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IMPACT OF SEXUALITY AND SUBSTANCE ABUSE ON GENERATION- Z WITH REFERENCE TO INSTAGRAM

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Abstract

Generation Z is establishing a new era of influence and creative communication since they were raised with sophisticated social media, online creative tools, gesture recognition, and entrepreneurship platforms at their fingertips(Boella et al., 2019). This study paper's goal is to evaluate the effects of sexuality and substance abuse on Generation-Z with reference to Instagram. The study utilized the simple random sampling method approach to analyze the relationship between these two variables among Generation z, who frequently use Instagram and other social media platforms (Alhabash, S., & Ma, M.,2017). Eighty young people between the ages of 18 and 27 were among the participants who were attracted via social media. The study's conclusions revealed that there was a significant relationship between Instagram usage and both sexuality and substance abuse among Generation Z. The study found that the generation born between 1997-2010, who routinely use Instagram are more likely to engage in sexual behaviors and substance abuse, that can have harmful effects on their young minds (Moreno, Megan A). Additionally, it was found that the more time a person spends on Instagram, the more likely they are to be exposed to sexual and substance-related content, which can influence their behaviors and persuade them to engage in harmful activities (Curtis, Brenda L.,2019). In conclusion, this study highlights the need for parents, educators, and policymakers to beware of the potential negative impact of Instagram on Generation z's sexuality and substance abuse behaviors. The results of this study can be used to guide the creation of initiatives meant to lessen Instagram's detrimental effects on Generation z. (Stapleton, 2017).

Keywords: Generation Z, Sophisticated, Entrepreneurship.

Introduction

Generation Z, often known as Gen Z or Zoomers, refers to the group of people who were born between the middle of the 1990s and the early 2010s.This generation z actively gets and gathers information from social media sites and various online platforms(Moscrip, 2019) Social media platforms like Instagram, Facebook, Snapchat, Tik Tok, and any other online platform that allows for virtual communication have become an essential part of this generation's lives as they've grown up in the digital era. (O'Keeffe & Clarke-Pearson, 2011).However, the prevalence of sexually suggestive content and drug use on Instagram has raised concerns about the impact of social media on the attitudes and behaviors of Generation Z(Francisco et al., n.d.). Instagram is a mobile social network that lets users instantly access the lives of others. They can access photos, stories, video blogs and their personal information. With its emphasis on photographs and stunning layout that is simple to use, Instagram has experienced tremendous growth. (Stapleton et al., 2017). However, it has also been criticized for promoting unrealistic beauty standards, toxic comparison, and superficiality. Moreover, Instagram is also a space where users share content related to sexuality and drug use (Kim, Marsch, Hancock, & Das, 2017). This paper examines the impact of sexuality and drugs on Generation Z, with a focus on Instagram as a platform for their expression.

Literature review

Numerous elements that may contribute to young people's involvement in these behaviors are highlighted in the literature on sexuality and drug use. Research has shown that young people often use drugs as a way of coping with stress, managing emotions, and seeking pleasure. Moreover, young people are more likely to engage in risky sexual behavior when under the influence of drugs (Kaviani, n.d.). Additionally, the younger generation is more prone to view these actions as normal and even desirable. (Kim et al., 2017). The literature suggests that Instagram is a space where young people share images and videos that reflect their identities, lifestyles, and values, including their attitudes towards sexuality and drugs.

2. Methods

A thorough literature evaluation summarizes the available data, identifies any gaps, and suggests future study directions (Popay, J.2006), Hence, defining the discourse's existing boundaries. To examine the research certain methods were adapted to understand the study.

It is different from a narrative evaluation of the procedures used in choosing, scanning, and analyzing the literature since it aims to increase transparency and decrease bias. (Aschauer et al., 2017). Notwithstanding the difficulties, such as the need for cross-



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discipline data synthesis (Pittaway et al., 2004) - it is still important to recognize the diversity of existing proposals to identify potential areas for more research in the discourse around social media's role in innovation.

Using qualitative pattern matching and explanation building techniques, journal articles are descriptively classed by theories, innovation type, social media type, methodology, and other theme categories as opposed to statistically.

2.1 Review subject and inquiry statements

This study uses predetermined selection criteria that are informed by ideas and guidelines stated in earlier approaches used by scholars in systematic literature reviews to capture the variety of social media usage in innovation and their management. (Crossan & Apaydin, 2010)). For illustration, we apply Iden et al. (2017) conceptual and empirical categorization, as well as their methodology, As a result, this systematic assessment of the literature provides an insightful appraisal of the carefully examined literature about social media and innovation.

