



To Study the Role of Various Social Media Applications on Mental Health of Gen'Z in Ahmedabad City

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ABSTRACT

This study explores the role of social media applications on the mental health of Generation Z in Ahmedabad and their relationship to age and perception of the impact of social media on mood. Through quantification, the data that presented weak relationships was analysed between different hypotheses as all the hypotheses accepted the null hypothesis that presumes the age factor is not a determining influence on the perception of impacts wherein social media influences mental health. Overall, the results point towards a generational experience for Gen Z and indicate that variables such as unique personality characteristics and specific content interaction maybe even more meaningful than age in the relationship to technology. Implications of such studies extend further and connect with mental health professionals, educators, policymakers, or parents who need to understand the imperative to develop certain interventions or education that focus on fundamental digital literacy and the psychological impact of social media use. The longitudinal, qualitative experiences and types of content that might occur about potential impacts on mental health and emerging social media should be targeted by future research. This can also foster the thinking of the new generation who lives in such an advanced digital world.

INTRODUCTION

It changes all social connections; it changes the implications of peoples' connections with themselves, others, and the more noteworthy world (Vidani, 2015). For Era Z, born between the late 1990s and early 2010s, usually a portion of that alter but too characteristic of the social environment (Vidani & Solanki, 2015). Of course, it has developed with the infiltration and extension of innovation and social systems such as Facebook, Instagram, Snapchat, and TikTok with millions of clients around the world (Vidani, 2015). In this way, it makes an uncommon association, but at the fetched of carrying the burden of mental ailment and wellbeing in an inconspicuous way as an entirety (Vidani, 2015). On the other hand, these administrations are an opportunity for self-expression and socialization or long-distance connections (Vidani, 2015). They can interface with others who share a shared interface, share data, and be operators of alter (Solanki & Vidani, 2016). For numerous, social media is around life in and around an isolated or confined world (Vidani, 2016). The location moreover happens to be a voice for marginalized bunches and permits backing for the sake of its clients, making it a vital apparatus for social alter (Bhatt, Patel, & Vidani, 2017). Among them is the comparison (Niyati & Vidani, 2016). The clients of social organizing sites began to judge whether their lives were nice by altering pictures of other persons (Pradhan, Tshogay, & Vidani, 2016). This in return leads to low self and serious uneasiness simply not great sufficient or sadness (Modi, Harkani, Radadiya, & Vidani, 2016). Coordinating introduction to others' best pictures can mentally influence clients, making them on edge and discouraged (Vidani, 2016). The namelessness of social media leads individuals to end up cyberbullies including online bullying with long-term mental impacts for the victim (Sukhanandi, Tank, & Vidani, 2018). One little portion of Dabad's hardship (Singh, Vidani, & Nagoria, 2016). Ahmedabad is one of the biggest cities in India's biggest state, found within the north-western portion of the subcontinent (Mala, Vidani, & Solanki, 2016). It's a catholic city lodging numerous societies and conventions (Dhere, Vidani, & Solanki, 2016). This moreover makes it an ever-growing city concerning learning social media in Era Z (Singh & Vidani, 2016). The more noteworthy impact of advanced innovation over here makes it a perfect place to get how social media is influencing the lives of young individuals (Vidani & Plaha, 2016). Here are the subtleties of the part social media plays in the mental well-being of a bunch of individuals (Solanki & Vidani, 2016). To date, most of the writing has been centered on topics from the West (Vidani, 2016). There's, subsequently, a clear distinction between the idea of social media caught on in Ahmedabad and caught on in Western psychology (Vidani, Chack, & Rathod, 2017). Filling this hole requires moving the inquiry about the center absent from current encounters and considering how Era Z in Ahmedabad is influenced by their social intelligence (Vidani, 2018). COVID-19 has made the total utilization of social media required over the world (Biharani & Vidani, 2018). Socializing through media and learning through media is not great for anybody who is kept or confined (Biharani & Vidani, 2018). Be that as it may, total dependence on innovation moreover leads to data over-burden and more push (Vidani,

2018). Hence, this article is exceedingly pertinent for understanding the requirement for this alter in Ahmedabad since the move to advanced media is detailed among the youth and the nature of social media makes a difference in understanding how it influences people's mental well-being (Odedra, Rabadiya, & Vidani, 2018).

