

# Dark Side of Social Media

## Team members:

Name	ID
Moaz Eslam	235960
Mohamed Khaled	235903
Youssef Haitham	233579
Fares Sameh	229306
Omar Nassar	233042

## Description:

“Dark side of social media” dataset provides detailed information about users' behaviors with social media platforms, focusing on the negative effects of social media on users' productivity and time from different age stages and how many times user's login to social media per day. Researchers, marketers, and social scientists who want to understand the subtleties of social media usage will find this dataset valuable.

**Number of records: 2200 record**

**Number of features: 27 features**

This Data set is a merge of 2 data sets which have common features, and these are the links of them:

1-

<https://www.kaggle.com/datasets/muhammadroshaanriaz/time-wasters-on-social-media>

2- [Social-Media-impact/data.csv at main · OlaSuaifan93/Social-Media-impact · GitHub](#)

### 3- Scrabbed: Internet Addiction Disorder: A Case Study of a Private American International School Students in the State of Kuwait

#### **Columns Description:**

- Age: The age of the user.
- Gender: The gender of the user.
- Location: The geographical location of the user.
- Income: The annual income of the user.
- Indebt: Tells If they are in Debt or Not.
- Owns Property: Indicates whether the user owns any property (Yes/No).
- Profession: The profession or job title of the user.
- Platform: The social media platform used by the user (e.g., Facebook, Instagram, TikTok)
- Total Time Spent: The total time the user has spent on the platform.
- Number of Sessions: The number of sessions the user has had on the platform
- Video Category: The category of the video watched (e.g., Entertainment, Gaming, Pranks, Vlog).

- Video Length: The length of the video watched.
- Number of Videos Watched: The total number of videos watched by the user.
- Scroll Rate: The rate at which the user scrolls through content.
- Frequency: How frequently the user logs into the platform.
- Satisfaction: The satisfaction level of the user with the content consumed.
- Watch Reason: The reason why the user watched the video (e.g., Entertainment, Information).
- Device Type: The type of device used to access the platform (e.g., Mobile, Desktop).
- OS: The operating system of the device used.
- Watch Time: The specific time of day when the user watched the video.
- Self-Control: The user's self-assessed level of self-control while using the platform.
- Current Activity: The activity the user was engaged in before using the platform.
- Connection Type: The type of internet connection used by the user (e.g., Wi-Fi, Mobile Data).

## Questions:

- 1- What is the favorite social media app for male adults? Hint: we will use the columns {**“age”**, **“male”**, **“platform”**, **“number of sessions”**}
- 2- What the most preferred platform for people who own property and not in debt in the United States? Hint: we will use the columns {"satisfaction", "platform", "location", "indebt", "ownsproperty"}
- 3- Question: What is the Relationship between a person's worth and the kind of content they watch? Hint: The columns {**“Income”**, **“indebt”**, **“Owns Property”**} will be used to determine a person's worth and the **“Video Category”** column will be used to know which type of content the person is watching.
- 4- What is the significance of the method of connecting to the Internet (Wi-Fi or Mobile Data) and the potential cost of

addiction, based on the rate of use and self-control?

Hint: the **total time spend** on the social media and used **OS** & **type of connection** and tacking into account **self-control**

5- How does genre affect gender consumption? Hint: we will use the columns (gender ,video category ,total time spent)

6- What platform is most likely to affect the world?

hints:(Platform, Video category, total time spent, frequency)

7- how will the younger generation look like in the future?

hints:(age, video category, frequency, number of videos watched)

8- How can powerful people be affected by social media?

hints:(Video Category, Profession, demographics, number of videos watched)

9- What are the jobs that contain the highest level of procrastination? hints: (profession, current activity, watch reason, total time spent)