RQ1: What predominant social media paradigms are presently being employed by Generation Z?

RQ2: What impact have Instagram's current trends had on the younger generation?

RQ3: What are the promising social media channels for the next generation of young people?

Table 1

1. Database, systematic review of the literature, SAGE, PubMed, Emerald, Google Scholar, and Elsevier
2. Language Requirements: English Articles, research papers, case studies, surveys, and reports are among the document types.
3. Social media/Instagram, the impact of Generation Z, how drugs affect behaviour, and sexuality are some of the topics covered.
4. Keywords: Instagram, social media, generation z, drugs, sexuality, and impact of social media
5. **Number of Documents obtained; 201**
6. **After checking of duplicates; 180**
7. **keyword SMI; 164**
8. **relevance: 56**

2.2 The method of research

Reporting had an impact on the three-stage process that (Tranfield et al., 2003a) this research detailed.

During the planning phase, key data sources and research objectives were selected. In order to analyze the various paradigms, definitions, and operationalization in the literature and focus on sources that are most likely to provide the highest quality due to the level of impact in the field of innovation management, only peer-reviewed publications were searched for articles. (Podsakoff et al., 2005).

The first list of papers was produced using keyword searches on Google Scholar and a secondary search on the Scopus and Elsevier databases. This made it possible to conduct a more comprehensive search that included results from more than 201 different journals. The primary database was Sage, Blackwell, and Science Direct. The largest database of abstracts and citations for peer-reviewed literature are Scopus and Elsevier.

2.3 Identifying the keywords and terms; selection procedure

The goal of this work is to summarize important research concerns, with a focus on social media paradigms in literature on innovation.. In order to distinguish the medium and innovation pieces, a phrase that combines words from both fields—such as the social term "peer-reviewed journal"—was established. Peer-reviewed journal articles, books, reports, editorials, and other non-peer-reviewed items were all manually chosen to be included. Be sure to specifically rule out publications because journals are the preferred and more dependable sources of knowledge. (Donohue & Fox, 2000). Publications were only considered if the English language version was available due to the language restrictions on the writers. Similarly, studies were only taken into account if the entire text was accessible to allow for suitable research and database analysis.

We used key terms to find pertinent primary studies. Given the variety of connotations connected with the phrase and the assumption that academics would use it in different contexts, a broad set of search criteria—restricted to keyword searches within the "abstract"—was appropriately used. Similar concepts like "social media", "drugs", "generation" and "sexuality" were considered while creating the keywords to include or omit articles. Similar to how streams of literature on the creation of novel goods and services are



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connected to innovation processes; (Leong et al., 2017) The search encompassed these. The following is a summary of the final search keyword and inclusion/exclusion criteria:

Influence of "drug abuse," "sexuality," "social media/Instagram," "generation z," or "social networking site," are all potential keywords.

- Peer-reviewed papers and journal articles

English language; available full text; filter

The requirements for inclusion were

- One study was chosen from EBSCO Host when there were duplicate studies in two databases;
- in cases when two articles reported the same study, the most recent was selected;
- for papers that included many studies, each study's evaluation was done separately;
- Social media adoption or use in the influence process (i.e., the method or outcome of influence) must be covered in the articles; The essays must address at least one of the following subjects: the impact of drugs or sexuality; social media; or a generation z-related subject.

In relation to innovation and/or its management, the article made no mention of social media or crowdsourcing; publications on social media that don't particularly reference innovations; The essay was included in a book; The chosen database did not contain the complete text; English was not used in the article's writing;

- reports, letters, technical summaries, or evaluations that are editorial in nature (i.e., materials without a rigorous methodology for conducting research)); articles mentioning influence without a focus on the type of social media influence on generation z; (Donohue & Fox, 2000).

