Exploring Social Media on Gender Identity Development Among Generation Z: A Discourse Analysis on Opportunities, Challenges, and Societal Tensions

[1]*Yulianingtyas Dwi Damayanti, [1]Aulia Sagita Ananda, [1]Yanti Rosalinah

[1] English Language and Literature Department, Faculty of Communication and Languages, Universitas Bina Sarana Informatika Jl. Kramat Raya No.98, Kwitang, Jakarta Pusat, Jakarta, Indonesia

*Corresponding Author e-mail: yulianingtyas0727@gmail.com

Abstract

This study explores the impact of social media on the gender identity development of Generation Z, focusing on the opportunities and challenges these platforms present in shaping young people's understanding of gender. Generation Z, born between 1997 and 2012, is the first generation to grow up in an era of pervasive digital connectivity, where social media platforms offer unprecedented spaces for self-expression and identity exploration. These platforms enable young people to engage with diverse gender identities, including non-binary and gender-fluid expressions, which are often marginalized in offline spaces. However, while social media provides opportunities for authentic self-expression, it also amplifies societal pressures to conform to idealized gender norms. The tension between digital empowerment and offline societal expectations creates a complex environment for Generation Z, where they must navigate conflicting gender narratives. This study employs a descriptive qualitative approach, utilizing documentary analysis of social media content and academic literature to identify key themes related to gender identity formation, societal pressures, and the intersectionality of gender with cultural, social, and psychological factors. The findings suggest that, while social media plays a critical role in empowering young people to explore diverse gender expressions, it also exposes them to identity conflicts and psychological challenges, particularly when offline societal norms resist these new identities. The study calls for greater support systems, both online and offline, to help young people navigate these complexities and embrace their gender identities freely and authentically.

Keywords: Generation Z; Gender identity; Social media; Gender fluidity; Digital culture

INTRODUCTION

The evolution of identity among Generation Z, particularly with regard to gender, is profoundly shaped by the digital technology and social media landscape. Generation Z, born between 1997 and 2012, is the first generation to grow up in an era of ubiquitous connectivity, marked by the unprecedented availability of information and a vast array of cultural expressions. This access offers unique opportunities for self-exploration, but it also

presents challenges as young people navigate complex social dynamics in the digital sphere. Social media platforms, in particular, provide an essential space for identity exploration, enabling individuals to engage with various gender identities, including non-binary and gender fluidity, that were previously less visible in mainstream society (Barsigian et al., 2023). These platforms facilitate self-expression and the affirmation of alternative gender narratives, contributing to a more inclusive environment where diverse identities can be validated (McInroy & Craig, 2020). As a result, Generation Z's gender identity development is uniquely influenced by their interactions with digital spaces, allowing them to challenge traditional gender norms and expand their understanding of self.

However, the same digital environment that fosters these opportunities for self-exploration also introduces significant challenges. The constant influx of information on social media, paired with societal expectations rooted in traditional gender roles, can create confusion and contribute to identity crises. Adolescents, who are still in the process of developing self-regulation skills, may feel vulnerable to these pressures, leading to a sense of isolation or confusion when their personal experiences clash with societal expectations (Wang et al., 2024). The pervasive comparison culture on social media often exacerbates this issue, as young people seek social validation in environments that prioritize popularity and external approval over authentic self-expression (Lissitsa & Kagan, 2025). These dynamics complicate the process of identity formation, as Generation Z individuals navigate a digital landscape where they are exposed to both empowering and conflicting messages about their identities.

The complexities of identity development are further compounded by the intersectionality of factors such as race, socio-economic status, and cultural context. These factors play a crucial role in shaping how young people engage with gender identity and social media, highlighting the importance of considering broader social influences in identity formation (Literat & Kligler-Vilenchik, 2021). Generation Z's gender identities are often informed by a combination of personal experiences and societal pressures, leading to a dynamic interplay between the desire for individual authenticity and the negotiation of self within a rapidly changing cultural landscape (McLean & Syed, 2015). As they confront the tension between personal desires and external expectations, young people must navigate both the liberating aspects of digital media and the constraints imposed by traditional cultural narratives.

