



# Self Disclosure and Social Comparison Predict Social Anxiety in Generation Z TikTok Users

Evika Talitha Lysandrawati<sup>1</sup>, Zaki Nur Fahmawati<sup>1\*</sup>

<sup>1</sup>Psychology Program, Universitas Muhammadiyah Sidoarjo, Sidoarjo, Indonesia

\*Coresponding Author Email: [zakinurfahmawati@umsida.ac.id](mailto:zakinurfahmawati@umsida.ac.id)

**Abstract.** General Background: The rapid growth of social media usage, particularly TikTok, among Generation Z is closely associated with emerging psychological concerns, including social anxiety. Specific Background: Behaviors such as self-disclosure and social comparison on social media platforms are considered potential factors contributing to increased levels of social anxiety among users. Knowledge Gap: However, empirical evidence examining the combined relationship between self-disclosure, social comparison, and social anxiety within Generation Z TikTok users remains limited, particularly in specific regional contexts. Aims: This study aims to analyze the relationship between self-disclosure and social comparison on social anxiety among Generation Z TikTok users. Results: Using a quantitative correlational approach with a cross-sectional design, data were collected from 270 respondents aged 20–24 years in Sidoarjo Regency through purposive sampling. Instruments included the Social Anxiety Scale for Adolescents (SAS-A), Revised Self-Disclosure Scale (RSDS), and Iowa-Netherlands Comparison Orientation Measure (INCOM). Data analysis using Pearson correlation and multiple linear regression (IBM SPSS Statistics version 31) indicates that self-disclosure and social comparison significantly relate to social anxiety, with a simultaneous contribution reflected by an R Square value of 0.475, showing that higher levels of these behaviors correspond to higher social anxiety. Novelty: This study provides empirical evidence on the combined role of self-disclosure and social comparison in shaping social anxiety among Generation Z TikTok users. Implications: The findings emphasize the importance of managing social media behavior to maintain psychological well-being among Generation Z.

**Keywords:** Self disclosure, Social comparison, Social anxiety, Generation Z, TikTok users.

## 1 Introduction

Generation Z or Gen Z is a group born between 1997 and 2012 and in 2025 will be between the ages of 13 and 28. This generation plays an important role in the development of the digital era because from an early age they have been accustomed to the presence of ever-evolving technology. This makes Gen Z more skilled at utilizing

© The Author(s) 2026

R. Lomotey et al. (eds.), *Proceedings of the 1st International Conference on Communication and Digital Multimedia 2025 (ICCDM 2025)*, Advances in Social Science, Education and Humanities Research 1020, [https://doi.org/10.2991/978-2-38476-589-8\\_27](https://doi.org/10.2991/978-2-38476-589-8_27)

technology than previous generations. They are known to be very attached to the digital world and actively use social media, which influences the way they interact and form their identity. Gen Z's life is inseparable from technology and social media, where almost all of their activities, including communication, sharing experiences, and learning, are done online and connected to the internet[1]. Referring to the latest data published by the Central Statistics Agency (BPS) and the Ministry of Home Affairs (Kemendagri), the population of Indonesia at the beginning of 2024 was 282,477,584. Generation Z, aged between 12 and 27 years old, accounts for around 23.6% of the total population, equivalent to 66,962,680 people. The Indonesian Internet Service Providers Association (APJII) reported that in 2024, internet usage in Indonesia reached 79.5%[2]. This figure shows that the majority of Indonesians, especially Gen Z, are active in the digital space. In addition, Gen Z is the largest group of social media users among internet users in Indonesia, accounting for 34.4% of the total population [3].

Considering age characteristics, a significant portion of Generation Z is currently in a crucial phase transitioning into early adulthood. Early adulthood is a transitional phase from adolescence to adulthood, marked by identity exploration, independence, and the formation of more stable social relationships. The early adulthood age range is between 18 and 25 years old[4]. Meanwhile, in Indonesia, Basic Health Research specifically groups early adulthood as ages 20–24[5]. Gen Z's interactions in the digital world are very diverse and unique because they are the first generation to grow up with digital technology as an integral part of their lives. Gen Z is active on various digital platforms, such as *Instagram*, *TikTok*, *YouTube*, *Twitter*, and *Snapchat*, and often uses more than one platform simultaneously. They choose platforms according to specific content or purposes, such as TikTok for entertainment and viral trends, Instagram for aesthetic visuals and storytelling, and YouTube for long-form video content and education[1].

Social media is a digital platform that allows users to interact, both with the system and with each other, for the purpose of sharing information and engaging in various forms of communication and other social activities[6]. One platform that shows the strongest usage dominance by a single generation is TikTok. Based on an APJII survey, 46.84% of Gen Z users actively use TikTok, making them the generation with the highest level of engagement on this short video-based platform. This value is statistically higher than other groups, namely *Millennials* (31.72%), *Gen X* (23.66%), and *Baby Boomers* (13.57%). This large proportion shows how TikTok is strongly linked to the characteristics of Gen Z, who are interested in short and interactive visual content. In addition to serving as a medium of entertainment, TikTok is also a place for Gen Z to express themselves, engage in social media trends, form online communities, and carry out creative economic activities.