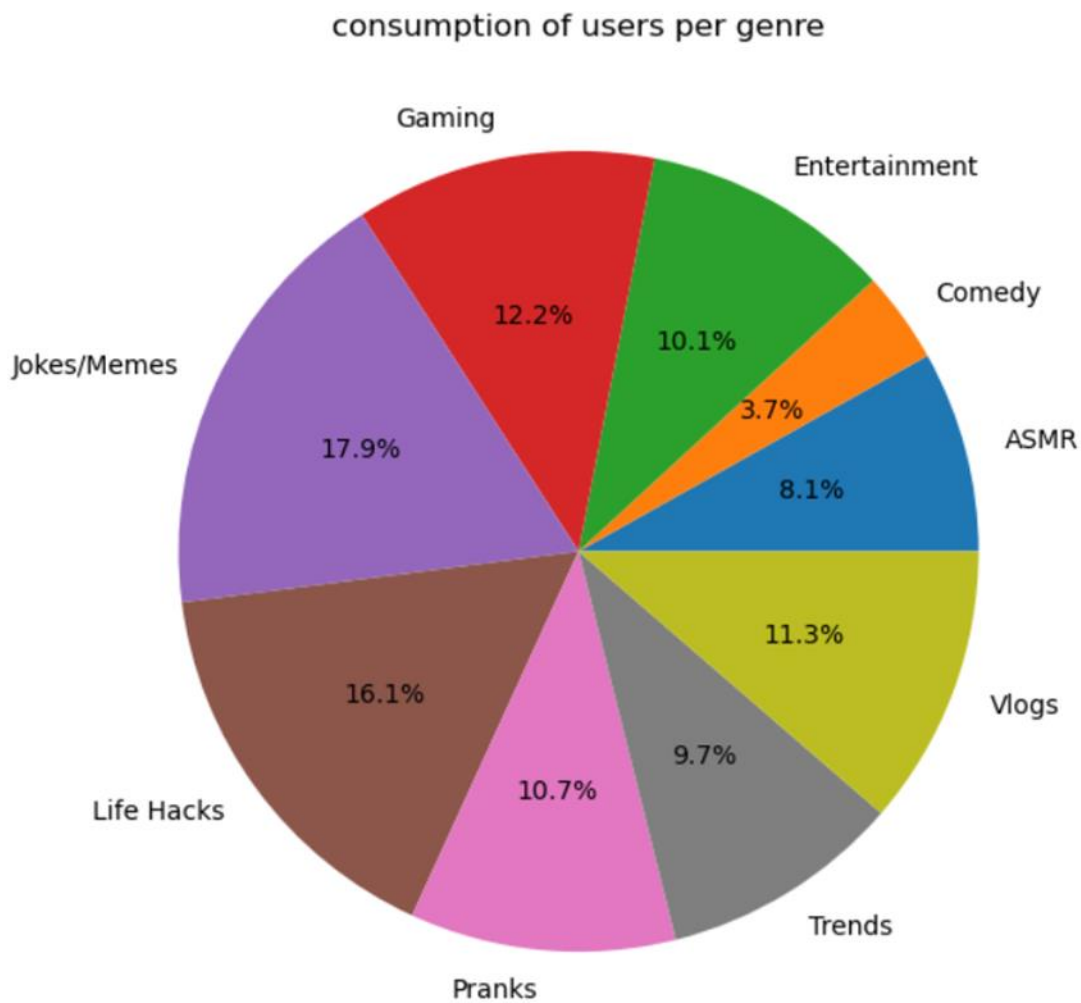
10- How connection type affects a person's consumption taking into consideration location differences

hints:(location,demographic,connection type,total time spent)

- 11- Which age group dominates each platform, and how does this ranking change by location? (Columns used: platform, age, location)
- 12- Does self-control vary by platform, and is this effect stronger for certain genders? (Columns used: platform, self-control, gender)
- 13- What device do students (-18) prefer to use, and does this affect their self-control? (Columns used: age, profession, device type, self-control)

5-How does genre affect gender consumption?

This pie chart show how much users consume depending on genre watched:



