volue kill wasting essential experiences gful curiosity control distraction content College Adulthood Elem. Elem. School School sity control distraction easier were person shot return wasteful stress information life entertaining doom ideas Short Time Satisfaction! interesting bullying ing life entertaining doom 9 productive ideas trends expected ife entertain productive expected desistant sisters sharing useful screen killing fun news skills goal a meaningless satisfied wish cood world compare occupying benefiting useless communicating screen h scroit dopamine alone meaningless st bored great guilty enjoy good healthy balance boredom stimulating veorse addiction absorbed time taziness Though most express passi participants **under** beneficial 20 hours remain satisfied, majority regardless of time Spending too much time on social were unsatisfied media to the point it impedes mental with their time 80.0 100.0 120.0 health, social connections, and time (hours per week) spent overall mood \*according to google survey AVERAGE TIME SPENT ON SOCIAL MEDIA Gen Z **Fun Fact** spends an average of 74% of Gen Z use TikTok as a search platform. This is more than half prefer over Google! hours per week \*according to MSSMedia on social media according to google survey

#### Millennials Did you know? spends an average of 39% of Millennials have a Facebook account

explicitly for sharing selfpromotional content.

## **PURPOSE OF SOCIAL MEDIA?**

hours per

on social media \*according to google survey

week

### **For Business**

\*according to google survey

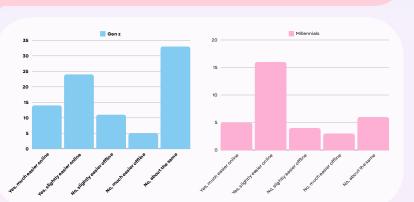
According to Pec (2024) on Forbes, Businesses benefit from social media because

- It helps *increase visibility* to a new market by opening to new opportunities
- It helps keep visibility with your old market by maintaining engagement
- It allows for *more connections* to be built within the industry due to exposure





#### But Is It Easier to Express Yourself Online or Offline?



No, About the same Gen Z

35%

**Millennials** 

Yes, slighter better online Millennials

#### Why Might It Be Easier to Express Yourself Online?

- According to Mehta (2017) on Forbes
- Non-verbal communication
- Communication is not distracted by physical movements
- Self-paced at your own comfort

According to MSS Media, "Millennials feel that these platforms are essential to their lives"





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