Based on a report from Data Indonesia in 2023, TikTok has become one of the most popular digital media platforms among the public due to its easy access to information and educational content. Indonesia ranks second as the country with the highest number of TikTok users in the world after the United States, and ranks highest in Asia, surpassing Vietnam and the Philippines. The TikTok platform is currently among the platforms with the highest usage rates globally, comparable to *WhatsApp*, *Facebook*, and *Instagram*. In fact, TikTok users have increased significantly by 38.7% compared to the previous year[7]. TikTok has become one of the most widely used social media

platforms by Indonesians. Based on a report from We Are Social in 2024, it was recorded that 73.5% of internet users in Indonesia are TikTok users[8] .

Research conducted by Jelenchick reveals that social media use can affect levels of social anxiety, where individuals feel pressured by the expectations and judgments of others in the virtual world[9] . Social anxiety is characterized by various traits that include physical, emotional, cognitive, and behavioral aspects. Physical symptoms can include increased heart rate, trembling, cold sweats, nausea, and shortness of breath. Emotionally, individuals tend to feel uncomfortable and fearful of others' judgments. Cognitively, social anxiety is manifested through negative thoughts about oneself and low self-confidence. Behaviorally, individuals often show a tendency to avoid social interaction and withdraw from their environment. All of these symptoms can interfere with daily activities, education, and work, and generally arise in certain social situations, such as meeting new people or doing other activities in public [10] .

According to previous research, the higher a person's social anxiety, the greater their the tendency to engage in phubbing, namely ignoring people nearby because of excessive gadget use, is closely related to social anxiety. Social anxiety is a psychological condition that can affect various aspects of an individual's life, especially in social situations that involve interaction with others. This condition is often caused by fear of negative judgment or rejection from others [11]. A previous study found a significant relationship between TikTok use and increased social anxiety, indicating that the more frequently and longer a person uses TikTok, the higher their level of social anxiety [9]. The relationship between social media use, phubbing behavior, and social anxiety. In addition, a survey conducted by Talker Research at the request of LG Electronics involving 2,000 Gen Z respondents in the United States found that 20% of respondents identified TikTok as a platform that negatively affected their social anxiety, while 25% believed that social media influenced their social anxiety. These findings indicate that Gen Z is aware of the relationship between social media use and social anxiety [12].

Preliminary survey results from researchers on 35 Gen Z respondents (aged 20–24) showed a significant prevalence of social anxiety in digital interactions, particularly on the TikTok platform. Based on statistical analysis using means and standard deviations, the majority of respondents fell into the Moderate (54.3%) and High (28.6%) categories, while only 17.1% were classified as Low. These findings indicate that most participants experience concerns about social judgment and tend to avoid certain interactions, reinforcing the assumption that social media acts as a trigger for psychological pressure on young adults. These findings are in line with the opinions of Meleshko and Alden, who argue that social anxiety often makes it difficult for individuals to adapt socially and face obstacles in establishing healthy interpersonal relationships[13] .

A study reveals that there is a significant relationship between self-disclosure and social anxiety among Gen Z TikTok users[17] . Self-disclosure acts as a means to establish relationships and interactions with others, which can lead to a stronger sense of social support. However, when Gen Z shares their personal experiences, they also risk facing judgment from others, which can cause social anxiety. The fear of being judged by others around us with a wider reach can also affect an individual's psychological condition, one of which is social anxiety, which is when an individual feels anxious about how they will be accepted or rejected after sharing their personal

information. Unhealthy or excessive self-disclosure can have a negative impact on mental health, especially for Gen Z who may already be facing mental health challenges such as anxiety and depression.

Self-disclosure is a process in which individuals consciously share personal aspects of themselves with others, with the aim of strengthening relationships and creating emotional closeness[14]. Self-disclosure is a process that allows a person to gradually understand others through an increasingly deep exchange of personal information. This process not only helps individuals adapt to their social environment but also plays a role in building a sense of being valued, shaping identity, boosting self-esteem, and supporting emotional well-being. Self-disclosure consists of several dimensions, including the purpose of disclosing information, the amount or intensity of disclosure, the nature of disclosure which can be positive or negative, the ability to control how much information is shared, and the level of honesty and accuracy in conveying it[11]. Social comparison is a theory that states that individuals have a natural inclination to compare themselves with others. This action is carried out in an effort to assess the extent to which personal progress has been achieved and to gain superiority in various aspects of life[15]. Social comparison can be done through two approaches, namely *upward comparison*, which is comparing oneself with individuals who are considered superior, and *downward comparison*, which is comparing oneself with individuals who are considered to be below one's own abilities or achievements. In the context of current social media use, *upward comparison* is the most common form of comparison, especially among women. This type of comparison is usually done as an encouragement to improve oneself, where information about superior individuals is used as a source of inspiration or motivation to improve oneself[16].