Research shows that the relationship between social media utilization and mental well-being results is complex and circuitous (Vasveliyya & Vidani, 2019). Most of the inquiries uncover that negative and positive concepts are habitually bewildered and regularly related to complex issues such as the kind of social media application, the patients with past mental ailments, and the changes in the environment amid utilization (Sachaniya, Vora, & Vidani, 2019). Whereas for a few, it would be a consolation and be supportive, others would discover it lone-like uneasiness (Vidani, 2019). These negative components oftentimes lead to individual clashes and clashes which make most individuals not fulfilled (Vidani, Jacob, & Patel, 2019). In this way, engagement in social media ought to be seen as having both positive and negative impacts (Vidani J. N., 2016). Virtual bunches frequently ended up a put where individuals can share their encounters of anticipation of mental wellbeing, at the same time giving them private bolster from individuals who regularly overlook, criticize, or dismiss truths (Vidani & Singh, 2017). The danger of social media cannot be ignored (Vidani & Pathak, 2016). All this abhor discourse, malware poisonous substances, deception, and intuition can be mentally harmful, so the open must be made to get that social media can be a way of influencing mental well-being (Pathak & Vidani, 2016). He called for more discourse and moral contemplations on the part of individual data and social media in mental health (Vidani & Plaha, 2017). Thus, whereas testing its potential as an engaging instrument in mental wellbeing, as it were strategies that ensure the safety and well-being of clients ought to be created (Vidani J. N., 2020). A few techniques to secure the advantage of social media while overseeing the hazard include making methodologies that will create a healthy environment for youthful online users (Vidani J. N., 2018). Therefore, this article presents an all-inclusive assessment of the various roles that diverse media play within the mental well-being of Era Z in Ahmedabad (Vidani & Dholakia, 2020). Knowing how to critically understand social media and how it influences the mental well-being of the youth through their utilization is what this article will do for you (Vidani, Meghrajani, & Siddarth, 2023). It'll be valuable in a way to better understand the setting in which this marvel happens and educate the next waves of inquiry about and intercessions to make strides in wellbeing results within the advanced community (Rathod, Meghrajani, & Vidani, 2022). Producing such change, results like these will offer assistance to the partners of youth well-being in Ahmedabad and assist (Vidani & Das, 2021).

LITERATURE REVIEW

Although social media aims to be a communications system meant to assist people in connecting, it ends up becoming a medium that shapes the trends of communications and interactions in society (Vidani J. N., 2022). This

generation thus provides an interesting demography set for studying the interaction between social media usage and mental health (Saxena & Vidani, 2023). Literature Review The literature review encompasses more comprehensive research and conceptual theories that explain how social media influenced these transformations in Generation Z of one of India's rapidly developing cities, Ahmedabad (Vidani, Das, Meghrajani, & Singh, 2023).

Rise of Social Media and Generation Z

Social media rose relatively recently with the accelerated speed of technology within the form and then diversified into other mediums such as Facebook, Instagram, Twitter, and Snapchat (Vidani, Das, Meghrajani, & Chaudasi, 2023). Stepping out from this view, Smith and Duggan go ahead to argue that social media sneaked its entry into life unnoticed and sneakily became an integral part of the modern scheme of things that transformed how people are and communicate and gave shape to their attitudes about their social worlds (Bansal, Pophalkar, & Vidani, 2023). Generation Z refers to the generation born in the late 1990s through the early 2010s (Chaudhary, Patel, & Vidani, 2023). The millennials are the first generation who have never known what life was like before the birth of internet connectivity and digital communication (Patel, Chaudhary, & Vidani, 2023). Social media is not only a means of connectivity but it is a basis for social identity and extension for self-expression (Sharma & Vidani, 2023).

