



The Influence of Social Media on Gen Z

Table Of Contents



01

Introduction

02

**Effects on Youth: A
Modern Crisis**

03

**Deterioration of
Attention Spans**

Table Of Contents



04

**Spread of
Misinformation**

05

**AI-Generated
Content Confusion**

06

**Decline in
Educational
Achievement**

Table Of Contents



07

**Our Survey:
Social Media &
Teen Decisions**

01

Introduction

Social media is the most consumed form of media today, offering constant stimulation and easy access. Apps like Instagram, Snapchat, and YouTube are daily habits for Gen Z. Understanding its influence is crucial to addressing both its benefits and pitfalls.

A stylized illustration of a yellow laptop with a black keyboard and a green trackpad. The laptop is open, and its screen displays a white rectangular area with a black border. Inside this area, the number '02' is written in large green font, followed by the title 'Effects on Youth: A Modern Crisis' in bold black font. Below the title, a paragraph of text is displayed. The background of the entire image is a light blue grid pattern.

02

Effects on Youth: A Modern Crisis

Social media shapes cognitive development and decision-making. Issues include attention deterioration, misinformation, AI confusion, and a decline in education quality and critical thinking.

03

Deterioration of Attention Spans

- Bite-sized content demands short attention.
- Dopamine loops encourage instant gratification.
- Reduced ability to engage in deep, sustained thought.
- Linked to global declines in academic achievements.



04

Spread of Misinformation

- Algorithms favor viral over accurate content.
- Gen Z is highly vulnerable to false information.
- Critical thinking is challenged by constant exposure to conflicting narratives.
- Civic engagement and rational debate are weakened.



05

AI-Generated Content Confusion

- Deepfakes and AI mimic reality.
- Harder for youth to discern truth from fabrication.
- Raises ethical and cognitive challenges.
- Digital literacy is increasingly essential but lacking.



06

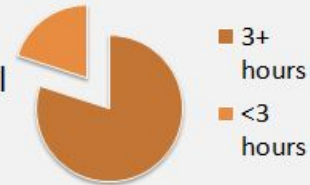
Decline in Educational Achievement

- OECD reports show worsening scores in reading, math, and science.
- Social media distractions undermine learning focus.
- Pandemic-related online schooling exacerbated the problem.
- AI tools also enable new forms of academic dishonesty.

Survey: Social Media & Teen Decisions

- 80% of teens spend over 3 hours daily on social media.
- Only 40% follow educational or school-related content.
- Teens prioritize academic reputation over social media presence when choosing schools.
- Authentic peer recommendations matter more than influencer marketing.

Time spent on
social media

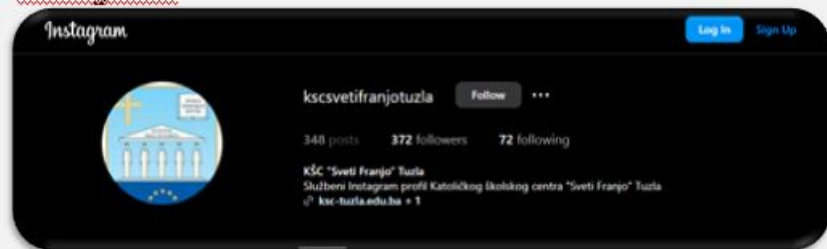


Survey: Social Media & Teen Decisions

- Skepticism towards overly positive portrayals.
- Preference for real student experiences.
- 60–70% believe schools should enhance social media transparency and content quality.

Our school's social media profiles

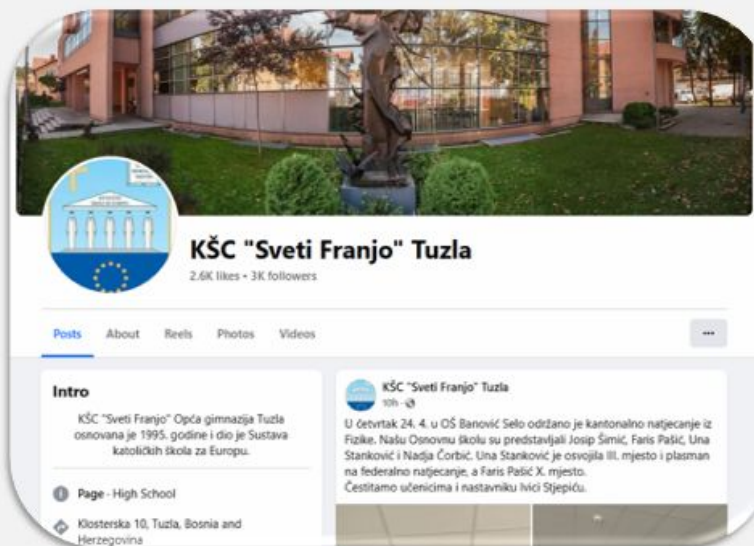
Instagram:



Tiktok:



Facebook:



THANK YOU 😊