

Subject Description

This project will explore how Generation Z uses platforms like TikTok and Twitter as coping tools for mental health issues by transforming public platforms into private support systems. Many young people turn to social media not only to stay entertained during moments of mental turmoil, but also to feel understood when dealing with anxiety, depression, or loneliness. Hashtags such as #TherapyTok, #MentalHealthAwareness and #HealingJourney have created digital safe spaces where users can freely express emotions, share stories, and connect with others who are experiencing similar struggles. Through these online interactions, Gen Z copes with mental health challenges across TikTok and Twitter by using these platforms as emotional outlets, turning digital spaces into supportive communities that encourage self expression, humor, and shared healing experiences.

On Tiktok, the community known as #TherapyTok brings together licensed therapists, advocates and everyday users who post short videos about coping skills, emotional regulation and self-care, others just use it as a “venting” method and briefly share traumatic experiences. The app’s short-form video style makes serious topics easier to approach through humor, and even dark humor story-telling, causing viral trends. Users often share their own experiences in creative ways, sometimes through relatable skits that are often titled as “POV” meaning point of view, other times through tearful confessions set to calming music. This creates a space where people can release feelings and find comfort through shared vulnerability.

On X/Twitter, users communicate differently mainly because there’s only “tweeting”, and no possibility of making skits. Tweets tagged with #MentalHealthMatters or #MentalHealthAwareness and solidarity through short public messages aka “Tweeting”, memes,

and sometimes sharing an educational video. These posts combine honesty with mental sharpness, showing how humor becomes a coping mechanism for many. The fast pace of twitter allows users to express quick emotions, receive instant feedback, and feel validated by peers who respond with empathy or similar stories.

Although there are no official leaders, gatekeepers exist in the form of verified therapists, wellness, creators, or influencers whose tone and advice set examples for others. The language across both platforms is friendly, casual and full of emotional shorthand vocabulary such as “healing era”, “soft life” and “protect your peace.” This shared vocabulary builds a sense of community and safety among users who may never meet offline.

By observing interactions under hashtags like #TherayTok, I hope to understand how Gen Z reshapes the idea of emotional support through social media. My primary sources will include direct observations of posts, comments and tone from these platforms to analyze how online expression becomes a modern form of coping and connection. My secondary sources will include scholarly or peer-review articles on how Gen Z cope with mental health across social media platforms.