



Growing Effect and Pressure of Social Media in the life of Generation z

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ABSTRACT

Our society has become deeply embedded with social media. Social media is used by everyone, regardless of age, wealth, or poverty. When it comes to internet socializing, everyone is always going crazy. There are numerous social media platforms to select from; some of the more well-known ones include Instagram, Snapchat, Facebook, and Twitter. There have been conflicting opinions regarding social media as its popularity continues to grow globally. Young folks use social media extensively. Additionally, they are more vulnerable to mental illness, low self-esteem, and peer pressure. Increased social media use has been linked in a number of studies to an increased risk of sadness, anxiety, insomnia, loneliness, and suicide. Teens are negatively impacted by social media use in a number of ways, including being distracted, having trouble sleeping, being exposed to bullying, and seeing unrealistic pictures of other people's lives. Teens' use of social media may be linked to the danger. The majority of research demonstrates the impact of social media, but this study focuses on the advantages and disadvantages of social media use. Pop music addiction, South Korean and Chinese dramas, and creating risky reels to post on social media are the main new trends that Gen Z is obsessed to. The Australian government has prohibited social media use by those under 16 due to recent research showing that it is detrimental to their mental health. Everybody has a smartphone with an internet connection at a remote location.. This study want to focus on how to help to reduce the addiction without banned social media. Then conduct brief study in positive impact, psychological problem and assess future impact throughout their lives.

Keywords: Social media , Gen Z ,Mental health, Vulnerable , Impact, Psychological problem

1. INTRODUCTION

Social Media Addiction

Smartphone addiction has led to an increasing number of major abuse issues, particularly among young students. The Diagnostic and Statistical Manual's VI-TR criteria of substance abuse and pathological gambling (America Psychiatric Association, 2000) served as the basis for the identification of Internet addiction; nonetheless, it is currently classified as impulse control disorder, not otherwise specified. In 2004, the Korean Commission for Youth Protection created a methodology for treating internet addiction. Following 2005, they worked with the Korea Green Culture Foundation to complete youth family camps for internet addiction and natural cure programs in 2007 (the Commission on Youth Protection, 2008). According to an analysis of the camp and other addiction programs, there is an increasing number of initiatives to treat addiction that go beyond traditional methods. Drug addiction, which includes chronic drug and alcohol use, and action addiction, which includes internet, gaming, and even smartphone use, are the two types of addiction. Sadly, internet addiction has a high recurrence rate, substantial hazards, and is resistant to treatment. Considerably less study has been done on smartphones. Addiction to screens or smartphones is not a personal issue. Nishad and Rana(2016) argue that few researchers believe that smartphone usage and gender are not significantly associated. Few academics, according to Nishad and Rana (2016), think there is no substantial correlation between gender and smartphone use. Cha and Seo (2018) sought to demonstrate that teenagers are at a heightened risk of developing a smartphone addiction, however their results demonstrated that adolescents are at danger. Smartphone addiction scales were generally good at identifying who believes they are addicted, but they do not reflect objective smartphone use (Geyer et al., 2021). This is in spite of the fact that mobile phone addiction has been discussed for 15 years, sometimes with apocalyptic overtones, and that not a single trustworthy study has been found that offers a therapeutic response which can be empirically contrasted (Pedrero-Pérez et al., 2022). According to Liu (2022), there hasn't been any published intervention study on smartphone addiction.but they suggest that intervention on smartphone addiction is still a key research focus.

Usage And Impact OfSocial Media

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The ability to communicate with almost everyone in the globe quickly is provided by mobile phones. They are a fantastic source of amusement and allow us to locate whatever information we need. Unfortunately, this creation is actually dominating us, even though its goal was to empower us. Nowadays, the majority of mobile users suffer from mobile addiction. A mobile phone can be used for a lot of things. We can play games, gamble, and shop online thanks to our mobile phones. They enable us to view movies, take photos, listen to music, browse the internet, and engage in a variety of other activities. They also help us interact with people worldwide. It is difficult to avoid being dependent on this entertainment powerhouse. But it is essential not to fall prey to it. This is because its repercussions could be damaging. Online connections are not a healthy replacement for in-person contacts, but they may be a fantastic way to meet new people, catch up with existing friends, or even begin a romantic engagement. Due to their tendency to exist in a bubble and be exempt from the same pressures and tensions as messy, real-world relationships, online friendships can be alluring. Using dating apps obsessively can cause you to prioritize quick encounters over establishing lasting connections. Online shopping, stock trading, gaming, gambling, and bidding on auction sites like eBay can frequently result in issues with money and employment. The advent of Internet gambling has made gambling much more accessible, even though gambling addiction has long been a recognized issue. Online shopping or compulsive stock trading can be as financially and socially damaging. eBay addicts may wake up at strange hours in order to be online for the last remaining minutes of an auction. You may purchase things you don't need and can't afford just to experience the excitement of placing the winning bid.