Social comparison can have an impact on mental health, giving rise to feelings of inferiority, social jealousy, and dissatisfaction with oneself[18]. A study shows that social comparison on social media can cause feelings of inferiority and affect a person's body image[19]. This phenomenon is also seen on TikTok, where users are often exposed to the seemingly "perfect" achievements of others, which can affect their psychological health. Previous studies have shown that the higher the level of social comparison a person engages in, the greater the risk of social anxiety. About 88% of individuals reported frequently comparing their lives to those of others through social media. This pattern can lead to feelings of inferiority and negative thoughts about oneself. If social anxiety persists, it can affect an individual's social functioning, especially their ability to adapt to new environments due to poor social skills. In this regard, social anxiety can also increase the risk of developing symptoms of depression[20].

The use of social media, particularly TikTok, among Generation Z has created increasingly complex psychological dynamics. TikTok not only serves as a means of entertainment but also as a space for individuals to present themselves, express personal experiences, and build a social image through various uploaded content. This condition indirectly encourages self-disclosure and social comparison among users, which, if done excessively, has the potential to trigger psychological disorders, one of which is social anxiety. Although various studies have examined the relationship between social media use and mental health, studies that specifically examine the influence of self-disclosure and social comparison on social anxiety in Generation Z TikTok users are still relatively limited. Therefore, this study was conducted to analyze the influence of

self-disclosure and social comparison on social anxiety among Generation Z users of the social media platform TikTok in order to gain a more comprehensive understanding of their psychological well-being in the digital age.

## 2 Method

This study used quantitative methods. Quantitative research is a type of research that focuses on testing theories by measuring research variables using numerical data and analyzing them through statistical procedures[21]. This study used a *correlational* approach with a *cross-sectional* design to determine the relationship between two or more variables. The research population consists of Generation Z TikTok social media users in Sidoarjo Regency, aged 20 to 24 years. Based on data from the Central Statistics Agency (BPS) of Sidoarjo Regency in 2020, the population in this age range was recorded at 193,564 people[22].

The sampling technique used in this study was *non-probability sampling* with a *purposive sampling* approach, which is the deliberate selection of respondents based on certain criteria in line with the research objectives. The criteria for participants were Generation Z individuals aged between 20 and 24 years old who were active users of the social media platform TikTok and resided in the Sidoarjo Regency. The research sample consisted of 270 Gen Z individuals obtained from a 10% significance level table according to Isaac and Michael. Sampling was conducted online using Google Forms and a Likert scale. These instruments were distributed through social media platforms, using *purposive sampling* techniques. This study linked two X variables, namely Self-Disclosure and Social Comparison, with the Y variable, namely Social Anxiety. All instruments in this study used scales that had been adapted from the original instruments, either through translation or cultural context adjustment to make them relevant to the characteristics of respondents in Indonesia. In addition, the three scales underwent a tryout process to test their validity, reliability, and item discrimination before being used as the main research instruments.

First, the instrument used to measure social anxiety is the *Social Anxiety Scale for Adolescents (SAS-A)* developed by La Greca and Lopez, which has been translated and adapted into Indonesian by Zainatul Dilla. This scale consists of 29 items covering three main aspects, namely *fear of negative evaluation*, *social avoidance and distress in general*, and *social avoidance specific to new situations or strangers*[23]. This scale has a reliability coefficient of 0.901, with item-total correlation values ranging from 0.328 to 0.734, indicating high internal consistency[23].

Second, the scale used to measure self-disclosure is the self-disclosure scale developed based on Wheelless's theory (1978), namely *the Revised Self-Disclosure Scale (RSDS)*. This scale has been compiled and adapted by Nailun Izzati Wahdah without major modifications from its original form. This scale consists of 23 statement items developed based on five main dimensions of self-disclosure, namely the intention to disclose oneself (*intent*), the amount of disclosure (*amount*), the positive or negative nature of the information shared (*positiveness/negativeness*), control over the depth of information shared (*control of depth*), and the honesty and accuracy of the information disclosed[24]. This scale has high reliability with a Cronbach's Alpha coefficient of 0.884 and an item-total correlation index within the valid range[24].

Third, the scale used to measure social comparison is the *Iowa-Netherlands Comparison Orientation Measure (INCOM)* developed by Gibbons and Buunk. This scale has been translated into

Indonesian and adapted by Nida'ul Jannah. This instrument consists of 10 items that reflect two main aspects of social comparison, namely the *ability* aspect and the opinion aspect[25] . This scale shows a good level of reliability with a coefficient value of 0.805. The item-total correlation on this scale ranges from 0.367 to 0.659[25] .

This study used multiple linear regression as a data analysis technique. The researcher used *IBM SPSS Statistics v31.0.1.0 software* to analyze the effect of Self-Disclosure and Social Comparison on Social Anxiety among Generation Z TikTok users. To ensure the accuracy of the parameter estimates, classical assumption tests were conducted beforehand. Multiple regression analysis aims to determine the direction of the relationship between each variable, whether positive or negative, and to predict changes in the dependent variable based on variations in the independent variables.