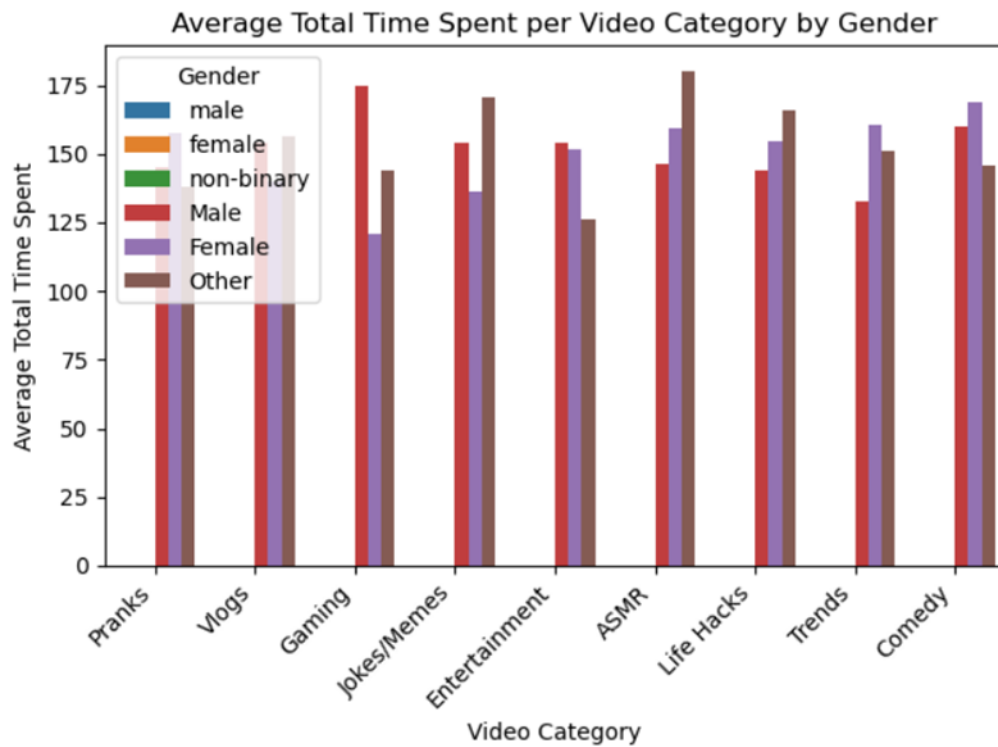
Memes,lifehacks,gaming,vlogs,pranks,entertainment,trends,a smr,comedy in descending form

Result:

The total users that likes memes and life hacks have consumed more than other genres by a decent margin

Genders and their consumption depending on genre watched:





Male: gaming,comedy,memes,entertainment,asmr,pranks,life hacks,trends

Female: comedy,trends,asmr,pranks,life hacks,entertainment,memes,gaming

Other: asmr,memes,life hacks,vlogs,trends,comedy,gaming,pranks,entertainment

Result:

1)males and females who like comedy tend to have a higher level of consumption

2)males and others who like memes tend to have a higher level of consumption

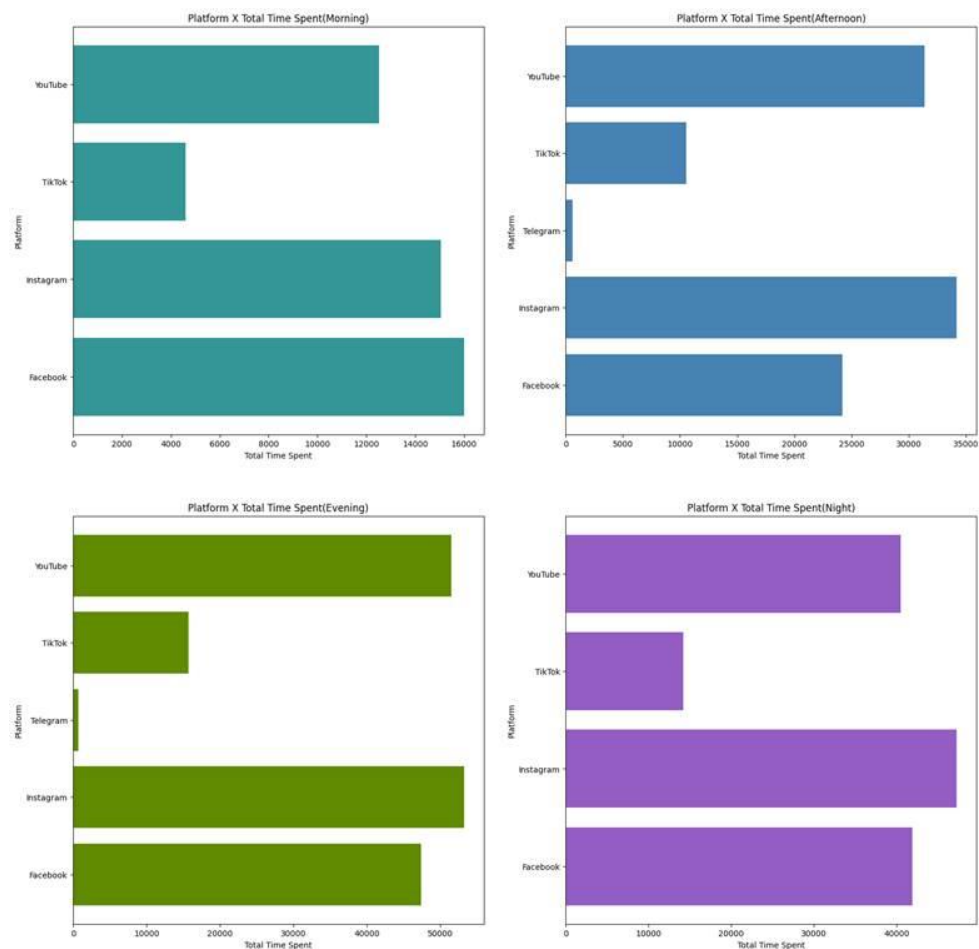
3) others who like life hacks tend to have decent level of consumption

