

# Revealing the Instagram "Grid Zero" Trend Among Gen Z Through Interactive Learning Media Slido

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**Abstract:** The high number of Instagram users among Generation Z and the emergence of the "Grid Zero" trend highlight the need for research to understand why they choose to empty their Instagram feeds. This study aims to explain the reasons Gen Z participate in the Grid Zero trend. Data were collected through a survey involving 100 Gen Z participants who had no posts on their personal Instagram accounts. The survey was conducted using the interactive platform Slido through Polling, Open Text, and Word Cloud features; the responses were then analyzed thematically. The findings reveal seven main themes underlying Gen Z's adoption of the Grid Zero trend: lack of self-confidence, feelings of saturation and boredom, maintaining emotional stability, self-transformation, religious practices, aesthetics, and social demands. The results also shed light on Instagram usage duration and the length of time participants engaged in Grid Zero. This study is expected to provide deeper insights into Gen Z's motivations for following the Grid Zero trend, offering valuable insights for parents, educators, and the community regarding Gen Z's digital behavior.

**Keywords:** gen z; grid zero; instagram; slido

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menyoroti tentang durasi penggunaan Instagram dan durasi melakukan Grid Zero. Penelitian ini diharapkan dapat bermanfaat untuk memberikan pemahaman yang lebih mendalam mengenai motif Gen Z dalam mengikuti tren Grid Zero, sehingga dapat membantu orang tua, pendidik, dan masyarakat memahami perilaku digital mereka.

**Keywords:** gen z; grid zero; instagram; slido

## Introduction

The modern era is marked by the widespread use of the internet with social media-based activities being the most favored by society. The global data provider "We Are Social" in its report "Global Digital Reports" states that by 2025, 5.24 billion people out of the total global population of 8.20 billion, or about 63.9%, will be active social media users.

This number increased by 4.1% from the previous year, reaching 206 million people worldwide. According to the same data, Indonesia is one of the countries with a relatively high number of social media users. Based on data from "We Are Social," the number of social media users reached 50.2% of the total population of Indonesia, or around 143 million people. Instagram is one of the most frequently accessed social media platforms by Generation Z in Indonesia aged 16 and over, covering approximately 84.6% of all social media platforms for that age group (We Are Social, 2025).

The Gen Z group, born between 1995 and 2012, grew up in the era of the internet and social media, which have become an inseparable part of their daily lives (Gabriellova & Buchko, 2021). Unlike previous generations, Gen Z tends to rely on information from digital media (Chang & Chang, 2023). Gen Z not only adopts digital technology but also shapes the culture and norms within it. Based on the data presented above, the widespread use of social media among Gen Z is not just a trend, but a global phenomenon that affects how they interact with the world, build social relationships, and consume information.

Gen Z is a group with a strong preference for digital media because it offers engaging, interactive, and fast content (Manalu et al., 2025). Many Gen Z individuals use Instagram because this platform provides ease and convenience in sharing and accessing attractive visual content, especially for those involved in online buying and selling (Choi et al., 2023). In addition, Instagram can be a platform that helps users or sellers build their business visual identity (Untari & Fajariana, 2018).

Some digital media features, such as those on Instagram, have a strong influence on determining the attitudes of Gen Z today (Chang & Chang, 2023). Previous studies show that changes in Gen Z's lifestyle are greatly influenced by visual communication, interaction, and personalization factors (Siregar et al., 2024). A number of studies have demonstrated a significant association between Instagram use and individual insecurity. One contributing factor is that Instagram functions as a platform for social comparison among users (Meier et al., 2020; Sierra et al., 2026), which has been linked to increased levels of depression (Frison & Eggermont, 2017) and to overall psychological well-being in individuals (Burnell et al., 2020). These findings indicate that the use of media like Instagram has a significant impact on the way they express themselves and build their digital identity.