### 3 Results and Discussion

#### 3.1 Results Descriptive Data

**Table 1.** Characteristics Based on Gender

Gender	Frequency	Percentage
Male	149	55.2
Female	121	44.8
Total	270	100

Based on table 1, 270 respondents, the majority were male (55.2%), while females accounted for 44.8%.

**Table 2.** Characteristics Based on Age

Age	Frequency	Percentage
20	83	30.7
21	98	36.3%
22	56	20.7
23	17	6.3%
24	16	5.9
Total	270	100

Based on Table 2 the age range of respondents was 20–24 years old. The largest age group was 21 years old (36.3%), followed by 20 years old (30.7%) and 22 years old (20.7%). The ages of 23 and 24 had smaller proportions, namely 6.3% and 5.9%, respectively.

**Table 3.** Self-Disclosure Score Categories

Category	Number	Percentage
----------	--------	------------

<b>Low</b>	64	23.7
<b>Medium</b>	183	67.8%
<b>High</b>	23	8.5%
<b>Total</b>	270	100

Based on Table 3 the majority of respondents were in the moderate category (67.8%), indicating that they were quite open in sharing personal information, but remained selective and not completely open.

**Table 4.** Social Comparison Score Categories

<b>Category</b>	<b>Number</b>	<b>Percentage</b>
<b>Low</b>	28	10.4
<b>Medium</b>	228	84.4%
<b>High</b>	10	3.7%
<b>Total</b>	270	100

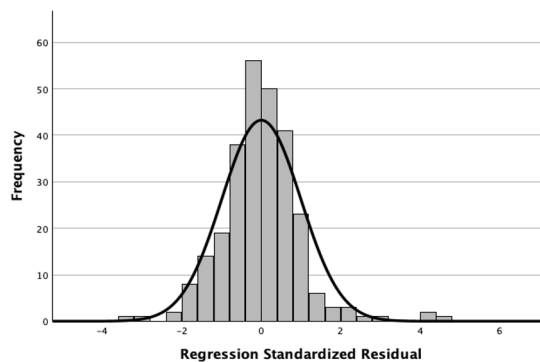
Based on Table 4 most respondents were in the moderate category (84.4%), indicating that they engaged in social comparison at a reasonable level, neither excessive nor too low.

**Table 5.** Social Anxiety Score Categories

<b>Category</b>	<b>Number</b>	<b>Percentage</b>
<b>Low</b>	17	6.3
<b>Medium</b>	225	83.3%
<b>High</b>	28	10.4%
<b>Total</b>	270	100

Based on Table 5 the majority of respondents were in the moderate category (83.3%), which means they had normal levels of social anxiety that was still manageable and not extreme.

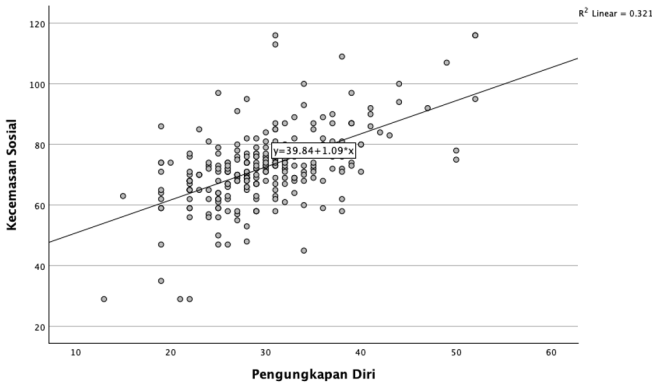
### 3.2 Normality Test



**Fig.1.** Normality Test

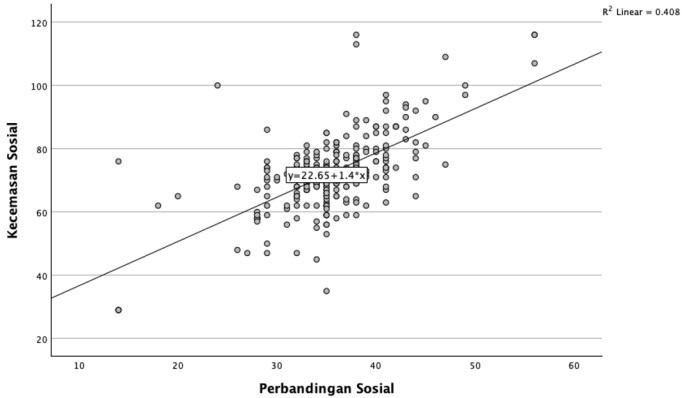
The normality test is used to determine whether the data distribution follows a normal distribution pattern. In this study, normality was examined through histogram analysis, as shown in Figure 1. Data can be considered normal if the histogram forms a bell-shaped curve. Based on the results presented in the table, it can be seen that the histogram pattern shows a clear bell-shaped curve, confirming that the variables in this study meet the normality assumption[26]

**Partial Regression Plot.**Partial Regression Plot (PRP) is used to test the assumption of linearity by seeing whether there is a linear relationship (straight line) between the independent variable (X) and the dependent variable (Y) after controlling for the influence of other independent variables. In PRP, the regression line displayed is expected to be parallel or in the same direction as the data point distribution. If the pattern tends to be curved, this indicates a non-linear relationship that is less suitable for the standard linear regression model and may indicate the need to use other analysis methods, such as quadratic regression. In addition, a significant p-value indicates a statistically significant linear relationship[27] .