Positive Mental Health Implication of Social Media

There exist various positive implications of using social media according to most studies (Sharma & Vidani, 2023). For instance, the platforms allow for social networking and also ways of improving communication therefore can afford a sense of belonging (Mahajan & Vidani, 2023). As Seabrook, Kern, and Rickard (2016) relate, social media may even afford a mode for enhancement of well-being through linking a user to his friends and family which in turn gives access to social support accompanied by high interaction (Saxena & Vidani, 2023). For instance, people use social media to follow extended family and share intimate experiences in life (Vidani, 2015). Both allow the user to achieve emotional support in critical moments of life (Vidani & Solanki, 2015).

Another intention might be to empower the voices of marginalized communities and to support some advocacy campaigns (Vidani, 2015). Twitter and Instagram proved to be very important in gaining awareness and mobilization of the community around social justice issues through community mobilization and collective action (Vidani, 2015). Digital engagement may empower people in their feelings of power and social connection incredibly important perspective for socially isolated or discriminated people (Vidani, 2015).

Negative Effects on Mental Health Through Social Media

While all these positive impacts are present, the negative effect that social media has affected mental health is also quite well known (Solanki & Vidani, 2016). The most concerning aspect here is that of social comparison

(Vidani, 2016). The study work by Chou and Edge further states that users most of the times feel inferior about their self-based on the ideal presentation of someone else's life (Bhatt, Patel, & Vidani, 2017). This subsequently lowers the self-esteem of the user and makes the user more vulnerable to depression and anxiety attacks (Niyati & Vidani, 2016). Social media curation itself facilitates low self-esteem and insecurity because people only see the bright moments of the user's life (Pradhan, Tshogay, & Vidani, 2016),

The other important issue that arises from the use of social media is the case of cyberbullying (Modi, Harkani, Radadiya, & Vidani, 2016). Anonymity on online sites encourages malicious acts with consequent serious psychological effects on the victims (Vidani, 2016). Cyberbullying has been very closely linked with serious emotional distress like depression, anxiety, and even suicidal thoughts, according to Kowalski et al (Sukhanandi, Tank, & Vidani, 2018). The pervasiveness of social media would make the constant harassment affect the period over which the psychological damage of the harassment unfolds (Singh, Vidani, & Nagoria, 2016).

Another major problem is the information overload caused by these updates and notifications (Mala, Vidani, & Solanki, 2016). Overloads of cognitive efforts in processing information led to mental fatigue and increase the level of stress, and hence, the human mind becomes overwhelmed as observed by Rosen et al. (2013) (Dhere, Vidani, & Solanki, 2016). It is worse for the younger generation, as they are not in control of the inflow of messages and cannot have a balanced digital diet (Singh & Vidani, 2016).

Use of Social Media Among Generation Z in Ahmedabad

Being by nature a lively city, it offers a compelling angle in the study of this impact (Vidani & Plaha, 2016). Being a city that has developed at such a rapid pace, Gujarat can well provide special ground to understand the interaction between social media and mental health (Solanki & Vidani, 2016). There are very few specific studies on Ahmedabad, but studies relating to urban India point out that the use of social media by the youth in this city is based on the collaboration of both the old and the newly-emerged trends (Vidani, 2016).

Generation Z living in Ahmedabad city lives among the overlap of culture with the global influence of digitation (Vidani, Chack, & Rathod, 2017). Hence, the experience of social media and its outcome would relate to their mental health (Vidani, 2018). For example, the traditionalism and modernism fight in the cyber world can be a new sort of pressure for the youth coming out from that condition Bhattacharya, 2021 presented the argument (Biharani & Vidani, 2018). The rural-urban difference existing in the cyber world further complicates the understanding of the impact social media has on the mental health of this city (Vidani, 2018).

Covid-19 Pandemic and Social Media

Such lockdown and quarantine periods changed the usage pattern and created a new social networking channel (Odedra, Rabadiya, & Vidani, 2018).