Instagram plays an important role in the social media life of Gen Z and continues to evolve over time. Instagram, which initially focused solely on photo and moment sharing, has developed into a platform with various features such as "feed," "stories," "reels," and even direct messaging. Not only a visual gallery, Instagram has also become a dynamic and multifunctional communication tool. Although Instagram was created as a platform to share important moments through the "feed" feature, not all users utilize this function optimally. The phenomenon of users choosing to delete, archive, or even never upload content at all indicates behavioral variations that have not been widely revealed. In modern society, this phenomenon is known as "Grid Zero."

The term Grid Zero was first popularized by Bobby Allyn in 2024 through his article "The rise of 'Grid Zero': Why more Instagram users are hiding their profile." The Grid

Zero phenomenon refers to Instagram users emptying their feeds. This phenomenon has become a trend, especially driven by the behavior of the younger generation, who now see Instagram as a more personal platform rather than the original sharing function that Instagram offered (Allyn, 2024).

Instagram, as a social media platform, is closely associated with visual culture, a condition in which social life is dominated by imagery and visual representations. This condition is linked to how individuals present themselves to the public (Hollenbaugh, 2021). The pressure to construct an idealized visual identity subsequently gives rise to phenomena such as social comparison and insecurity within society (Meier et al., 2020; Sierra et al., 2026). The “grid zero” phenomenon can be understood as a form of social resistance enacted through social media, although it does not take the form of overt collective resistance. Among Generation Z, this phenomenon emerges as a rejection of image-centered cultural norms that demand perfection in the contemporary era (Amalia, 2025).

The Instagram platform as a social media cannot be separated from how individuals present themselves to the public (Hollenbaugh, 2021). Instagram is often used by Generation Z as a space for communication, self-expression, and displaying identity or self-image. However, recently many Instagram users have engaged in Grid Zero by deleting or archiving all their posts on their personal feeds, leaving no posts at all on their Instagram accounts. This situation creates a gap in understanding the reasons behind individuals’ decisions to erase their digital footprints on a platform oriented toward visual self-sharing. This phenomenon is often carried out by Gen Z as Instagram users living in the digital age, but their reasons for following the Grid Zero trend are still unknown.

One of the efforts that can be made to find out the reasons they follow the Grid Zero trend is to use interactive media such as Slido. The Slido platform is an interactive medium that can be used to interact with audiences. Several available features such as polling, quizzes, short answers, and surveys can help instructors create a dynamic learning experience and encourage active audience participation (Adebola, 2024). Slido can be used to collect data from Gen Z audiences about their reasons for following the Grid Zero trend more easily and privately.

The high rate of social media use among Gen Z, especially Instagram, as well as the proliferation of the Grid Zero trend among Gen Z Instagram users, raises major questions about the reasons for following this trend: deleting or archiving all posts on their Instagram accounts. This phenomenon contradicts the main function of Instagram as a platform for sharing photos or important moments. Grid Zero is a newly emerging phenomenon with very little research attempting to reveal the reasons Gen Z follow this trend, especially research using Slido as an interactive data collection medium.

These various reasons form an important basis for understanding the underlying factors for Gen Z following the Grid Zero trend on Instagram. Therefore, this study aims to uncover these reasons by identifying the duration of Instagram access and the duration of following the trend. This research is expected to provide significant findings and contribute to stakeholders such as parents, teachers, and the wider community, especially

in understanding Gen Z's psychological and social experiences related to their online activities.

## Method

This research used a survey method to collect data from participants. This method is considered effective for obtaining data and information from a large number of participants about the Grid Zero phenomenon currently trending among Gen Z. In this study, the survey was conducted interactively using the Slido digital platform as a medium that can be used to interact easily with participants. This research involved 100 (n=100) Gen Z participants who followed the Grid Zero trend by deleting or archiving all posts on their Instagram accounts. The focus on Gen Z is important as they are a “digital native” generation highly familiar with technology and social media, especially Instagram.

