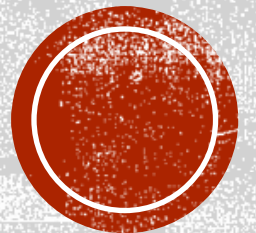# UNVEILING THE SOCIAL MEDIA VIBE: USAGE, ENGAGEMENT, AND EMOTIONS

Ever wondered how your social media scroll affects your mood?

Presented by Ahmed Elatwy 08/08/2025

User_ID	Age	Gender	Platform	Daily_Usage_Time (minutes)	Posts_Per_Day	Likes_Received_Per_Day	Comments_Received_Per_Day	Messages_Sent_Per_Day	Dominant_Emotion
0	1	25	Female	Instagram	120.0	3.0	45.0	10.0	12.0	Happiness
1	2	30	Male	Twitter	90.0	5.0	20.0	25.0	30.0	Anger
2	3	22	Non-binary	Facebook	60.0	2.0	15.0	5.0	20.0	Neutral
3	4	28	Female	Instagram	200.0	8.0	100.0	30.0	50.0	Anxiety
4	5	33	Male	LinkedIn	45.0	1.0	5.0	2.0	10.0	Boredom

THE JOURNEY BEGINS: DATA AND QUESTIONS

- **Question: "How does daily usage time vibe with emotions, and what role do posts, likes, comments, and messages play?"**

- **Dataset: "Features include User_ID, Age, Gender, Platform, Daily_Usage_Time, Posts_Per_Day, Likes_Received_Per_Day, Comments_Received_Per_Day, Messages_Sent_Per_Day, and Dominant_Emotion."**

- **Scope: "Analyzed across genders and platforms like Instagram, Twitter, and WhatsApp."**

HOW TIME SPENT SHAPES THE VIBE

Dominant Emotion by Usage Time, Gender
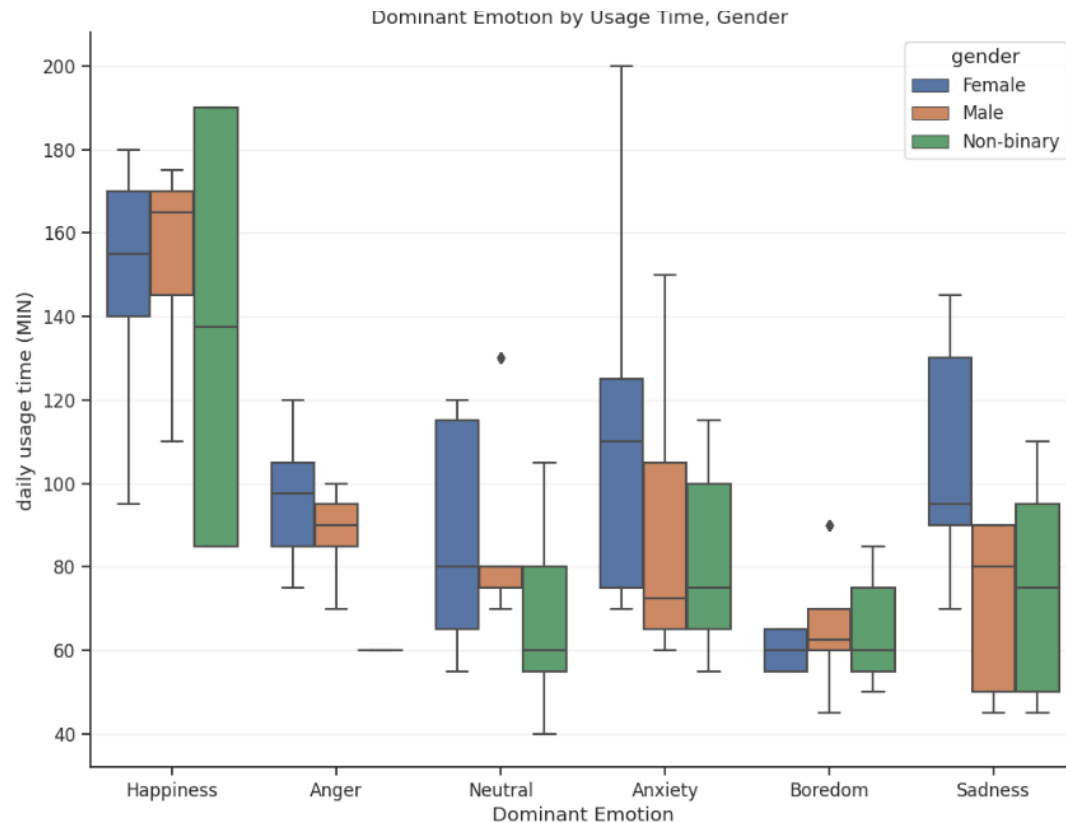
- Happiness drives ~160 minutes/day, especially for non-binary users, while Boredom drops to ~60 minutes

