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# The Study of Baby Boomers and Generation Z's Attitudes Towards Generational Mental Health Dynamics

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Syracuse University  
December 2023

# The Study of Baby Boomers and Generation Z's Attitudes Towards Generational Mental Health Dynamics



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# MEET THE TEAM



# MEET THE TEAM



## Hunter Harpin

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Abigail Sweeney is a current graduate student at S.I. Newhouse School of Public Communications at Syracuse University pursuing her master's degree in Public Relations. Abigail received her B.A. in Communications with a minor in Arts Administration from Le Moyne College in 2023. She plans on working in social media and content creation after graduation.

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# EXECUTIVE SUMMARY



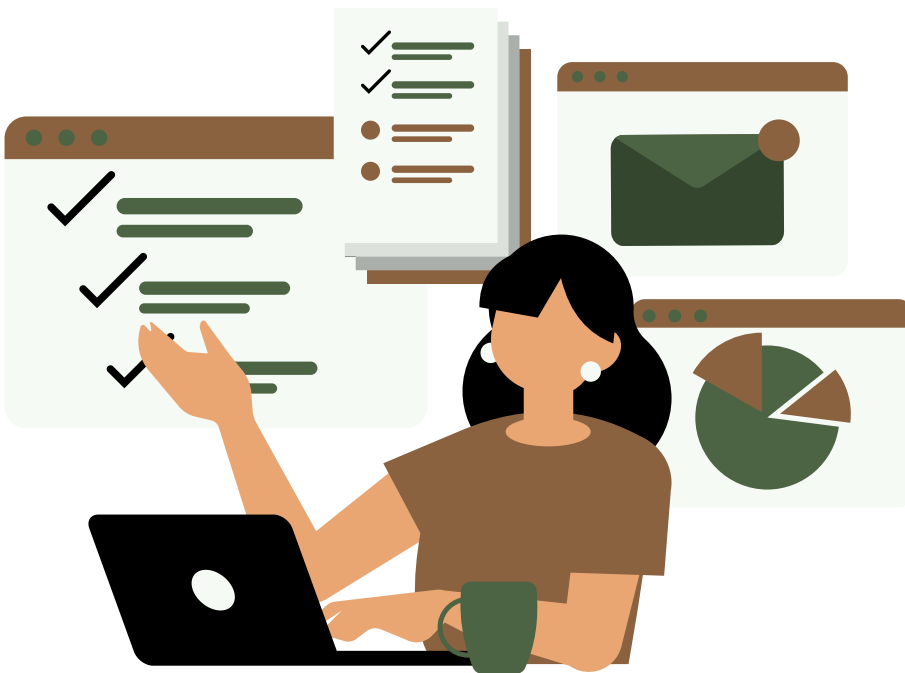
# EXECUTIVE SUMMARY

The purpose of this research is to compare and contrast how different historical events have impacted Generation Z members' and the Baby Boomers' attitudes towards mental health and how those attitudes have guided members of these generations to feel about medical experts and the technology that they use to deliver their services in the post-COVID era. Studying these topics allows our group to make recommendations as to how medical experts should go about interacting with members of the Generation Z and Baby Boomer generations respectively, based on how historical events have influenced their attitudes towards mental health topics, their perceived value of medical experts and their preferences in receiving medical care. Medical experts will be able to further utilize this research to design communicative pathways created to increase the likelihood that Generation Z and Baby Boomer members of society will participate in and interact with desired mental health services.

This research focuses on Generation Z members between the ages of 18 and 26 years old, as well as Baby Boomers who are between the ages of 68 and 77 years old. As Generation Z members are between the ages of 11 and 26, our research is limited to members above the age of 18 who are able to legally consent to participating in our study. Based on this span of nine years featuring the oldest age group of Generation Z, we decided to also study the oldest nine year span of the Baby Boomer Generation, resulting in our group selecting those who are between the ages of 68 and 77 as the other half of our target audience.

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## SITUATIONAL ANALYSIS





# SITUATIONAL ANALYSIS

Boomers have portrayed themselves to be generally less educated when it comes to mental health diagnoses and disorders, as demonstrated by Ashlyn Avera's 2017 study titled *Differences in Mental Health Education Across Baby Boomers, Generation X, and Millennials*. Avera states "On average, 55.9% of Millennials, 55.3% of Generation X, and 50.4% of Baby Boomers correctly identified whether a given behavior was a symptom of a mental illness. Millennials had the most success (77%) at matching symptoms with their corresponding mental illnesses; followed by respondents from Generation X (75.6%) and Baby Boomers (63.4%). Baby Boomers, compared to both Millennials and people from Generation X, were significantly less able in both identifying symptoms of a mental illness and correctly matching symptoms to their corresponding mental illness" (Avera, 2017, 13). These statistics are significant to our study because they are correlated to the idea that a majority of Baby Boomers have not experienced what they have perceived to be mental health disorders and diagnoses to the degree that generations younger than them have. This correlation is emphasized by the article *The Generation Gap Revisited: Generational Differences in Mental Health, Maladaptive Coping Behaviors, and Pandemic-Related Concerns During the Initial COVID-19 Pandemic*, which states "Our results showed that the younger generations (i.e., Millennials and Gen Zers) reported a greater increase in mental health symptoms when compared to Gen Xers and Baby Boomers, even though older adults are considered a higher "at-risk" group for health complications and/or hospitalization for COVID-19 infection. Specifically, we found that Millennials and Gen Zers have higher rates of Major Depressive Disorder (MDD) and Generalized Anxiety Disorder (GAD). Gen Xers and Baby Boomer groups showed little increase in rates of these disorders. These results are consistent with studies that have found that psychopathology symptoms were generally higher among younger generations compared to older generations." (Grelle et al., 2023, 1-12) The study conducted by Avera provides reasoning to the results of the study conducted by Grelle et al., in that Baby Boomers may not be knowledgeable of mental health symptoms, explaining why they do not report they are experiencing symptoms of mental health illnesses because they are not aware that they are experiencing them.

As Generation Z is positioning itself to be the most diverse and educated generation, those who are young adults are also more open to discussing their mental health. Simpler than that, Gen Z is more "tuned in to recognizing issues with their mental health" (Shoichet, 2023). Generation Z is significantly

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more likely to report their mental health as fair or poor (St. Bonaventure University Online, 2022). While this may be due to a decline in overall mental health, another factor is at play. Young adults in Generation Z are also more likely to share their struggles with mental health (St. Bonaventure University Online, 2022). These numbers may change if social pressures encourage all generations to be honest about their mental health issues. Being online constantly has created a world of transparency and authenticity, one not originally seen on social media. Teens and young adults are experiencing an online world where they are introduced to people they can relate to, people going through what they have been through. Relatability helps encourage others to be honest, leading many Gen Zers to openly share their own experiences with mental health and mental illness.

The question then presents itself, why do Baby Boomers have a more difficult time recognizing mental health conflicts? As explained briefly in *Baby Boomers' Intergenerational Relationships*, "The Baby Boomers' relationships with their parents shaped cultural, educational, and economic experiences throughout their childhood. In young adulthood, the Baby Boomers encountered remarkably different social circumstances than their parents did, including the women's movement, the sexual revolution, rising divorce rates, and enhanced educational opportunities" (Fingerman et al., 2012, p. 199-209). Baby Boomers were significantly more educated than their parent generation as they had access to a reformed educational system and less stress in their daily lives, leading to healthier development. Growing up in a home where their parents experienced a less comfortable and rewarding lifestyle resulted in Baby Boomers adopting the values of their Silent Generation parents, which emphasized being efficient with resources and relying on your family in times of turmoil. Nulsen expands further on this idea by stating "Many of the Silents raised their children to be 'seen and not heard'" (2023), meaning Baby Boomer Generation children were raised to be confident members of society, rather than raised to voice their concerns. The Silent Generation instilled characteristics in Baby Boomers that encouraged them to be self-sufficient in providing for themselves and their families, in the potential wake of disaster. As a result, Baby Boomers have a rigid attitude regarding what is defined as a real problem and what is defined as a problem that is shared by all, such as mental health concerns.

Gen Z, on the other hand, is more open to sharing their emotions, getting vulnerable and expressing how they feel. They are more willing to share their stress and other experiences that have caused them

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to feel negatively. The potential increased tolerance for stress has increased across all populations, from 3.7 to 3.9 from 2017 to 2018 (Bethune, 2019). 91% of Gen Z claim to have experienced one physical or emotional symptom related to stress, such as feeling depressed or sad (Bethune, 2019). As technology has become more advanced and news is more accessible, Gen Z is also more aware of current events. 57% of Gen Z members feel stressed about issues in the news, compared to 45% of all adults (Bethune, 2019). This is in part due to the experience had by Gen Z members to experience multiple traumatic events. The older side of Gen Z lived through 9/11, trying to make sense of the tragedy through their childhood. While trying to understand a cruel world of terrorism and pain, Gen Z watched the adults they loved suffer through the 2008 financial crisis, where many children witnessed parents or guardians losing their jobs and their homes. This is similar to the Baby Boomers, who experienced the Great Depression in the early stages of their lives. Generation Z has seen an increase in domestic terrorism, with mass shootings in the US defining them. Finally, as Gen Zers prepared to enter the adult world, they were hit with the COVID-19 pandemic and forced to isolate for months at a time, in constant fear of the coronavirus. Through these traumatic events for the world, Gen Z grew up seeing the pain it caused to the people they loved. They are hyper-aware of current events and what is happening in the media, feeling the impact of these issues (Bethune, 2019).

In 2020 researchers conducted a study as to why members of the Baby Boomer Generation provide in-family child care for their grandchildren if they are generally known as the most “..selfish and individualistic” generation. The study found that “Grandparents drew on three main ‘values-based’ discourses regarding motivations to care for grandchildren: (1) the importance of family-based childcare, (2) normative familial obligations to children and (3) intergenerational solidarity. We consider these values in turn, and then discuss ways in which some grandparents adapted their employment and housing circumstances in order to provide childcare” (Airey et al., 2020, 1). In other words, Baby Boomers may be educated enough to understand the inner workings of mental health diagnoses and disorders, however, adopted generational values of the Silent Generation passed down by family members tend to hold more value than the formal education Boomers have received about mental health. Boomers emphasize the values of being efficient with their resources and maintaining the

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physical health of the family. The concept that Boomers advocate for the efficient utilization of resources is demonstrated in Airey's 2020 study, in which Baby Boomers willingly looked after their grandchildren to avoid their children spending money on something that they thought was the responsibility of a grandparent anyway. Boomers' perceived need for professional childcare is equivalent to how Boomers feel about engaging with mental health topics and discussions; it's not worth the resources. Boomers are forever waiting for the Second Great Depression to start and in doing so, they overlook mental health as they essentially believe that one's physical presence is less mendable than their mental presence, that a thought can be replaced but the physical body cannot. and thus the health of our physical body should be prioritized over our mental health.

The idea that Baby Boomers value their physical health more than their mental health is strengthened in Boomers' response to the COVID-19 pandemic. According to a national survey conducted by Morning Consult in March of 2020, it was "...found that 87 percent of baby boomers (those born between 1946 and 1964) were practicing social-distancing measures, compared with 83 percent of Gen Xers (1965 and 1980), 76 percent of millennials (1981 and 1996) and 73 percent of the Gen Z crowd over the age of 18 (1997 and 2001). Numerous follow-up surveys confirmed this pattern, with boomers being the age group most willing to self-isolate" (Stone, 2020). If we compare this study to Avera's 2017 study measuring the ability of Baby Boomers to recognize symptoms of mental illness, there is a clear discrepancy in knowledge regarding the subjects. As Boomers were less likely to be able to identify symptoms of mental illness, they were more likely to pay attention to, protect against and identify the dangers of the COVID-19 pandemic, based on the fact that the pandemic posed a more physical, observable threat to society. Boomers were initially perceived as being wholly unbothered by the COVID-19 pandemic, but Stone suggests that Boomers were rather misunderstood in their feelings related to the pandemic, as "a combination of selection bias — boomers are less publicly vocal on social media, so we don't get to hear them complain about having to nag their children to stay indoors — and our obsession with interpreting social trends through generational stereotypes" has led to the misconception that Boomers were not taking the Covid-19 Pandemic seriously (Stone, 2020). The results of the Morning Consult national survey support Stone's claim that Boomers were inaccurately

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represented in their response to the COVID-19 pandemic, providing evidence that Boomers were more responsive than Generation Z, Generation X and the Millennial Generation (Stone, 2020). These findings also support our assessment that Boomers are more likely to respond to situations that could threaten the physical health of their family or themselves, rather than situations brought on by mental health conflicts.

At the start of the COVID-19 pandemic, Gen Z was viewed as a key generation to stop the spread of the coronavirus (Gharzai et al., 2020). “Their ability to rapidly distill information, with long-standing engagement with rapid news cycles, will enable them to seamlessly move with the rapidly changing and fluid nature of the pandemic... Finally, their motivation to break down traditional social hierarchy may allow them to better reach our leaders with innovative ideas to mitigate the economic impact of this pandemic” (Gharzai et al., 2020, para. 10). Due to being such a social generation, Gen Z struggled at the beginning of the pandemic, often still meeting in large groups of people and continuing travel plans. “During the initial period of the COVID-19 pandemic, the younger cohorts (Gen Z and Millennials) rated significantly worse on mental health indices, including major depression, GAD, perceived stress, loneliness, quality of life, and fatigue” (Grelle et al., 2023, para. 1). The pandemic also affected the older end of Gen Z more with their main concerns being their health and financial security (Harari et al., 2022). “Another recent study on Gen Z values found that Gen Z core values were openness to change, self-enhancement, and self-transcendence, whereas the less important values were related to conservation” (Harari et al., 2022, para. 14). Gen Z’s openness to change and self-enhancement aligns with research on their openness to mental health conversations and improvements.

Wiley’s article *Understanding today’s workforce: Generational differences and the technologies they use* also highlights Boomers’ attitude towards complying with authority in a participatory manner, which supports the idea that Boomers would “comply” with receiving the COVID-19 vaccination and additional booster shots. Furthermore, Boomers are generally more accepting of the COVID-19 vaccine as reinforced by the article *Generational differences in beliefs about COVID-19 vaccines*, which states “Misinformation about vaccine safety affecting perceptions are more likely to spread through social media platforms than traditional media such as local TV and newspapers. People who rely on traditional media, largely Baby Boomers born in 1946–1964, have higher vaccine acceptance compared to those

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who rely on social media” (Hsing-Chun Wang et al., 2022, 1). This is important to our study because it portrays the context in which the Baby Boomer Generation is willing to participate in a newly created vaccine to prioritize their physical health, over what may be years of mental health problems. This is not to say that every member of the generation individually suffers from mental health problems, but that when members from this generation are experiencing mental health concerns, they are more likely to prioritize their physical well-being.

Technology has had a mix of effects on Gen Z. The negative side is that it causes them to have fewer face-to-face interactions which has caused high levels of depression in the generation (Harari et al., 2022). Technology, however, can help Gen Z with mental health as well. “Gen Z respondents are more likely than other generations to use digital wellness apps and digital mental health programs. Additionally, respondents indicate that certain aspects of social media use can benefit their mental health, such as using social media for self-expression.” (Coe et al., 2023, para. 4) With Gen Z being willing to continue to use these online resources for their mental health and finding the solutions themselves (Coe et al., 2023), it continues to support our findings that Gen Z is more open about their mental wellbeing.

Boomers may generally portray themselves to be ignorant of the complexities of mental health topics and discussions, however, this cold, calculated response is an effort to honor the thought processes put forth by their Silent Generation parents. Boomers choose to ignore the complexities of mental health topics and discussions as these conversations do not directly relate to the physical health and well-being of their family or themselves. The public relations situation is then to further educate Baby Boomers as to the value of allocating resources towards mental health while incorporating this value within a family setting or in a way that allows the family to participate. This study will analyze how Baby Boomers between the ages of 68 and 77 years were raised to ignore the complexities of mental health topics and discussions in adopting the values of their Silent Generation parents and how adopting these values has impacted their current knowledge of mental health topics and discussions.

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# DEMOGRAPHICS



# DEMOGRAPHICS

## Gender

Our research is not confined by gender, meaning it will study both male and female Baby Boomers' engagement with and response to mental health. This also applies to Generation Z, as this topic applies to all genders and all gender expressions. Mental health topics are universal in who they can affect in that both males and females are impacted by various mental health crises and diagnoses. The Baby Boomer Generation, however, demonstrates a "... 50/50 male to female(ratio), with female boomers gaining the edge as the generation ages" (Grimes, n.d.).