Data collection involved several questions asked to participants regarding three main aspects: the duration of Instagram access, the duration of the decision to delete or archive all posts, and their reasons for deleting or archiving posts on their personal Instagram accounts. This data collection process used three main features of Slido: Polling, Open Text, and Word Cloud.

The Polling feature was used to collect data such as the duration of Instagram access and the duration of the decision to delete or archive posts. The Open Text feature was used to give Gen Z participants the freedom to answer questions in detail, providing deeper insights into their reasons for deleting or archiving posts on their Instagram accounts. Data collection using the Word Cloud feature aimed to visualize the most frequently mentioned responses by participants. This feature helped researchers quickly identify the main relevant themes. Once the data was collected, it was analyzed qualitatively using thematic analysis techniques. Thematic analysis was chosen to identify, analyze, and report patterns or themes emerging from qualitative data, such as Open Text and Word Cloud.

## Results and Discussion

### *Duration of Instagram Use*

Data in Table 1 shows that nearly all Gen Z participants are long-term users of Instagram. This is evidenced by usage durations of 4-5 years (66 participants), around 2-3 years (16 participants), about 3-4 years (14 participants), around 1-2 years (3 participants), and less than 1 year (1 participant). Thus, it can be concluded that the majority of Gen Z have accessed Instagram for approximately 4-5 years.

**Table 1.** Duration of Instagram Use Among Gen Z

No	Duration	Frequency
1	< 1 year	1
2	1-2 years	3

3	2-3 years	16
4	3-4 years	14
5	4-5 years	66

**Duration of Decision to Delete or Archive All Posts on Instagram Account**

Data in Table 2 below shows that out of 100 participants, the duration individuals decided to delete or archive all posts on Instagram was distributed as follows: about 1-2 years (36.7%), 2-3 years (27.5%), 3-5 years (18.4%), 1-6 months (10.2%), and around 6-12 months (9.2%). Thus, it can be concluded that the decision of Gen Z to delete or archive all posts on Instagram most frequently occurs within a time span of about 1-2 years.

**Table 2.** Duration of Decision to Delete/Archive Posts

No	Duration	Frequency	Percentage
1	1-6 months	10	10.2%
2	6-12 months	9	9.2%
3	1-2 years	36	36.7%
4	2-3 years	27	27.5%
5	3-5 years	18	18.4%

**Reasons for Deleting or Archiving All Posts**

Apa alasan Anda menghapus/mengarsipkan semua postingan di Instagram? ketik "1 kata" saja.

Wordcloud Poll 113 responses 99 participants



slido

**Figure 1.** Reasons Gen Z Delete or Archive Instagram Posts via Word Cloud

The word cloud images above illustrate the reasons individuals decided to delete or archive all posts on Instagram. The most dominant reasons include 'feeling embarrassed' (24 participants), insecure (13 participants), lazy (11 participants), 'alay' (11 participants), weird (5 participants), privacy (4 participants), uncomfortable (4 participants), introvert,

lack of self-confidence, and complicated (each 3 participants); tired and dislike (each 2 participants), and other reasons (each 1 participant).

Based on the themes above, the researchers conducted an analysis and identified seven main themes: (1) lack of self-confidence; (2) boredom; (3) emotional stability; (4) self-transformation; (5) religious values; (6) aesthetics; and (7) demands. The explanations for each main theme are described in the following tables:

**Table 3.** Theme: "Lack of Self-Confidence"

No	Reason
1	Shame and privacy concerns
2	Fear of expressing oneself and being judged
3	Feeling that posting on Instagram is sufficient, along with a sense of embarrassment
4	Feeling that the uploaded photo is not good enough or losing confidence after reviewing it several times
5	Feeling insecure when seeing more attractive people and believing oneself is not worthy of posting photos
6	Being introverted and lacking self-confidence
7	Fear of others' perceptions, such as being judged as exaggerated, unattractive, strange, or becoming a topic of gossip
8	Embarrassment about being seen by people they know
9	Frequent feelings of embarrassment and lack of confidence leading to discomfort
10	Lack of self-confidence
11	Not feeling confident enough to post personal activities on Instagram feed
12	Feeling not confident
13	Embarrassment about being seen by others; sometimes the photos/videos feel outdated
14	Feeling insecure and not "cool" enough to be shown publicly
15	Lack of self-confidence
16	Feeling that the content is not good or attractive enough to be shared publicly
17	Constantly feeling insecure about what is posted; fear of being judged as attention-seeking, tacky, or pretentious