This generation's engagement with gender identity is also influenced by a broader cultural shift towards gender equality and inclusivity. The visibility of feminist movements and the growing discussions around gender in digital spaces have empowered many young individuals to challenge outdated gender norms and advocate for more inclusive representations of gender (Akpuokwe et al., 2024). These movements, amplified by social media, reflect a societal shift in values, with digital platforms acting as catalysts for change and venues for collective expression among youth (Manago et al., 2021). This trend is particularly evident in the ways that Generation Z actively challenges traditional gender roles, pushing for broader acceptance of non-binary identities and rejecting rigid categorizations of gender that have long been entrenched in society. This evolving discourse on gender highlights the role of digital media not only as a space for self-expression but also as a tool for cultural transformation, where young people can reimagine and redefine gender boundaries.

At the same time, the generational shift toward more egalitarian views on gender is not without its challenges. Traditional attitudes toward gender roles continue to exert significant influence, particularly in communities with strong cultural conservatism. Research indicates that while many young people feel empowered to express their gender identities in more fluid ways, they also face social pressure to conform to established

norms, particularly in the face of societal rejection or discrimination (Hussain et al., 2025). This tension between modern, liberal perspectives on gender and more conservative, traditional views creates a paradox for Generation Z, where they may feel both empowered to express their true selves and constrained by societal judgment (Schmitt et al., 2016). This struggle is particularly pronounced in communities where gender expectations are rigidly defined, leading to a sense of entrapment as young individuals grapple with societal surveillance and judgment in addition to their personal desire for self-expression.

The implications of this generational struggle are felt across various domains, including education and employment. Social norms that dictate appropriate gender behavior influence not only career aspirations but also the barriers young people face when pursuing non-traditional paths (Maioli, 2016). For instance, women and gender minorities continue to encounter significant obstacles in fields traditionally dominated by men, such as STEM disciplines, while men may feel pressure to avoid professions deemed "feminine" (Tekleselassie & Roach, 2021). These societal expectations create an environment where young individuals must navigate not only the tension between personal authenticity and societal acceptance but also the practical realities of gender-based discrimination and stereotyping. The result is a generational cohort that is increasingly aware of the need for inclusivity and equality but also constrained by the persistence of gendered expectations in their everyday lives.

The intersection of social media influence, cultural norms, and individual experiences presents a complex landscape for Generation Z as they explore their gender identities. While digital platforms offer opportunities for self-exploration and connection with diverse gender narratives, they also expose individuals to pressures that can complicate the process of identity formation. Furthermore, traditional gender norms continue to shape the experiences of young people, reinforcing societal expectations that limit their ability to fully express their identities. Generation Z's struggle to balance personal authenticity with societal acceptance reflects a broader cultural shift that is both empowering and challenging. Understanding the dynamics of this generational experience is crucial for developing supportive interventions that promote healthy identity formation and provide young people with the tools they need to navigate the complexities of modern gender identity in a digital world.

The purpose of this study is to examine the impact of digital technology and social media on the gender identity development of Generation Z, with a particular focus on how these platforms both empower and constrain their self-expression. The study aims to provide insights into how social media influences the negotiation of gender identities and how societal expectations shape these experiences. Specifically, this research seeks to address two key questions:

RQ1: How do social media platforms influence the formation of gender identities among Generation Z?

RQ2: What are the challenges and opportunities that arise from the intersection of digital media and traditional gender norms in shaping young people's understanding of gender?

METHOD

Research Design

This study employs a descriptive qualitative research design aimed at exploring the gender identity issues faced by Generation Z, particularly the gender and identity crises they experience. The focus is not on numerical data or statistical analysis but on understanding the underlying social, psychological, and cultural dynamics surrounding gender identity development in this demographic. A qualitative approach is best suited for this type of research as it allows for in-depth exploration of the meanings, experiences, and

perceptions of individuals within their specific sociocultural contexts (Creswell, 2014). By capturing the lived experiences and narratives of Generation Z, the study will provide rich, detailed insights into how gender identity is negotiated, expressed, and understood in contemporary Indonesian society. Additionally, this approach aligns with the goal of examining how digital technology, particularly social media, influences and shapes gender identity formation, offering a more nuanced view of the intersection between online and offline worlds.

The study aims to describe the gender identity challenges and crises faced by Generation Z, as well as the associated social and psychological impacts. A descriptive qualitative approach provides an effective means to explore the complex dynamics at play, enabling the researcher to document the different ways that gender identity issues are experienced and represented by young people. This design is particularly suitable for addressing the research objectives as it allows for a detailed examination of personal and collective experiences within the context of rapidly evolving digital environments.