Signs And Symptoms Of Smartphone Addiction

When their phone's battery runs low or dies, addicts become agitated and anxious. When they misplace their cell phone, they also show signs of anxiousness and seem very agitated. Some people who are addicted to their phones even claim to hear their phones vibrate or ring when that isn't the case. Even when they have nothing urgent to accomplish, mobile addicts check their phones nearly every minute. To check notifications, see who is online, and engage in other pointless activities on their phone, they merely browse through the apps. They are so dependent on their phones that they check them without hesitation, even during vital situations or when taking a shower. Loss of sense is another indication of smartphone addiction. An individual with a cell phone addiction loses all concept of time. He frequently arrives late and puts off crucial duties in favor of his phone. It is significant to remember that young phone addiction has been linked to an increase in despair and teen suicide in recent years. Teenage girls are especially vulnerable to the danger. The Centers for Disease Control and Prevention (CDC) report that the suicide rate increased by 65% between 2010 and 2015. Concurrently, there was a 58% increase in the prevalence of severe depression in girls. Numerous academics think that the detrimental impacts of phone addiction are directly responsible for the increase in suicides.

Research Objectives

- To learn about gen z mobile addiction.
- To recognize the psychological issues that come from teens' use of social media.
- Social media's effects on gen z, both positive and negative.
- To evaluate how social media affects teenagers' life.

2. Literature Review

Teenager's mobile phone usage is rapidly increasing. That cause some problem like distraction. Some students use phones throughout study hours, so there is no time to read. Among the distraction are music, internet, movies, dramas, instagram, snapchat ,games etc. Mobile addiction causes several serious problems such as headache, weakened eyesight, sleep disorders, depression, social isolation, stress, aggressive behavior, financial problem, ruined relationship and low or no professional growth. Studies have shown that young people experience withdrawal symptoms when away from their phone for a short period of time. The mobile phone is one of the most significant discoveries of the 20th century. According to recent statistics over 50 crore Indians are using smartphone. While it is true that the advancement of technology has led to many conveniences in our world. Research published by Virgin Mobile discovered that those billions of smartphone users receive 427% more messages and notifications than they did a decade ago. They also send 278% more texts. The rise in phone use seems like a natural necessity for modern life, however, it can also cause concern and negative consequences. The heavy use of these devices has consumers questioning their cellular habits. According to Google Trends, since 2004 searches for "cell phone addiction" have been rising. Chronic phone use is a recently developed form of addiction. The American Psychiatric Association does not officially recognize the condition. Still, it is acknowledged as a behavioral addiction by many medical professionals and researchers worldwide. Addiction to , dating apps, texting, and messaging can extend to the point where virtual, online friends become more important than real-life relationships. Online compulsions such as gaming, gambling, stock trading, online shopping, or bidding on auction sites like eBay can often lead to financial and job-related problems. At stated by Billieux(2008) tested gender differences in both teams of impulsion and problematic mobile phone use among the young. The results showed that men use their mobile phones more frequently in dangerous situations whereas women are more dependent on them. The results on impulsion, showed that men exhibit significantly higher levels of sensation seeking and lower levels of perseverance, while women reveal significantly higher levels of urgency. Howell (2008) investigated gender differences related to their mobile phones and users perception and attitude towards their use in public and private places. Hakoama and Hakoyama(2011) studied gender differences in multiple aspects of mobile phone use. The results revealed that females, especially whites, were more likely to depend heavily on their phones to maintain social relationships. However, throughout the pandemic research has shown that even though everyone is physically isolated from one another, social media has been a great resource for fulfilling this human social need while remaining safe (Ellis et al, 2020). One of the only things that is agreed upon in the literature is that using social media in moderate amounts, with some parental supervision, can decrease the risk of harm to well-being and increase the benefits (Kardefelt-Winther& Byrne, 2020). Young people are also hesitant to admit that they may have experienced the negative aspects of social media either because the harms are discussed more than they are experienced