## Age

The Baby Boomer Generation is made up of persons born between 1946 and 1964, meaning they are between the ages of 59 and 77 years old respectively. Mental health crises and diagnoses impact Boomers of all ages, but for this study, we will focus on Boomers between the ages of 68 and 77 years old, as Boomers within this age range are more likely to be part of Silent Generation families that are directly linked to the lived experiences of the Great Depression and WWII. As a result, Boomers from this age range are also more apt to be hesitant in discussing mental health topics as the Silent Generation's influence is more apparent in behavior and personal values. All other demographics of this age group are congruent with the demographics defined, which indicate the generational demographics of Baby Boomers as a whole. In analyzing how the more stubborn half of the generation engages with mental health topics and discussions, we can then apply strategies to increase these discussions amongst the less stubborn half of the generation, being those who are between the ages of 59 and 67 whose families are farther removed from the lived experiences of the Great Depression and WWII.

To further emphasize the varying ideals of both generations, we have chosen to focus on those in Generation Z born between 1997 and 2007. Originally, Generation Z covers those born between 1997 and 2012 (Parker & Igielnik, 2020). This age group of 18-26 is old enough to think independently and develop their own values separate from those they grew up with.



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## Educational Level

The education level of Baby Boomers is higher than the education level of the Silent Generation due to the educational reformations that took place following WWI, the Great Depression and WWII. During times of famine and war, the United States government did not have the assets to prioritize educational values and rather focused on providing families with what the government could afford to supply, as well as maintaining war efforts. Though the Silent Generation was not born during the time of WWI, after it ended, the Great Generation families who were having children were trying to recuperate from the repercussions of WWI while trying to feed their children in the onset and eventual climax of the Great Depression. This cycle was then repeated as parents within the Silent Generation had to recuperate from the Great Depression and WWII mentally and physically, while going through the process of childbirth.

Between 1946 and 1964 the international atmosphere was still filled with tension, yet the United States was not a direct competitor in a physical war, meaning the focus shifted from international conflict to bettering the American experience. Those who grew up as Baby Boomers were more apt to succeed educationally as a result of proper nourishment, stability in the home and the newly reformed educational system put into place following WWII (Knickman & Snell, 2002, 849-884). As a result; approximately 28% of the general population of Baby Boomers have completed college and obtained a bachelor's degree, 16% of Baby Boomers ages 25-34 had less than a high school level education, 38% of Baby Boomers ages 25-34 had a high school diploma or GED equivalent, 23% of Baby Boomers ages 25-34 had some college educational experience, 23% of Baby Boomers ages 25-34 had a bachelor's degree or higher (Anderson, 2021, p. 1).

Generation Z, while still young adults and children, is on track to become the best-educated generation yet (Parker & Ignielnik, 2020). Part of this is due to the fact that they are more likely to have college-educated parents and Americans are more likely to pursue higher education these days. The job market has become a world where the higher the degree you have, the more likely you are to get a job. This has further encouraged young adults to stay in school and pursue higher education to have a better chance of getting a higher-paid job.

# DEMOGRAPHICS

For Generation Z, the advancement of technology has given them a better chance to become more highly educated, as the world is at their fingertips. Many can get degrees online, without moving away from home. Opportunities are readily available for this generation, as a priority is being placed on education and the ability to return to school while in the workforce. Due to this accessibility, nearly half of those in Generation Z are enrolling in or completing college (Annie E. Casey Foundation, 2023). This number is also thought to increase over time, as part of this generation is still in junior high or high school.

## Income Level

According to the U.S. Bureau of Statistics in 2018, Baby Boomers have a median income of \$80,000 per household before taxes annually (Chero, 2018). Boomers report a median net worth of \$200,000 to \$255,000 per individual. Baby Boomers are the “wealthiest” generation in terms of generational eras (Pino, 2022). Furthermore, approximately 8% of non-Hispanic whites live in poverty, approximately 19% of non-Hispanic blacks live in poverty and approximately 18% of Hispanics live in poverty as of 2016. Generally, low-income Boomer families depend on income from Social Security, while high-income Boomer families depend on a combination of Social Security income, income from assets such as stocks and real estate and on-the-job income (Mather et al., 2016, #1).

One of the major historical events that shaped Generation Z was the 2008 financial crisis. While they were not in the workforce, they saw the effects firsthand as loved ones lost their jobs. Partially due to the financial crisis, 1 in 4 Gen Zers grew up in poverty and a larger share of this generation live in low-income households than any other generation (Annie E. Casey Foundation, 2023). With inflation on the rise and the job market in flux, it can be difficult for a young adult to be on their own and live above the poverty line. The median income for Generation Z is \$33,800 annually (Kaplan, 2022), which is a sharp decline from what the Baby Boomer generation reports. The majority of Gen Z who are in the workplace feel as though they are living paycheck to paycheck.

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## Location

A majority of Baby Boomers reside in the Midwest, Deep South and Rocky Mountain regions of the United States; however, coastal regions are also popular places to live amongst the generational population. States such as Florida, Arizona and California that feature a coastal destination are known landing spots for the Boomer Generation. Generally, Boomers like to migrate to cities such as San Francisco, Portland (Oregon), Minneapolis, Denver, Dallas, Washington DC, Phoenix and Atlanta (Rogerson & Kim, 2005, #1).

Generation Z's popular locations to reside match with the most populous states. California and Texas are the largest homes to Generation Z, with Wyoming and Vermont reporting the fewest (Annie E. Casey Foundation, 2023). Part of this is young adults moving to a populous area for better chances of getting a high-paying job, but most of this comes from the fact that most Gen Z still live at home. Logically, it makes sense that those still living at home are going to be in the most populous locations of the United States.

## Ethnicity

The American Baby Boomer Generation is comprised of 72% non-Hispanic White individuals, 10% non-Hispanic Black individuals, 5% non-Hispanic Asian individuals, 10% Hispanic individuals and 2% other ethnicities (*US Population Distribution, by Generation and Race/Ethnicity, in 2020 Articles*, 2020).

The American Gen Z population is made up of 52% non-Hispanic white individuals, a much lower percentage than that of previous generations (Parker & Ignielnik, 2020). This generation is more racially and ethnically diverse than any other generation before it. Part of this may be due to Generation X parents growing up with the decision to strike down all race-based legal restrictions on marriage. As the United States struck down laws of discrimination, interracial marriage became more acceptable, leading to a more diverse generation of children.

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## Family Size

Baby Boomer households feature on average 2.1 persons per household. The decimal most likely reflects Millennial children of the Boomers who are still living at home (U.S. Bureau of Labor Statistics, 2018, 1-40). While approximately 12% of Boomers are divorced or separated, 68% of Boomers were married between the ages of 25 and 34 years old, as well as had a biological child in the household. Only 20% of Boomers did not marry between the ages of 25 and 34 years of age (Anderson, 2021, 1). “Roughly one in three Boomers is unmarried. Widowhood and never marrying in the first place play a role, but declining Boomer marriage rates are mostly because of divorce. Boomers are the first generation that has increased its divorce rate as the cohort aged into their fifties and beyond, making Boomers—the same generation that came of age with the Moral Majority, founded in 1979—the generation with the least stable marriages in American history” (Filipovic, 2020, 1). Low marriage rates amongst this generation could account for the approximate population of two persons per family.

For Generation Z, the family size varies as a lot of this generation still lives at home with their parents. Two-thirds of Gen Z have two married parents, while ¼ live in single-parent households (Cox, 2022). These days, the number of children per household has been declining, so this generation is significantly less likely to have been raised in large families. As millennials are more likely to postpone familial milestones such as getting married or having children, Gen Z is more likely to grow up in an untraditional family structure (Ha, 2019).

## Lifestyle Preferences

Baby Boomers are known for their generational wealth because many have one foot in the doorway of a job and another foot walking toward retirement. Boomers know how to save, trickling money into assets as time goes on to later withdraw during retirement. Boomers are so efficient at saving money that 60% of Boomers owned a home between the ages of 25 and 34 years old (Anderson, 2021, 1). As alluded to by Wiley in the article *Understanding today's workforce: Generational differences and the technologies they use*, Boomers grew up with the variations of more advanced technologies that younger generations are accustomed to today, allowing them to use their experiences in interacting with older

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technologies to learn to utilize new methods of communication and media consumption. Wiley states “...the technologies Baby Boomers grew up with— television, fax machines, mobile phones, and the internet were still developing as they started and built their businesses. Now, those in this age group are using smartphones, social media, the cloud, and other variations of these technologies.” (Wiley, 2020) This context is important to our study because it provides evidence that Baby Boomers are capable of accessing information in ways that are current with how society interacts with media, data and information. The article goes on to state that “Boomers believe you can have it all if you work hard enough. Their attitude about life is mostly optimistic, as long as you take on the responsibility to make good things happen. The belief, ‘work hard and reap the reward’ results in a purposeful and participatory attitude toward authority. Nevertheless, if those in charge are acting in unacceptable ways, it is not uncommon to see Boomers rebel...The Boomer way to get ahead is to obtain the appropriate education on your own without the help of others. The motto that resonates is, ‘Just do it.’” (Wiley, 2020) This quote is important because it reflects Boomers’ general attitude towards taking responsibility to succeed in various contexts, including but not limited to; succeeding in the workforce, obtaining an “appropriate education” and complying with authority as is ethically acceptable. In times of the COVID-19 pandemic, Boomers were generally more accepting of receiving a vaccination since they were less likely to interact with misinformation related to the vaccine itself, as explained in the article *Generational differences in beliefs about COVID-19 vaccines*, “People who rely on traditional media, largely Baby Boomers born in 1946–1964, have higher vaccine acceptance compared to those who rely on social media.” (Hsing-Chun Wang et al., 2022, p. 1).

During the 2008 Recession, Boomers suffered investment losses and in some cases bankruptcy as a result of having a majority of their financial assets situated in savings accounts, stocks, retirement funds and real estate (Anderson, 2021), (Bump, 2023). Following the 2008 Recession, pensions decreased in value as a result of businesses having less resources available to be able to contribute to these accounts. In addition, as the value of real estate decreased, many Boomers owed more on their loans than the value of their properties. Supplemental pressures are inherited by Boomers who are forced to take care of both their parents and children as life expectancy increases. Having to take care of both older and younger generations of a family leads to less financial resources being available to take care of yourself (Bump,

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2023). Under these circumstances, the psychological pressure of being caught between being economically independent and providing for their families increases the chance that Boomers will face mental health problems and situations. These findings support our study in that they portray Boomers to be motivated financially in helping to maintain their families wellbeing, regardless of the impact that providing for their families may have on their mental health.

One of the major lifestyle changes that has changed by generation was the use of the internet and social media platforms. 97% of those in Generation Z use at least one of the seven major online platforms (Parker & Ignielnik, 2020). Technology is increasingly accessible, this generation being the first to grow up with easily accessible technology from the moment they were born (Turner, 2015, 108). Through this, Generation Z lacks face-to-face interaction and social image is increasingly important to them (Barhate & Dirani, 2022). This generation is more likely to make career decisions based on attitudes, self-perception, relationships and motivations, placing a priority on work-life balance (Barhate & Dirani, 2022). With various historical events shaping this generation's childhood, such as 9/11, the 2008 financial crisis and the COVID-19 pandemic, Generation Z is also more likely to lead with emotion than with logic.

# 5

## AUDIENCE PERSONAS



# GEN Z



## OLIVIA DAVIS

Olivia is currently a 19-year-old college student located in Pittsburgh, PA. She works on campus as a part time student worker. She is creative and spends a lot of her free time scrolling through social media. Olivia is an extroverted individual who is passionate about her hobbies and thoughtful of others.

AGE.....19  
LOCATION.....Pittsburgh, PA  
EDUCATION.....Pursuing Bachelors Degree  
OCCUPATION.....Part Time Student Worker  
INCOME.....\$10,000/yr  
ETHNICITY.....White  
MARITAL STATUS.....Single

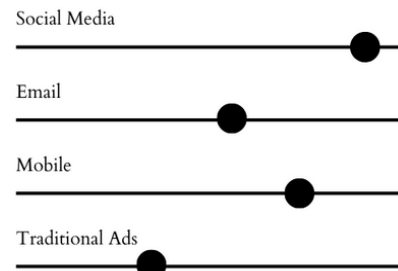
### GOALS

- Maintain good grades
- Receive degree that she is passionate about
- Keep up with social media and trends/news
- Have a fun personal life outside of school
- Get good internship/job during or after college

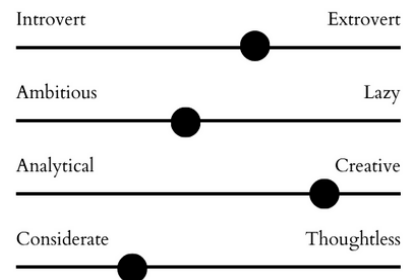
### CHALLENGES

- Maintaining work/school-life balance
- Maintaining friends and relationships
- Finding internship for degree
- College stress
- Financial stability

### PREFERRED CHANNELS



### PERSONALITY



## JAKE MATTHEWS

Jake is a 24-year-old working an entry-level job in Dallas, Texas. He's happy with his job and would like to move further up in the company. He spends a lot of his free time on social media and absorbing technology. Jake leans more towards creativity and is thoughtful of others.

AGE.....24  
LOCATION.....Dallas, Texas  
EDUCATION.....Bachelors Degree  
OCCUPATION.....Entry Sales Representative  
INCOME.....\$40,000/yr  
ETHNICITY.....Biracial  
MARITAL STATUS.....Single

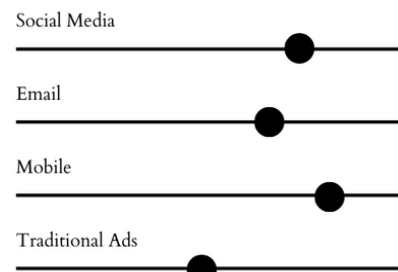
### GOALS

- Get a higher-level job
- Have good work-life balance
- Keep up to date on social media/news
- Have job that he enjoys

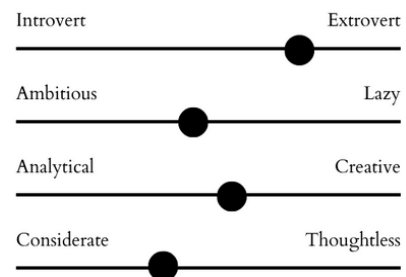
### CHALLENGES

- Maintaining a work-life balance
- Work stress
- Financial stability
- Moving up in job/company

### PREFERRED CHANNELS



### PERSONALITY





# BABY BOOMER



## NANCY GOODMAN

Nancy is 75 years old and resides in Washington D.C. She is working on maintaining a hobby since her retirement. Nancy is more on the extroverted side and spends her time catching up with her community, family and friends. She is very thoughtful of others.

AGE.....75  
 LOCATION.....Washington D.C.  
 EDUCATION.....High School Diploma/GED  
 OCCUPATION.....Retired  
 INCOME.....\$80,000/yr  
 ETHNICITY.....Non-Hispanic Black  
 MARITAL STATUS.....Married

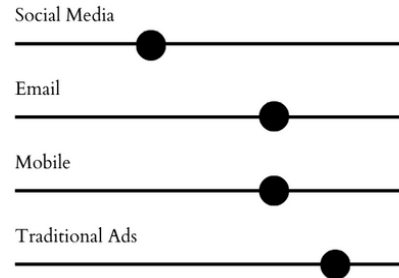
### GOALS

- Maintain relationships, communicate regularly with family/friends
- Keep up with news
- Maintain hobbies through retirement

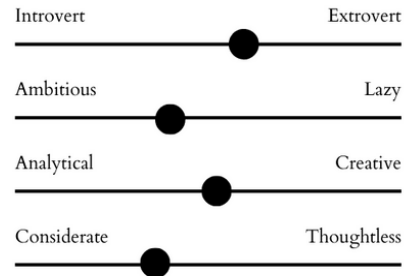
### CHALLENGES

- Keeping up with technological advancements/social media
- Medical/health problems
- End of life arrangements

### PREFERRED CHANNELS



### PERSONALITY



## GEORGE FIGUROLA

George is 70 years old and residing in San Francisco, CA. Since retiring, he has gotten a part-time job to keep busy on top of trying to find some hobbies. George is more on the introverted side and has more analytical thinking. In his free time, he catches up with family over the phone and watches the news.