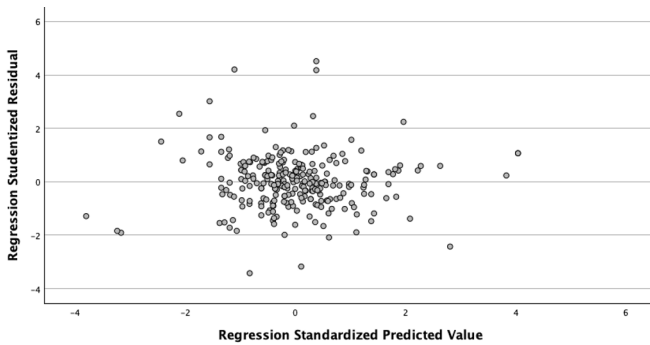
**Fig.2.** Linearity Test of Social Anxiety vs. Self-Disclosure

Based on the Partial Regression Plot between Self-Disclosure and Social Anxiety, it can be seen that the data points are scattered along the regression line and form a positive linear pattern. as shown in Figure 2 this indicates that the relationship between the variables of Self-Disclosure and Social Anxiety is linear, so that the assumption of linearity in regression analysis is fulfilled.



**Fig.3.** Linearity Test of Social Anxiety vs. Social Comparison

Based on the Partial Regression Plot (PRP) between Social Comparison and Social Anxiety, it can be seen that the data points are scattered along the regression line and form a positive linear pattern. as shown in Figure 3 this pattern shows that the relationship between the variables of Social Comparison and Social Anxiety is linear after controlling for other independent variables. Thus, it can be concluded that the assumption of linearity in regression analysis is fulfilled, so that the Social Comparison variable is suitable for use in a linear regression model to predict Social Anxiety.



**Fig.4.** Heteroscedasticity Test

Based on the graph, as shown in Figure 4 it can be seen that the data points do not form a specific pattern. The random distribution of points indicates that there is no regular pattern. Therefore, it can be concluded that the data in this study does not experience heteroscedasticity[26]

**Table 6.** Multicollinearity Test

	Collinearity Tolerance	Statistics VIF
<b>Self-Disclosure</b>	.702	1.424
<b>Social Comparison</b>	.702	1.424

Based on Table 6 the results of the multicollinearity test, a Tolerance value of 0.702 and a Variance Inflation Factor (VIF) of 1.424 were obtained for the Self-Disclosure and Social Comparison variables. A tolerance value greater than 0.10 and a VIF value less than 10 indicate that there is no **multicollinearity** between the independent variables in the regression model[28]

**Pearson's Correlation**

		Correlations		
		Pengungkapan Diri	Perbandingan Sosial	Kecemasan Sosial
Pengungkapan Diri	Pearson Correlation	1	.546***	.566***
	Sig. (2-tailed)		<.001	<.001
	N	270	270	270
Perbandingan Sosial	Pearson Correlation	.546***	1	.639***
	Sig. (2-tailed)	<.001		<.001
	N	270	270	270
Kecemasan Sosial	Pearson Correlation	.566***	.639***	1
	Sig. (2-tailed)	<.001	<.001	
	N	270	270	270

\*\*\*. Correlation at 0.001(2-tailed)

**Fig.5.** Pearson's Correlation Test

Based on the results of Pearson's correlation test on 270 respondents, it was found that Self-Disclosure was positively and significantly related to Social Comparison ( $r = 0.546$ ;  $p < 0.001$ ) with a moderate strength of relationship. Furthermore, Self-Disclosure also has a positive and significant relationship with Social Anxiety ( $r = 0.566$ ;  $p < 0.001$ ), indicating a moderate relationship. In addition, Social Comparison shows a positive and significant relationship with Social Anxiety ( $r = 0.639$ ;  $p < 0.001$ ) with a moderate to strong relationship strength. These results indicate that increased Self-Disclosure and Social Comparison are associated with increased levels of Social Anxiety, making all variables worthy of further analysis using multiple linear regression. as shown in Figure 5

**Hypothesis Testing**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19409.483	2	9704.741	120.951	<.001 <sup>b</sup>
	Residual	21423.184	267	80.237		
	Total	40832.667	269			

**Fig.6.** Multiple Linear Test Based on F Value

Based on the ANOVA test results, as shown in Figure 6 the Fcount value was 120.951 with a significance level of  $p < 0.001$ . These results indicate that the regression model

is simultaneously significant, so it can be concluded that self-disclosure and social comparison together have a significant effect on social anxiety. Thus, the simultaneous hypothesis in this study is accepted.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 <sup>a</sup>	.475	.471	8.957