Research Objects

The research objects for this study include both social media platforms and academic journal articles that are relevant to the study of gender identity and crisis among Generation Z. The social media platforms selected will span a range of popular and widely used platforms, including Instagram, Twitter, TikTok, and YouTube, which are commonly used by Generation Z in Indonesia. These platforms are crucial sources of data as they provide real-time, user-generated content where gender identity and expression are often discussed, debated, and performed. Selection criteria for social media content will be based on the relevance to gender identity themes, frequency of posts related to gender fluidity, gender non-conformity, and the portrayal of societal pressures surrounding gender roles. Contents are chosen from accounts or hashtags that are specifically focused on gender discussions, and self-expression narratives. Posts with high engagement—measured by likes, comments, and shares—are prioritized to ensure that the data reflects significant interactions within the community.

In addition to social media content, academic journal articles and research reports that explore the intersection of Generation Z's gender identity, digital technology, and the psychological impacts of social media serve as key secondary data sources. Selection criteria for academic sources focus on peer-reviewed articles published in reputable journals, particularly those that address identity development, gender norms, social media influence, and youth culture. These academic sources provide a theoretical framework and comparative insights, complementing the primary data from social media platforms.

Instruments and Data Collection

Data for this study will be collected primarily through documentary analysis and library research. Documentary analysis involve examining social media posts, online news articles, and public opinion reports related to the gender identity experiences of Generation Z. The selection of social media posts focuses on those that discuss or illustrate the negotiation of gender identity, societal pressures, and personal self-expression. These documents will be analyzed for recurring themes and narratives related to identity crises, social expectations, and the influence of digital culture on self-perception. In addition to social media content, library research involves a comprehensive review of academic journal articles, books, and research reports that address the broader issues of gender identity development, digital media influence, and Generation Z's experiences. This secondary data are used to contextualize the findings from social media content and to identify theoretical frameworks that explain the psychological and social dimensions of gender identity crises. The data collection follow a systematic process where documents and posts are selected based on predefined inclusion and exclusion criteria, ensuring that

the data aligns with the study's focus on Generation Z's gender identity issues. The materials are categorized and analyzed in a manner that facilitates the extraction of meaningful insights into the experiences of young people as they negotiate their gender identities in the context of digital media and societal expectations.

Data Analysis

Data analysis in this qualitative study will involve the use of thematic analysis, a widely used method for identifying patterns and themes within qualitative data (Braun & Clarke, 2006). Thematic analysis is employed to analyze both the social media content and academic literature, allowing for the identification of key themes related to gender identity, the psychological impact of social media, and societal pressures on self-expression.

The analysis begins with data coding, where specific segments of text from social media posts and academic articles are assigned codes that represent key ideas or concepts related to the research questions. These codes is grouped into broader themes that reflect the central issues around gender identity development and the challenges faced by Generation Z. For instance, one theme might center around "the influence of social media on gender expression," while another could focus on "the tension between societal expectations and personal identity." To ensure the rigor of the analysis, the process involves multiple rounds of coding and refinement, with themes being revisited and adjusted as new insights emerge. This iterative process allows for a comprehensive understanding of the data, highlighting not only the direct experiences of Generation Z but also the broader social and cultural forces at play in their gender identity development.

The thematic analysis also isbe complemented by a narrative analysis approach to examine how individual stories and experiences shared on social media reflect broader societal trends. This method provides a more holistic understanding of how young people articulate and negotiate their gender identities, as well as the social and psychological impacts they face in doing so. By synthesizing these diverse forms of data, the analysis provides a rich, detailed picture of the gender identity challenges encountered by Generation Z and the complex interplay of personal, social, and digital influences that shape their experiences.

RESULTS AND DISCUSSION

Results

Research Question 1: How do social media platforms influence the formation of gender identities among Generation Z?

Social media platforms have a profound influence on the formation of gender identities among Generation Z. These platforms provide a dynamic space for self-expression, where young individuals can explore, communicate, and perform their gender identities in ways that were not possible in previous generations. One of the primary ways social media influences gender identity formation is through the visibility and affirmation of diverse gender expressions. Platforms like Instagram, TikTok, and Twitter feature communities and influencers who openly discuss and model non-binary, gender-fluid, and transgender identities, offering a sense of belonging and validation for those who might feel marginalized in offline spaces. This visibility allows young people to experiment with and solidify their own gender identities by engaging with content that resonates with their personal experiences.