(O'Reilly et al., 2018), Covid-19 may have also led to children interacting with the internet and social media earlier than previously observed, which suggests that young children can learn about internet safety before they experience the harms. smartphone addiction scales were generally good at identifying who believes themselves to be addicted, although they do not reflect objective smartphone use (Geyer et al., 2021). smartphones have changed the communication and information landscape, social and scientific concern about smartphone addiction has been ongoing and hundreds of papers have been published about smartphone addiction (Olson, 2022). Liu (2022) declare that no intervention research has been published on the research topic about smartphone addiction, but they suggest that intervention on smartphone addiction is still a key research focus.

Significance Of The Study

As of right now, web searches provide enough information on the socio-psychological aspects of an individual who is abused to mobile addiction; however, a mere report on the website may not bring any significant education or awareness on mobile addiction until awareness programs are initiated. The study's need was to highlight the correlation between smart phone addiction and the rise in depression and suicide among teenagers (gen z) in recent years, as well as the fact that smart phone addiction has reached the required or higher level for criteria of substance use or dependency disorder. The study had concentrated on the three main areas. They are psychological, social and physical based. By this study the researcher want to identify the teenager's (gen z) attitude towards the use of smart phone. This study is helped for analyze for analysis of situation of teenagers problems and difficulties. With the advent of smartphones, internet addiction is getting worse. Thus, the purpose of this study is to outline the medical and social effects of smartphone addiction. Personalized individual characters connected to the internet or smartphone are the cause of internet addiction. own emotional and psychological aspects as well as the social and environmental aspects of their surroundings. Physical health is greatly impacted by internet addiction; common symptoms include soreness, stiffness in the arms and joints, dry and strained eyes, back and neck pain that causes headaches, sleep issues, excessive talkativeness, extreme hyperactivity, poor hygiene, and food disorders. Due to two distinct origins of addiction, it has been demonstrated that there are two distinct approaches: behavioral treatment and complementary treatment. The cognitive behavioral approach is a representative behavioral treatment strategy for altering addictive behaviors and beliefs.

3. Methodology

The study highlighted that the rise in depression and suicide among teenagers in recent years correlated to phone addiction. One of the research question related to current relationship status with family and friends, behavioral patterns, Mental and physical stages, academics and personal attitude about screen addictions. This paper has attempted to sketch out the smartphone addiction and physical and social impacts. The participants were 30 teenage students in Kerala. most of the men's are actively participated and very low female respondent because the females are not want to come forward in any activities. Everyone is attended class online in the time of pandemics. The main source of data for the present study is primary data. The researcher collected firsthand information directly from the respondent by using questionnaire. Secondary data were assessed from the literature available like books, journals, articles, newspapers, internet etc...

Sampling is the process of selecting units from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen. Simple random sampling is used by the researcher as the sampling techniques for this study. Simple random sampling refers to a type of sampling method. Simple random sampling is a fundamental sampling method and can easily be a component of a more complex sampling method. The main attribute of this sampling method is that every sample has the same probability of being chosen. In this study the researcher applied descriptive design. The tool used in this study is the questionnaire and observation. The obtained data were analyzed quantitatively. This type of analysis involves counting the participants responses and calculating percentages.

4. Characteristics And Traits Of Generation Z

They are driven by money and ambition. Generation Z is portrayed as motivated and financially aware, with a strong desire to save money. A thorough analysis of following categories: age and gender influence, compulsive smart phone use, physical and psychological impact on social media.

Age and gender influence

Among younger users, typically teens in their early 20's are mostly in social media addiction. According to the survey, 30% of women and 60% of men participated. It demonstrates that the majority of men (70%) actively participate in activities, whereas the number of female respondents is quite low (30%) due to the women's reluctance to participate. Sixty percent of Gen Z students believe they are not addicted to their phones, while forty percent believe they are. The majority of Generation Z believes they have control over how they use their smartphones.

