

Digital Identity Exploration Among Millennials and Gen Z

Participants: 121



30 85 06
Gen Z: 87
Millennials: 34

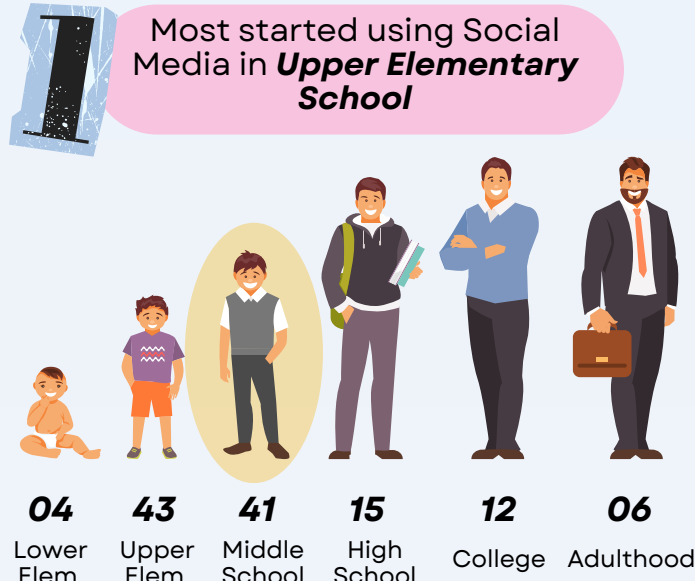
Purpose

Explore how different generations Z and Millennials 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



3 **55.4% of users are NOT SATISFIED** with their social media usage

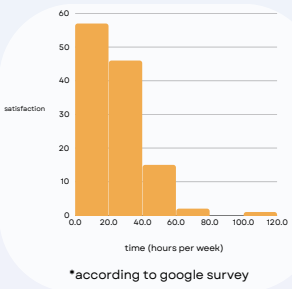


Why?



Spending too much time on social media to the point it **impedes mental health, social connections, and overall mood**

2 Short Time Satisfaction!



Though most participants **under 20 hours remain satisfied, majority regardless of time were unsatisfied** with their time spent

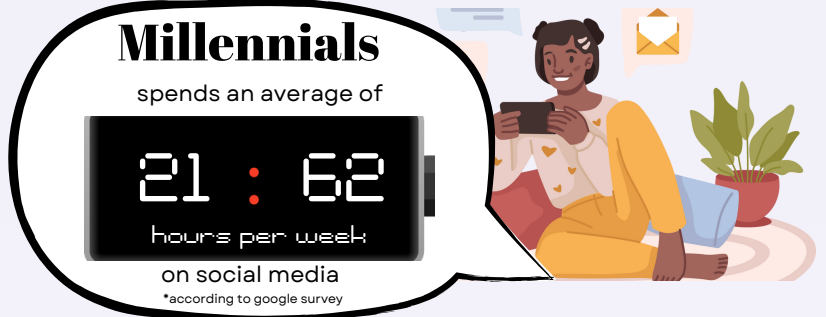
AVERAGE TIME SPENT ON SOCIAL MEDIA



Fun Fact
74% of Gen Z use TikTok as a search platform. This is more than half prefer over Google!
 *according to MSSMedia



Did you know?
39% of Millennials have a Facebook account explicitly for sharing self-promotional content.
 *according to Gitnux



PURPOSE OF SOCIAL MEDIA?

For Business

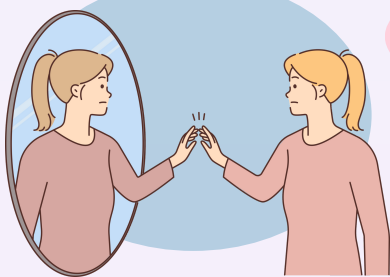
*according to google survey

35%
Millennials

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**

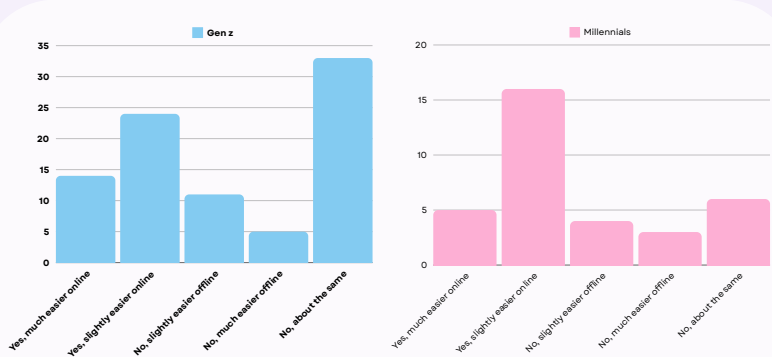
28.7%
Gen Z



No, About the same
Gen Z

Yes, slighter better online
Millennials

But Is It Easier to Express Yourself Online or Offline?



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"



References

Lindner, J. (2023, December 23). Gitnux. GITNUX; Gitnux. <https://gitnux.org/millennials-on-social-media-statistics/>
 Marketing. (2024). How Gen Z and Millennials Use Social Media Differently. Mssmedia.com. <https://info.mssmedia.com/blog/how-gen-z-and-millennials-use-social-media-differently#:~:text=Over%20half%20of%20millennials%20use,about%20emerging%20social%20media%20platforms.>
 Mehta, D. (2017, October 20). Why Do Some People Prefer Online Interactions Over Real Life? Forbes. <https://www.forbes.com/sites/quora/2017/10/20/why-do-some-people-prefer-online-interactions-over-real-life/?sh=150ca0327561>
 Pec, T. (2024, February 20). Council Post: Why Businesses And Brands Need To Be Taking Advantage Of Social Media. Forbes. <https://www.forbes.com/sites/forbesagencycouncil/2022/09/06/why-businesses-and-brands-need-to-be-taking-advantage-of-social-media/?sh=59982a19216c>