Moreover, social media allows for the rapid dissemination of new ideas and the blending of traditional and emerging gender concepts. Generation Z, as digital natives, is highly attuned to the fluidity of identities online. They engage in digital spaces that encourage discussions about gender equality, deconstructing traditional gender roles, and questioning societal expectations about masculinity and femininity. Hashtags like

#genderfluid, #nonbinary, and #transgender are frequently used to share stories, challenges, and affirmations, enabling Generation Z to navigate their identities with access to a broad array of narratives and support systems. These platforms also facilitate the creation of "safe spaces," where individuals can connect with others who share similar gender experiences or struggles, promoting a sense of solidarity and community. Social media, therefore, provides a space for the exploration and expression of gender identities that might otherwise remain hidden in more traditional or conservative environments.

However, this influence is not one-directional. While social media provides opportunities for positive self-expression, it can also expose young individuals to a range of conflicting gender narratives. The curated nature of social media, which often highlights idealized versions of beauty, success, and gender norms, can sometimes lead to pressure to conform to specific gender expectations. This tension between authentic self-expression and the pursuit of social approval can complicate the process of gender identity formation, as young people may feel torn between expressing their true selves and adhering to the standards set by online influencers or social groups.

Research Question 2: What are the challenges and opportunities that arise from the intersection of digital media and traditional gender norms in shaping young people's understanding of gender?

The intersection of digital media and traditional gender norms creates a complex landscape for young people, particularly Generation Z, as they attempt to navigate their gender identities. One of the primary challenges is the clash between the liberating potential of digital media and the persistent influence of traditional gender norms. On the one hand, digital media provides opportunities for young people to explore gender identities beyond the binary and embrace non-conventional gender expressions. The visibility of diverse gender identities in online communities allows Generation Z to break free from the rigid, traditional gender expectations that have long dominated societal narratives. However, despite the increasing visibility of non-binary and gender-fluid identities, traditional gender norms—shaped by cultural, religious, and familial expectations—remain deeply ingrained in many societies, including Indonesia. These norms can create significant pressure for individuals to conform to predefined roles of masculinity and femininity, leading to identity conflicts and confusion, particularly for those whose experiences or expressions fall outside the accepted categories.

The tension between the digital and traditional realms is evident in the way social media platforms both challenge and reinforce gender expectations. On digital platforms, young people are exposed to a wealth of gender-inclusive content, which encourages the rejection of outdated stereotypes. However, offline pressures—such as those from family, school, or community—continue to push young people toward conforming to conventional gender roles. For instance, in communities with strong cultural conservatism, expressions of gender fluidity or non-binary identities may be met with resistance, stigma, or outright rejection, creating a dissonance between how young people express their gender in the online space and how they are expected to behave in the offline world (Hussain et al., 2025). This contradiction can lead to feelings of isolation, internal conflict, or even self-censorship, as young people may fear social exclusion or backlash for their gender expressions.

On the other hand, the intersection of digital media and traditional gender norms also presents opportunities for positive social change. The increasing visibility of feminist movements, LGBTQ+ advocacy, and the growing acceptance of gender diversity online provide young people with platforms to challenge traditional gender expectations and push for greater equality and inclusivity. Social media can empower individuals to express their gender identities with confidence, knowing that there are supportive communities and networks available for connection and solidarity. These platforms provide a

mechanism for advocacy, enabling young people to participate in global conversations about gender rights and equality, often influencing societal attitudes and policy changes in the process. As such, digital media serves as both a space for self-exploration and a tool for cultural transformation, enabling Generation Z to shape and redefine gender norms in ways that are more inclusive and reflective of diverse lived experiences.

Despite these opportunities, the influence of traditional gender norms in offline contexts remains a significant challenge. Social media may promote progressive views, but the real-world impact of these views can be limited by entrenched cultural values and practices. Consequently, while digital media offers a space for challenging gender norms, it is also necessary for broader societal shifts to occur to ensure that young people's experiences and identities are fully recognized and supported, both online and offline. Thus, the challenge lies not only in navigating the intersection of these two realms but also in transforming the societal structures that still perpetuate restrictive gender expectations.