Lockdown and quarantine made the world dependent upon social media platforms to fulfil all their social needs and assimilation of knowledge (Vasveliyya & Vidani, 2019). However, Gao et al reported this as information saturation, anxiety, and social media fatigue (Sachaniya, Vora, & Vidani, 2019). According to Li et al. (2020), the constant breaking news and never-ending updates on the pandemic helped to make media users more anxious and mentally drained (Vidani, 2019).

In Ahmedabad, for sure, the pandemic accelerated all issues related to social media per se, but they are concerning already existing issues related to social media (Vidani, Jacob, & Patel, 2019). Meanwhile, while conducting stressful periods, using digital platforms also derived its advantages and disadvantages from the positives and negatives of social media engagement (Vidani J. N., 2016). This includes the usage of the practice activation of support and networking with people together, which further intensifies the issues of information overload and psychological distress as elaborated by Singh et al. 2021 (Vidani & Singh, 2017).

Theorist Perception Concerning Social Media and Mental Conditions

For example, probably any hypothetical model could account for the relationship between social media use and mental health (Vidani & Pathak, 2016). For example, the Social Comparison Theory suggested by Festinger holds that human beings evaluate their self-esteem about other people (Pathak & Vidani, 2016). As noted in the section above, this has implications in the world of social media where idealized images of others' lives demand poor self-appraisals and consequent mental health problems (Vidani & Plaha, 2017).

Another theory that is proposed here is the Uses and Gratification Theory, as espoused by Katz, Blumer, and Gurevitch in 1974 (Vidani J. N., 2020). According to that, people use media to fulfil either some social or informational needs (Vidani J. N., 2018). As has been witnessed in that view of the theory of Uses and Gratification regarding its usage of social media, it includes all those factors that would ensure individuals do not function effectively regarding; whether a person uses social media in search of social support or it acts as a means to encounter annoying messages, for example (Ruggiero, 2000) (Vidani & Dholakia, 2020).

Gaps and Future Directions

Even though huge literature has been written on this issue, there are incredibly important gaps in the study regarding the interaction between social media and mental health (Vidani, Meghrajani, & Siddarth, 2023). For instance, most of the literature referred to here is based on Western contexts, and thus research needs to be conducted to explore the interaction of social media with the mental health of persons who stay in non-Western settings like Ahmedabad (Rathod, Meghrajani, & Vidani, 2022). This gap, this research identifies the experience of life and the way of thinking about life by Generation Z in Ahmedabad and, therefore, seeks to provide insight specifically about how

social media influences the mental well-being of the respondents (Vidani & Das, 2021).

More longitudinal qualitative studies are needed if an insight into understanding better how social media impacts mental health is to be drawn (Vidani J. N., 2022). The longitudinal studies have the other side which will reveal change with time in the level of mental health as it traces how social media usage develops (Saxena & Vidani, 2023). Qualitative research will allow the intensity of lived experiences among people with mental health problems and how to handle them (Vidani, Das, Meghrajani, & Singh, 2023). Besides, data to be collected are required to derive integrated interventions with the best possible efforts to minimize or reduce the negative impacts and maximize the best positive impact (Vidani, Das, Meghrajani, & Chaudasi, 2023).

Psychological Interventions Through Social Media

However, mental health intervention through social media is a two-edged sword (Bansal, Pophalkar, & Vidani, 2023). While it may raise more awareness about mental health, including potential contact with support networks and resources, the difficulties stretch from a lack of access to support or counselling to incorrect information about mental health and the behaviours it entails (Chaudhary, Patel, & Vidani, 2023). It may therefore offer social networks or forums where one would get to connect with like-minded people in regards to parallelism of experiences and maybe paths closed off in another avenue (Patel, Chaudhary, & Vidani, 2023).