Compulsive smartphone use

The majority of them use their smartphones to unwind at night. Gen z are more likely to use smartphones compulsively. 36% of teenagers' smartphone use is under control, while 64% of their use is uncontrollable. Usage of mobile gaming platforms is under 20%. The growth of online gaming platforms has a direct impact on Generation Z. The majority of teenagers are dependent on free fire and pub-g. Online gaming addiction affects both men and women. 34% of people never use online learning platforms. The majority of teenagers use Google to learn. They occasionally make use of Wikipedia and YouTube. Social media is used as a learning tool by the majority of teenagers. They can use social media to look up anything. However, it diverted the research.

Physical and psychological Impact on social media

Most teenagers are ignorant of the detrimental effects of social media. 42% become upset when they can't use social media. 58% of people get furious occasionally, compared to 20% who never get angry. When their cell phone's battery runs low or dies, the responders become agitated and concerned.

Teenagers who use their phones at night get less sleep. It has a direct impact on attention span. According to several responders, they sometimes hear their cell phone vibrate or ring when that isn't the case. Teenagers' attention spans are getting shorter. Online drama has an impact on the majority of teenagers. That is the cause of the attention span reduction. The majority of them struggle to focus in class. They find it difficult to focus in class. Teens who use social media feel more at ease. Even when they have nothing urgent to do, they check their phones nearly every minute. To check notifications, see who is online, and engage in other pointless activities on their phone, they merely browse through the apps. The majority of teenagers use social media as a way to unwind. Teens unwind by playing online games and using YouTube and Instagram. Due to their complete loss of sense of time, the majority of teenagers use their phones right before bed and sleep late. Longer smartphone use is the source of the majority of respondents' physical ailments, which include shoulder pain and eye problems. The majority of teenagers use social media platforms like WhatsApp to express their innermost thoughts. The videos were never illegally downloaded by female teenagers via social media. The majority of unlawful video downloads on social media are made by male teenagers. Sixty-eight percent of teenagers believe social media has no impact on their personalities. Teens believe that their personalities cannot be influenced by social media.

Social media platforms and online behavior

Instagram

Instagram is the preferred platform for sharing images and narratives. It is widely used in India, particularly by Gen Z. This site allows you to post movies, images, and reels short videos that users can follow, like, and share. Why They Enjoy It: They enjoy following trends and the cool graphics. They can connect with their favorite content makers and share intimate moments there. They are very interested in social interaction, sharing beautiful images, and clips.

Facebook

Facebook is still widely used in India, where it has a substantial user base. Gen Z is among the many people who have profiles. Facebook usage has declined recently as a result of the rise in popularity of apps like Instagram and Snapchat. Reasons for Their Appreciation: Gen Z still utilizes Facebook to communicate with family, join groups, and find fascinating information, even though it is less popular with younger people.

Twitter

Gen Z uses Twitter for social activism, trend-following, and instant updates. They follow influencers, interact with peers, and show innovation. For news, meme culture, and developing personal brands, Twitter is the place to go. Effective interaction requires being succinct and remaining current with trends. Why They Enjoy It: It provides quick news, trends, and discussion on a range of subjects. Twitter is a widely used social media platform that allows users to share short messages, known as "tweets," and interact with others in a fast-paced, real-time environment. While it's used by a broad range of people, including teenagers, its features and usage are often different from those of platforms like TikTok and Snapchat. Twitter is used by teenagers primarily for self-expression, social interaction, and staying informed. It is also a space for humor, trends, and activism, though it does come with concerns around privacy and mental health. Twitter's real-time, conversational nature makes it distinct from other social platforms, providing teens with a unique space to engage with the world.

LinkedIn

Users can establish profiles on LinkedIn, a professional networking site, to highlight their education, talents, and employment history. It is utilized for professional networking, job searching, exchanging industry ideas, and creating a polished online image. Why they enjoy it: LinkedIn is used by Generation Z to expand their network and professional brand. They establish profiles that highlight their abilities and experiences, establish connections with mentors and peers, and keep abreast of market developments. It serves as a tool for professional growth, job searching, and self-expression in the workplace.

Pinterest

You may find and bookmark ideas online with Pinterest, which functions similarly to a digital bulletin board. It is a website where users, especially members of Generation Z, can compile and distribute collections of pictures and links that are relevant to their hobbies. Why they enjoy it: Pinterest allows you to visually explore your interests. For organization and inspiration, Gen Z adores Pinterest. They can search and store ideas for fashion, do-it-yourself projects, recipes, and more in this digital scrapbook. It serves as a visual playground where people can arrange activities, show their personal style, and find new interests.