Conclusion:

Some unpopular genres like comedy although have a low sum of total time spent it can have a very high level of consumption when paired with right gender

6- What platform is most likely to affect the world?

This is the Relation made between The frequency and Platform it shows the amount of time spent in certain time spans of the day to further determine the time of day most affected by



social media.

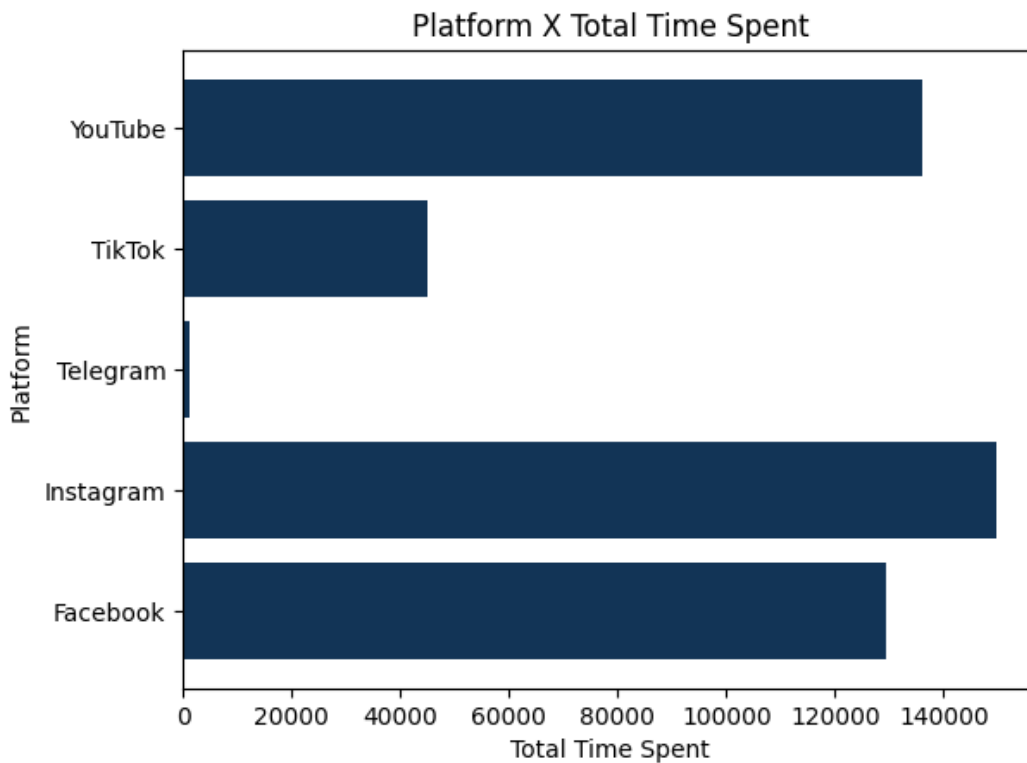
This is Relation shows types of videos viewed from each platform to show what type of content is more present in which platform to

determine the impact of the content type on platform



This is the relation between Platform and time in general this where the most risk occurs so if something of bad influence these