2.4 Assembling the complete body of knowledge contained

To aid in organization and retrieval, the final body of data used in this study was stored using the reference management program. The last keyword search turned up papers from Scopus and Science Direct. The publications were found in Science Direct and Scopus as a result of the search for peer-reviewed journal papers published in English with full-text accessibility. The inclusion-exclusion criteria were then defined to use this first group as the foundation for any subsequent investigations. 2.5 Grouping of the complete included corpus of information

The categorization approach used in this study is like those used when analyzing content, which creates a document to document the code specifications supported by data and a manual. The categorizing procedure expressly focused on five additional variables in addition to the standard bibliographic information like year, author, journal, etc. These included aspects of social influence, elements of crowdsourcing, social media components, aspects of social media in innovation and methodology, and elements of social media. During the execution step, using a spreadsheet made the manual selection and de-selection process simpler. (Tranfield et al., 2003b)

While some analysis components are more deductive, such crowdsourcing and social media data categorization, others, like paradigms, are more inductive. In particular, the informed choice to forego pre-determining a list of theories or procedures during the planning stage enabled more theoretical foundations and methodological approaches to develop during the implementation phase. On request, a thorough list of the entire body of information was provided.

2.6 Grouping the knowledge included in the final compilation

More theoretical foundations and methodological approaches were able to arise during the implementation stage, in part because it was deliberate to forgo predetermining a chart of hypotheses or procedures during the planning stage. The creation of ideas, structures, or models were discussed in articles as opposed to empirical publications that employed technique to investigate, assess, or study a phenomenon and provide their findings. (Orlikowski & Baroudi, 1991).

Social media platforms have been recognized on the one hand as influencing instruments that protect the younger generation from dangerous behavior and (Pohan et al., n.d.) a paradigm for answers to clearly stated challenges (Malhotra & Majchrzak, 2014) consistent with Instagram's use in decision-making processes (Cotter, 2019).



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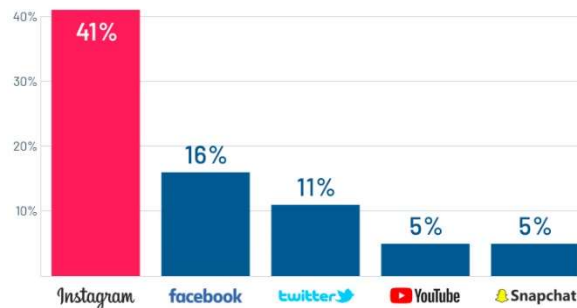
3. Finding and contribution

Each research question has been answered after descriptive data are supplied in this part. Reference numbers for papers are given when necessary.

3.1 General trends in literature

The use of social media for innovation and its management has been the subject of growing research since 2014, and this trend is expected to accelerate starting in 2023.

Gen Z's Platforms of Choice For Following Brands



Since 2013, a significant upward trend in the significance of social media in innovation management has been observed, which supports the growing interest in the topic. Unsurprisingly, the new emphasis on discourse is congruent with the discovery that 96 articles may be categorized as "empirical," which is many articles.

Dominant theoretical and methodological stances on social media's role in innovation. Atheoretical articles made up 46 of the empirical works, while 56 had a solid theoretical base. It's noteworthy that theoretical writings tend to be less common than all other kinds of publications, year after year. Here are some examples of the most common theoretical frameworks that academics use to analyze how social media influences innovation. Theoretical essays usually borrow concepts from other domains rather than developing their own. These theoretical lenses, according to (Amundson, 1998) provide researchers with the ability to examine and assess a phenomenon or set of facts.

It has been observed that rather than building on these theories, most papers address the role of social media in innovation activities from a theoretical standpoint.

Even in case studies, which provide insights into both literal and theoretical components from a holistic perspective, the authors of most of the papers provide facts and draw conclusions with little to no theoretical expansion. It is important to note that although some researchers used a single theory via a variety of lenses, others used a single theory that considered a variety of possibilities.

The sample was selected using purposive sampling, whereby we identified accounts that had posts containing hash tags related to sexuality and drug use (Kaviani, n.d.). They were provided with a set of questions that accounted their views and prospective on the use and influence of Instagram on their generation. The questions were designed to capture the following themes related to sexuality and drugs: sexualized content, explicit language, suggestive poses, normalization of drug use, and glamorization of drug use (Jaffar. B, 2019). Two independent coders were trained to use the coding scheme and then applied to the selected posts and comments. The given questions determined their acceptance of the influence of Instagram (social media) in influencing the current generation. The generation that was born in the early 2000s and after has access to the age of internet and has been self-regulating and considering gender and sexuality norms. These things can affect their adolescent period immensely. In a period where social media has become a platform to express their thoughts and point of views. Young minds can be easily manipulated into traumatic sexual contents and substance abuse (Drugs and harmful substances).(Charmaraman et al., 2021)

3.2 What are the most often used social media paradigms in research today?

Within the context of technical breakthroughs in this century, Social media are viewed as the tools that enable knowledge generation and information exchange between individuals and entities, especially when knowledge is disseminated among numerous stakeholders.(Scuotto et al., 2017) The findings of the study suggest that sexuality and drugs are highly prevalent themes in the Instagram



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posts of Generation Z users. Sexualized content, such as provocative clothing, explicit language, and suggestive poses, were found to be commonly associated with social media sites like Instagram.