Fig.7. Multiple Linear Regression Test

Based on the Model Summary results in the multiple linear regression analysis, as shown in Figure 7 the R value of 0.689 indicates a relatively strong relationship between the independent variables, namely self-disclosure and social comparison, and the dependent variable of social anxiety. The R Square value of 0.475 indicates that 47.5% of the variation in social anxiety can be explained by these two independent variables, while the remaining 52.5% is influenced by other factors outside the research model. Furthermore, the Adjusted R Square value of 0.471 shows that after adjusting for the number of independent variables, the regression model still has good explanatory power, namely 47.1%. The *Standard Error of the Estimate* value of 8.957 illustrates the level of error in predicting social anxiety. Thus, the multiple linear regression model used in this study can be considered quite good and suitable for explaining and predicting social anxiety based on self-disclosure and social comparison. as shown in Figure 8 and Figure 9

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.988	3.588		5.013	<.001
	X1	.598	.102	.310	5.860	<.001
	X2	1.030	.116	.469	8.875	<.001

Fig.8. Multiple Linear Regression Test Coefficients

**Crosstabulation**

			Kat_KECEMASAN			Total
			RENDAH	SEDANG	TINGGI	
GENDER	Laki - laki	Count	10	124	12	146
		% within GENDER	6.8%	84.9%	8.2%	100.0%
		% within Kat_KECEMASAN	58.8%	55.1%	42.9%	54.1%
		% of Total	3.7%	45.9%	4.4%	54.1%
Perempuan		Count	7	101	16	124
		% within GENDER	5.6%	81.5%	12.9%	100.0%
		% within Kat_KECEMASAN	41.2%	44.9%	57.1%	45.9%
		% of Total	2.6%	37.4%	5.9%	45.9%
Total		Count	17	225	28	270
		% within GENDER	6.3%	83.3%	10.4%	100.0%
		% within Kat_KECEMASAN	100.0%	100.0%	100.0%	100.0%
		% of Total	6.3%	83.3%	10.4%	100.0%

Fig. 9. Crosstabulation of Social Anxiety (Y)

### 3.3 Discussion

Social anxiety is a psychological condition characterized by excessive feelings of fear, anxiety, and discomfort when individuals are in social situations or when interacting with other people[29]. This condition is often accompanied by concerns about negative judgments from the social environment, so that individuals tend to avoid certain social interactions or situations[11]. Among Generation Z as active social media users, social anxiety has become a relevant phenomenon given the high intensity of digital-based social interactions, particularly through the TikTok platform.

The results of multiple linear regression analysis show that self-disclosure and social comparison simultaneously have a significant effect on social anxiety. An *R Square* value of 0.475 indicates that these two variables together can explain 47.5% of the variation in social anxiety among Generation Z TikTok users. Meanwhile, 52.5% of the variation in social anxiety is influenced by other factors not examined in this study, such as self-esteem, social support, emotional regulation, self-control, and individual personality characteristics.

Referring to the results of the descriptive analysis, it shows that the intensity of social anxiety among respondents in this study is in the moderate to high category. These results indicate that the majority of Gen Z TikTok users experience social anxiety at a significant frequency. This situation indicates that the use of social media does not always have a positive effect on an individual's psychological well-being. Exposure to content that displays ideal standards related to lifestyle and social achievements can trigger psychological pressure, especially when individuals feel they cannot meet these standards.

The Pearson correlation test *results* show a positive relationship between self-disclosure and social anxiety. This means that the more individuals engage in self-disclosure on social media, the higher their level of social anxiety. This finding shows that openness in sharing personal information, feelings, and experiences on social media has the potential to trigger an increase in social evaluation of individuals. Individuals who more frequently engage in self-disclosure activities in digital public spaces tend to be more open to comments, criticism, and negative responses from other users, which can increase feelings of anxiety, insecurity, and fear of social judgment.

In addition, the correlation test results also show that social comparison has a stronger positive relationship with social anxiety than self-disclosure. This indicates that individuals who often compare themselves with others on social media, whether in terms of physical appearance, achievements, or lifestyle, tend to be more prone to social anxiety. *Upward comparison*, which is comparing oneself with individuals who are considered superior, can lower self-confidence and increase feelings of insecurity, thereby reinforcing anxiety in social situations[19].

Independent self-disclosure shows a positive and significant effect on social anxiety. These results indicate that the higher an individual's tendency to express themselves on social media, the higher their level of social anxiety. Although self-disclosure is often seen as a means of gaining social support in the context of social media, this openness can also increase an individual's exposure to uncontrolled social judgment, thereby triggering anxiety. The social comparison variable shows a more dominant positive effect on social anxiety than self-disclosure. These findings indicate a larger regression coefficient and *standardized coefficient* ( $\beta$ ) for social comparison.

These results emphasize that social comparison is the strongest factor in predicting social anxiety among Generation Z TikTok users. Repeated exposure to content that displays life benchmarks, achievements, and appearances can reinforce an individual's tendency to evaluate themselves negatively, which ultimately triggers social anxiety.