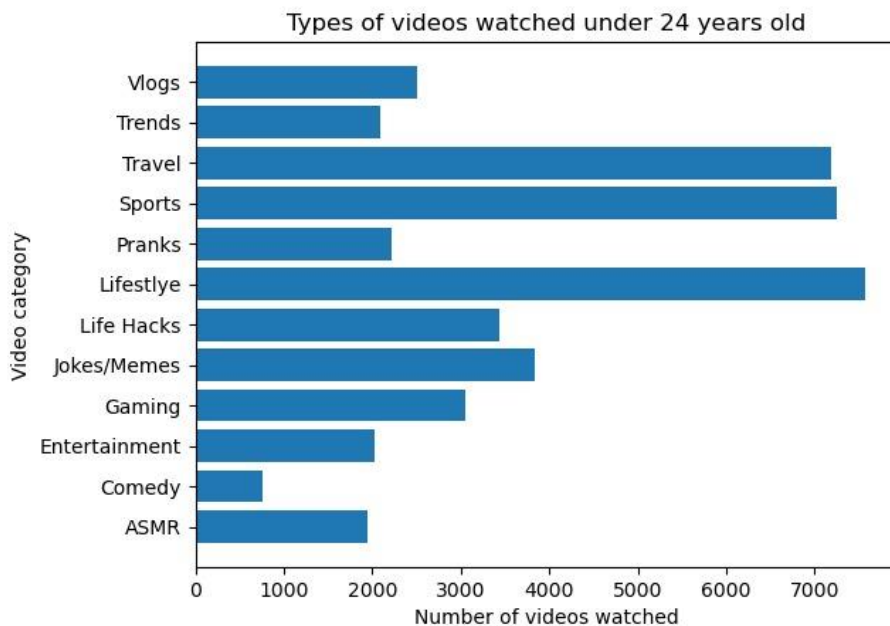
platforms will be most targeted because they get the most views



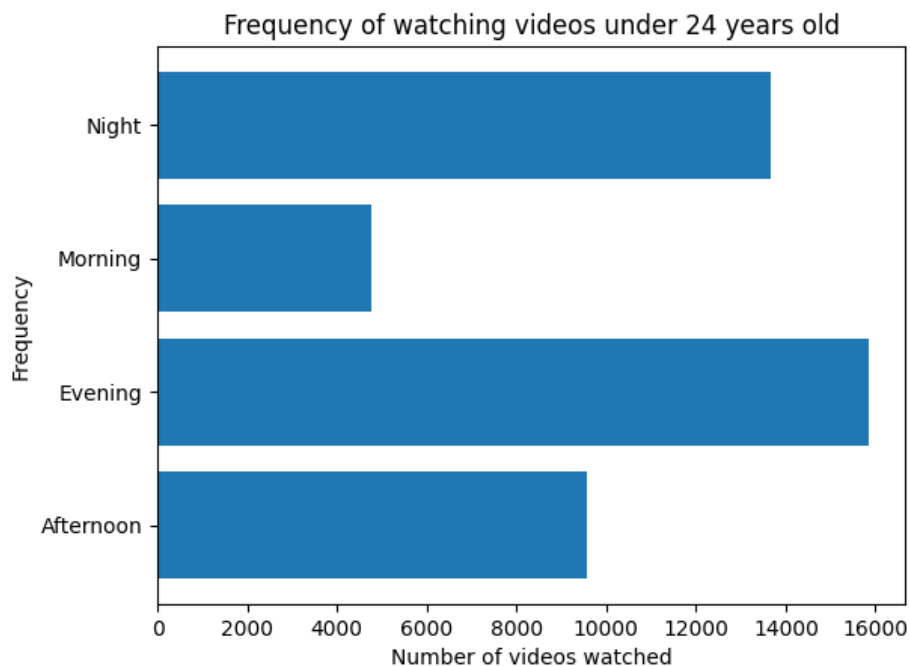
7. how will the younger generation look like in the future?

This graphs relates the types of videos to the number of them watched. Videos online have an impact on viewers and especially the younger generation so the types of content they watch would be very important to understand what type of people these

youngsters will be when they group up.