AGE.....70  
 LOCATION.....San Francisco, CA  
 EDUCATION.....High School Diploma/GED  
 OCCUPATION.....Part-Time Job, Retired  
 INCOME.....\$80,000/yr  
 ETHNICITY.....Non-White Hispanic  
 MARITAL STATUS.....Divorced

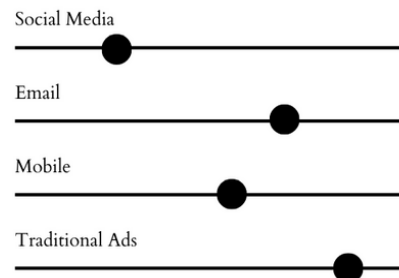
### GOALS

- Maintain relationships, communicate regularly with family/friends
- Keep up with news
- Maintain hobbies through retirement

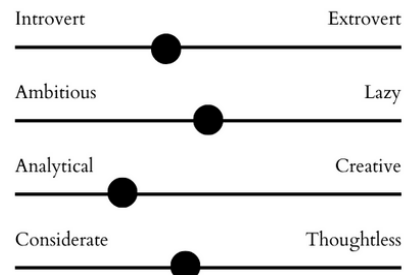
### CHALLENGES

- Keeping up with technological advancements/social media
- Medical/health problems
- End of life arrangements

### PREFERRED CHANNELS



### PERSONALITY



# 6

## RESEARCH OBJECTIVES



# RESEARCH OBJECTIVES

This study focuses on comparing and contrasting how major historical events have impacted society and how those events have further resulted in the generational dissemination of shared values towards mental health topics, experts and diagnoses. Furthermore, our study analyzes how advancements made in communicative technology during and after the Covid-19 Pandemic impacted generational attitudes towards mental health topics, experts and diagnoses.

- 1 To compare and contrast how different historical events have impacted Baby Boomers' and Gen Z's attitudes towards mental health
- 2 To determine how perspectives differ in relation to how Baby Boomers and Generation Z feel about medical experts and expertise
- 3 To analyze how advancements in technology post-COVID can lead to discussions between the generations relating to breaking mental health stigmas

7

# RESEARCH METHODS



# RESEARCH METHODS

In carrying out our primary research, we have decided to conduct a social listening analysis spanning Brandwatch and 30 total posts and articles to further analyze the sentiment of communication related to mental health topics across our selected generations. We have also decided to implement an online survey in order to collect specific responses to topics that our group will use in combination with our social listening analysis to specify the challenges that both Baby Boomers and Generation Z face in communicating about mental health topics in the post-Covid era. Analyzing prior sentiment collected via Brandwatch, posts and articles and then comparing this sentiment with the more current responses provided by the survey allow our group to study if attitudes have grown to be more positive or negative as society is further removed from the Covid-19 Pandemic, as well as what factors may be contributing to these opinions.

## Research Method 1: Social Listening Analysis (Brandwatch)

**Sampling Frame:** March 31, 2020–October 27, 2023

**Rationale:** We chose to refer to Brandwatch to see the statistics overall compared to the 30 chosen social media posts we also analyzed. Through Brandwatch, we could see the amount of posts regarding mental health for Boomers and Gen Z from the beginning of the COVID-19 pandemic to the present. This way, we can see how sentiment has changed, the spikes in emotion over the last 3 years and see what the majority of people have to say about mental health and its stigma.

**Execution:**

- Recruiting Method: None
- Location: Online (Brandwatch)
- Length: None
- Incentive: None
- Number of Social Media Posts: 35 million social media posts

**Data Analysis Method:** Brandwatch analysis

# RESEARCH METHODS

## Research Method 2: Social Listening Analysis (Content Analysis)

**Sampling Frame:** Our content analysis encompasses 30 total posts and articles acquired from Twitter, Instagram, TikTok, Facebook and various mental health service platforms. Factual information provided by professional mental health resources such as FHE Health, The Therapist and Gallup were used in combination with opinions analyzed within the content of health blogs provided by MintLounge and Quora. This content was created between November 2020 and October 2023.

**Rationale:** Social Listening Analysis allows for our group to understand the sentiment, emotions and words used to describe how each generation may feel towards communicating their mental health struggles. Furthermore, these posts offer insight into how each generation felt about communicating during and after the Covid-19 Pandemic, as society became more reliant on technology for safe communication. Being able to analyze these sentiments, emotions and words allows for our group to piece together what may be causing the stigma in relation to talking about mental health struggles in each generation respectively.

### **Execution:**

- Recruiting Method: None
- Location: Online
- Length: 10 minutes
- Incentive: None
- Number of Social Media Posts/Articles: 30

**Data Analysis Method:** Content analysis

## Research Method 3: Online survey

**Sampling Frame:** We chose to survey a specific age range within each generation group. For Baby Boomers, we chose an age range of 68-77 and for Generation Z, we chose an age range of 18-26. We also chose to choose participants from large metropolitan areas and coastal cities, where many Baby Boomers and Gen Z members reside.

# RESEARCH METHODS

**Rationale:** For this method, we chose to use a survey so we could get data directly from the source: the members of these generation groups. While our secondary research helped us build a foundation, having a direct connection with these people will help us to better refine and narrow down our study.

**Execution:**

- Recruiting Method: Sending our survey out through <https://www.dynata.com/>
- Location: Online
- Length: 25 questions
- Incentive: Monetary incentive determined by Dynata
- Number of Participants: Estimated 300 participants, 150 per generation group

**Data Analysis Method:** Qualtrics Data Analysis

## Research Method 4: Focus Group

**Sample Frame:** The sampling frame of our focus group included four Generation Z participants and four Baby Boomer participants. Generation Z participants were all Syracuse University students between the ages of 18–26, while Baby Boomer participants were retired citizens between the ages of 68–77.

**Rationale:** The focus group contributes to our research in providing a comparison between the values that guide Baby Boomers and Generation Z members of society to address mental health concerns. Allowing Baby Boomers and Generation Z participants to cross-converse during their responses to our questions created an authentic and conversational flow of information. While both generations valued the in-person nature of interacting with their mental health physicians, generational responses differed in what may drive members of each generation to visit their mental health care professional in the first place. The responses our team received will be further analyzed to anticipate the ways in which each generation is likely to engage in addressing their mental health concerns as societal conflicts and technological advancements arise.

# RESEARCH METHODS

**Execution:** In order to gather Generation Z participants, our team asked fellow classmates and graduate students who attend S.I. Newhouse School of Public Communications at Syracuse University in person. Baby Boomer participants were acquired via calling family and friends who were of the specified Boomer demographic. Our group was sure to let participants know that they would be entered into a raffle for a \$20.00 gift card, in which the winner would be announced at the end of our conversation together. To begin the session, three of our four Boomer participants experienced difficulty accessing Zoom and required additional assistance to do so. While all Boomer participants were eventually able to connect to the Zoom session, three out of four of them were not able to display their video successfully, resulting in only one Boomer participant having their video on during the conversation. Reversely, all but one Generation Z participant had their video on during the session. Participants were asked to respond to five questions and were able to speak freely as they formed an opinion. At the end of the session, we randomized the eight participants' names to choose who would win the \$20.00 gift card. The winner had the choice as to where the gift card would apply, which our group acquired and mailed to them.

Location: Online Zoom Meeting

Length: Approximately one hour

Incentive: \$20.00 gift card raffle to an establishment of the winner's choosing

Number of Participants: 8



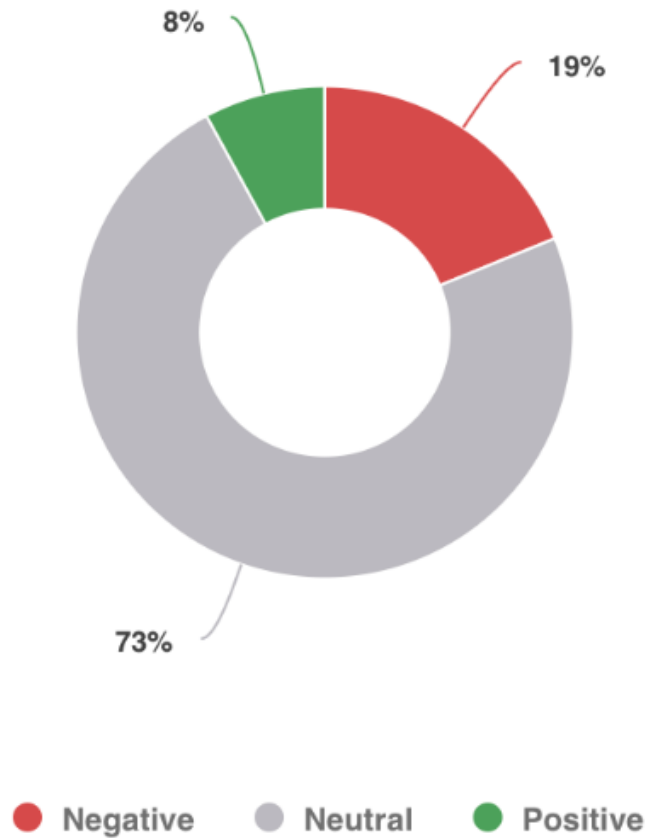


# RESULTS & ANALYSIS



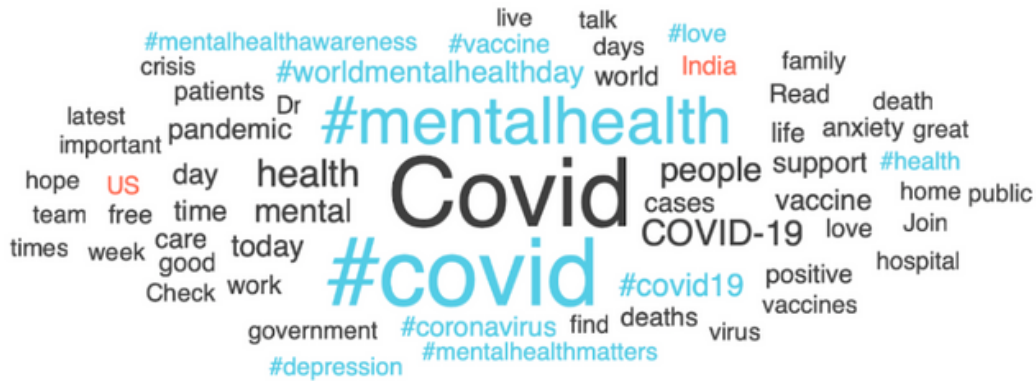
# RESULTS & ANALYSIS

## Social Listening Analysis - Brandwatch analysis

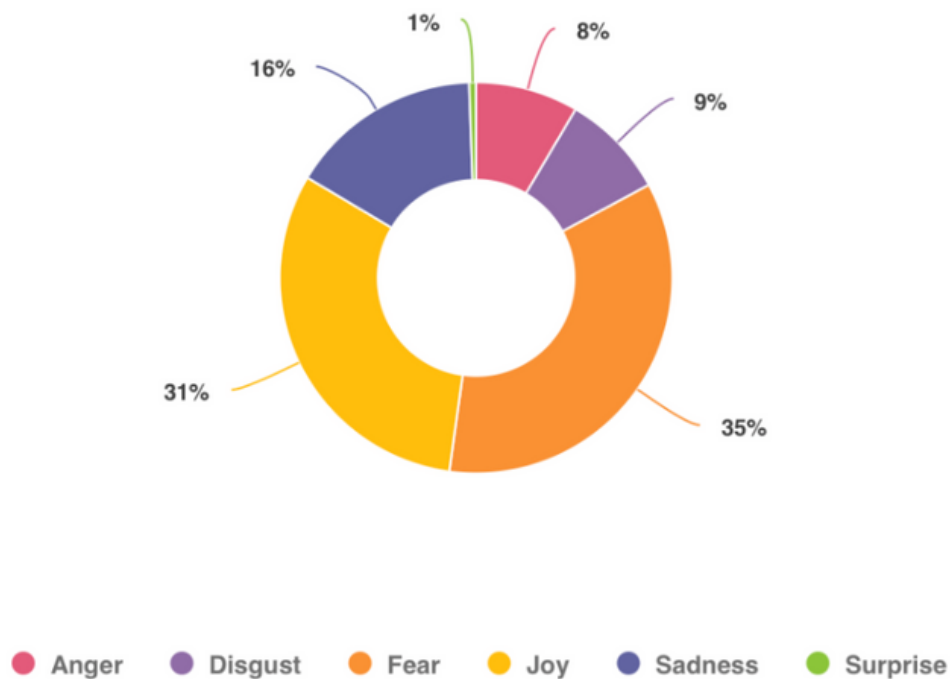


Over the last three years of analysis, there has been a mostly neutral sentiment in regard to mental health. Much of this sentiment is neutral due to factual information and news outlets reporting on statistics regarding mental health. Disregarding the neutral sentiment, the posts are overwhelmingly negative. This enforces the idea that there is still a stigma in terms of mental health. Many of these negative posts are either discussing the emergence of mental health issues as a result of COVID-19 or discussing the negative stigma linked with mental health. This enforces our research objective in investigating how technology in the post-pandemic era starts mental health conversations for Baby Boomers and Gen Z. With social media becoming mainstream, both generation groups are sharing their vulnerable stories about mental health for the first time, effectively breaking the stigma

# RESULTS & ANALYSIS



This word cloud shows the keywords used by social media users when posting about mental health. The COVID-19 pandemic seems to be at the forefront of peoples' minds, which enforces our research objective both about technology in the post-COVID era as well as the lack of trust in medical expertise for Baby Boomers. As the COVID-19 pandemic began to plateau, the vaccine debates increased, leaving questions for those unsure about the vaccine and the medical experts who recommended it. Also included in the keywords are talk and #mentalhealthmatters, promoting the idea that social media users are encouraging others to discuss mental health and break the stigma of ignorance.



# RESULTS & ANALYSIS

This graph shows the perceived emotions conveyed in the social media posts regarding mental health in the COVID-19 era and post-pandemic. The chart shows while fear was the leading emotion, joy is close behind. The fear seems to be directly related to concerns of physical health, a concern prominent during the pandemic. This fear is linked in belief by Boomers that their physical health is more important to them than their mental health. Older generations tend to value their physical health over their mental health, rooted in their upbringing. This led to a lack of trust in medical experts, enforcing our research objective on how lack of trust in medical experts has affected how people think of mental health as a medical issue. Due to the fact that people have grown to distrust medical experts, they are less likely to approach and speak with a professional about mental health issues.

## Social Listening Analysis - Content Analysis

Based on the 30 posts and articles that our team analyzed, the results can be summarized in the following bullet points:

- A majority of the comments expressed negative sentiment (12), with 11 expressing neutral sentiment and six expressing positive sentiment.
- A majority of conversations about mental health topics and Covid-19 related technology took place in the Fall with 14 conversations.
- Baby Boomers are more likely to be unaware of their mental health conflicts based on being taught to ignore them as they grew up.
  - It is not that Baby Boomers do not have mental health struggles, it is rather that Boomers do not consider these problems to require medical attention.
    - Ex: “Growing up as a baby boomer, I did not know a single person with a nut allergy, autism or ADHD. Nor anyone who admitted to a mental health issue. My mother often woke at 4am gripped by anxiety. But she called it ‘indigestion.’ What else were we innocent of?”

# RESULTS & ANALYSIS

- “I am a Boomer. My mother was bipolar and an alcoholic. My father was an alcoholic and lived for years with undiagnosed PTSD. And I didn’t realize this until I started doing social work in the 1980’s and these things were finally discussed.”
- Generation Z members are more apt to directly address their mental health struggles in public forums.
  - Generation Z members are generally more comfortable with voicing their societal, personal and mental concerns on social media.
    - Ex: “As founders, we endure the toughest moments & biggest learning lessons (which are often failures). The most important thing to hold onto: Courage. From pitch decks to “oh shit” moments — our journey as Gen-Z founders has been quite the ride. We’re proud to share that we officially closed our seed funding as we push toward addressing the #youth and #GenZ mental health crisis.”
    - Ex: “Fuck COVID. If I have to teach one more boomer how to use Zoom I’m going to combust.”
- Neutral sentiment consists of factual data, as well as Boomer’s stating that they have no particular opinion in regards to mental health topics, as they are less educated in regards to these discussions.
  - Ex 1: “As World Mental Health Day approaches, new research commissioned by GRiD has found that money-related stress and anxiety are the biggest health and wellbeing concerns among all generational employee demographics, except for Baby-boomers.”
  - Ex 2: "So, I do know that there were issues that we didn't know how to deal with."