Youtube

YouTube is an essential platform for teenagers, offering entertainment, education, self-expression, and social interaction. Whether it's watching videos, creating content, following influencers, or engaging with a community, YouTube serves as a versatile space for gen z to connect, learn, and showcase their talents. However, like any online platform, it's important to navigate YouTube responsibly, considering privacy, safety, and mental health.

TikTok

TikTok is another social media platform that is widely popular among teenagers. It offers a unique blend of short-form video content, music, and creative tools, making it an appealing platform for self-expression and entertainment. TikTok is a dynamic platform that serves as a form of entertainment, self-expression, and social interaction for teens. It's one of the dominant social media platforms today, offering creative freedom and a sense of community, but it also presents challenges related to screen time, privacy, and online pressure.

Snapchat

Snapchat is a popular social media platform among teenagers, providing a variety of features that appeal to them. Snapchat has evolved into a tool for socializing, entertainment, and self-expression among teens. However, it also raises concerns related to privacy, the pressure to maintain an online persona, and exposure to inappropriate content.

Whatsapp

WhatsApp is a widely used messaging app that allows users to send text messages, voice messages, make voice and video calls, and share multimedia content such as photos, videos, documents, and more. It is especially popular for its simplicity, privacy features, and cross-platform compatibility. WhatsApp is a versatile messaging app that allows teenagers to stay connected with their friends and family through text, voice, and video calls. The app's privacy features, group chats, multimedia sharing, and status updates make it a favorite for both personal and academic communication. However, like any social app, it requires careful attention to privacy settings and responsible use to avoid issues like oversharing or cyberbullying.

Based on the data, the ranked summary of the most-used social media platforms by Gen Z, sorted by percentage of usage:

1. YouTube: 93%
2. Instagram: 78%
3. Facebook: 67%
4. Snapchat: 65%
5. TikTok: 62%
6. Pinterest: 45%
7. X/Twitter: 42%
8. LinkedIn: 32%
9. WhatsApp: 32%

Observations:

- YouTube is the clear leader, with near-universal use among Gen z
- Instagram, Facebook, and Snapchat follow as highly popular visual and social platforms.
- TikTok shows strong engagement, reflecting its appeal to younger users.
- Platforms like Pinterest, X/Twitter, LinkedIn, and WhatsApp are used less frequently, but still significant to specific niches or purposes.

5. Comparative Analysis

According to the study's findings, self-reported smartphone addiction is common among teenagers enrolled in school and is associated with both overall usage duration and use at later times of the day. When creating advice for smartphone use and sleep hygiene, public health organizations should include this evidence. Additionally, schools, parents, and clinicians should be aware of how common smartphone addiction is and be ready to take into account the potentially extensive effects of smartphones on sleep. Even though this study was cross-sectional, the results indicate that those who are at risk of developing an addiction to smartphone use may be identified by the amount of time they spend on their phones and the time they last used them. Recent research indicates that it is confirmed that Gen Z mental health and physical health is associated with cell phone addiction. We cannot state with absolute certainty that kids' poor mental and physical health is only due to their usage of mobile phones. Gen Z mental health is severely impacted by cell phone use; they may appear nervous, unhappy, and furious, or they may even take their own lives. Teens' mental health is severely impacted by cell phone use; they may appear nervous, unhappy, and furious, or they may even take their own lives. In this day and age, the rate of suicide is rising. Additionally, other research found a positive correlation between physiological health and cell phone addiction. According to the opposing viewpoint, there is an indirect link between using a cell phone and mental health. Gen Z are said to have sleeplessness as a result of using cell phones at night. In the end, insomnia leads to anxiety, despair, and depression. Addiction to cell phones has nothing to do with mental health. After analyzing these findings, it is determined that there is a connection, either direct or indirect, between teen cell phone addiction and mental or physical health. The relationship and its detrimental repercussions on teenagers cannot be ignored. The disorder can be treated and fought. Specialized addiction treatment facilities are available to assist. A number of programs are available at some of these detox centers to assist their patients in overcoming their addiction to digital devices.

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