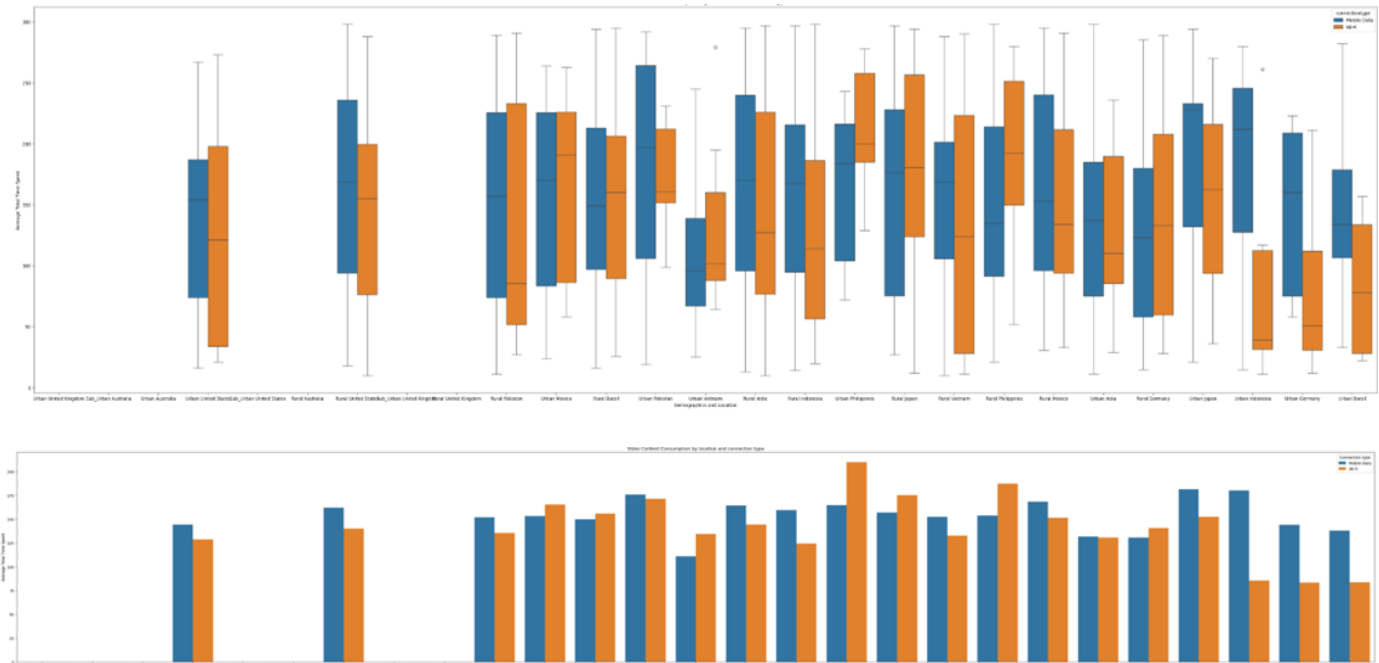


This shows how often and at what time these youngsters access social media and depending on the amount of time spent the graphs will show the effects of social media on the younger generation



10- How connection type affect a person's consumption taking into consideration location differences:

Graphs:



Graph into words:

What connection type every demographic for each country use to consume more social media:

Urban wifi :VEITNAM, PHILIPPINES,MEXICO

Urban mobile data:

INDIA,JAPAN,INDONESIA,GERMANY,BRAZIL,PAKISTAN,USA

Rural wifi: GERMANY,PHILIPPINES,JAPAN,BRAZIL

Rural mobile data: INDONESIA,INDIA,MEXICO, VEITNAM,  
PAKISTAN,USA

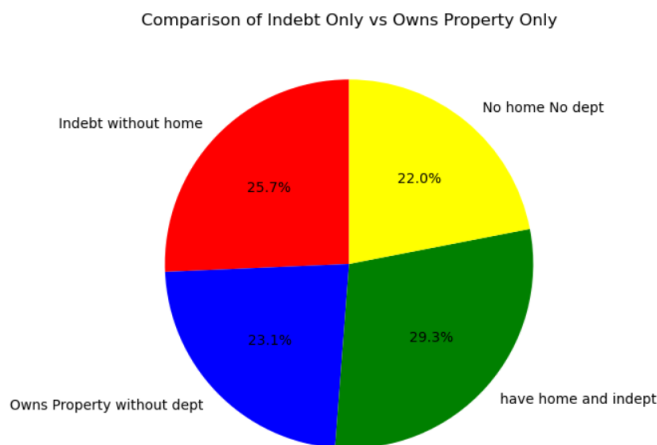
## Result:

1)In most countries when a user uses mobile data they tend to spend more time on social media

2)urban areas tend to spend more time on social media than rural when using mobile data by a small margin

3) mobile data users tend to have a higher interquertile range than wifi users meaning that the average user for mobile date consume more