# RESULTS & ANALYSIS

## “Mental Health Attitudes” Survey Analysis

### Demographics (Q1-9):

#### Q1: Age

- 73.08% of participants were Gen Z (Ages 18-26)
- 26.92% of participants were Baby Boomers (Ages 68-77)
  - More Gen Z participants participated than Baby Boomers

#### Q2: Gender

- More female participants (53.37%) participated than males (45.19%)

#### Q3: Ethnicity

- 37.5% of participants are white/caucasian
  - Majority of participants
- 27.4% of participants are black
- 17.31% of participants are hispanic

#### Q4: Employment Status

- Majority of participants were either employed full-time, retired or students

#### Q5: Level of Education

- Majority of participants have a high school diploma or have some college but no degree
- Least participation from those with professional degrees

#### Q6: Marital Status

- Majority of participants are single
  - Many are also married/partnered

#### Q7: Annual Household Income in 2022

- Majority of participants make less than \$20,000/year

# RESULTS & ANALYSIS

## Q8: Cities



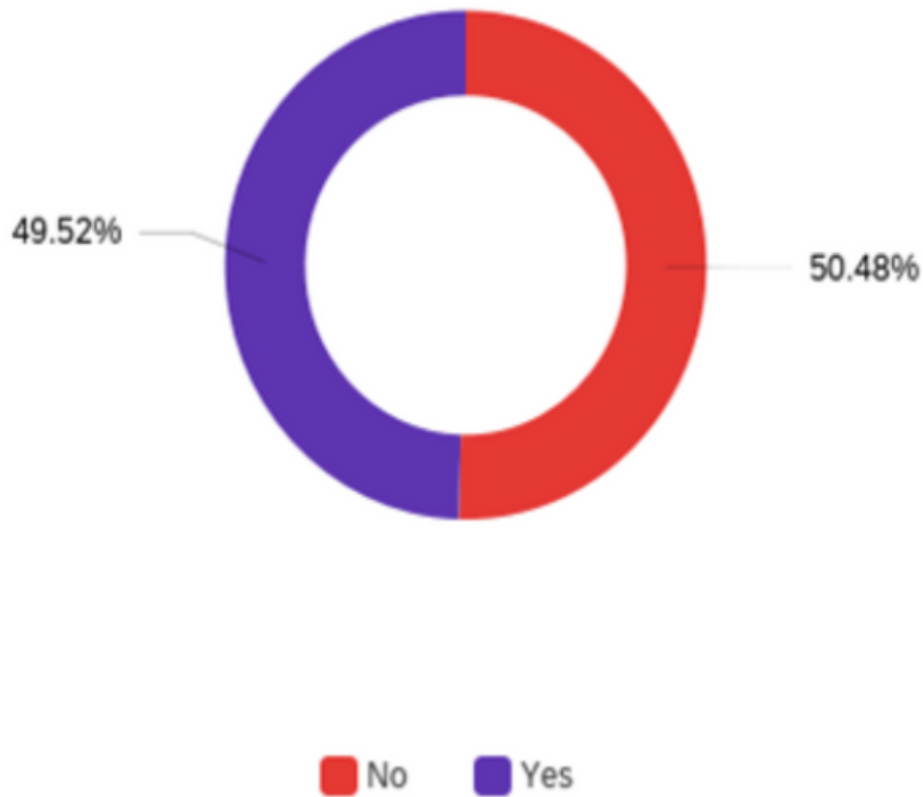
## Q9: States



# RESULTS & ANALYSIS

## Q10: Were you taught to accept and discuss mental health growing up?

- 49.52% of respondents answered “Yes”
- 50.48% of respondents answered “No” to being taught to accept and discuss mental health growing up.

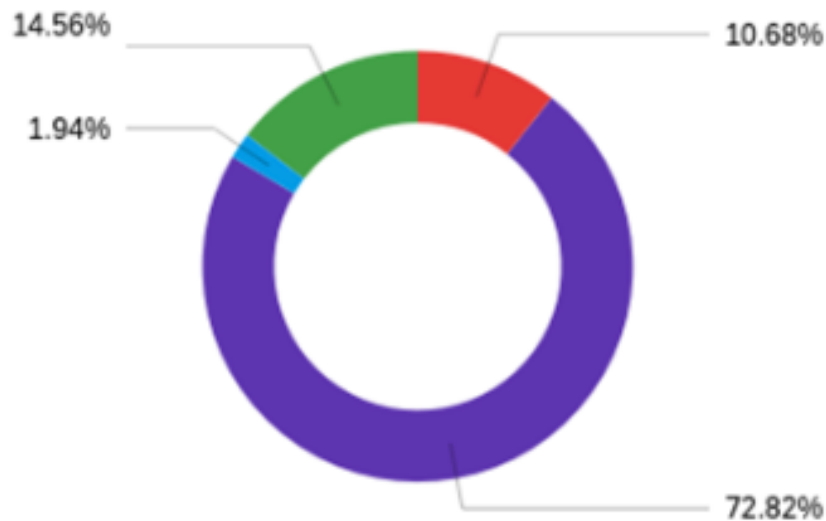




# RESULTS & ANALYSIS

## Q10a: In what ways were you taught to accept and discuss the issue of mental health? (BASED ON 103 “YES” RESPONSES TO Q10)

- 72.82% of participants were encouraged to talk about their feelings
- 14.56% were taught not to see their mental health issues as a negative
- 10.68% were not taught to accept and discuss the issue of mental health
  - Generation Z participants were more likely to be taught not to accept or discuss mental health
  - In comparison to Boomer participants who indicated they were more likely to be taught their mental health issues were not negatively impacting them (congruent with focus group)
- 1.94% answered “Other”

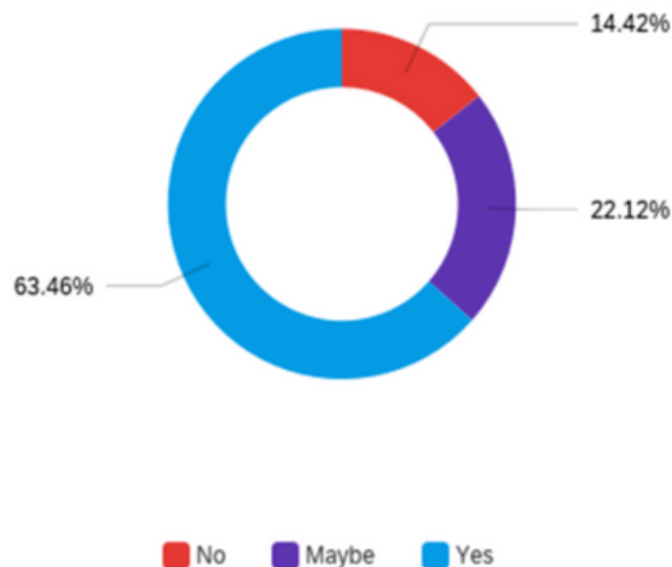


- I was not taught to accept and discuss the issue of mental health.
- I was encouraged to talk about my feelings
- Other (please specify):
- I was taught not to see mental health issues as a negative

# RESULTS & ANALYSIS

## Q11: Do you discuss mental health with your friends and loved ones?

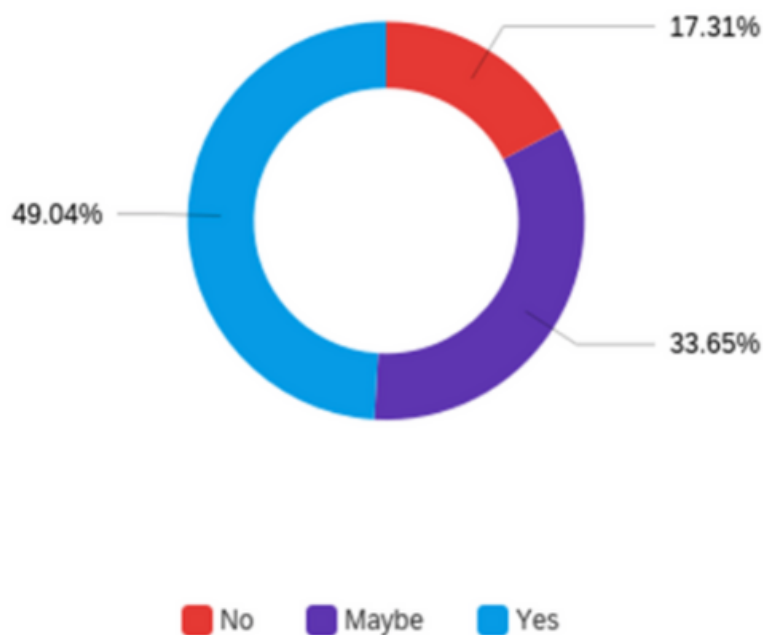
- 63.46% of Respondents indicated that they do discuss their mental health with friends and loved ones
  - So, mental health is discussed amongst immediate communities a majority of the time, but this does not mean that respondents were taught to accept and discuss mental health topics as indicated in Q10
  - Mental health topics are discussed, but this does not mean that respondents choose to acknowledge the topics they are speaking about (they place no value in addressing mental conflicts)
  - Furthermore, these statistics imply that respondents were encouraged to keep mental health discussions within the home, as a majority indicated they were not taught to accept or discuss mental health (Q10: 50.48%)
    - Context in which the discussion takes place matters.
- 14.42% of Respondents indicated that they do not discuss their mental health with friends and loved ones
- 22.12% of Respondents indicated they might discuss their mental health with friends and loved ones
  - Likely depending on the topic or conflict at hand
  - Uncertainty discussing these topics with family will equate to uncertainty discussing these topics with medical experts



# RESULTS & ANALYSIS

## Q12: Do you think you are educated on the topic of mental health?

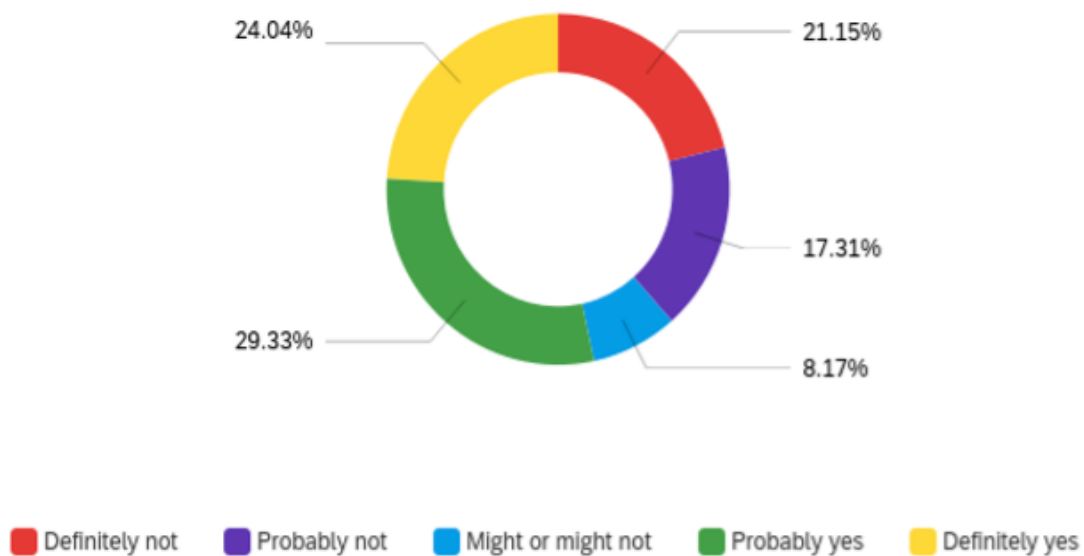
- 49.04% of respondents answered “Yes”
  - A majority of Gen Z respondents answered “Yes”
- Majority of respondents answered “No”(17.31%) or “Maybe”(33.65%) to their perception of being educated in relation to mental health 50.96%
  - A majority of Boomer respondents answered “No” OR “Maybe”
  - “Maybe” indicates uncertainty, which means we can do more to educate these respondents
- These percentages are within 1% of the Q10 response percentages: Were you taught to accept and discuss mental health growing up?
  - 49.52% of respondents answered “Yes”
  - 50.48% of respondents answered “No” to being taught to accept and discuss mental health growing up
  - Are those who were not taught to accept and discuss mental health growing up related to those who indicated they were uneducated on mental health topics?
  - Are those who were taught to accept and discuss mental health topics related to those who indicated they were educated on mental health topics?



# RESULTS & ANALYSIS

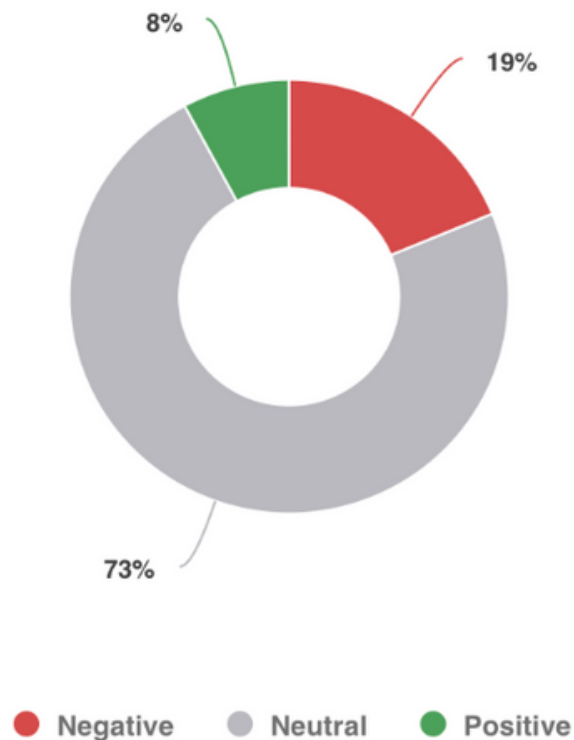
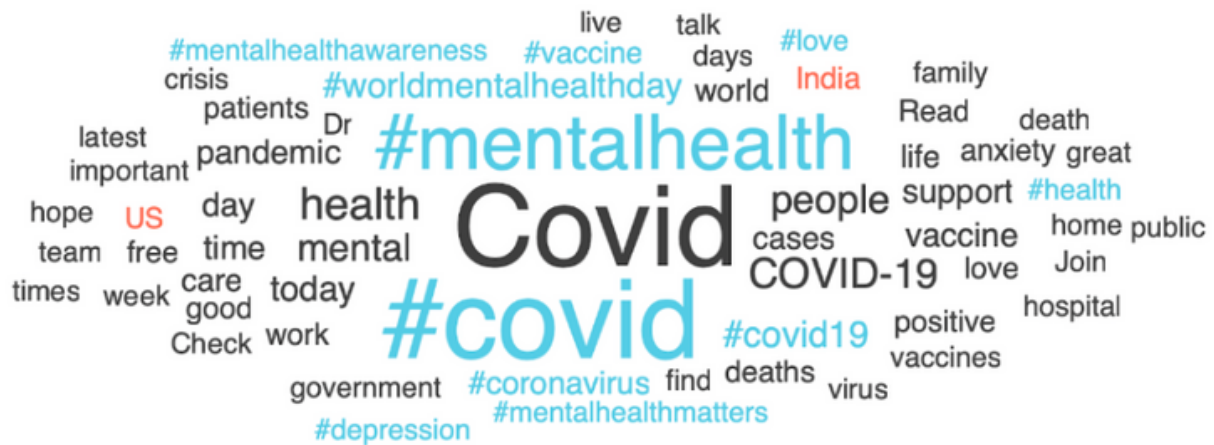
## Q13: Did you find that your mental health was negatively affected by the COVID-19 Pandemic?

