Social Bridges and Barriers for Generation Z--The role of MBTI types in online and offline communication

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Abstract:

The social activities of Generation Z are influenced by the specific era, showing more significant personality characteristics and novel forms of interaction accompanied by their unique social interactions. MBTI, as a practical measurement tool developed from scientific psychological tests, has been widely recognized and disseminated among Generation Z, and has evolved into an indispensable "tool" for young people's social interaction. As a practical measurement tool developed from a scientific psychological test, the CTI has been widely recognized and disseminated in the Generation Z group, and has evolved into an indispensable "tool" for young people's social interaction. Through the review, interview and focusing group research methods, this study aims to explore the influence of multiple factors on the use of MBTI by Generation Z in social media network socialization activities and offline interaction environments, and to compare the role of MBTI model as a "bridge" and "obstacle" in the social interaction of different personality types of youth groups. We compare the role of MBTI model as a "bridge" and "barrier" in the social interaction of different personality types of youth groups under the influence of multiple factors in social media network socialization activities and offline interaction environments, and comprehensively analyze it from online and offline to solve the problem of the correct use and abuse of MBTI in the multi-dimensional social interaction of Generation Z, so as to provide more possible ways for the solution of various social problems of youth groups.

Keywords: Generation Z, MBTI Model, Youth Social-ization, Social Identity Theory

1. Introduction

Generation Z usually refers to people born between 1997 and 2012. Because of its special generational coordinates in social media and face-to-face communication, they show their combination of the characteristics of the times and self-psychological mapping characteristics. MBTI (Myers-Briggs Type Indicator) as a social and topical craze swept through all major information media platforms, and the real world in various fields not only launched exclusive MBTI song list test and various career adaptation tests, but also appeared a variety of cultural peripheral widely spread and discussed and used. The fast-paced society and high-speed social activities of Generation Z require the emergence of a "shortcut" that can accelerate the efficiency of interpersonal interactions and communication, and the emergence of the objective and accurate MBTI, which is derived from a measurement scale and is precisely the answer to this demand. The emergence of the objective and accurate MBTI, which is derived from a measurement scale, is precisely to meet such a demand, and it has become a "magic weapon" and "magic weapon" in various social occasions. Exploring how MBTI types affect the social bridges and barriers of Generation Z is of great significance to this generation, which is in a special period of life development. This is not only because they are an active force in social interaction and a focus group, but also because the formation and shaping of their values are still more obviously shaped by social interactions. It can not only solve the problem of image solidification in the self-perception of Generation Z, but also help to solve many other social problems brought about by various social interactions involving MBTI in new forms of social interaction.

2. Conceptualization and theoretical foundations

2.1 Definition of the concept

2.1.1 Generation Z

Generation Z is the concept of "Social Generation" proposed by intergenerational sociologists based on the basic idea that social change triggers intergenerational differences.[1] Generation Z is different from other previous generations. Generation Z is different from other previous generations in that it is a composite generation that is difficult to classify by existing generational typologies, and is difficult to attribute to a single ideal type.[2] Generation Z combines the characteristics of both the Psychological Generation and the Cultural Generation. And its constitu-

ent cultures are characterized by a variety of youth subcultures that are separated from each other and isolated from each other.

2.1.2 MBTI

MBTI is a personality assessment tool based on Jung's theory of psychological types, first born in 1942, developed by the American scholars Briggs and Myers. Since then it has been continuously improved and promoted into the market application. It was introduced into China in the 1990s and localized. The main purpose of this study is to professionally analyze and update the reliability and validity of the MBTI in China.[3]

2.2 social identity theory

Domestic scholars have also examined the socialization of Generation Z based on the realities of Chinese society. Based on Habermas's theory of interaction behavior, Wang Hongbin and Shen Xiaoqing[4] analyzed the logic of "breaking the circle" behind the new "hitchhiking" socialization of Generation Z and the avoidance of the risk of objectification phenomenon. Taking Habermas' life world of "inter-subjective sharing" as the practical life context of Generation Z's youth interactions, they presuppose the discursive logic and life world of interaction behaviors as a triple interaction relationship, and discuss the relationship between the external world, social world, internal world, the discourse, the value identity and specific information sharing.

MBTI also serves as a specific kind of information sharing among youth groups, and it is a highly effective social tool for deepening self-knowledge, seeking social identity and belonging. In the evolution of the social scene, it is not only related to personality psychological testing, but also combined with culture. Generation Z has rich cultural creativity and influence. MBTI is secondly deconstructed and encoded by youth groups, and used as "currency" in social culture to convey information and generate new topics. Young people are enthusiastic about MBTI not because they expect MBTI to play a practical role in changing the status quo and solving problems, but because they want to relieve their existing or possible negative emotions in the name and manner of MBTI, and find positive psychological hints in the theoretical elaboration of MBTI, so as to obtain self-spiritual soothing.[5]

3. Comparison of socialization functions and problems

3.1 social bridge

Generation Z is more likely to be attracted to partners

with common interests and orientations, forming an exclusive group, constructing "virtual" and "others without others" social relationships. [6]In social interaction, Generation Z's identification and integration into specific MBTI roles implies a symbolic treatment of real life. In different social environments, MBTI is more likely to help the subject to establish trust or alertness to the outside world. In a study of student leaders at a military academy, the results showed that the MBTI was very accurate for understanding transformational and transactional leadership behaviors and interactions, as well as accurate self-perceptions of leaders.[7]