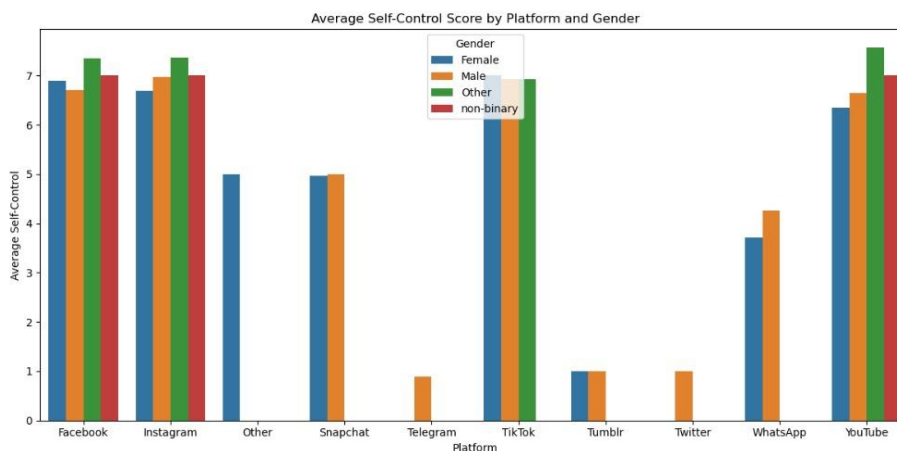
This pie char shows the percentage of the people who have a property or not and in debt or not



This bar chart shows the most preferred platform for people in United States, and that means TikTok is the most app that American people addicted to it.

This bar chart answers the question two What the most preferred platform for people who own property and not in debt in the United States?

11- Does self-control vary by platform, and is this effect stronger for certain genders?

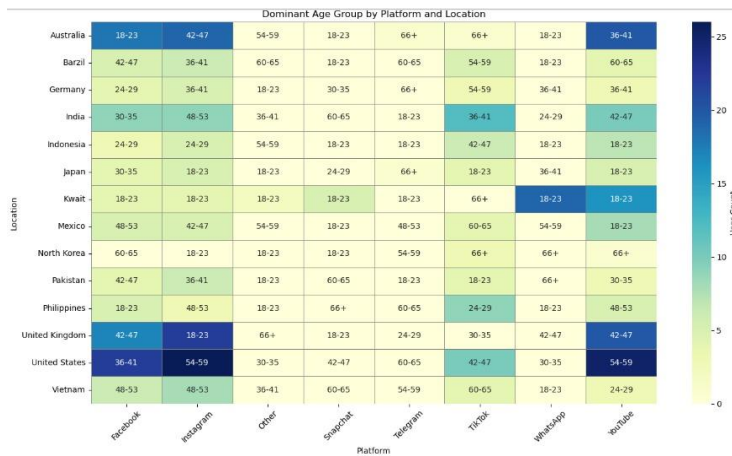


Telegram shows a jarring exception: males alone have a self-control score (about 0.9), whereas all the other gender groups do not have data or record a zero score. This either shows a data-gathering issue or an actual extreme bias in usage data.

Other platforms (Facebook, Instagram, TikTok, YouTube) show fairly comparable self-control scores from about 6.9 to 7.5.