Generation Z, born between 1997 and 2012, is the first generation to grow up completely immersed in social media. They have their own unique social media habits and preferences, and as a result, the dominant social media paradigms used by them are constantly evolving. However, here are some of the current dominant social media paradigms used by Generation Z:(Alexandra Artemova ENGAGING GENERATION Z THROUGH SOCIAL MEDIA MARKETING Case: Hurja Media Oy, n.d.).

1. Short-form video platforms: Platforms like TikTok and Instagram Reels have become extremely popular among Generation Z. These platforms allow users to create and share short-form videos, typically under 60 seconds in length. They often feature creative and visually appealing content, such as dance challenges, lip-syncs, and funny skits (Purba et al., 2021).
2. Social messaging apps: Generation Z is also known for their heavy use of social messaging apps like Snapchat, WhatsApp, and Facebook Messenger (Dhir et al., 2020). These apps allow users to communicate with friends and family in real-time and often include features like photo and video messaging, stickers, and filters.
3. Influencer culture: Social media influencers, who frequently serve as role models and trendsetters, have a big impact on Generation Z. On websites and apps like Instagram, YouTube, and TikTok, these influencers produce and distribute content on fashion, beauty, lifestyle, and other topics.

Overall, Generation Z has a unique set of social media habits and preferences that reflect their values, interests, and cultural identity. Social media platforms that cater to their needs and desires are likely to continue to dominate the social media landscape for the foreseeable future.

Table 2

Study title	Key findings S
(Purba et al., 2021)	
S(Dhir et al., 2020)	Social influence was discovered to have a large, yet unfavorable, impact on users' intentions to continue.
(Scuotto et al., 2017)	Social networking services may be used to gather a plethora of data on users and their networks, data that can be used for a variety of business objectives.

3.3 What impact have Instagram's current trends had on the younger generation?

Popular social networking site Instagram influences the younger generation. It provides a platform for users to share images and videos, and it has become a popular tool for people to document their lives and showcase their interests, hobbies, and lifestyles (Segev et al., 2018). This trend can lead to a consumerist culture where younger generations feel the need to purchase products that they see promoted on social media, leading to overspending and debt. (Dion & Annette, n.d.) Overall, the current trends on Instagram have the potential to influence the younger generation's perceptions of a lifestyle, use of substance abuse.

While Instagram has implemented measures to reduce the visibility of harmful or inappropriate content, there are still plenty of influencers who promote drug use and sexual behavior. Research suggests that exposure to such content may increase the likelihood of engaging in risky behaviors (Suris & Parera, 2005). One way in which Instagram may be contributing to drug use is by creating a social environment in which drug use is normalized or glamor for example, some Instagram users may post photos or videos of themselves using drugs or attending parties where drugs are being used, and these posts may be widely shared and liked, creating a sense that drug use is a normal part of social life.

Another way in which Instagram may be contributing to drug use is by providing easy access to drug-related content and advertising. Instagram's algorithm is designed to show users content that is tailored to their interests and preferences, and this can include content related to drugs and drug culture. In addition, drug dealers and other illicit businesses may use Instagram to advertise their products and services, making it easier for users to find and purchase drugs.



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Table 3

Sl number	Hypothesis	
01	Understanding the Impact of Generation Z on Risk Management—A Preliminary Views on Values, Competencies, and Ethics of the Generation Z in Public Administration	(Dobrowolski et al., 2022; Stapleton et al., 2017)
02	THE IMPACT OF SMARTPHONES ON THE SEXUAL BEHAVIORS OF GENERATION Z	(Comparison of Smartphone Ownership, Social Media Use, and Willingness to Use Digital Interventions Between Generation Z and Millennials in the Treatment of Substance Use: Cross-Sectional Questionnaire Study, n.d.; Kaviani, n.d.)
03	Scaling Up Research on Drug Abuse and Addiction Through social media	(Kim et al., 2017)