Discussion

The results of this study underscore the pivotal role that digital media plays in shaping the gender identities of Generation Z, particularly through the avenues of self-expression, community-building, and the navigation of complex societal norms. These findings contribute to a growing body of literature that highlights the ways in which digital platforms facilitate the exploration of non-binary, gender-fluid, and diverse gender identities (McInroy & Craig, 2020). As such, the study provides valuable insights into the evolving nature of gender identity formation, especially in the context of contemporary technological and cultural landscapes.

The influence of social media on the formation of gender identities among Generation Z is multifaceted. Digital platforms offer unprecedented access to a wide array of gender identities and gender expressions, allowing young people to engage with diverse narratives that might not be readily available in their offline environments. This exposure enables Generation Z to challenge traditional gender norms and experiment with their own gender expressions in ways that were not possible for previous generations. The visibility and affirmation of alternative gender identities on platforms like Instagram, TikTok, and Twitter offer marginalized individuals a sense of community and validation, further empowering them to explore and solidify their gender identities (Barsigian et al., 2023). This mirrors findings from McInroy & Craig (2020), who observed that social media platforms provide crucial spaces for self-discovery and the validation of gender non-conformity, offering a counter-narrative to mainstream gender expectations.

However, the benefits of social media as a space for gender exploration are tempered by the challenges posed by the curated nature of these platforms. While social media allows for the free expression of gender fluidity, it also amplifies societal pressures and ideals that are often rooted in traditional gender norms. The overwhelming emphasis on external validation, driven by likes, shares, and follower counts, can create an environment where young people feel compelled to conform to normative gender expectations in order to gain social acceptance. As Lissitsa & Kagan (2025) argue, social media's competitive nature fosters a culture of comparison that can undermine authentic self-expression, particularly for those whose gender identities do not align with popular or idealized representations. This dynamic can lead to identity confusion and exacerbate mental health challenges, as young people may struggle to reconcile their true selves with the curated, often idealized versions of gender presented online.

The intersection of digital media and traditional gender norms introduces another layer of complexity in shaping young people's understanding of gender. While digital platforms offer opportunities for challenging and redefining gender expectations, traditional cultural and societal norms continue to exert significant influence, particularly

in more conservative communities. As the results of this study indicate, Generation Z faces a paradox: they are simultaneously empowered by the inclusive, fluid nature of digital media while being constrained by the rigid gender norms upheld in offline spaces. This tension between online and offline worlds often leads to feelings of isolation and confusion as young people navigate the gap between their gender identities and societal expectations. Research by Hussain et al. (2025) and Schmitt et al. (2016) supports these findings, noting that young people in conservative contexts often experience internal conflict and social rejection when their gender expressions do not align with traditional norms. This highlights the broader societal struggle to integrate more inclusive, progressive gender narratives into deeply entrenched cultural frameworks.

One of the most notable contributions of this study is its emphasis on the psychological and social impacts of this intersectionality. As Generation Z engages with both liberating and constraining gender narratives, the psychological toll of managing conflicting identities becomes evident. The findings suggest that, while digital media offers a platform for self-affirmation and self-exploration, it also reinforces traditional gender expectations, making it difficult for individuals to navigate their identities authentically. This creates an environment where young people are constantly negotiating between personal self-expression and external societal pressures. These results are consistent with previous research, which indicates that the pressures to conform to societal expectations—whether through the media, family, or community—are significant stressors for young people as they form their gender identities (Wang et al., 2024; Lissitsa & Kagan, 2025).

Moreover, this study reinforces the importance of social and familial support in helping Generation Z navigate their gender identity crises. The role of family in providing emotional and affirming support has been consistently highlighted in the literature, with researchers emphasizing that parental love and acceptance are critical for protecting transgender and gender non-conforming adolescents from mental health challenges such as depression and anxiety (McLean & Syed, 2015). This study further underscores the need for a supportive environment, both online and offline, where young people can feel valued and affirmed. Without such support, the pressure to conform to traditional gender norms can exacerbate feelings of isolation, alienation, and confusion, hindering healthy identity development.

In contrast to the challenges, the findings also highlight significant opportunities for positive change. Digital media serves not only as a space for self-expression but also as a platform for collective advocacy and cultural transformation. Generation Z, empowered by the visibility of feminist movements and LGBTQ+ advocacy on social media, is actively challenging outdated gender norms and pushing for greater inclusivity in all aspects of life. The rise of hashtags like #genderfluid and #transgender reflects the growing acceptance and representation of diverse gender identities, signaling a shift toward greater social acceptance and understanding. This aligns with the work of Akpuokwe et al. (2024), who note that social media has become a key tool for young people to engage with and advocate for gender equality, often driving social and cultural change. Social media, therefore, offers a unique opportunity to reshape societal norms, allowing young people to redefine gender roles in more inclusive and flexible terms.