- 24.04% of respondents answered “Definitely yes”
  - More Gen Z respondents indicated “Definitely yes” than Boomer respondents
- 29.33% of respondents answered “Probably yes”
  - More Gen Z respondents answered “Definitely not” than Boomer respondents
- 8.17% of respondents answered “Might or might not”
  - Respondents from both generations answered at a similar rate
- 17.31% of respondents answered “Probably not”
  - More Boomer respondents answered “Probably not” than Gen Z respondents
- 21.15% of respondents answered “Definitely not”
  - More Boomer respondents answered “Definitely not” than Gen Z respondents



# RESULTS & ANALYSIS

- COVID had a more physical impact on Boomers, while it had a more of a mental impact on Gen Z, congruent with focus group and Brandwatch analysis
  - “When I was a child, we worried about Polio. I wasn’t as afraid [of the Covid-19 Virus] since I’d already gone through it.”–Boomer Participant
  - “Everything was falling apart... we couldn’t escape it”- Gen Z Participant



# RESULTS & ANALYSIS

## Q14: Rank the following in order of how likely these struggles are to negatively impact your mental health

- Financial issues are clearly the number one concern in terms of negatively impacting mental health at 62.5%.
- Concerns about job security ranked second at 38.46%
- Concerns about physical health ranked third at 36.54%
- Fear of impending world events ranked fourth at 53.37%

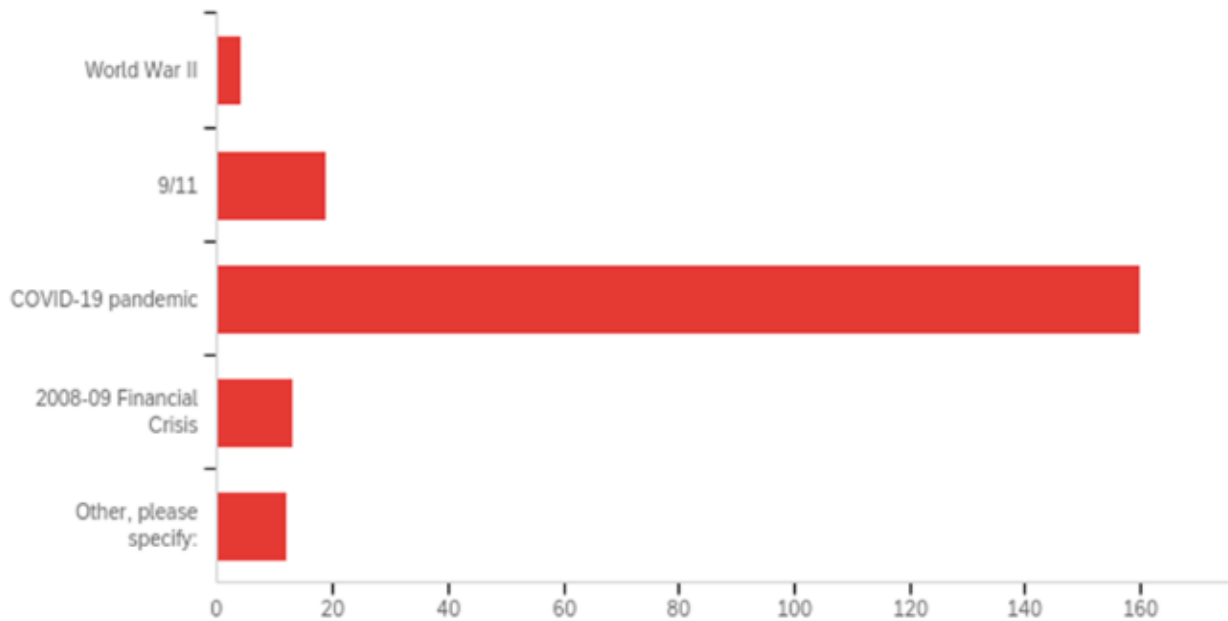
#	Field	1	2	3	4	Total
1	Financial issues	62.50% 130	22.60% 47	12.50% 26	2.40% 5	208
2	Concerns about job security	4.81% 10	38.46% 80	28.37% 59	28.37% 59	208
3	Concerns about physical health	22.60% 47	25.00% 52	36.54% 76	15.87% 33	208
4	Fear of impending world events	10.10% 21	13.94% 29	22.60% 47	53.37% 111	208

## Q15: FILTER QUESTION

# RESULTS & ANALYSIS

## Q16: What historical event has made the biggest impact on your life?

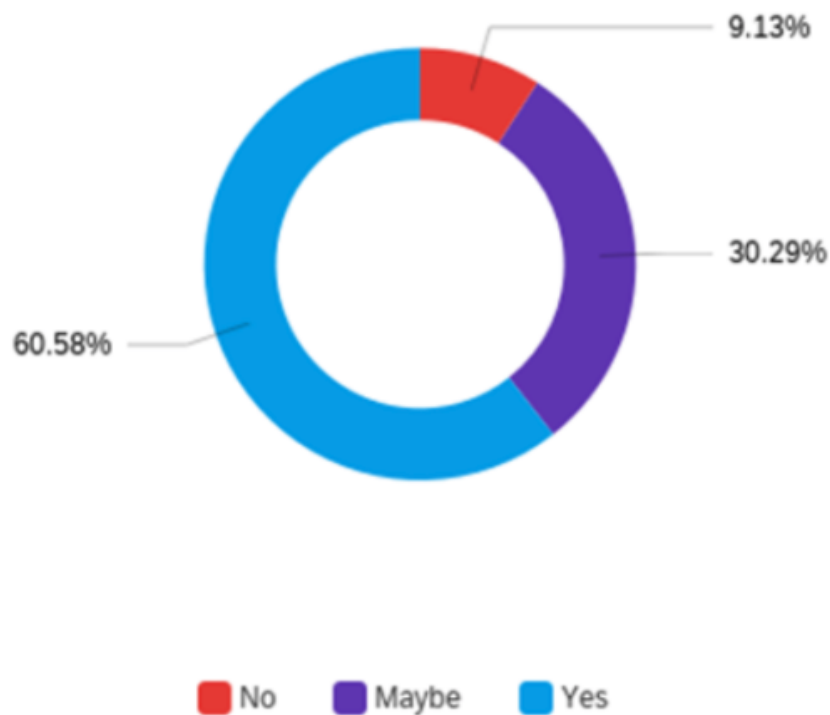
- 92% of respondents answered World War II
- 9.13% of respondents answered 9/11
- 76.92% of respondents answered COVID-19 Pandemic
- 6.25% of respondents answered 2008-09 Financial Crisis
- 5.77% of respondents answered “Other”
  - Mostly Boomer respondents who for the majority cited events that took place in the 1960s
- There is more variance in Baby Boomers’ responses as they have experienced more historical events.
- The COVID-19 Pandemic was the most common answer in both groups
  - Boomers likely cited the Pandemic as the most impactful historical event (44.6%) as it posed the most direct threat to their physical health.
  - Boomers were more consciously aware of 9/11 and the 2008 Financial Crisis, while Gen Z members can only remember the COVID-19 Pandemic in great detail.



# RESULTS & ANALYSIS

## Q17: Do you feel major historical events have impacted the way you interpret the world?

- 60.58% of respondents answered “Yes”
  - A majority of Gen Z and Boomer participants answered “Yes” to this question, which is surprising as Gen Z have much less experiences to draw from- mainly being the COVID-19 Pandemic
- 30.29% of respondents answered “No”
  - More Gen Z than Boomer respondents answered “No”
- 9.13% of respondents answered “Maybe”
  - Approximately one-third of both generational groups indicated “Maybe”

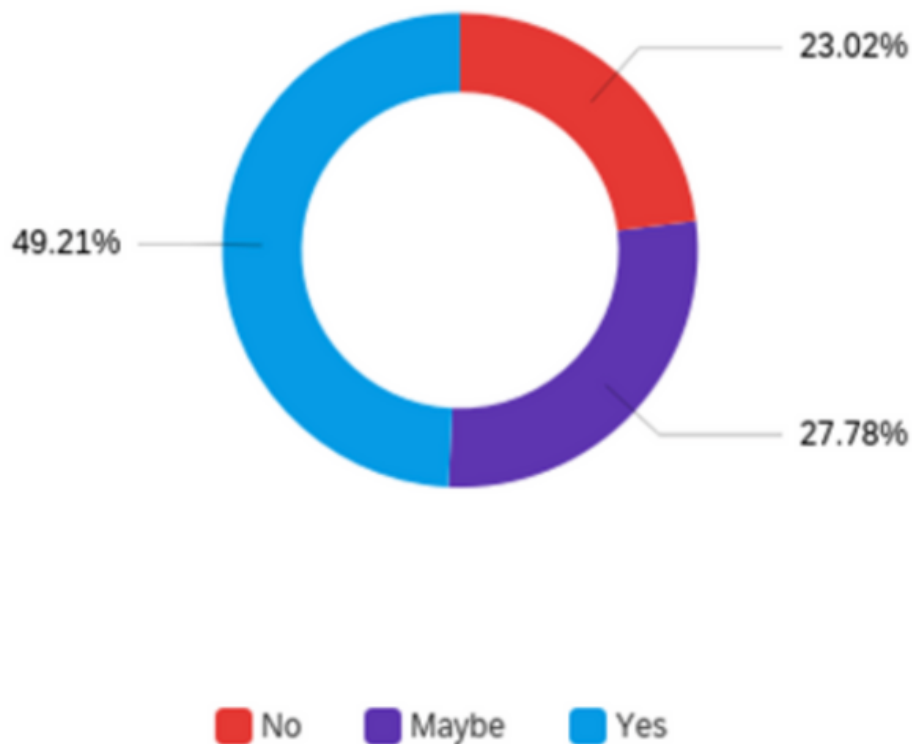




# RESULTS & ANALYSIS

## Q17a: Do you feel major historical events have impacted your mental health in a negative way? (BASED ON 126 “YES” RESPONSES TO Q17)

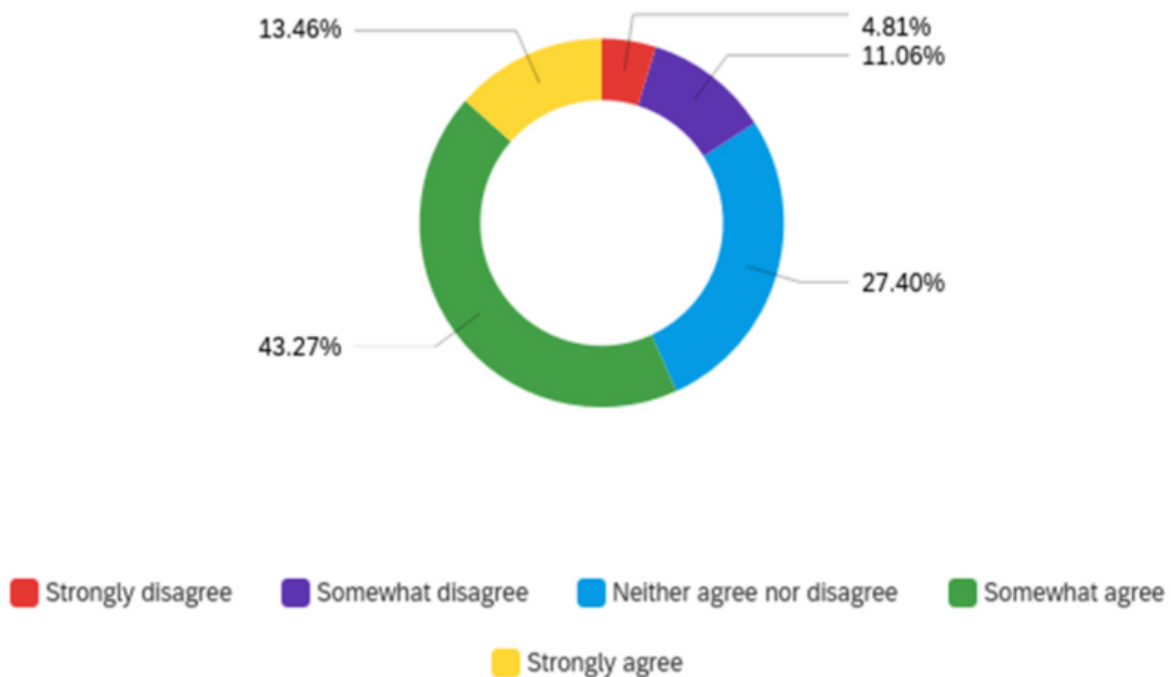
- 49.21% of respondents answered “Yes”
  - Respondents whose perception of the world is affected by historical events tend to be affected negatively by them.
- 50.8% of respondents answered “No”(23.02%) OR “Maybe”(27.78%)
  - Those who responded “Maybe” are likely consciously aware of major historical events that are happening, but also do not prioritize these events to the point where it impacts their mental health. Is this due to the fact that they are uneducated in regards to the topic?(Q12)
  - 49.04% of respondents answered “Yes” to feeling educated on the topic of mental health
  - 50.96% of respondents answered “No” to feeling educated on the topic of mental health



# RESULTS & ANALYSIS

## Q18: Please indicate your level of agreement with this statement: Past historical events continue to affect the way I see mental health issues.

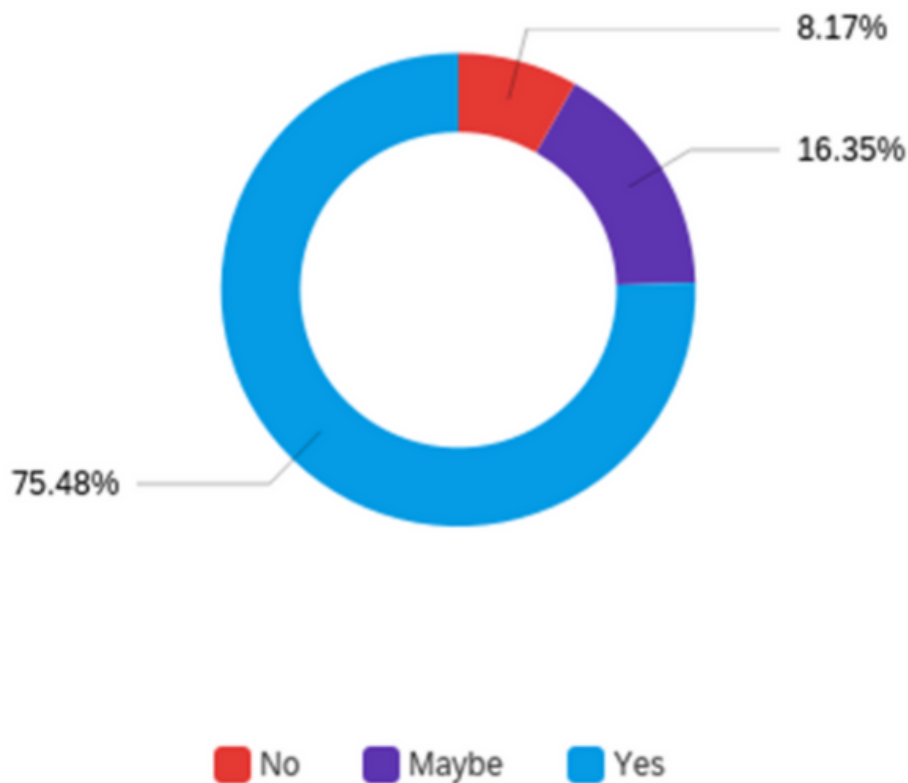
- 56.73% of respondents agree to some extent that historical events continue to affect the way they see their mental health issues
  - A majority of Gen Z respondents agreed to some extent that historical events continue to affect the way they see their mental health issues
- 27.40% of respondents “Neither agree nor disagree”
  - A little over one-third of Boomer participants indicated “Neither agree nor disagree”, more than Gen Z respondents
  - “Maybe” represents uncertainty. Can this be solved with more education?
- 15.87% of respondents disagree to some extent historical events continue to affect the way they see their mental health issues
  - More Boomer respondents tended to disagree than Gen Z respondents



# RESULTS & ANALYSIS

## Q19: Do you consider mental illness to be a medical issue?

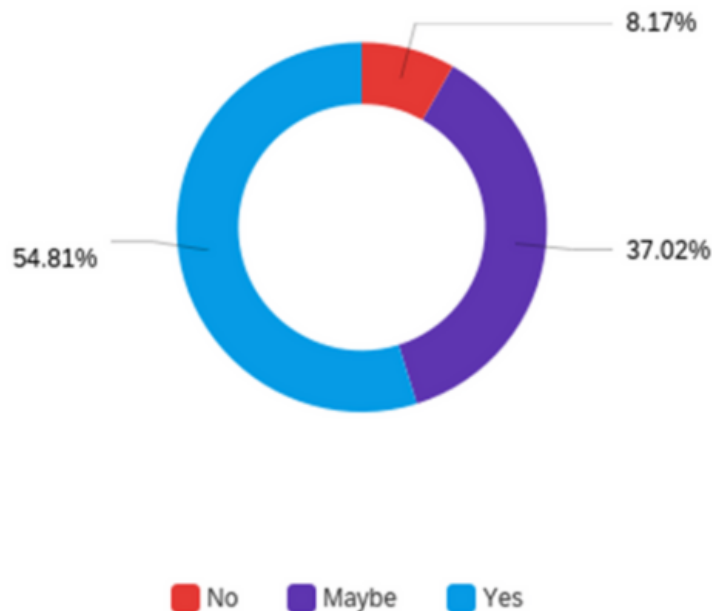
- 75.48% of respondents answered “Yes”
  - Boomer respondents were likely to answer “Yes”
- 24.52% of respondents answered “No”(8.17%) OR “Maybe” (16.25%)
  - “Maybe” indicates uncertainty
  - More Gen Z respondents answered “Maybe”
- In relation to Q12: Do you think you are educated on the topic of mental health?
  - There is less of an obvious correlation found in the sum of percentages.
  - Does the syntax of the sentence encourage respondents to respond yes?
  - Would the answer be different if we asked something along the lines of “Do you consider mental health to be an issue you should address medically?”
- Or is the knowledge of mental health topics unrelated to if Boomer and Gen Z respondents consider mental illness to be a medical issue, as the data suggests?