3.4 What are the promising social media channels for the next generation of young people?

This essay does not aim to provide an in-depth analysis of social media typologies. Yet, the comprehensive examination of the literature highlighted four primary social media platforms that organizations may influence the younger generation in harmful realities. Organizations utilize websites like Facebook, Twitter, and other social media platforms to promote communication with their external clients or consumers and to set up discussion forums for their goods and services. The first public social media category is this one (public SM from now on).(Scuotto et al., 2017)

Education and Prevention Programs: Education is key to preventing drug use(Adelman et al., 2022) and harmful social media use. Schools, parents, and community organizations can provide education and prevention programs that help young people understand the risks associated with drug use and harmful social media use.

Parental Involvement: Parents play a critical role in preventing drug use and harmful social media use among their children. They can set clear rules and boundaries around social media use, monitor their children's activity, and have open and honest conversations about the risks associated with drug use.

Mental Health Support: Teenagers who are battling mental health conditions including anxiety, despair, or poor self-esteem (Faens et al., 2021), may be more likely to turn to drugs or harmful social media use as a coping mechanism. Providing access to mental health services and support can help young people address these issues and develop healthier coping mechanisms.

Positive Peer Groups: Peer groups can have a powerful influence on young people's behavior. By providing opportunities for young people to connect with positive peer groups that promote healthy behaviors and activities, such as sports, arts, or community service, we can help prevent drug use and harmful social media use.

Adults can contribute significantly to the fight against drug use and harmful social media use by acting as positive role models and, in turn, can play a crucial role in avoiding drug use. This entails not using drugs and abstaining from using hazardous social media platforms themselves, as well as serving as an example of good behaviors by exercising frequently, eating well, and participating in constructive social activities.

Using social media as good role models. This means modeling healthy behaviors, such as exercising regularly, eating healthy foods, and engaging in positive social activities, and avoiding drug use and harmful social media use themselves.

Using social media can have a substantial detrimental impact on a variety of aspects of wellbeing, including feelings of despair, anxiety, fear of missing out, body image, bullying, and sleep. The use of social media sites like Instagram, Facebook, Twitter, Snapchat,



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and others has an impact on young brains. As time passes, many cultural, fundamental, and societal influences may have an impact on someone's sexual orientation (Hunt, Gisel Wang, 2019).

Limitation

There are a few restrictions on this study. Despite skipping the logical step of empirically verifying the assumptions, the systematic literature review first detects current trends in the subject and gives research hypotheses for future studies. Second, even though we searched two sizable databases with a substantial amount of content that had been indexed, we only looked in Scopus and Elsevier and google scholar to name a few. This implies that some pertinent publications may not have been included in our final collection of knowledge.

The results of this study have several consequences for policy, education, and public health. Drug usage among young people may increase as a result of Instagram's normalization and glorification of drug use. (It is essential to understand the extent to which social media platforms, such as Instagram, influence young people's attitudes and behaviors related to drug use(Adeleman, Madeline, 2022).

Conclusion

In conclusion, this qualitative research paper has examined the impact of sexuality and drugs on Generation Z, with a particular focus on Instagram as a platform for their expression. The study found that sexuality and drugs are highly prevalent themes in the Instagram posts of Generation Z (Nop, 2020) users, with drug use often glamorized and normalized. These findings have implications for public health, education, and policy, and highlight the need for greater awareness and regulation of social media platforms (Schubert ,2018). Future studies could look at how social media has affected young people's views and behaviors throughout time around drug use and sexuality. This research paper provides valuable insights into the relationship between sexuality, substance abuse, and Instagram usage among Generation-Z. According to the study, Generation z members who use Instagram frequently are more likely to engage in sexual behavior and take drugs. Moreover, the study demonstrated that exposure to sexual and substance-related content on Instagram can influence Generation 's behaviors. According to the findings of this study, social networking platforms like Instagram may significantly harm Generation z's sexual and drug-related behaviors. Because of this, it is essential that parents, educators, and legislators are aware of these possible risks and create effective measures to reduce them. (Kennedy, n.d.) This study also emphasizes the need for additional research to fully comprehend the complex interactions among Generation, sexuality, and substance misuse. The report concludes with important recommendations for further research and practical ways to address the negative effects of social media on generation ZI's welfare and health. By raising awareness of these challenges, we could try to build a more secure and healthy environment for the next generation of young adults.

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