Table 3 above provides detailed reasons related to the theme of lack of self-confidence as the main motive for Gen Z to engage in Grid Zero, deleting or archiving all their Instagram uploads. According to qualitative data from the study participants, there are 17 statements reflecting the same psychological condition: fear of social judgment, such as "afraid of being seen as 'alay', 'excessive', 'ugly', or becoming the subject of gossip." Lack of confidence in physical appearance is expressed as "feeling the photo is ugly," "not cool enough to be shown," or "afraid of being commented on." The tendency to compare oneself to others appears as "feeling insecure seeing others who are more attractive."

Embarrassment in a social environment is shown by "feeling ashamed when seen by acquaintances." In general, the most prominent theme from Table 3 is the lack of self-confidence that arises from social media standards.

The main psychological factor behind the Grid Zero trend is a lack of self-confidence. Gen Z tends to view themselves negatively and worry about social responses, so they choose to withdraw from the virtual world. In this condition, Grid Zero serves as a protective mechanism. By deleting or hiding posts, Gen Z tries to manage their self-image, avoid social stress, and calm their anxiety. The cultural context of Gen Z in Indonesia also strengthens this tendency. Norms of politeness, concerns about others' opinions, and personal privacy values reinforce feelings of embarrassment when appearing on social media. Psychological implications such as the decision to empty or archive an Instagram feed can be seen as a form of digital coping in an effort to control oneself in a virtual world full of aesthetic and social pressures.

**Table 4.** Theme: "Boredom"

No	Reason
1	Laziness and feeling that there is nothing worth posting
2	Laziness
3	No specific reason, just feeling lazy
4	Questioning the purpose (e.g., posting just to receive praise); more inclined to avoid showing off
5	Getting bored if it takes too long
6	Posting out of boredom
7	Lack of interest in posting content on the feed
8	Not particularly interested in being highly active on social media

The reason Gen Z engages in Grid Zero is due to boredom and fatigue with activities on Instagram. Most research participants stated that they no longer find enjoyment or purpose in posting content on their feed, for example "just lazy," "don't know what to post," or "bored." Some participants also reject the culture of showing off on social media with comments like "what for? just to be praised?" indicating a sense of fatigue with the pressure to present themselves for approval. This phenomenon shows that for some Gen Z members, Instagram is no longer an interesting space for self-expression, but has become too monotonous, exhausting, and meaningless.

Gen Z has started to see Instagram not as a necessity, but as a boring habit, leading them to stop or delete their posts. The decision to engage in Grid Zero in this context is a form of mental fatigue due to constant exposure to social media. For some participants, Grid Zero is an effort to distance themselves from the virtual world, marking a desire to live more simply and not be bound to digital existence.

**Table 5.** Theme: "Emotional Stability"

No	Reason
1	Feeling more at ease
2	Seeking peace of mind
3	Starting a slower and more peaceful life
4	To make others curious and appear mysterious
5	To keep the profile clean, as I prefer minimalism
6	Preferring not to have posts in order to appear mysterious
7	Feeling freer without engaging in a "fake" online life

The next theme reveals that Gen Z engages in Grid Zero due to a desire to maintain emotional stability. In this theme, research participants expressed reasons such as "feeling calmer," "seeking peace," "starting a relaxed life," and "just to be clean, because I like minimalism." Some other participants wanted to "appear mysterious" or be "free from a fake life." These data show that Grid Zero is not only carried out due to negative impacts such as lack of confidence or boredom, but also because of positive desires to reorganize their digital lives to be more peaceful, clean, and controlled.