# RESULTS & ANALYSIS

## Q20: Do you trust the advice given to you by medical experts?

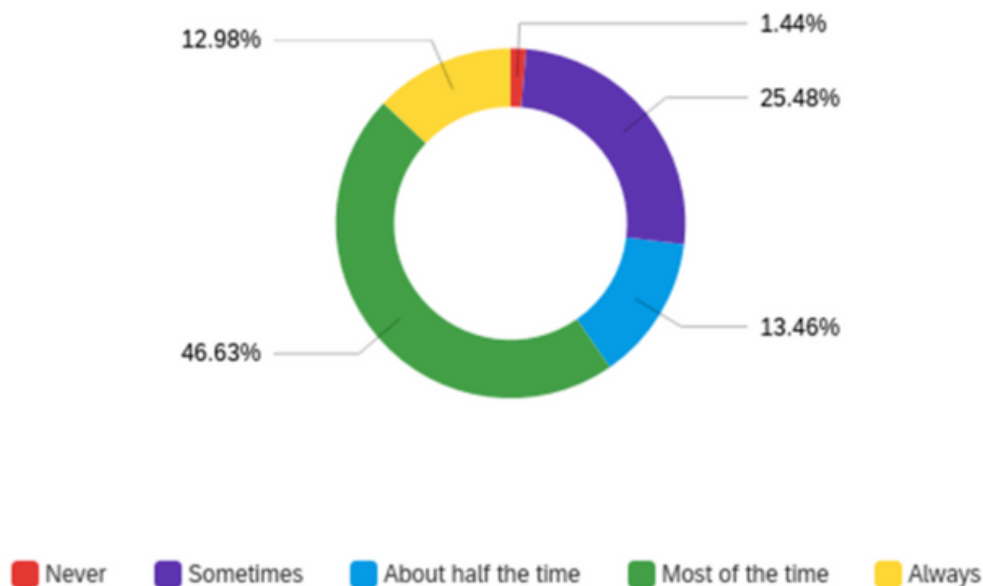
- 54.81% of respondents answered “Yes” to trusting advice given to them by medical experts
  - A majority of both generational respondents answered “Yes”
- 45.19% of participants Answered “No”(8.17%) OR “Maybe” (37.02%)
  - More Gen Z respondents answered “No”
  - Approximately one-third of each generational group answered “Maybe”
- This is definitely an area of interest to dive deeper into
  - While the percentages are close to those of Q10 and Q12, they are not within 1% of each other as the percentages reflected in Q10 and Q12 are
    - Q10: Yes=49.52%, No=50.48%
    - Q12: Yes=49.04%, No=50.96%
- Q20 results are within 5% of Q10’s and Q12’s results respectively, meaning there could be somewhat of a correlation between how mental health is accepted and discussed within an individual's immediate community, their perceived level of education regarding mental health and their level of trust in medical experts
- Also, the “Yes” response is favored here, instead of the “No”. This means that, although a majority of this generational population indicated that they were not taught to accept or discuss mental health growing up and feel uneducated about mental health topics, they still tend to trust medical experts’ advice.



# RESULTS & ANALYSIS

## Q21: How often do you act on advice given to you by medical experts?

- 12.98% of respondents answered “Always”
  - More Boomer respondents answered “Always”
- 46.63% of respondents answered “Most of the time”
  - More Boomer respondents answered “Most of the time”
- 13.46% of respondents answered “About half the time”
  - More Gen Z respondents answered “About half the time”
- 25.48% of respondents answered “Sometimes”
  - More Gen Z respondents answered “Sometimes”
- 1.44% of respondents answered “Never”
  - More Gen Z respondents answered “Never”
- Boomers are more likely to follow the advice given to them by medical experts.
  - This is because as Boomers get older they value their physical health more, meaning that they are frequently visiting the doctor’s office.
  - Gen Z participant’s perception of medical experts’ advice is more apt to pertain to the discussions surrounding medical experts on social media
  - Furthermore, Gen Z has more flexibility to go against the advice of their designated medical experts as they are generally more healthy than Boomer members of society.

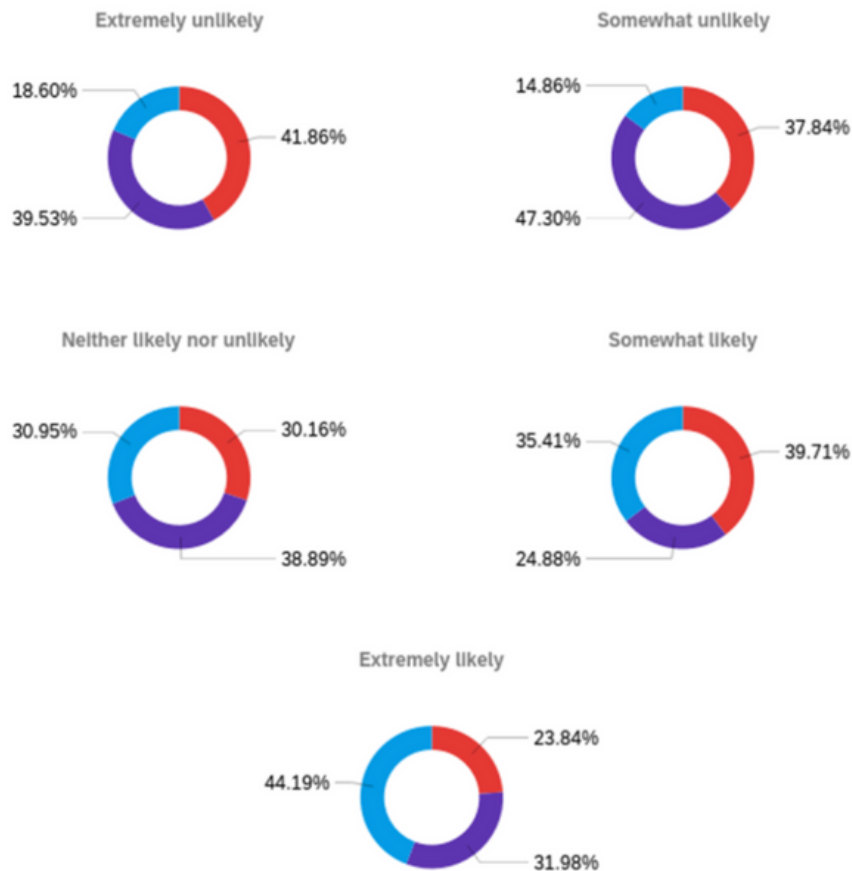


# RESULTS & ANALYSIS

**Q22(p.1): Please indicate your response to each of the following questions.**

1. How likely are you to reach out to medical experts for mental health issues?

- 23.84% of respondents answered they were “Extremely likely” to reach out
- 39.71% of respondents answered they were “Somewhat likely” to reach out
  - More Gen Z respondents were willing to reach out to a medical health expert regarding their mental health , which supplements our findings that Gen Z members are more willing to address their mental health concerns.
- 30.16% of respondents answered they were “Neither likely nor unlikely” to reach out
- 37.84% of respondents answered they were “Somewhat unlikely” to reach out
- 41.86% of respondents answered they were “Extremely unlikely” to reach out
  - More Gen Z respondents indicated hesitancy than Boomer respondents



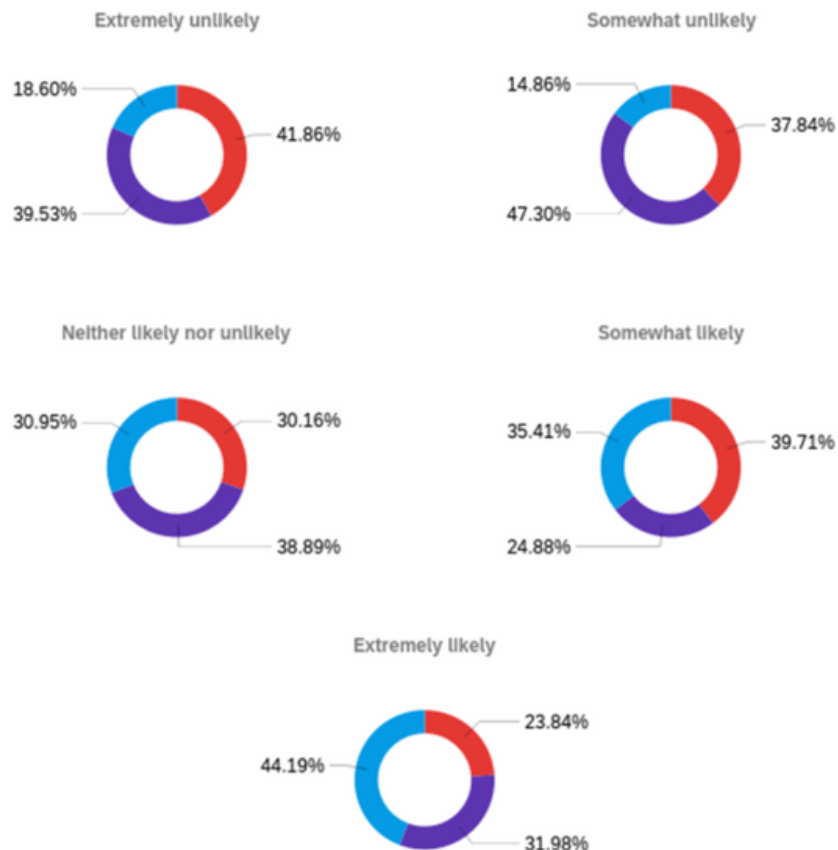
- How likely are you to reach out to medical experts for mental health issues?
- How likely are you to attend therapy without the encouragement of others?
- How likely are you to recommend therapy to a friend or loved one?

# RESULTS & ANALYSIS

**Q22(p.2): Please indicate your response to each of the following questions.**

2. How likely are you to attend therapy without the encouragement of others?

- 31.98% of respondents answered they were “Extremely likely” to attend
- 24.88% of respondents answered they were “Somewhat likely” to attend
  - Gen Z respondents were more likely to attend therapy without the encouragement of others
- 38.89% of respondents answered they were “Neither likely nor unlikely” to attend
  - More Gen Z respondents answered “Neither likely nor unlikely”
- 47.30% of respondents answered they were “Somewhat unlikely” to attend
  - More Boomer respondents answered “Somewhat unlikely”
- 39.53% of respondents answered they were “Extremely unlikely” to attend
  - More Gen Z respondents answered “Extremely unlikely”



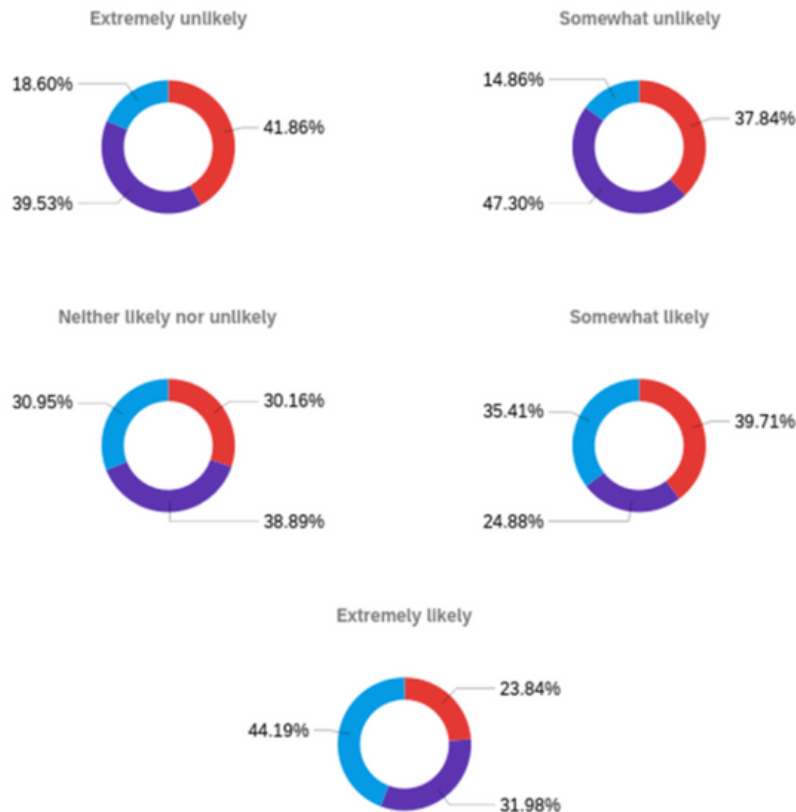
- How likely are you to reach out to medical experts for mental health issues?
- How likely are you to attend therapy without the encouragement of others?
- How likely are you to recommend therapy to a friend or loved one?

# RESULTS & ANALYSIS

**Q22(p.3): Please indicate your response to each of the following questions.**

**3. How likely are you to recommend therapy to a friend or loved one?**

- 44.19% of respondents answered they were “Extremely likely” to recommend therapy
- 35.41% of respondents answered they were “Somewhat likely” to recommend therapy
  - More Gen Z respondents indicated a likelihood that they would recommend therapy
- 30.95% of respondents answered they were “Neither likely nor unlikely” to recommend therapy
  - More Gen Z respondents indicated they were “Neither likely nor unlikely to recommend therapy
- 14.86% of respondents answered they were “Somewhat unlikely” to recommend therapy
- 18.60% of respondents answered they were “Extremely unlikely” to recommend therapy
  - More Gen Z participants indicated they were unlikely to recommend therapy



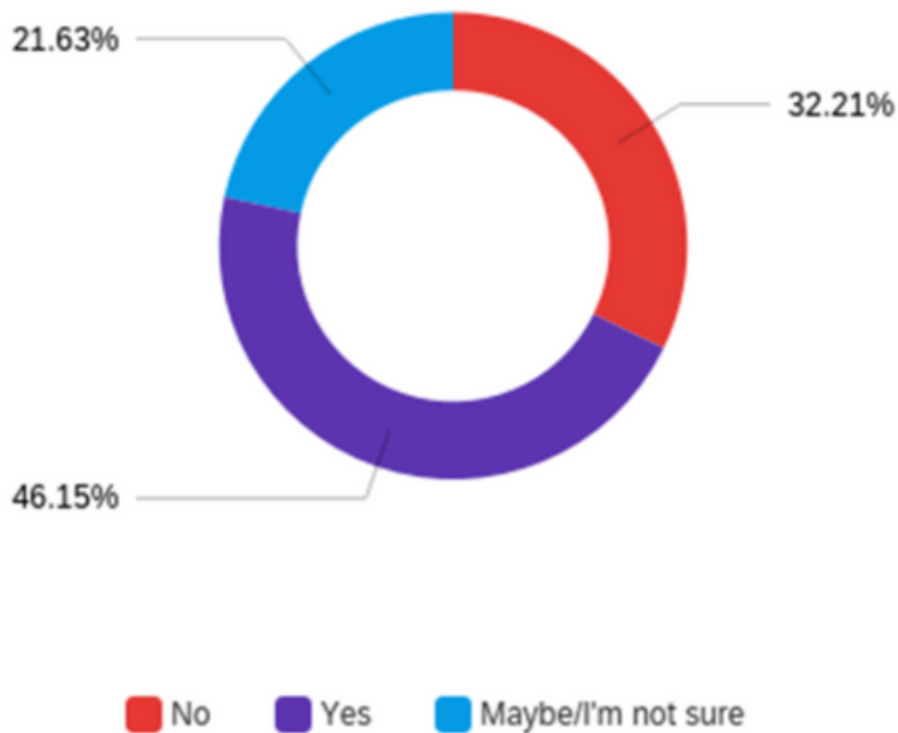
- How likely are you to reach out to medical experts for mental health issues?
- How likely are you to attend therapy without the encouragement of others?
- How likely are you to recommend therapy to a friend or loved one?



