* Introduction: In today's world, social media is almost a part of 3.5 billion people's daily routine. media consumption is the sum of information and entertainment media taken by an individual or group. Gen z are people born in the years 1997-2012. This report is written to inform the reader about how media is consumed by the youth today. This subject is relevant due to its impact on teenagers' minds today. This report will analyze how much time is spent online by gen z, the platforms they use, and other time spent on social media. Gen Z is very online: To begin with, Gen Z spends a majority of their time online. According to chart 1, Gen Z is the least interested in watching television. Additionally, in chart 2 it is shown that today's youth spend a lot more time on social media rather than watching television. This shows that as the age decreases so does the tendency to watch television and more fondness is shown towards social media. Therefore, Gen Z decreased the use of televisions and instend replaced them with social media. Platforms Gen Z use: To add, social media has a variety of different platforms that are used daily. According to chart S Gen Z uses the metaverse to communicate more than any other generation. To add, youtube, tiktok, and instagram are the top 3 social networking communication platforms used across Gen 2 today. This data supports the idea that Gen Z uses social Media as a source of entertainment as well as a way to communicate with their peers, family

Additional time spent: Furthermore, shopping is one of the factors social media tremendously changed. According to chart 4, Gen z is the second largest group of the social media consumers in the US. Similarly, given the fact that social media is used for everything even to the point of daily conversations (chart 5) it is no shocker that over 50% of Gen Z does their shopping online. This demonstrates that Gen Z uses social media for daily tasks too. Hence, social media plays an important role in the youths daily lives. Conclusion: To sum up, this report analyzed the amount of time Gen Z spends on social media, the networking applications they use, and other time spent online. Gen z has decreased the use of televisions over the generations, and made social media more popular for communication and daily tasks. In general, the world of Gen Z revolves around the internet and social media. Further Research: Though the analysis presented here provides a thorough view of how Gen z consumed their media it is not sufficient enough. More research should be done to understand why social media is taking over the lives of young minds. This would help the world understand how to incorpate social media into the daily lives of humans, so that in the future it would be easier for Gen Z to adapt. ]