Gen Z is beginning to seek space amidst a social media world full of social and aesthetic pressure. They choose to empty their feed as a form of self-regulation, a conscious effort to calm themselves and distance from digital distractions. Digital minimalism values, such as creating a "clean" and mysterious account, are considered more soothing and aesthetic than meaningless posts. For the research participants in this group, Grid Zero is an expression of the need for simplicity and authenticity. In other words, inner peace is more valuable than social recognition.

**Table 6.** Theme: "Self-Transformation"

No	Reason
1	No longer represents myself; I feel embarrassed or uncomfortable with my past posts
2	Wanting to let go of the past
3	Deleting memories
4	Letting go of past and negative experiences
5	Wanting to start a new life
6	Removing traces of the past
7	Feeling that previous posts were immature or attention-seeking

The next reason Gen Z engages in Grid Zero is the desire for self-transformation by letting go of the past and starting a new life. Research participants expressed this with phrases such as “erasing memories,” “letting go of the past,” “starting a new life,” and “the posts no longer represent who I am.” They view their Instagram accounts as a reflection of their personal journey that they want to update. Some participants felt their old posts were cringeworthy or “alay,” so they no longer matched their current identity and self-image. This phenomenon shows a reflective process in which Gen Z recognizes changes in themselves and attempts to present a version of themselves that is more relevant to the present.

**Table 7.** Theme: "Religious Values"

No	Reason
1	Fear of the evil eye ( <i>'ain</i> )
2	Avoiding showing one's face due to fear of the evil eye
3	Belief that a woman's entire body is considered <i>awrah</i> (to be covered)
4	Belief that posting photos is not permissible in Islam
5	Being an Islamic boarding school (pesantren) alumna, feeling introverted, and not yet able to step out of one's comfort zone

Gen Z engages in Grid Zero because of religious values they hold. Several participants expressed reasons such as “fear of ‘ain’ (envy),” “women are aurat (should be covered),” “not allowed to post photos in Islam,” and “boarding school alumni... introverted and not ready to leave the comfort zone.” These statements indicate that the decision to delete or archive all posts on Instagram is based on religious awareness and strong etiquette. They believe that displaying their face or personal activities on social media could violate decency boundaries or open opportunities for slander and envy (*'ain'*).

**Table 8.** Theme: "Aesthetics"

No	Reason
1	Feeling that the photo is no longer good enough
2	Feeling that no photo is good enough due to a desire for perfection
3	Perceiving it as excessive and preferring to appear mysterious
4	Lack of motivation to post; in the current era, posts are expected to be aesthetically pleasing, which can lead to embarrassment if they are not
5	Perceiving such posts as attention-seeking or immature when viewed from an outsider's perspective

The urge to appear aesthetically pleasing is the next reason Gen Z engages in Grid Zero. Their reasons for this theme include statements such as "the photos are no longer good," "always want perfection," "afraid if it's not aesthetic," and "it looks 'alay' when seen by others." These statements illustrate that Gen Z pays close attention to their appearance

in the digital world and their aesthetic image on social media. They feel that every post on Instagram must meet certain aesthetic standards to be worthy of public viewing. If a post is considered not in line with visual taste or current trends, they choose to delete it so the feed looks tidier, cleaner, and more consistent.

**Table 9.** Theme: "Demands"

No	Reason
1	The posts only contained assignments during orientation ( <i>ospek</i> ), and were intended to be posted temporarily
2	The last post was a Twibbon for university orientation, which was deleted after the orientation ended
3	Previous posts were considered immature, and the most recent one was only posted as an orientation requirement
4	The orientation period had ended

The final theme is the factor of demands, especially related to using Instagram as a tool for assignments and campus activities. Research participants gave reasons in this theme, such as: "posts are only for orientation tasks," "feed twibbon for university orientation," and "after orientation, I immediately deleted them." This indicates that some Instagram users among Gen Z do not treat the platform as a medium for personal expression, but merely as a tool to fulfill temporary academic obligations.