Despite these opportunities, the study's findings also emphasize the limitations of digital media in addressing the challenges posed by traditional gender norms. While social media can provide a platform for self-expression and advocacy, it cannot, on its own, dismantle the deeply ingrained societal structures that perpetuate gender inequality. The persistence of conservative attitudes toward gender roles in many communities means that the full potential of digital media in reshaping gender norms is constrained. This highlights the need for broader societal shifts that go beyond digital advocacy and encompass changes in educational systems, family dynamics, and cultural values.

This study provides valuable insights into the dual role of digital media in shaping Generation Z's gender identities. While it offers significant opportunities for self-exploration, community-building, and advocacy, it also presents challenges that stem from the tension between progressive, fluid identities and entrenched traditional gender norms. The findings emphasize the importance of a supportive environment—both online and offline—and suggest that efforts to create more inclusive spaces for gender expression should be coupled with broader societal changes to challenge the constraints of traditional gender expectations.

CONCLUSION

This study has explored the complex relationship between social media platforms and the gender identity formation of Generation Z, highlighting both the opportunities and challenges presented by the digital landscape. The findings indicate that social media plays a central role in the evolution of gender identities, providing Generation Z with unprecedented access to diverse gender expressions and identities that were historically marginalized or invisible. Through platforms such as Instagram, TikTok, and Twitter, young people are able to explore, experiment with, and validate non-binary and gender-fluid identities, fostering a sense of community and belonging. These platforms not only enable self-expression but also provide a space for individuals to challenge traditional gender norms and engage in discussions about gender equality and inclusivity. However, the study also reveals the darker side of digital media's influence, where societal pressures, often amplified by the curated nature of social media, create an environment that encourages conformity to idealized gender norms.

Moreover, the study underscores the critical role of traditional gender norms in shaping the experiences of Generation Z as they navigate their gender identities. While digital platforms offer opportunities for greater self-exploration and self-expression, they cannot entirely shield young people from the pressures of cultural conservatism, family expectations, and social stigma. The intersection of digital media and these traditional norms often results in identity conflicts, particularly for those whose gender identities do not align with societal expectations. These challenges are compounded by the psychological toll of navigating these contradictory spaces, as young people must manage the emotional and social implications of expressing their gender identities both online and offline. The study also emphasizes the importance of supportive environments, especially familial and social support, in helping young people navigate these challenges and build strong, resilient identities. The findings point to the need for more comprehensive efforts to bridge the gap between digital spaces and traditional societal expectations, ensuring that young people can embrace and express their gender identities freely, without fear of judgment or rejection.

RECOMMENDATION

Building on the findings of this study, future research could explore the longitudinal impact of social media on the gender identity development of Generation Z, particularly focusing on the long-term psychological and social effects of engaging with diverse gender narratives online. While this study highlights the role of social media in shaping gender identities, a deeper investigation into how sustained exposure to digital platforms influences self-perception, mental health, and societal integration over time would be valuable. Additionally, research could examine the specific role of different social media platforms in shaping gender identities, considering how platform design, content algorithms, and user engagement impact the diversity of gender expressions and the reinforcement of gender norms. Comparative studies across different cultural contexts, particularly in societies with varying levels of conservatism and openness to gender fluidity, would provide further insights into how digital media intersects with traditional

gender norms globally. Furthermore, a focus on the role of family and community support in mitigating the challenges faced by gender-nonconforming youth could offer practical recommendations for intervention programs aimed at fostering a more inclusive and affirming environment for gender exploration.