# RESULTS & ANALYSIS

## Q23: Has social media impacted your mental health negatively?

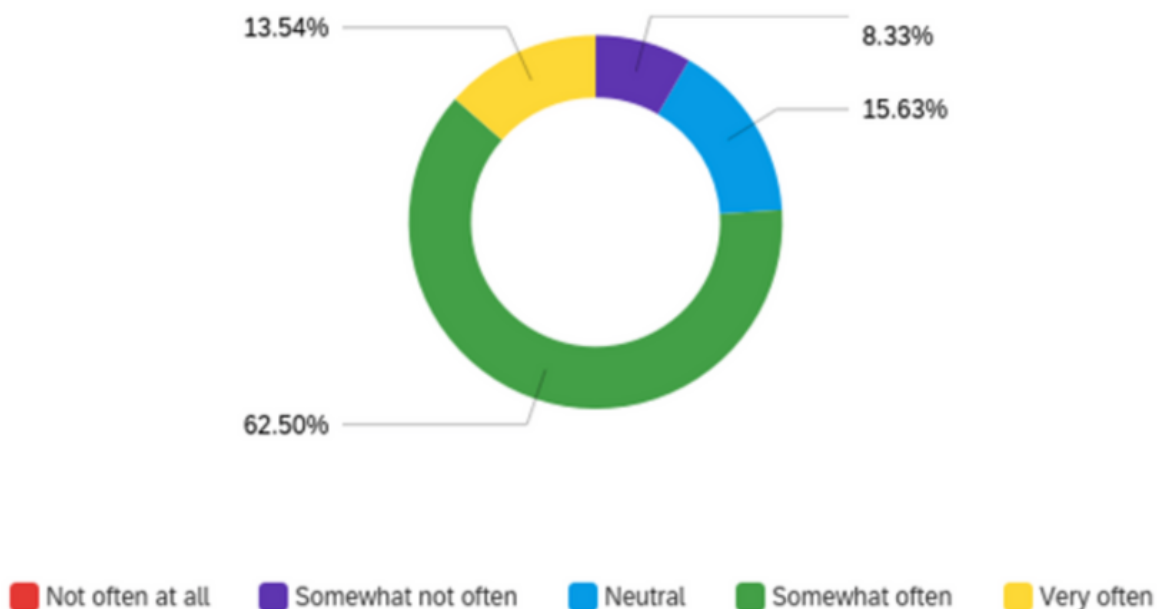
- 46.15% of respondents answered “Yes” to social media impacting their mental health negatively
  - A majority of Gen Z respondents answered “Yes” to social media impacting their mental health negatively
- 32.21% of respondents answered “No” to social media impacting their mental health negatively
  - Over two-thirds of Boomer respondents answered “No”
- 21.63% of respondents answered “Maybe/ I’m not sure” to social media impacting their mental health negatively
  - This response could be due to a lack of education regarding mental health topics
  - If so to remain consistent: 53.84% of respondents answered “No” OR “Maybe”



# RESULTS & ANALYSIS

## Q23a: How often do you recognize your mental health being negatively affected by social media (BASED ON 96 “YES” RESPONSES TO Q23)

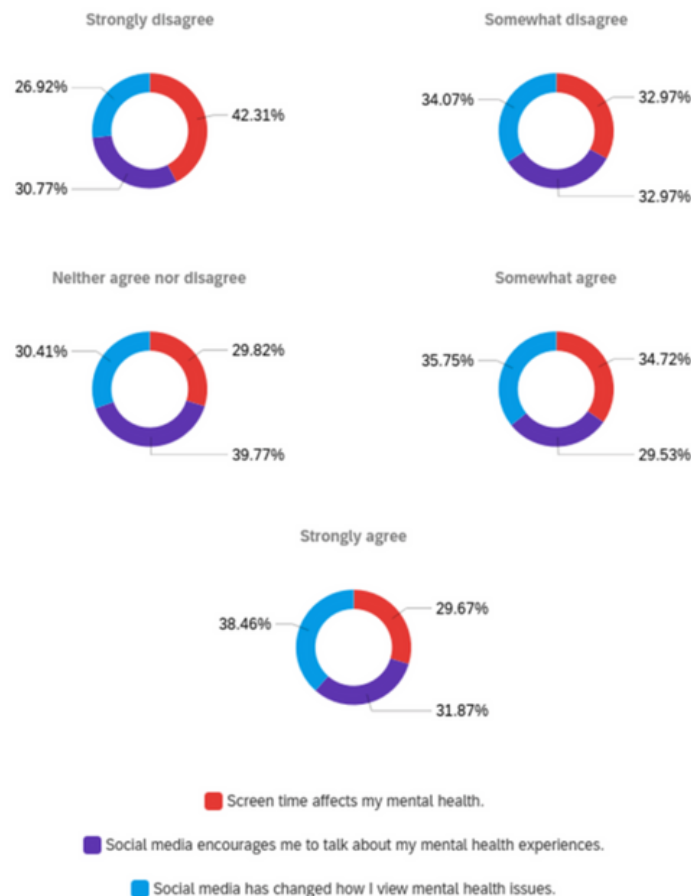
- 13.54% of respondents answered “Very often”
  - Only Gen Z respondents answered “Very Often”
  - This could depend on the amount of time that Gen Z respondents are utilizing social media in comparison to Boomer respondents
- 62.50% of respondents answered “Somewhat often”
  - More Boomer respondents than Gen Z respondents, but a majority of both generational group responded “Somewhat often”
- 23.96% of respondents answered “Neutral”(15.63%) or “Somewhat not often”(8.33%)
  - More Boomer respondents indicated “Neutral” or “Somewhat not often”, than Gen Z participants
  - Is this correlated to perceived knowledge of mental health topics (Q12)?
  - Are Boomers able to recognize when their mental health is impacted by different situations?
- 0% of respondents answered “Not often at all”
  - Both generational groups indicated that social media is bound to have a negative impact on their mental health



# RESULTS & ANALYSIS

**Q24(p.1): Please indicate your response to each of the following questions.**

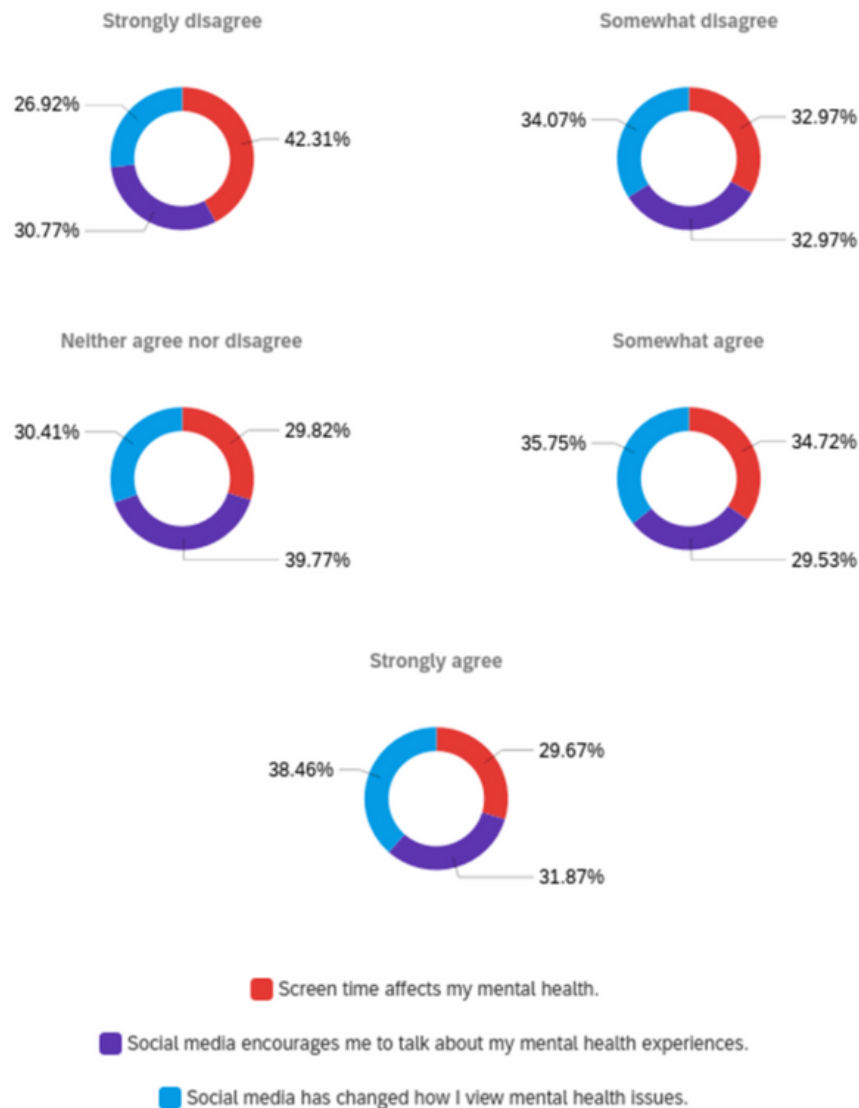
- 1. Screen time affects my mental health.
- 29.67% of respondents answered that they “Strongly agree”
- 34.72% of respondents answered that they “Somewhat agree”
  - More Gen Z respondents indicated that they agreed to some extent, than Boomer respondents
- 29.82% of respondents answered that they “Neither agree nor disagree”
  - More Gen Z respondents indicated that they “Neither agree nor disagree”
- 32.97% of respondents answered that they “Somewhat disagree”
- 42.31% of respondents answered that they “Strongly disagree”
  - More Boomer respondents indicated that they disagreed to some extent than Gen Z respondents
  - Interesting comparison between this question and Q23: Has social media impacted your mental health negatively?
  - Respondents indicate that although screen time does not affect the majority of their mental health negatively, social media as a whole does indeed impact their mental health negatively



# RESULTS & ANALYSIS

Q24(p.2): Please indicate your response to each of the following questions.

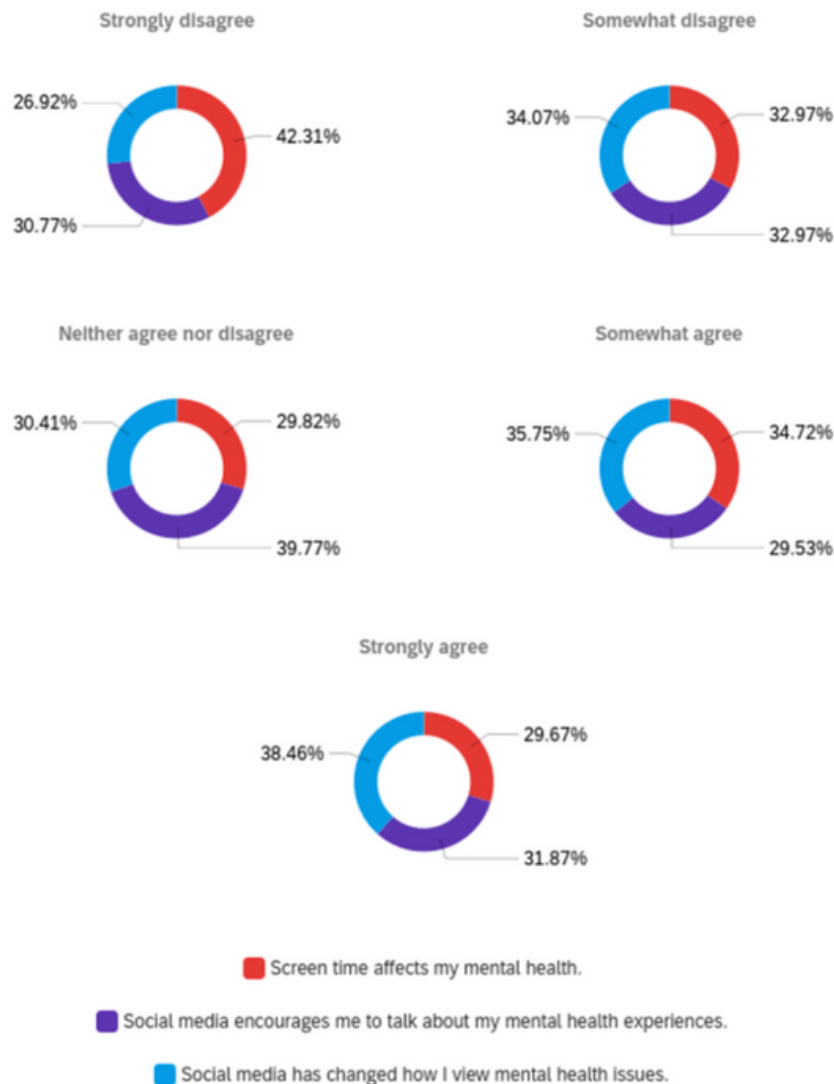
- 2. Social media encourages me to talk about my mental health experiences
- 31.87% of respondents answered that they “Strongly agree”
- 29.53% of respondents answered that they “Somewhat agree”
  - More Gen Z respondents indicated that they agree to some extent, than Boomer respondents
- 39.77% of respondents answered that they “Neither agree nor disagree”
  - More Gen Z respondents indicated that they “Neither agree nor disagree”
- 32.97% of respondents answered that they “Somewhat disagree”
- 30.77% of respondents answered that they “Strongly disagree”
  - More Boomer respondents indicated that they disagree to some extent



# RESULTS & ANALYSIS

**Q24(p.3): Please indicate your response to each of the following questions.**

- 3. Social media has changed how I view mental health issues
- 38.46% of respondents answered that they “Strongly agree”
- 35.75% of respondents answered that they “Somewhat agree”
  - More Gen Z respondents agreed to some extent that social media has changed how they view mental health issues
- 30.41% of respondents answered that they “Neither agree nor disagree”
  - More Gen Z respondents indicated that they “Neither agree nor disagree”
- 34.07% of respondents answered that they “Somewhat disagree”
- 26.92% of respondents answered that they “Strongly disagree”
  - More Boomer respondents indicated that they disagree to some extent



# RESULTS & ANALYSIS

**Q24(p.3):Please indicate your response to each of the following questions.**

- 3. Social media has changed how I view mental health issues
- 38.46% of respondents answered that they “Strongly agree”
- 35.75% of respondents answered that they “Somewhat agree”
  - More Gen Z respondents agreed to some extent that social media has changed how they view mental health issues
- 30.41% of respondents answered that they “Neither agree nor disagree”
  - More Gen Z respondents indicated that they “Neither agree nor disagree”
- 34.07% of respondents answered that they “Somewhat disagree”
- 26.92% of respondents answered that they “Strongly disagree”
  - More Boomer respondents indicated that they disagree to some extent

# RESULTS & ANALYSIS

## Focus Group Analysis

**Theme 1:** All participants were in agreement that in person health appointments had more advantages. They agreed that telehealth appointments can be beneficial if needing to get in soon but for mental health discussions, in person is more rewarding. They felt as though telehealth appointments felt “rushed” and “impersonal”. One participant commented “don’t you want that personal connection?” when discussing instances where their friends used telehealth for therapy. A member of the older generation said, “you learn with age different coping mechanisms, some you wish you could give to younger generations but it’s something everyone has to go through.” Some participants even said they would “just manage” when not wanting to use telehealth.

**Theme 2:** Throughout the discussion, it was found that Generation Z members and Baby Boomers agree that technological advancements relating to mental healthcare actually hinder individual accessibility and their ability to interact with mental healthcare professionals. Baby Boomers acknowledged that they frequented the doctor more often than other generations, “as we get older we have other problems, not necessarily mental,” stated by a Baby Boomer participant. This idea does promote the idea that Baby Boomers were more comfortable with the changing tides of doctor’s visits compared to Generation Z, where doctor’s visits are less frequent. A Generation Z participant stated that they wanted a “personal connection” when they are looking for medical expertise, whether that be for physical or mental ailments. Both generation groups stood in agreement that while technology advances and a trip to the doctor may change, they prefer individualized care. The personal connection is crucial to both groups, as they are more likely to trust medical advice in a one-on-one scenario.

**Theme 3:** Boomers were more likely to comply with vaccines, regulations and processes implemented to protect society during the Covid-19 Pandemic. As Baby Boomers have prior experience in navigating the challenges presented by the Polio Outbreak, they are more likely to understand and participate in the regulations implemented to protect the physical well-being of society. Baby Boomers have observed the success that the Polio vaccine has had in limiting the transmission of Polio amongst

# RESULTS & ANALYSIS

society and thus are more likely to trust healthcare professionals who have only advanced their knowledge of vaccines as time has gone on. One Boomer participant echoed their trust in healthcare professionals in stating “When I was a child, we worried about Polio. I wasn’t as afraid [of the Covid-19 Virus] since I’d already gone through it”. Boomers are also more likely to value medical offerings that promote their physical health over their mental health, as alluded to by the Boomer who stated their problems as they get older are “not necessarily mental”.

