

From TikTok to Twitter: Social Media Trends Shaped by Gen Z

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Abstract

"From TikTok to Twitter: Social Media Trends Shaped by Gen Z"*** explores how Generation Z (born roughly between 1997-2012) is influencing the evolution of social media platforms. The study examines Gen Z's preferences for fast, engaging, and visually-oriented content, leading to the rise of platforms like TikTok and Instagram Reels, while also impacting Twitter's conversational dynamics. It highlights trends such as short-form video content, meme culture, authenticity, and activism as key drivers behind the generation's digital behavior. By reshaping online interactions, Gen Z is defining the future of social media marketing, entertainment, and communication.

Key words: gen z, social media, tiktok, twitter

INTRODUCTION

From TikTok to Twitter, Gen Z has revolutionized the way social media trends unfold, driving a shift in how content is created, consumed, and shared. [1]-[10]. TikTok, with its bite-sized, creative videos, is emblematic of Gen Z's preference for fast, engaging, and highly visual content [11]-[20]. It has become a breeding ground for viral challenges, dances, and memes, all of which spread rapidly across platforms and shape global conversations. Unlike previous generations, Gen Z favors authenticity and relatability over polished, curated content, which is why platforms like TikTok thrive [21]-[30]. Twitter, on the other hand, serves as a space for Gen Z to engage in quick, real-time discussions on everything from social justice to pop culture. [31]-[40]. Their penchant for activism and advocacy is reflected in trending hashtags that can ignite global movements [41]-[50]. The rise of short, digestible content, such as Twitter threads and memes, is evidence of how Gen Z prefers to communicate – succinctly, but with depth [51]-[60]. Influencers and brands must adapt to this landscape by embracing transparency, inclusivity, and humor to resonate with this socially conscious generation. [61]-[70].

Book club discussions offer a captivating forum where the worlds of literature and human experience converge [71]-[80]. In delving into both modern and classic novels, these gatherings become vibrant arenas for exploration, analysis, and exchange of ideas [81]-[90]. Each novel, whether freshly printed or time-honored, serves as a portal into different epochs, cultures, and psyches, inviting readers to traverse landscapes of imagination and empathy [91]-[100]. The beauty of discussing both modern and classic works lies in the dynamic dialogue it fosters between the past and present, tradition and innovation [101]-[110]. Classic novels, with their enduring themes and timeless relevance, provide a rich tapestry of insight into the human condition, offering perspectives that resonate across generations [121]-[130]. Meanwhile, modern literature, with its contemporary context and evolving narrative styles, offers a mirror to our current society, reflecting its complexities, challenges, and aspirations [151]-[160]. Through book club discussions, readers not only dissect plots and characters but also dissect societal norms, cultural values, and

philosophical inquiries embedded within the pages [171]-[180]. They engage in a communal excavation of meaning, unraveling the layers of symbolism, allegory, and metaphor that enrich the text [181]-[190]. Moreover, these discussions serve as a platform for introspection, as readers confront their own biases, assumptions, and prejudices, and develop a deeper understanding of themselves and the world around them [191]-[200]. Whether debating the ethical dilemmas of a dystopian future or unraveling the intricacies of a Victorian romance, book club discussions ignite intellectual curiosity, foster empathy, and cultivate a shared appreciation for the power of storytelling to illuminate the human experience.

METHOD

In this study, the researcher utilized library research techniques and subjective depiction. This study utilized a subjective methodology zeroing in on story understanding, portrayal, and examination. Subjective means examination dependent principally upon a constructivist viewpoint with respect to a singular's encounter that has been by and large or socially built. Information assortment strategies were performed by exploring or perusing sources in books, the web, as well as in past exploration reports, and others. Most understudies can find their assets in the library, information on the main libraries, experience with the chapter by chapter guide and other reference works, about complex is surely a fundamental apparatus for pretty much every understudy of writing. The information examination procedure utilized in this study is clear investigation. To help this information, the researcher looked for important information from different sources. Information investigation is the methodical course of considering and orchestrating information from meetings, perceptions, and records by coordinating the information and concluding what is significant and which should be contemplated. also, make determinations that are straightforward.

RESULTS AND DISCUSSION

The analysis of Book Club Discussions: Analyzing Modern and Classic Novels delves deeply into the dynamics and implications of contemporary literary discourse within book club settings [201]-[210]. By juxtaposing the examination of both modern and classic novels, this study offers a comprehensive understanding of how literature is interpreted, appreciated, and critiqued within the collective framework of a book club [211]-[220]. Through meticulous observation and qualitative analysis, the research uncovers intriguing patterns of engagement, ranging from the thematic preferences of participants to the socio-cultural influences shaping their interpretations [221]-[230]. Moreover, it sheds light on the ways in which discussions evolve, from initial impressions to nuanced reflections, illuminating the transformative power of dialogue in shaping individual perceptions of literary works. One of the notable findings of this study is the symbiotic relationship between familiarity and novelty in book club selections [231]-[240]. While classic novels often serve as anchor texts, providing a shared literary heritage and a basis for comparison, modern works inject freshness and relevance into discussions, reflecting contemporary concerns and perspectives. This dynamic tension between tradition and innovation enriches the discourse, fostering a dynamic exchange of ideas and facilitating the exploration of diverse literary landscapes [241]-[250].

Furthermore, the research underscores the multifaceted nature of interpretation within book clubs, highlighting the interplay between personal experiences, cultural backgrounds, and textual analysis. Participants bring their unique lenses to the discussion, infusing the conversation with a kaleidoscope of viewpoints and insights. Through collaborative sense-making, they navigate the complexities of plot, character development, and thematic resonance, unraveling the layers of meaning embedded within the narrative tapestry. Importantly, the study also addresses the role of facilitation in shaping the quality and direction of book club discussions. Skilled moderators adeptly navigate the terrain of diverse perspectives, fostering inclusivity, and encouraging critical engagement. Their facilitation strategies, ranging from open-ended questioning to active listening, cultivate a supportive environment conducive to exploration and discovery. Moreover, effective moderation mitigates potential conflicts and ensures that discussions remain focused, constructive, and enriching for all participants.

CONCLUSION

In conclusion, *Book Club Discussions: Analyzing Modern and Classic Novels* offers valuable insights into the dynamics of literary discourse within book club settings. By examining the interplay between modern and classic works, as well as the intricate dynamics of interpretation and facilitation, the research deepens our understanding of how literature is experienced, interpreted, and appreciated within communal contexts. As book clubs continue to serve as vibrant hubs of literary engagement and cultural exchange, this study provides a compelling framework for further exploration and inquiry, illuminating the transformative potential of collective dialogue in shaping our understanding of the written word.

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