However, risks in the use of social media also trail this trend (Sharma & Vidani, 2023). Increased levels of negative content and misinformation with the help of toxic interaction aid the increase of mental diseases through the dilution of online support fuels the rise of mental diseases (Sharma & Vidani, 2023). Data privacy and ethical concerns carve into how the data from the respective social media sites may be used in helping mental health (Mahajan & Vidani, 2023). There should be a way of coming up with strategies targeting the use of social media so that there is a better improvement towards the positive aspects of mental health as done in a minimized-risk manner (Saxena & Vidani, 2023). This fact would rely on there being development of mental health support in the digital age (Vidani, 2015).

Research Gap

Research studies conducted in the context of investigating the impact of social media applications on the mental health of Gen Z youth, especially those from Ahmedabad, take an important position. There was every kind of research available on the global effects of social media on mental health, yet localized studies that were exclusively on Gen Z within the borders of India, and more specifically, Ahmedabad remain mainly unacknowledged. These studies cannot represent the area's cultural and societal realities. For instance, cultural events and socio-economic variables are becoming diverse with a short trend, and technology is seen to attract more young people. And no discovery has been

made that the effects of social media applications, including Instagram, TikTok, and Snapchat, bring about a variety of mental health consequences.

Hypothesis

- H1: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.
- H2: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.
- H3: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.
- H4: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.
- H5: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.
- H6: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.
- H7: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.
- H8: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.
- H9: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.
- H10: There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file
On average, how many hours per day do you spend on social media?	(Vidani & Solanki, 2015)
How often do you check social media throughout the day?	(Vidani, 2015)
To what extent do you agree with the following statement: "Social media helps me stay connected with friends and family."	(Vidani, 2015)
To what extent do you agree with the following statement: "Social media provides me with a sense of belonging."	(Vidani, 2015)
To what extent do you agree with the following statement: "Social media platforms contribute to my feelings of inadequacy or low self-esteem."	(Solanki & Vidani, 2016)
To what extent do you agree with the following statement: "I feel anxious or stressed when I see negative or critical comments about myself or others on social media."	(Vidani, 2016)
To what extent do you agree with the following	(Bhatt, Patel, &

statement: "I often compare my life to the idealized portrayals of others on social media, which affects my mental well-being."	Vidani, 2017)
To what extent do you agree with the following statement: "Social media contributes to information overload and makes me feel mentally exhausted."	(Niyati & Vidani, 2016)
To what extent do you agree with the following statement: "Social media has been a source of support for me during difficult times."	(Pradhan, Tshogay, & Vidani, 2016)
To what extent do you agree with the following statement: "The time I spend on social media has a significant impact on my overall mood and mental health."	(Modi, Harkani, Radadiya, & Vidani, 2016)

Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	153
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

Demographic Summary

The demographic summary of the studies on social media and the psychological health of Ahmedabad's Gen Z members was actually informative. Almost half of the respondents fall in the age group 20-21 years major sample population, the average age group of Gen Z. Both genders will almost be balanced but slightly tilt towards men to create an all-inclusive nature while at the same time putting their tolerance to this extent for which mental health may cause a difference between the sexes. Most of those who admitted they were students referred to this as one of the reasons they feel that social media significantly influences the way they consider attending school and college. In fact, a huge number of people spend one to four hours per day on social media activity polls fear may have consequences for mental health. The fact that such a large proportion of the respondents checks accounts sometimes or often

portrays a habit that has been linked to many devastating consequences concerning mental health. This demographic profile will thus be an excellent ground for analyzing a relationship between the use of social media and mental health that is way too complicated. Please do not hesitate to seek clarification or further information on anything regarding the answers above on the topic of mental health.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
.799	10

Source: SPSS Software

The Cronbach's Alpha of the 10 items is 0.799, which indicates good internal consistency among the items measured. Normally it is said that Cronbach's Alpha value above 0.70 is acceptable. Usually, values around about 0.80 are said to have a strong reliability scale. In this case, the alpha value implies that the items are meaningfully correlated as well as measuring the same underlying construct in a consistent manner. Such reliability will build the validity of the findings of your own study: meaning that it is likely that your instrument is effective in capturing the subtleties between variables.

