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Autore	Trevino Benavides Teresa Berenice
Titolo	Social Media Addiction in Generation Z Consumers : Implications for Business and Marketing // by Teresa Berenice Treviño Benavides, Ana Teresa Alcorta Castro, Sofia Alejandra Garza Marichalar, Mariamiranda Peña Cisneros, Elena Catalina Baker Suárez
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Nota di contenuto	Intro -- Preface -- Contents -- Chapter 1: Introduction: Social Media in People's Lives -- Chapter 2: Research on Social Media Use and Generation Z -- Media as Part of Generation Z's Lives -- Social Media Use and Social Media Addiction -- Chapter 3: Social Media Addiction -- Potential Factors that Influence Social Media Addiction -- Pathological Internet Use -- Components That May Lead Users Toward Social Media Addiction -- Outcomes and Consequences of Social Media Addiction in Generation Z -- Chapter 4: Methodology: Toward an Understanding of Social Media Addiction -- Chapter 5: Social Media Activities -- Search for Information -- Inspiration -- Communication

-- Entertainment -- Community Belonging -- Reminders -- Chapter 6: Potential Causes of Social Media Addiction -- Psychopathology -- Narcissistic Traits -- Obsessive Thoughts -- Mental Disorders -- Personality Traits -- External Causes -- Family Discomfort -- Lack of Support from Loved Ones -- Context Situations -- Maladaptive Cognitions -- Affinity Impulse -- Curiosity Impulse -- Validation Impulse -- Contact Comfort and Immediacy Impulse -- Fear of Missing Out -- Dependence on Smart Devices -- Escape from Reality -- Urge to Share -- Notification Anxiety -- Feeling Included (or Being a Part of Something) -- Altruistic Impulse -- Chapter 7: Possible Outcomes and Consequences of Addiction -- Dependence on Smart Devices -- Lack of Productivity in Daily Life Routines -- Consequences for Academic or Professional Environment -- Negative Feelings -- Low Self-Esteem Due to Comparison -- Lack of Connectivity and Social Interaction -- Obsessive Thoughts -- Lack of Rest -- Waste of Time -- Chapter 8: Understanding Generation Z and Social Media Addiction -- Social Media as Part of Generation Z -- Psychopathology -- External Factors -- Maladaptive Cognitions -- Outcomes and Consequences. Toward an Understanding of the Behaviors of Social Media Addiction -- Chapter 9: Conclusions on Social Media Addiction and Generation Z -- Glossary -- References.

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### Sommario/riassunto

Social media has become vital in Generation Z users' daily lives, as they are the most connected group through social media; however, studies have shown the negative side of using social media heavily, particularly loneliness. Furthermore, the COVID-19 pandemic has contributed to the significant growth of social media use with Generation Z users, which has shown to cause negative psychological effects. This book explores the behaviors of Generation Z consumers on various social media platforms (including interaction with brands as well as persons) and, using results from a Bergen Social Media Addiction Scale (BSMAS) analysis, explores the potential risks and causes of social media addiction in this generation. In particular, it offers an integrative model to help marketers understand social media addiction and ways in which companies and associations can promote a more conscious use of social media by acknowledging that pathological use of social media has negative effects. This book is useful for students, researchers, scholars interested in empirical research on consumer social media use and addiction.

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