The reason for Grid Zero in this theme is based on pragmatic function. Instagram is considered a tool used for certain needs, not as a permanent account. After completing assignments, users choose to erase their digital footprint so the account returns to being clean and personal. This shows that some Gen Z have a high level of digital awareness, able to separate the formal (academic) sphere from the personal (self-expression). Thus, Grid Zero here is not a form of rejection of social media, but rather a content management strategy to keep the account relevant, neat, and in line with the identity they want to maintain.

These findings indicate that Generation Z tends to be long-term Instagram users. However, after a certain period, typically one to two years, they begin to re-evaluate their account usage, leading to the decision to engage in "grid zero" practices by deleting or archiving their posts. This decision is not spontaneous; rather, it reflects a learning process shaped by prior experiences, particularly the emergence of feelings such as embarrassment, insecurity, and discomfort toward previously shared content. In addition, shifts in personal standards contribute to the perception that earlier posts are no longer relevant or may even be perceived as embarrassing. Emerging research themes, such as low self-confidence, fatigue, social demands, and aesthetics, suggest that grid zero functions as a form of reasserting control over digital identity, whereby Generation Z selectively removes visual traces that no longer align with their current sense of self.

## Discussion

These findings can be interpreted through several key theoretical frameworks within cyberpsychology. The prolonged duration of Instagram use among Generation Z indicates the practice of self-presentation in online environments, referring to the tendency to selectively manage and display one's self-image in digital spaces (Hollenbaugh, 2021). Over time, continuous exposure to visual content fosters social comparison processes, in which individuals evaluate themselves against idealized standards portrayed on Instagram, thereby eliciting feelings of embarrassment, insecurity, and low self-confidence (Meier et al., 2020). As these pressures accumulate, individuals enter a reflective phase that encourages them to reassess and renegotiate their digital identity.

The development of platforms like Instagram has changed how Generation Z presents their identity in the digital world. Instagram, whose main function was as a sharing space, not only serves as a place to share important moments like images but also becomes a medium for Gen Z to construct themselves aesthetically, thus giving rise to the Grid Zero phenomenon. This kind of aesthetic strategy influences how individuals perceive Gen Z users' identities (Caldeira, 2023).

The Grid Zero phenomenon is associated with social media detox in usage regulation. Research participants revealed that one of the positive impacts of emptying their Instagram feed is a sense of calm. The decision to reorganize their Instagram habits is related to previous studies, which found that individuals often experience well-being by resetting social media use, especially in the context of social media detox (Liu et al., 2025). Instagram users prefer utilizing Instagram Stories rather than making posts on the Instagram Feed, especially for sharing spontaneous moments (Kreling et al., 2022).

Teen Instagram users generally form and present their self-image on their Instagram accounts based on social norms in their environment. Peer norms influence how they present themselves on Instagram (Zillich & Riesmeyer, 2021; Zillich & Wunderlich, 2024). The presence of social media influencers can also affect Instagram users' body perception, making them prone to social comparison (Pedalino & Camerini, 2022). These studies support the findings of this research, which show that the main reasons Gen Z engage in Grid Zero are feelings of embarrassment and lack of self-confidence. Both feelings arise from self-evaluation and the opinions of others. The decision to empty posts on Instagram is seen as giving a positive impression and helps them avoid feeling insecure. This effort by Gen Z is an attempt to maintain their self-image.

Although not directly, Instagram use can increase social anxiety among its users (Jiang & Ngien, 2020; Sharma et al., 2023). Thus, the presence of embarrassment and lack of self-confidence among the study participants provides evidence that the decision to do Grid Zero on Instagram accounts is becoming more real. This is due to Gen Z's efforts to avoid negative impacts and maintain their mental and emotional condition by removing posts on their Instagram accounts. Previous findings also explain that excessive use of Instagram features and psychological dependence can potentially increase negative emotions (Lu & Lin, 2022).