RESULT AND DISCUSSION

Add rows as per number of hypotheses you have created:

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.719	>	H01 Accepted (Null Hypothesis Accepted)	0.207	Weak
H2	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.210	>	H02 Accepted (Null Hypothesis Accepted)	0.602	Strong
H3	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.670	>	H03 Accepted (Null Hypothesis Accepted)	0.988	Strong

H4	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.168	>	H04 Accepted (Null Hypothesis Accepted)	0.334	Weak
H5	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.364	>	H05 Accepted (Null Hypothesis Accepted)	0.095	Weak
H6	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.108	>	H06 Accepted (Null Hypothesis Accepted)	0.925	Strong
H7	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.325	>	H07 Accepted (Null Hypothesis Accepted)	0.513	Strong
H8	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.511	>	H08 Accepted (Null Hypothesis Accepted)	0.709	Strong
H9	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.923	>	H09 Accepted (Null Hypothesis Accepted)	0.886	Strong
H10	There is a significant relationship between age and agreement with the statement about social media's impact on mood and mental health.	0.285	>	H10 Accepted (Null Hypothesis Accepted)	0.087	Weak

Source: Author's Compilation

The generation from Ahmedabad shall be especially interested in mental health social media applications as far as the correlation between age and opinion on the perceived influence of social media on mood and mental health is concerned. All the hypotheses concerning the correlation of age with agreement

for the statement regarding influence from social media were accepted while the relationships were weak but fairly suggestive.

Even though null hypotheses are accepted in many cases, lower correlation coefficient values suggest that perceptions of Gen Z members regarding the effects of social media on their mental health are not affected very much by the age of a person. For instance, in many hypotheses, statistical values vary between 0.108 and 0.923. There does not seem to be much evidence of any form of direct relationship. That still conveys the message that at every age group through which social media is influencing the mood and psychological well-being of the respondents, the relationship is the same. These low correlations may be a harbinger of latent trends that are even more strident in cyberspace, the pervasive use among young people of sites like Facebook and Twitter, that will minimize the age differences in perception patterns. This might be because Gen Z consumers have something comparable in the digital world; they apply similar media tools and content and, hence, elicit opinions on the impact of social media.

It is also possible because results other than aging itself are, characteristics of the individual personality traits, and social environment, and some of the content viewed on social media will better predict mental health-related outcomes. Yet perhaps because Gen Z has been described as the "digitally native generation" and an exceptionally social generation on social media, it is striking that interaction intensities between the groups may not differ in particular ways. The finding also leaves open the question of what role social media might play in bolstering mental health. While there is little of a relationship, the one-time intensive exposure and usage might possess very high one-time impacts that need further observation.

Further studies can concentrate more on the qualitative study of the user experience or some content interaction; that would be very well promising to contribute toward the perspectives on the mental health of Ahmedabad's Gen Z population and research into those subtleties. Briefly speaking, there appears to be a rather sketchy association between age and opinions regarding the impact of social media on mood and mental health.

Nevertheless, it is interpreted that in what manner one's consumption of social media is affecting his or her mental health. This study may be very fruitfully extended to the degree to which demographic variables intricately relate to user behaviours and the emotional context of people socializing through the internet. Such observations can prove crucial for mental health interventions and systems of support in the digital world of Generation Z.

In fact, in theory, this research on the role that applications of social media play in the mental health of Generation Z in Ahmedabad have much theoretical weight in the findings, in many ways providing much enlightenment over understanding very intricate dynamics between the interaction of age, social media usage, and mental well-being.

It also represents failures in the failure to reject null hypotheses concerning an association between age and perceptions of the impact of social media but clearly suggests that prevailing theoretical frameworks that provide a nexus between age and corresponding behavioural and emotional responses to

technology are open to reappraisal. Most traditional theories posit that younger people have some other result with regard to mental well-being because their cognitive and emotional development is juvenile. Low correlation coefficients, however, suggest that, across Generation Z, age is unlikely to be a factor in how attitudes are formed. In short, rolled into one, the generational gap alone will not go on to make differences in attitude toward the mind; that is to say, it is what is shared and the social realities by the digital natives themselves that must be accounted for.