ACKNOWLEDGMENT

REFERENCES

Akpuokwe, C., Chikwe, C., & Eneh, N. (2024). Innovating business practices: The impact of social media on fostering gender equality and empowering women entrepreneurs. *Magna Scientia Advanced Research and Reviews, 10*(2), 032-043. https://doi.org/10.30574/msarr.2024.10.2.0042

Barsigian, L., Howard, C., Davalos, A., Walsh, A., & Manago, A. (2023). Engagement with master and alternative narratives of gender and sexuality among LGBTQ+ youth in the digital age. *Journal of Adolescent Research, 40*(2), 413-447. https://doi.org/10.1177/07435584221150223

Cortés-Ramos, A., Torrecilla-García, J., Landa-Blanco, M., Gutiérrez, F., & Mesa, M. (2021). Activism and social media: Youth participation and communication. *Sustainability, 13*(18), 10485. https://doi.org/10.3390/su131810485

Durmushi, L., & Durmushi, A. (2022). A philosophical assessment of social networks impact on adolescents' development in conditions of unlimited access to information. *27-41*. https://doi.org/10.57125/fp.2022.06.30.03

Gutiérrez, M., Ubani, C., & Cano, A. (2025). The sexualization of women in music videos: Impact on the perception of gender stereotypes in young people. *Journal of Systems and Information Technology*. https://doi.org/10.1108/jsit-02-2025-0050

Hussain, M., Tariq, G., & Awad, A. (2025). Perceptions about female emancipation in South Asia: An empirical comparative study of Bangladesh, India and Pakistan. *International Social Science Journal, 75*(257), 675-688. https://doi.org/10.1111/issj.12578

Kathuria, V. (2023). Gen Z's engagement with the metaverse: Mediated role of symbolic gratification and desired enhancement of reality and moderated role of gender. *Metamorphosis, 22*(2), 133-145. https://doi.org/10.1177/09726225231218055

Khraban, T. (2023). Feminist humor in the Ukrainian social media. *Ukrainian Society, 84*(1), 166-181. https://doi.org/10.15407/socium2023.01.166

Li, Q., Liu, P., & Zheng, Z. (2025). Virtual sociality and identity construction: Understanding Gen Z emotional engagement in digital entertainment communities. https://doi.org/10.21203/rs.3.rs-6915331/v1

Literat, I., & Kligler-Vilenchik, N. (2021). How popular culture prompts youth collective political expression and cross-cutting political talk on social media: A cross-platform analysis. *Social Media + Society, 7*(2). https://doi.org/10.1177/20563051211008821

Lissitsa, S., & Kagan, M. (2025). Generations X, Y, Z: The moderating role of self-reliance in relationships between loneliness, social media addiction, and life satisfaction in men. *Cyberpsychology, Behavior and Social Networking, 28*(3), 178-186. https://doi.org/10.1089/cyber.2024.0216

Manago, A., Santer, N., Barsigian, L., & Walsh, A. (2021). Social media as tools for cultural change in the transition to adulthood. *146-173*. https://doi.org/10.1093/oso/9780190095949.003.0005

McInroy, L., & Craig, S. (2020). "It's like a safe haven fantasy world": Online fandom communities and the identity development activities of sexual and gender minority youth. *Psychology of Popular Media, 9*(2), 236-246. https://doi.org/10.1037/ppm0000234

McLean, K., & Syed, M. (2015). Personal, master, and alternative narratives: An integrative framework for understanding identity development in context. *Human Development, 58*(6), 318-349. https://doi.org/10.1159/000445817

Maioli, E. (2016). New generations and employment – An exploratory study about tensions between the psycho-social characteristics of Generation Z and expectations and actions of organizational structures related to employment. *Journal of Business, 2*(1), 01. https://doi.org/10.18533/job.v2i1.53

Musfirah, U., Larasakti, H., Nst, H., & Tazkiyah, N. (2024). Analysis of Gen Z group communication dynamics in the digital era. *Proceedings of International Conference on Social Science, Political Science and Humanities (Icospolhum), 4*, 00016. https://doi.org/10.29103/icospolhum.v4i.389

Schmitt, D., Long, A., McPhearson, A., O'Brien, K., Remmert, B., & Shah, S. (2016). Personality and gender differences in global perspective. *International Journal of Psychology, 52*(S1), 45-56. https://doi.org/10.1002/ijop.12265

Tekleselassie, A., & Roach, V. (2021). Leveraging women's leadership talent to promote a social justice agenda in Ethiopian schools. *Teachers College Record, 123*(8), 176-201. https://doi.org/10.1177/01614681211048656

Wang, Z., Luo, Y., Xuan, C., & Jindong, J. (2024). The twisted path to sacredness: A grounded theory study of irrational religious orientation and its psycho-sociological implications. *BMC Psychology, 12*(1). https://doi.org/10.1186/s40359-024-01858-8