- Females lead in Anxiety and Sadness usage (~140 minutes).

- More time online boosts happiness but can amplify anxiety or sadness.

Average Engagement by Dominant Emotion

POSTS, LIKES, COMMENTS, AND MESSAGES: THE EMOTIONAL ENGINE
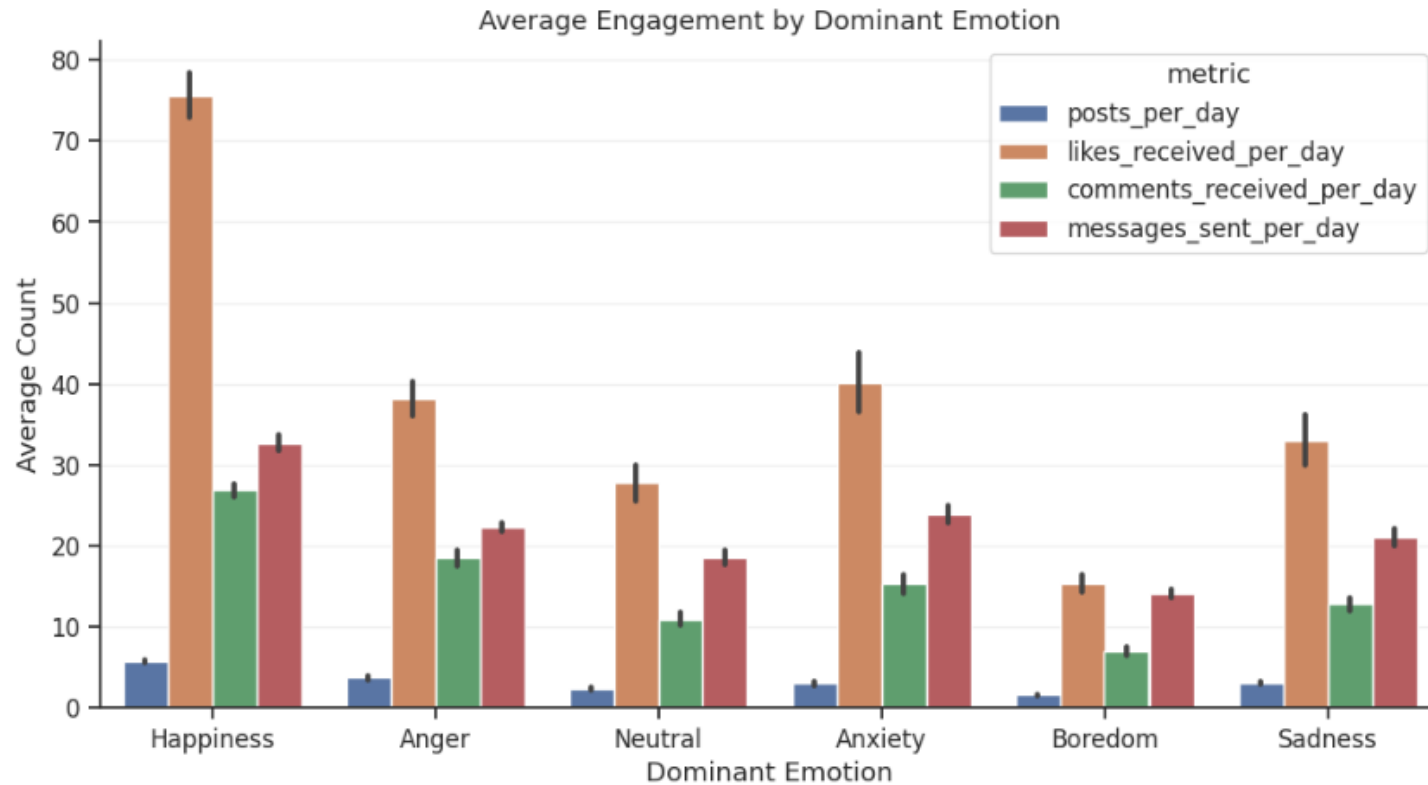
- Happy users post ~7-8 times/day and get ~100 likes/day, led by non-binary users.