It is in this light that much-needed critical space can be made to revisit the underpinning assumptions of the uses and gratifications theory whereby media choices are said to depend upon the needs and expectations of individual persons. However, uniformity in response across the age subgroup of Gen Z is suggestive that it could be the case that the use of social media can fulfill different kinds of psychological needs such as social connection, validation, and entertainment that do not vary with age. The insight provokes yet another theoretical need, the very normative question of what motivational factors toward social media engagement exist among younger users, prioritizing more of a collective understanding of the role played by digital media within their lives.

But this study also draws attention to another relevant consideration contextual factors in conceptual frameworks of social media and mental health. In several cases, age of course was established to be an important demographic consideration, but results of this nature actually suggest that individual differences in traits, emotional resilience, and other sorts of social media interaction may be more fundamentally determining of mental health outcomes. Thus, variables at play would have to constitute parts of the future theoretical models which would then be applied to their analysis whereby the said interaction role will be captured much better between the use of social media and mental health.

Besides that, weak connections seem to dismiss the common theories in that there somehow seems to exist a more direct relationship between the use of social media and a number of poor mental health outcomes. Most of the viral content on the internet talking about criticism of social media and the dangers it is meant to cause is based upon mere observation of teens, but perceptions like these might be more related to a large set of factors rather than age. This should include a comprehensive review of both the negative and the positive aspects of social networking wherein researchers approach it by a better-balanced assessment in such a manner that risks and benefits would not be separated but rather, evaluated with one aspect being measured as much as possible in terms of the other.

The deep theoretical implications make this research somewhat urgent, with a sense of urgency requiring a paradigm shift about how researchers conceptualize relationships between age, social media, and mental health. Hence, more research can further proceed to provide even subtler insights into the complexities of digital engagement and the larger impacts it would create towards bettering mental health for Generation Z. Such paradigm shifts would be great additions to scholarly consideration but would really be helpful for

practitioners and policymakers in these efforts as they understand and try to cater to the needs of mental health among the young who head out in rapidly increasing directions in their usage of digital means.

Thus, until and unless the findings of this study unravel the applications of social media with respect to the mental well-being of Generation Z in Ahmedabad, the results are directly implied for all concerned: mental health professionals, educators, policymakers, and parents.

Interventions in Mental Health

Since the study has revealed a weak correlation between age factors and perception of the impact of social media, hence mental health practitioners should look at developing focused interventions more on the nature and content of engagement in social media instead of age categories. Educational programs, that will expose young user to some emotional implications generated by their online activities, will be prudent in their choice of material to digest on social media. Workshops or counselling may be developed for the individual to understand and then control some content that would eventually destroy his psychological consciousness without any regard for age.

Educational Programs

The inference taken above can be absorbed by the curriculum taught by educators and school counsellors. Educators can help children learn the psychological effects stemming from that media as well as the impacts from positive directions to those impacts. The same will give the child the thought-provoking ability to know how they are supposed to work in the online spaces. Healthy usage habits in digitalism can be developed through campaigns where students feel free to speak out about their experiences and emotional feelings that come with the phenomenon.

Policy Development

Those would further reinforce stricter regulations regarding the more significant impact of social media on mental health in the eyes of any country's government; some of the regulations would be about creating awareness campaigns for mental health and proper usage among the younger generation towards social media; partnerships with social media organizations in regard to more sophisticated tools so that healthier psychology does occur through content filtering, control over time spent, and so many other issues concerning mental health will be made for safer online societies at the hands of the generation of Gen Z.

Parental Education

Parental education can further be the consequence of realizing that the influence of social media on their child barely differs with age. The output would then be increased openness within the home setting regarding matters of social media usage. Online experiences and children are topics of discussion with parents depending on how open-minded and supportive they are. Therefore, such machinery can be motivated to develop a better friendship with such an

instrument by allowing the youth to recognize the possible benefits as well as disadvantages of social media.