In addition, the *crostabulation* analysis results show that the percentage of female respondents in the higher social anxiety category is higher than that of male respondents. This finding is consistent with previous studies that state that women have a higher tendency to experience social anxiety. Based on theory, these conditions can be understood through biological factors, such as the role of hormones in regulating emotions, and psychosocial factors, including the process of gender socialization that emphasizes affective responses to interpersonal evaluation. In addition, women tend to exhibit a cognitive pattern of *rumination*, which is the tendency to repeatedly think about negative experiences, which has the potential to increase the level of anxiety experienced[30].

In the context of social media, women are more vulnerable to pressure related to judgments about physical appearance and ideal appearance standards. Exposure to visual content on TikTok that displays proportional bodies, attractive lifestyles, and social popularity can increase the tendency for social comparison among women, thereby increasing the risk of social anxiety. These results show that gender factors need to be considered in understanding the dynamics of social anxiety among social media users. Thus, the findings of this study are that social anxiety among Generation Z TikTok users is influenced by behavioral factors, namely self-disclosure, and cognitive factors in the form of social comparison, with social comparison as the most dominant predictor variable. These results emphasize that psychological dynamics on social media are diverse and do not always have a positive impact on an individual's psychological health.

This study has several limitations, including the use of a quantitative research design with a cross-sectional approach and the variables studied being limited to self-disclosure and social comparison. Therefore, further research is recommended to develop a research model by adding other psychological variables, such as self-esteem, emotion regulation, coping strategies, or social support, as well as using a longitudinal design or mixed methods to obtain a more comprehensive understanding of social anxiety among Generation Z social media users.

## 4 Conclusion

The results show that self-disclosure and social comparison have a positive and significant effect on social anxiety among Generation Z users of the social media platform TikTok. The higher the individual's tendency to disclose personal information and engage in social comparison on social media, the higher the level of social anxiety felt. Simultaneously, both variables are able to explain some of the variation in social anxiety, with social comparison being the most dominant predictor. These findings indicate that exposure to content that displays ideal standards related to appearance, achievement, and lifestyle can encourage negative self-evaluation and increase vulnerability to social anxiety, especially in individuals who actively interact and compare themselves in the digital space.

Based on these findings, it is recommended that Generation Z be more prudent in using social media by managing the limits of self-disclosure and reducing the tendency to make unrealistic social comparisons. Digital literacy and mental health education need to be implemented by educational institutions, counselors, and psychology practitioners to help individuals understand the psychological impact of social media and develop more adaptive usage patterns. This study has limitations in the data collection process, where respondent participation does not fully ensure the level of TikTok social media usage activity. Therefore, the findings of this study are expected to serve as material for evaluation and development in future research.

## References

- [1] Cindy Nurlaila, Qurrotul Aini, Sharla Setyawati, and April Laksana, "The Dynamics of Gen Z Behavior as the Internet Generation," *Konsensus J. Ilmu Pertahanan Huk. and Communication Science*, vol. 1, no. 6, pp. 95–102, Nov. 2024, doi: 10.62383/konsensus.v1i6.464.
- [2] Santika Erlina F., "Indonesia's Internet Penetration Rate Reaches 79.5% by 2024." Accessed: July 11, 2025. [Online]. Available: <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/e6f9d69e252de32/tingkat-penetrasi-internet-indonesia-capai-795-per-2024>
- [3] Indonesian Internet Service Providers Association (APJII), "APJII: Number of Internet Users in Indonesia Reaches 221 Million People." Accessed: July 11, 2025. [Online]. Available: <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- [4] J. J. Arnett, *Emerging adulthood: The winding road from the late teens through the twenties, 2nd ed.* Oxford University Press, 2024.
- [5] Ministry of Health of the Republic of Indonesia, "Ministry of Health of the Republic of Indonesia. Key Findings of the 2018 Riskesdas." [Online]. Available: <https://www.kemkes.go.id/resources/download/info-terkini/hasil-riskesdas-2018.pdf>
- [6] Sakitri Galih, "Welcome Gen Z, The Drivers of Innovation!"
- [7] Duarte Fabio, "TikTok User Age, Gender, & Demographics (2025)." Accessed: July 07, 2025. [Online]. Available: <https://explodingtopics.com/blog/tiktok-demographics>
- [8] We Are Social, "The Impact of TikTok on Teen Mental Health." Accessed: June 22, 2025. [Online]. Available: <https://data.goodstats.id/statistic/pengaruh-tiktok-terhadap-kesihatan-mental-remaja-0RVCO>
- [9] H. Aslam et al, "The Impact of Low Self-Esteem, Social Comparison, and TikTok/Instagram on Social Anxiety: An Examination of TikTok and Instagram as Social Mirrors", doi: 10.33282/rr.vx9i2.80.
- [10] Hamid Syarif Abdurahman, "A Study of Social Anxiety Among 10th Grade Students at SMAN 1 Sungai Raya," *J. Pendidik. Pembelajaran Khatulistiwa*, vol. 14, pp. 37–44, 2025.
- [11] N. N. Faiza and E. W. Maryam, "Self-Disclosure, Social Comparison, and Social Anxiety Among Gen Z Social Media Users."