- Anxious users send ~30-40 messages/day, seeking connection.

- Boredom kills engagement—only ~2 posts and 20 likes/day.

- Engagement fuels happiness, but low interaction signals boredom or sadness.

Usage Time by Platform and Emotion

WHERE THE EMOTIONS LIVE: PLATFORM INSIGHTS
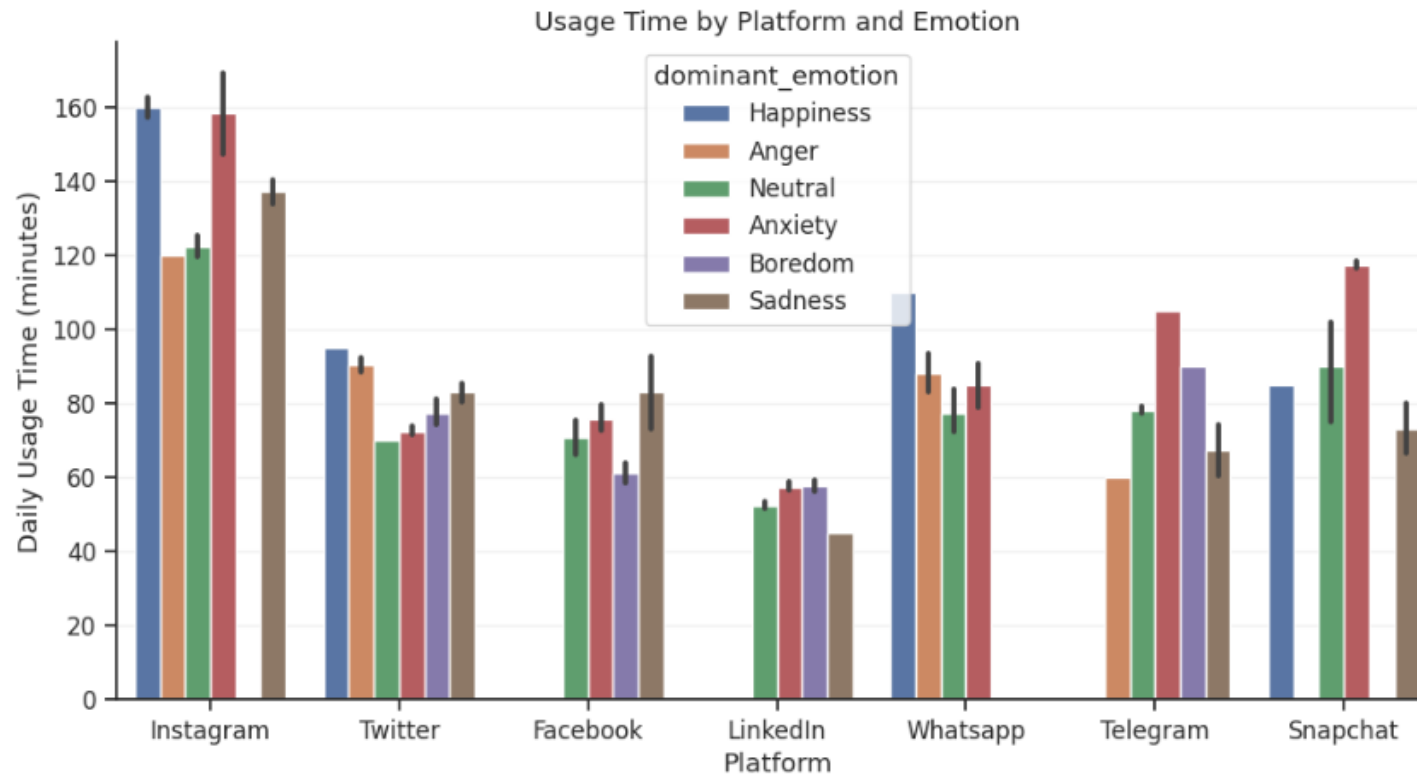
- Instagram shines for Happiness (~160 minutes, ~7 posts/day).