**Theme 4:** The mental health of Generation Z members is more likely to be impacted by historical events that disrupt their individual lives respectively, while Baby Boomers’ mental health is more likely to be affected by historical events that negatively impact society generally. While Generation Z participants addressed their personal struggles with feeling isolated in their “own bubble” during the Covid-19 Pandemic, Baby Boomer participants spoke about how the Assassination of John. F Kennedy and the September 11th Terrorist Attacks were “devastating.” Essentially, Generation Z participants tend to care more about historical events that they have to address directly in taking some sort of immediate action. Boomers on the other hand, tend to care more about historical events that posed a greater risk to society at large, though they personally may not have had to act in response to the event occurring.

**Theme 5:** Baby Boomer participants were also more apt to recognize their physical ailments as concerns worthy of attending, rather than ailments that may impact their mental health. When talking about their mental ailments Boomers made statements such as “I’ll just manage” and “If I have those kinds of problems” meaning that Boomers perceive their mental health to be something that they can regulate as needed. Boomers' confidence in regulating their own mental health conflicts is also strengthened by statements such as “You learn with age, different coping mechanisms, some you wish you could give to younger generations, but it’s something everyone has to go through.” Furthermore, Boomers prioritize their physical health as they grow older, encouraging them to interact with healthcare professionals who offer remedies to physical ailments that are less in their control.



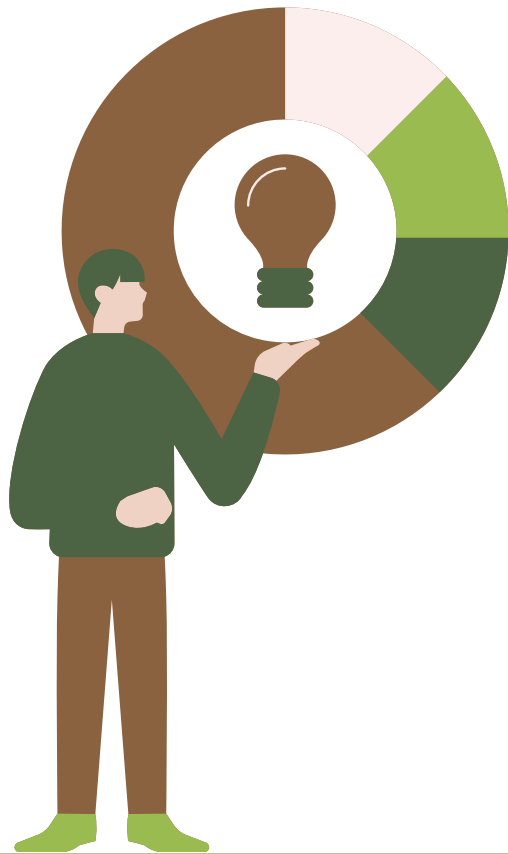
# RESULTS & ANALYSIS

**Interesting Observations:** One interesting observation made by the group was that three out of the four Baby Boomer participants did not show their faces on camera, while three out of the four Generation Z participants did show their faces on camera. The three Boomer participants who did not show their face on camera further explained that our meeting together was their first time using Zoom, leading to difficulties navigating the video and audio options that were available. As stated, Boomers “...don’t depend on things like this [Zoom meetings]” and would rather take the more traditional route of calling their mental healthcare professionals to schedule an appointment. On the other hand, Generation Z was more apt to show their faces due to their established comfortability utilizing the Zoom platform for different purposes. While Generation Z members were more open to participating in Zoom meetings to address their mental health concerns, they agreed with Boomers in relation to the perceived quality of service mental healthcare practitioners are able to provide over a Zoom meeting, which is less than that of the service that is provided in person.

At first there was hesitancy between both generational groups to share their thoughts on topics relative to mental health, however, as time went on members of each generational group began to directly address each other in agreement. It is not that experiences and opinions did not differ between the group, rather that when they did differ, each generational group took the time to listen and try to further understand the perspective of the person that was speaking. This dynamic was supported as members of each generation responded with statements such as “I didn’t know that” or “I did learn a couple things from the younger generation”.

# 9

# RECOMMENDATIONS



# RECOMMENDATIONS

## General Recommendations

Creating a standardized, yet personalized “middleman” service for both generations to navigate their mental health experiences would further benefit the patient-to-medical practitioner dynamic. An online platform where users are able to receive referrals and locate the nearest counseling or therapy session to them would encourage users to engage with medical health professionals in making it more efficient to do so. Furthermore, this platform should communicate that there are options to participate in services beyond the online platform, offering cold calling experiences for those who are more comfortable personally speaking to medical communication practitioners and healthcare practitioners alike. Communication professionals designing the online platform should also advertise the services that it provides to both traditional and social media platforms to properly deliver targeted messages to Generation Z and Baby Boomer members of society. When describing these services, be sure to present mental health topics in a predominantly positive light, avoiding words such as “suffering” and “problems”.

# RECOMMENDATIONS

## Baby Boomer Recommendations

Communications practitioners should generally utilize traditional media outlets to educate Boomers on mental health topics and related resources. Boomers are more apt to interact with traditional media when they are consuming content, meaning that in order to target this audience, communication practitioners should employ messaging across television ads, radio ads, newspaper ads and other, similar traditional media.

The idea of creating an online platform that provides the experience of a personalized middleman between Baby Boomers and Generation Z members of society and healthcare professionals can be further enhanced in providing a service, within that service that is specifically tasked with calling and checking in on Baby Boomers. Baby Boomers tend to display more of a hesitancy in engaging with anyone about their mental health problems, as most may not recognize that they have a problem in the first place, or have been taught to ignore said problem. Organizing a branch of the online platform in which communication practitioners make an effort to personally call and engage with Baby Boomers about their mental health would enhance the likelihood of Boomers further receiving treatment and trusting their mental health professional. In providing treatment to Baby Boomers, the goal should be to familiarize and educate, rather than simply diagnose. Boomers' introductory experience could be customized in providing a generation specific therapy session, allowing Boomers to feel more comfortable as they discuss mental health topics amongst their peers. This dynamic replaces the immediate community that the Boomers may no longer have, allowing them to open up to those who share similar experiences.

# RECOMMENDATIONS

## Generation Z Recommendations

In order to more efficiently reach Generation Z members in regards to mental health topics, healthcare and communications practitioners should collaborate with educational institutions to provide educational services relating to mental health. In the same sense that a generation specific therapy group could be implemented with Baby Boomers, one could also be implemented with Generation Z members within an educational setting. As Generation Z members are between the ages of 11 and 26 years old, they are still developing mentally, meaning they are more impressionable. It is important to introduce mental health education to individuals at an early age as the influence of their immediate community has likely already shaped a particular perception of mental health topics, and social media is bound to negatively affect that perception. Providing mental health services within an educational setting increases the likelihood that Generation Z members will further engage with their peers, family and mental health professionals in discussions regarding their personal mental health. Communication practitioners should also establish communication with the parents of younger Generation Z members as to encourage a familial understanding of the resources that are available. It is important that the child, teen or adult personally understands and further enjoys interacting with mental health resources at an age in which they're actively building their own perception of mental health topics. Lastly, communications professionals should look to balance the negative effect social media has on the mental health of Generation Z members in creating marketing that presents mental health topics in a positive light, avoiding words such as "suffering" and "problems".

# 10 APPENDICES



# APPENDICES

## Social Listening - Coding Sheet

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# APPENDICES

## Qualtrics Survey

### Start of Block: Introduction

We are a group of Syracuse University graduate students conducting a survey on mental health attitudes for Baby Boomers and Generation Z. Please help us by completing this survey, which will take you approximately 10-15 minutes.

Your responses are completely anonymous and no identifying information will be collected during the course of this survey. Thank you for your participation.

**Please indicate your intention to participate and then proceed.**

- Yes, I intend to participate in this survey.
- No, I decline to participate in this survey.

### Skip To: End of Survey

If “We are a group of Syracuse University graduate students conducting a survey on mental health atti...” = No, I decline to participate in this survey

### End of Block: Introduction

### Start of Block: Demographics

#### Q1 How old are you?

- Under 18
- 18-26
- 27-42
- 43-55
- 56-67
- 68-77
- 77+

Skip To: End of Survey If How old are you? = Under 18

Skip To: End of Survey If How old are you? = 27-42

Skip To: End of Survey If How old are you? = 43-55

Skip To: End of Survey If How old are you? = 56-67

Skip To: End of Survey If How old are you? = 77+

# APPENDICES

## **Q2 What gender do you identify as?**

- Male
- Female
- Non-binary / third gender
- Prefer not to say

## **Q3 What race/ethnicity are you?**

- White/Caucasian
- Black
- Asian/Pacific Islander
- Hispanic
- American Indian/Alaskan Native
- Multiple Ethnicity/Other

## **Q4 What is your current employment status?**

- Employed full-time (40+ hours per week)
- Employed part-time (up to 39 hours per week)
- Unemployed and currently looking for work
- Student
- Retired
- Homemaker
- Self-employed
- Unable to work

## **Q5 What is the highest degree or level of school you have completed?**

- Less than a high school diploma
- High school degree or some equivalent (e.g. GED)
- Some college, no degree
- Associate degree
- Bachelor's degree
- Master's degree

# APPENDICES

- Master's degree
- Professional degree (e.g. MD, DDS, DVM)
- Doctorate (e.g. PhD, EdD)
- Other (please specify): \_\_\_\_\_

## **Q6 What's your marital status?**

- Single (never married)
- Widowed
- Divorced
- Separated
- Married or Partnered

## **Q7 What was your annual household income (before tax) in 2022?**

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$64,999
- \$65,000 to \$79,999
- \$80,000 to \$94,999
- \$95,000 to \$109,999
- \$110,000 to \$124,999
- \$125,000 to \$139,999
- \$140,000 to \$154,999
- \$155,000 to \$169,999
- \$170,000 to \$184,999
- \$185,000 to \$199,999
- \$200,000 and more

## **Q8 Which city do you currently live in?**

## **Q9 Which state are you in?**

**End of Block: Demographics**

# APPENDICES

**Q10 Were you taught to accept and discuss mental health growing up?**

- No (1)
- Yes (2)

**Display This Question:**

If Were you taught to accept and discuss mental health growing up? = Yes

**Q10a In what ways were you taught to accept and discuss the issue of mental health?**

- I was not taught to accept and discuss the issue of mental health. (4)
- I was encouraged to talk about my feelings (5)
- I was taught not to see mental health issues as a negative (7)
- Other (please specify): (6) \_\_\_\_\_

**Q11 Do you discuss mental health with your friends and loved ones?**

- No (1)
- Maybe (2)
- Yes (3)

**Q12 Do you think you are educated on topics of mental health?**

- No (1)
- Maybe (2)
- Yes (3)

**Q13 Do you find your mental health was negatively affected by the COVID-19 pandemic?**

- Definitely not (1)
- Probably not (2)
- Might or might not (3)
- Probably yes (4)
- Definitely yes (5)

**Q14 Rank the following in order of how likely these struggles are to negatively impact your mental health:**

\_\_\_\_\_ Financial issues (1)

\_\_\_\_\_ Concerns about job security (2)

# APPENDICES

\_\_\_\_\_ Concerns about physical health (3)

\_\_\_\_\_ Fear of impending world events (4)

**Q15 What is the color of the sky? (Please check orange. This question is an attention checker.)**

Blue (1)

Orange (2)

**Skip To:** End of Block If What is the color of the sky? (Please check orange. This question is an attention checker.) = Blue

**End of Block: General Mental Health Attitudes**

**Start of Block: Research Objective 1: Historical Events**

**Q16 What historical event has made the biggest impact on your life?**

World War II (4)

9/11 (5)

COVID-19 pandemic (7)

2008-09 Financial Crisis (8)

Other, please specify: (9) \_\_\_\_\_

**Q17 Do you feel major historical events have affected the way you see and interpret the world around you?**

No (1)

Maybe (2)

Yes (3)

Display This Question:

If Do you feel major historical events have affected the way you see and interpret the world around... =

Yes

**Q17a Do you feel major historical events have affected your mental health in a negative way?**

No (1)

Maybe (2)

Yes (3)

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Q18 Please indicate your level of agreement with this statement:

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Past historical events continue to affect the way I see mental health issues. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**End of Block: Research Objective 1: Historical Events**

**Start of Block: Research Objective 2: Medical Experts/Expertise**

Q19 Do you consider mental illness to be a medical issue?

- No (1)
- Maybe (2)
- Yes (3)

Q20 Do you trust the advice given to you by medical experts?

- No (1)
- Maybe (2)
- Yes (3)

Q21 How often do you act on advice given to you by medical experts?

- Never (1)
- Sometimes (2)
- About half the time (3)
- Most of the time (4)
- Always (5)



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Q22 Please indicate your response to each of the following questions.

	Extremely unlikely (1)	Somewhat unlikely (2)	Neither likely nor unlikely (3)	Somewhat likely (4)	Extremely likely (5)
How likely are you to reach out to medical experts for mental health issues? (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to attend therapy without the encouragement of others? (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to recommend therapy to a friend or loved one? (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Research Objective 2: Medical Experts/Expertise

Start of Block: Research Objective 3: Technology in a post-COVID world

Q23 Has social media affected your mental health negatively?

- No (1)
- Yes (2)
- Maybe/I'm not sure (3)

Display This Question:

If Has social media affected your mental health negatively? = Yes

Q23a How often do you recognize your mental health being negatively affected by social media?

- Not often at all (1)
- Somewhat not often (2)
- Neutral (3)
- Somewhat often (4)
- Very often (5)

# APPENDICES

Q24 Please indicate your level of agreement with this statement:

	Strongly disagree (6)	Somewhat disagree (7)	Neither agree nor disagree (8)	Somewhat agree (9)	Strongly agree (10)
Screen time affects my mental health. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media encourages me to talk about my mental health experiences. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media has changed how I view mental health issues. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Research Objective 3: Technology in a post-COVID world

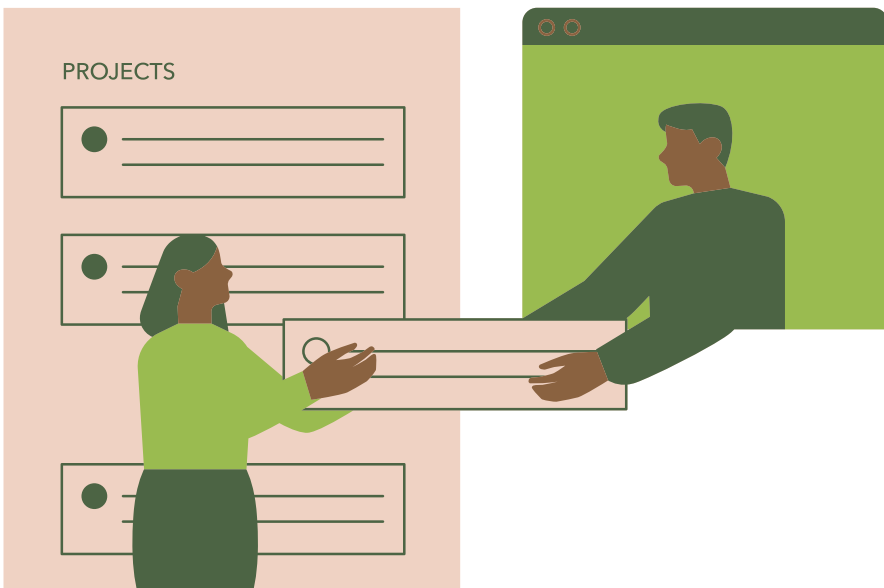
# APPENDICES

## Focus Group Questionnaire

1. Who are you likely to speak with regarding mental health topics?
2. Think about the Post-Covid Era, did online meetings or other recent technology changes impact your lifestyle?
3. What is the historical event that you've experienced that you feel has affected your mental health the most?
4. How do you feel technology has changed your perspective on mental health in recent years? Has it?
5. Do you trust your healthcare provider in offering advice and diagnoses in regards to mental health?
  - a. Did the way in which healthcare was provided following the Covid-19 Pandemic impact the trust that you have in your healthcare provider?

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