- [12] Ahmed Arooj, "Poll Reveals Gen-Z Feels Stressed After Social Media Use; Facebook, TikTok, Instagram Blamed For Anxiety." Accessed: June 22, 2025. [Online]. Available: [https://www.digitalinformationworld.com/2024/08/poll-reveals-gen-z-feels-stressed-after.html?utm\\_source=chatgpt.com#google\\_vignette](https://www.digitalinformationworld.com/2024/08/poll-reveals-gen-z-feels-stressed-after.html?utm_source=chatgpt.com#google_vignette)
- [13] T. L. Rodebaugh, S. R. Klein, T. Yarkoni, and J. K. Langer, "Measuring social anxiety related interpersonal constraint with the flexible iterated prisoner's dilemma," *J. Anxiety Disord.*, vol. 25, no. 3, pp. 427–436, Apr. 2011, doi: 10.1016/j.janxdis.2010.11.006.
- [14] M. A. Sigarlaki and A. A. Nurvinkania, "The Relationship Between Social Anxiety and Self-Disclosure in Friendships," *Humanit. J. Psikol.*, vol. 6, no. 3, pp. 345–362, Dec. 2022, doi: 10.28932/humanitas.v6i3.5807.
- [15] R. Intan Dinata and M. Pratama, "The Relationship between Social Comparison and Body Image in Early Adults Using TikTok Social Media," *Ranah Res. J. Multidiscip. Res. Dev.*, vol. 4, no. 3, pp. 217–224, June 2022, doi: 10.38035/rrj.v4i3.477.
- [16] N. A. Setiawati, "The Relationship between Social Comparison and Body Image in Students Who Use Instagram Social Media".
- [17] H. Jana, D. Dominika, and V. Eubica, "Psychological Personal Well-Being in Real and Virtual World," *Psychology*, vol. 15, no. 05, pp. 764–778, 2024, doi: 10.4236/psych.2024.155046.
- [18] E. I. Fitrianti and Y. K. Herdiyanto, "The Impact of Social Comparison on Social Media Users: A Literature Review," *J. Psikol. Udayana*, vol. 3, no. 2, Oct. 2016, doi: 10.24843/JPU.2016.v03.i02.p13.
- [19] A. Putri Maharani Usmar, Eva Meizara Puspita Dewi, and Harlina Hamid, "The Effect of Upward Comparison on Body Image in Female Adolescent Social Media Users in Makassar City," *PESHUM J. Educ. Soc. and Hum.*, vol. 1, no. 4, pp. 269–280, June 2022, doi: 10.56799/peshum.v1i4.436.
- [20] M. Anita Lestari and T. Aminatus Solekhah, "The Relationship Between Social Comparison and Social Anxiety in Young Instagram Users in Jakarta," *J. Impresi Indones.*, vol. 1, no. 10, pp. 1044–1051, Oct. 2022, doi: 10.36418/jii.v1i10.483.
- [21] Paramita, R. W. D., Rizal, N., & Sulistyana, R. B., *Quantitative research methods*.
- [22] Sidoarjo Central Statistics Agency, "Population by Gender and Age Group (Souls), 2020." Accessed: June 22, 2025. [Online]. Available: <https://sidoarjokab.bps.go.id/id>
- [23] Dilla Zainatul, "The Relationship Between Self-Esteem and Social Anxiety in Choosing a Life Partner Among Early Adult Women in Sampoiniet District, Aceh Jaya Regency".
- [24] Wahdah Nailun Izzati, "The Relationship Between Self-Control and Self-Disclosure with Facebook Usage Intensity Among Junior High School Students at Sunan Giri Malang," 2016.
- [25] N. Jannah, "The Influence of Social Comparison on Body Dissatisfaction among Female Students of the Faculty of Economics, UIN Maulana Malik Ibrahim Malang, Mediated by Self-Esteem," 2019.
- [26] M. Ginting, "The Influence of Hospitality and Customer Bonding on Customer Satisfaction at Dopamine Café Medan," *J. MUTIARA Manaj.*, vol. 7, no. 1, pp. 55–65, July 2022, doi: 10.51544/jmm.v7i1.2921.

- [27] D. S. Arora, “The Impact of Emotional Storytelling on Brand Loyalty: A Study of Consumer Engagement through Social Media Advertising”.
- [28] M. A. Aris, “The Effect of Capital Intensity, Audit Quality, Thin Capitalization, and Gender Diversity on Tax Aggressiveness,” vol. 8, no. 1, 2025.
- [29] S. U. Nurinasari, I. Noviekayati, and A. Ananta, “Self-Compassion and Introvert Personality: A Portrait of Social Anxiety in Adolescents,” *JIWA J. Psikol. Indones.*, vol. 2, no. 04, Jan. 2025, doi: 10.30996/jiwa.v2i04.12585.
- [30] M. N. Sulistyani and W. S. Hertinjung, “Understanding Student Anxiety in Greater Solo: The Contribution of Personality, Social Support, and Gender,” *J. Al-AZHAR Indones. SERI Hum.*, vol. 9, no. 3, p. 230, Dec. 2024, doi: 10.36722/sh.v9i3.3454.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