Future Research Directions

Another practical implication of the study is in terms of the future course of the research. Results inform the demand for much more empirical studies on the particular content and interactions on social media, which can lead to potential mental health outcomes. Observations over longer periods could shed new light on aspects wherein perceptions change and how factors, be them personality traits of the individuals or social contexts, influence such changing perceptions.

Essentially, the practical implication of this study cuts across many sectors of interest that need to know more about Generation Z's mental health. A content rather than an age focus; education and awareness building; developing supportive policies for their needs; and open communication at home can therefore work together in promoting improved mental well-being for the young in an increasingly digitalized age. It is, therefore, in this effort that the entire challenging landscape of social media and the extent to which it is affecting the minds will be mapped and understood.

CONCLUSIONS AND RECOMMENDATIONS

Shedding Light into Interaction of Social Media Applications with the Mental Health of Generation Z in Ahmedabad. Although there is a weak positive correlation of age with perceptions toward how the effects of social media work on mood and mental health, further research will dispel all ideas and assumptions presumed so far about the differences between generations in digital engagement. As it is mentioned, age cannot drive; however, that person from the generation who carries that attitude with him or her towards social media, hence that says significance is relative to context, content, and individual experience.

This then goes beyond pedestrian discourses of theory: with this, practitioners in mental health services, educators, policymakers, and parents would actually have practical insight into why the phenomenon of social media causes such problematic, singular problems, and the high-reaching implications of such issues. With this advanced knowledge of motivators towards mental health outcomes, they would be best set to devise more specified interventions, education programs, and supportive policies when dealing with different challenges brought about by social media.

Further research into the content and interactions that actually inform the perceptions of mental health among young users is thus required to move forward. This will assist in the proliferation of mental wellness amongst Generation Z as it understands these dynamics as the digital space continues to shift. Because this is being infused at the very heart of consciousness and education, we are in a good position to cultivate the young in ways that help them navigate complexities in their use of social media toward building resilience and otherwise healthier mental health outcomes.

These can be interpreted as further research needed to test the link between social interaction and the mental health of Generation Z.

Longitudinal Study

Future research should be designed longitudinally to track how perceptions of the impact of social media on mental health change. Its longitudinal nature allows for tracking people as they grow up and into old age, highlighting important developmental stages where behaviours may or may not change.

Qualitative Research

Therefore, qualitative interview techniques or focus groups will identify specific experiences with social media events. In this case, it is desirable to delve deeper into the intricacies and psychological impacts of the work.

Types of Content

Learn more to understand what types of content are associated with mental health. Do positive and negative topics, such as physical activity, news, and conversations with friends, have different meanings? This can help create intervention plans or training

Cross-Cultural Comparison

Comparing cultures to extrapolate results to other cultures for general purposes would be an avenue for further research in the future. Comparing thoughts from other cities or countries would show how these differences affect culture. It will undoubtedly provide a broad perspective on current issues.

Social Media Tools

This will describe the study of how social media usage affects business, whether it is social media applications, messages, or content driven by an algorithm that affects users' health. This feature can affecters, whether it is social media applications, reviews, or content driven by an algorithm because it helps researchers analyse reviews and products offered by web applications.

Research

This may be a possible method, but the subject will be examined in more detail by investigating interventions that can reduce the incidence of mental disorders in relationships. In fact, it will work on the creation of digital knowledge, emotional control, or online behaviour change, and will try to get evidence-based recommendations.

The Role of Individual Differences

This can include individual differences such as personality traits and work ethic, as well as many other psychological variables that deal with the psychological effects of social media use.

New Platforms

Media is evolving at lightning speed, so it is even more important to consider the impact of these new platforms and technologies. Exit participation (like TikTok or a virtual reality participation site). Compare this to the many mental health literature currently being developed. There is an interaction between the brains of all generations.

FURTHER STUDY

This research still has limitations so further research on this topic is still needed "To Study the Role of Various Social Media Applications on Mental Health of Gen' Z in Ahmedabad City".

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