MBTI has been increasingly established in a variety of learning and workplaces and attempts are being made to apply these techniques to a wider range of areas. It is also being used to identify unique learning styles and corresponding teaching styles, such as these are core features of education.[8]

3.2 socialization disorder

MBTI in social interactions may also result in misunderstandings, conflicts, or communication barriers. Using a combination of digital inequality and Bourdieu's theoretical framework as a research paradigm, Qingqing Hu et al. examined the social media use of Generation Z adolescents, focusing on how adolescents' preferences for online socialization activities are influenced by social capital and information capital. Its initial construction of an information multidimensional model found that information capital has an accelerating moderating effect on online social capital acquisition and content production, and a decelerating moderating effect on online communication and news acquisition.[9]

Generation Z may engage in selective self-presentation in social interactions and interactions. Because electronic traces in online interactions are closely related to personal impression management, they also try to avoid unexpected contexts and social environments that they are not good at handling offline, so as not to damage their image in others' minds and to affect self-image management. There is also a selective swing between multiple platforms for self-image management in online social interactions. James Pu and Jia Tang use the concept of "digital split" as a metaphor for the use and performance of multi-media platforms, thus observing the subjective consciousness and self-presentation strategies of Generation Z in media selection and media combination.[10]

From personality types to social labels, MBTI has brought about many types of social anxiety in adolescents.[11] The overuse of MBTI has resulted in a solidified self-perception, resulting in "subjectivity alienation," whereby over-emphasized subjectivity occupies the high ground of self-development and cognition, trapping the labeled "self" within it and creating stereotypical biases. Excessive entertainment of MBTI can also lead to capitalism, which can be used to pay for one's own "persona" according to the consumption style advocated by the cultural mass media, and to behaviors detrimental to one's true autonomy.

3.3 Comparison of online and offline socialization issues

The difference in social media tools used offline and online is the biggest difference between the two. And the use of symbols, techniques, and tools can be used to determine whether there is a difference in the influence of MBTI types between the two modes of communication. Junjie Pu and Jiaxue Tang examined the conscious audience segregation and relationship management behind Generation Z's differentiated "digital persona" constructs in terms of self-exhibition of media selection and media combination use. [10]Impression management is a necessary means of role-playing and self-observation online and offline, and it is also associated with the social actions of Generation Z. The results show that Generation Z's social actions have a significant impact on the way they are organized.

4. Empirical research and analysis of results

4.1 Empirical research

The study was designed primarily through interviews and the establishment of focus groups. In-depth interviews with Gen Z help us understand how they understand MBTI types and their role in socialization. We establish the focus groups and organize group discussions to explore the experiences and perceptions of individuals with different MBTI types in social interaction. Using content analysis, the transcripts of the interviews and focus group discussions were coded to identify themes related to social bridges and barriers, and to summarize and generalize respondents' views and attitudes about MBTI in social interactions.

4.2 Analysis of results

Through the organization of the research data, it was found that one of the major common feelings generally expressed by the interviewees was that they believed that the MBTI could help them understand and know themselves. Secondly, they felt that the MBTI could function as a tool in socialization to help with situational judgments and coordinating one's actions, and a few respondents also

viewed it as a tool to make conversations simpler.

Regarding fairness, some respondents indicated that they would be uncomfortable or show resistance to the labeling of their MBTI by others, and that using the MBTI as an indication of interaction climbing is a loss of fairness and objectivity.

Regarding the negative effects brought about by MBTI, respondents indicated that they have been rejected by others on the grounds of MBTI personality categories or have been pushed to take up certain duties that caused distress for them. Stereotyping was also emphasized as a negative effect from MBTI.

5. Conclusion

Generation Z's complex views on MBTI can be seen in this study. They see MBTI as a tool in socialization to help with understanding and communication, but are also wary of the stereotypes and misunderstandings it can bring. Young people generally want to be more flexible and open when using the MBTI, emphasizing the importance of individual differences and diversity. Such a perspective helps to gain a deeper understanding of the actual role and impact of the MBTI in contemporary social behavior.

In terms of countermeasure suggestions, firstly, the major media and markets in society, which are the major forces leading this prevalence and abuse, should take due social responsibility for the over-utilization of the traffic brought by MBTI, and advocate that Generation Z take MBTI as one of the choices of self-knowledge and understanding of other people. Do not over exaggerate the role and effect of MBTI, so as to help them realize that there are other ways for Generation Z to know themselves and the society. Secondly, Generation Z themselves should realize that the social reality in which they live requires them to take the initiative to accept diversity, and to refrain from demanding themselves and others with fixed impressions and standards. MBTI should be viewed correctly and used scientifically. On the one hand, the social capital brought by MBTI should be used correctly to make up for communication barriers; on the other hand, even though MBTI is used to create subcultural products that strengthen social identity, it should be consciously restrained from generalization and overuse in other areas of social life, so as to minimize the spread of stereotypes. In this way, we can make better use of the tool for the benefit of socialization, rather than being "manipulated" by the tool and plagued by numerous social problems.

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