These findings also reveal that individuals decided not to display any posts on Instagram to maintain privacy, making them more cautious in accessing Instagram, which leads to the practice of Grid Zero. This finding is consistent with previous research stating that individuals tend to refrain from displaying personal information, usually due to unpleasant past experiences, and they set privacy in various ways, such as making content for certain people, using the close friends feature, having a second account, or not posting at all (Aini & Alamiyah, 2022). These findings also prove that using social media like Instagram has a significant influence on the psychological condition of Generation Z, especially related to body image, mental health, and social recognition (Molina & Rojas, 2024). Instagram accounts can encourage a too-narrow perception of attractiveness, constantly comparing users to 'Instagram models' and influencers who often set unattainable beauty standards, risking harm to self-representation and body image (Fardouly et al., 2015).

Aesthetic and appearance factors also play an important role for Gen Z Instagram users. Our findings report that aesthetics are one of the reasons they do Grid Zero. As a visual-based social media platform, Instagram users strongly consider physical appearance and self-image. Generation Z, who are often exposed to various ideal content on social media, tend to feel that their earlier posts do not meet the aesthetic standards they see on the platform. Dissatisfaction with appearance can also be a reason for deleting photos considered inappropriate or unattractive (Cohen et al., 2017). The lack of appreciation for posts that do not match the current aesthetic trends can be a reason for them to empty their Instagram feed, which is then seen as outdated or unappealing.

Gen Z often feels exhausted by the pressure to maintain an aesthetic Instagram appearance, which was previously the main standard for using the platform. By choosing to remove their Instagram posts, they create space for self-expression that is freer from visual norms that often lead to perfectionism. The pressure of Instagram's aesthetic standards also makes them more comfortable not posting at all rather than being judged. The fear of comparison within close social circles further influences this choice, as does their rejection of posting cultures that demand perfection. They prefer more temporary platforms like Stories or TikTok to express themselves without leaving a permanent digital footprint (Amalia, 2025).

Gen Z manages their Instagram accounts based on how they want to present themselves to the public. This factor can influence how they express their identities on Instagram (Yoanita et al., 2022). Instagram account arrangements can vary among Gen Z, for example, deciding not to display posts on their Instagram feed. Previous findings also support this research with evidence that there is a relationship between Instagram use, body image, and social comparison (Faelens et al., 2021).

Managing posts on Instagram is exhausting, as individuals have to spend a lot of time choosing images, writing captions, and editing them so that their social media presence reflects a perfect version of themselves (Pérez-Torres, 2024). Research findings also show that the decision to delete posts on Instagram accounts is caused by factors of

fatigue and boredom. All three of these factors were reported by the participants in this study, so social media tends to have a negative impact on individuals' psychological development, especially among Gen Z. This finding is confirmed by other research showing that there is a tendency for social media users to leave online activities for several reasons, including fatigue and burnout (Farooq et al., 2022; Sharma et al., 2023). These factors are the main reasons individuals are less active on social media. Research also shows that social media use can increase psychological and emotional exhaustion (Maier et al., 2015).

## Conclusion

This study provides important findings in understanding Gen Z's digital behavior, especially regarding the reasons behind their decision to delete or archive all posts on Instagram. Based on the research questions, the majority of Gen Z are long-time Instagram users, giving them experience in navigating the digital world. Although Gen Z has been on Instagram for a long time, the decision to delete or archive all posts is still relatively new. The reasons Gen Z follow the Grid Zero trend are varied, such as lack of self-confidence, boredom and saturation, maintaining emotional stability, self-transformation, religious values, aesthetics, and demands. These findings indicate that Gen Z's decision to engage in Grid Zero is based on analysis and experience gained as Instagram users, with several reasons stemming from their experiences since they first joined the platform. Future research is expected to use other platforms besides Instagram as a space for digital behavior and involve other generations as research participants who may interact more directly with the digital world. The use of varied research methods is also expected to broaden studies on the Grid Zero phenomenon in society.

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