- Twitter peaks in Anxiety (~120 minutes).

- WhatsApp boosts anxious messaging (~100 minutes).

- Platform choice shapes emotional experience—visual apps lift moods, messaging apps reflect stress.

THE SOCIAL MEDIA MOOD MAP

Happiness vs Boredom
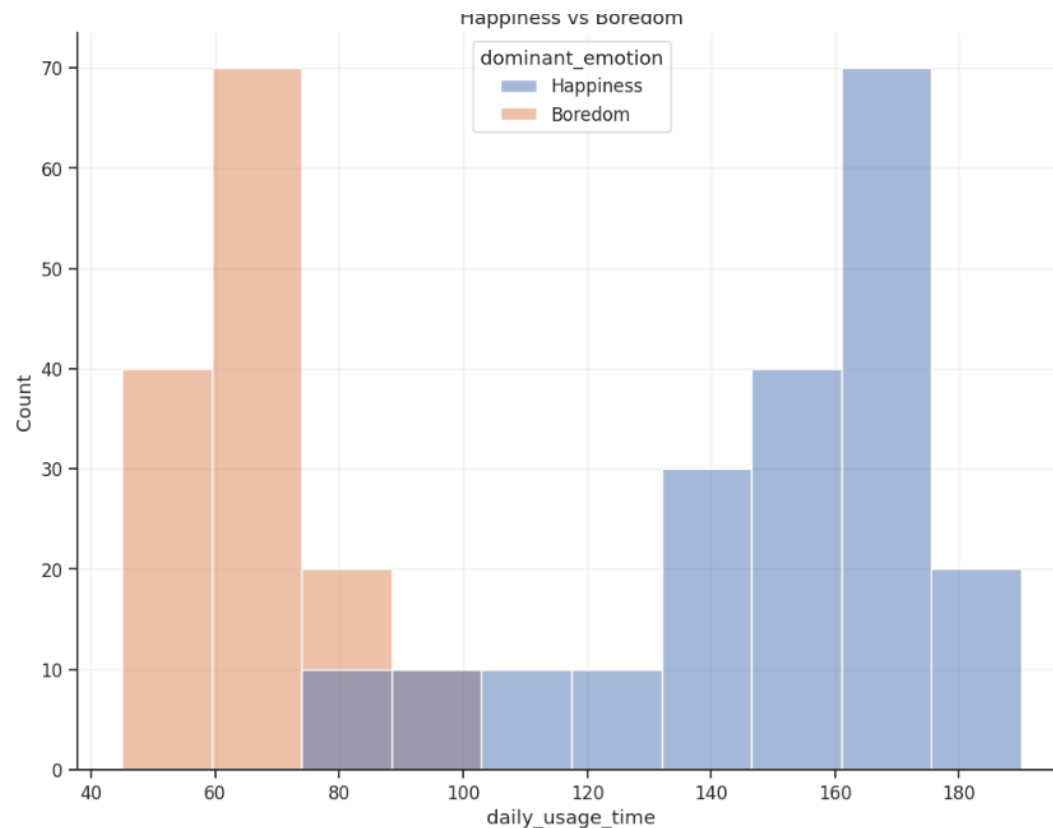
- Happiness thrives with high usage and engagement on Instagram, while anxiety drives messaging on WhatsApp. Boredom fades activity across all platforms.

- Apps could promote balanced use for happiness or quiet spaces for anxious users.

Thanks for joining!

Data analyzed with Python (Pandas, Seaborn). Presented by Ahmed Elatwy (08/08/2025)