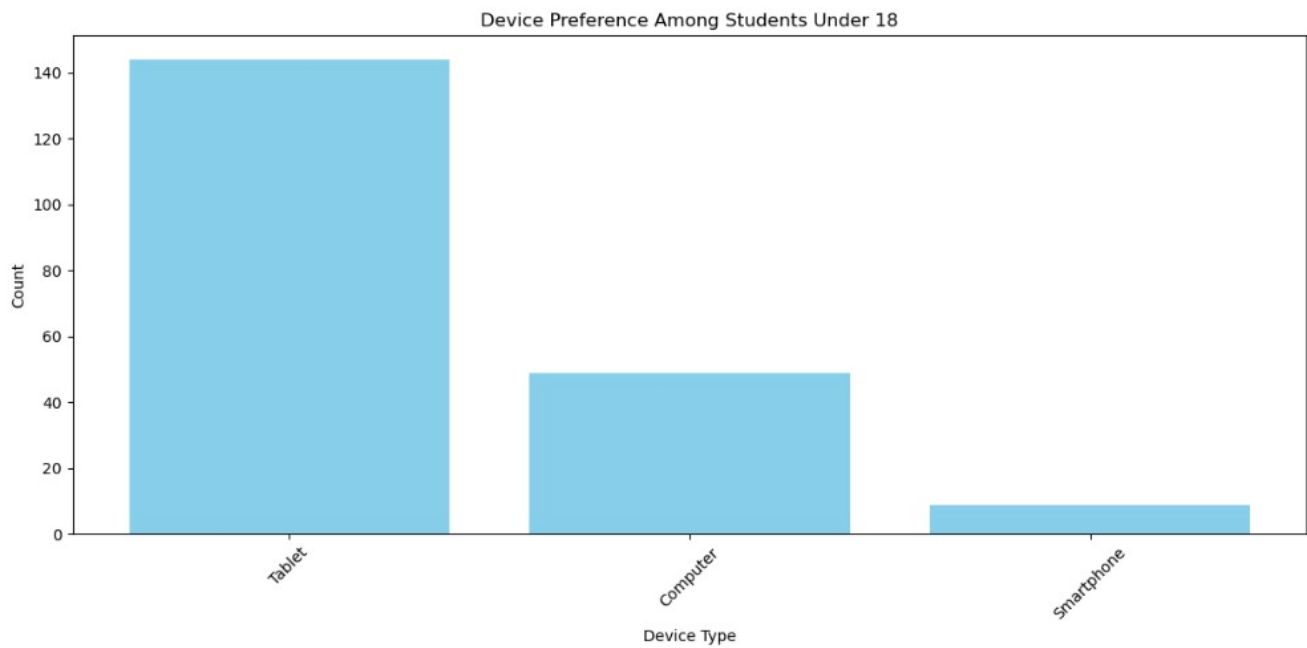


## 12- Which age group dominates each platform, and how does this ranking change by location?

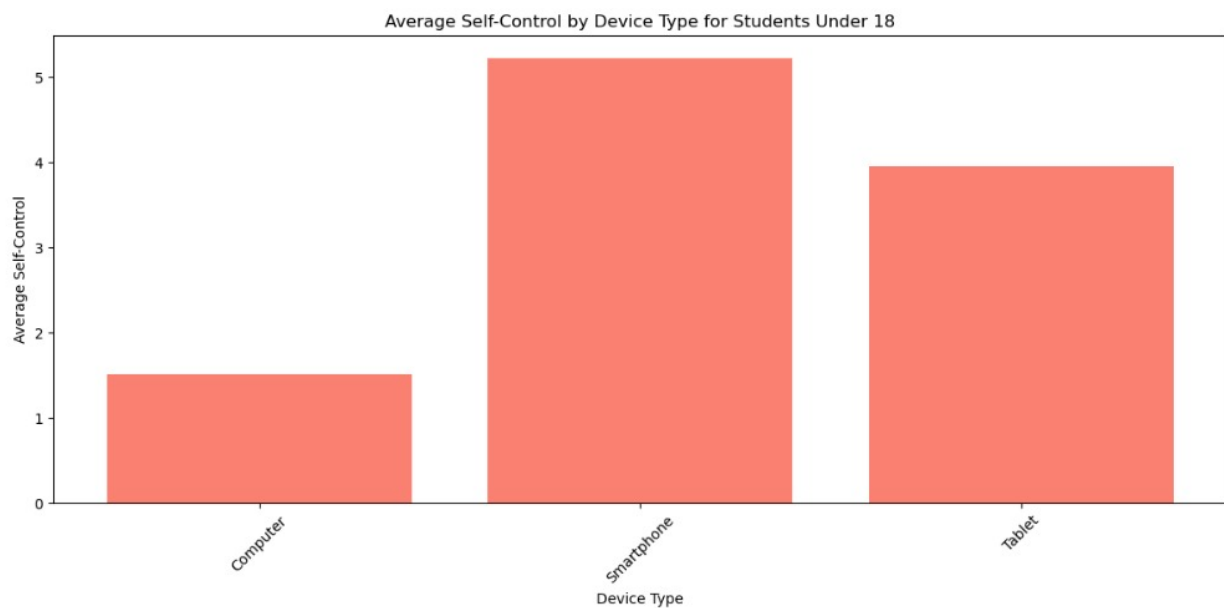


TikTok is mostly biased towards young ages. The 18-23 and 24-29 segments are dominant in most regions, e.g., Indonesia and the Philippines. However, some of the older groups (42-47, 48-53, 54-59, 60-65) are leading within countries like India, Brazil, Germany, and Mexico.

## 13- Which age group dominates each platform, and how does this ranking change by location?

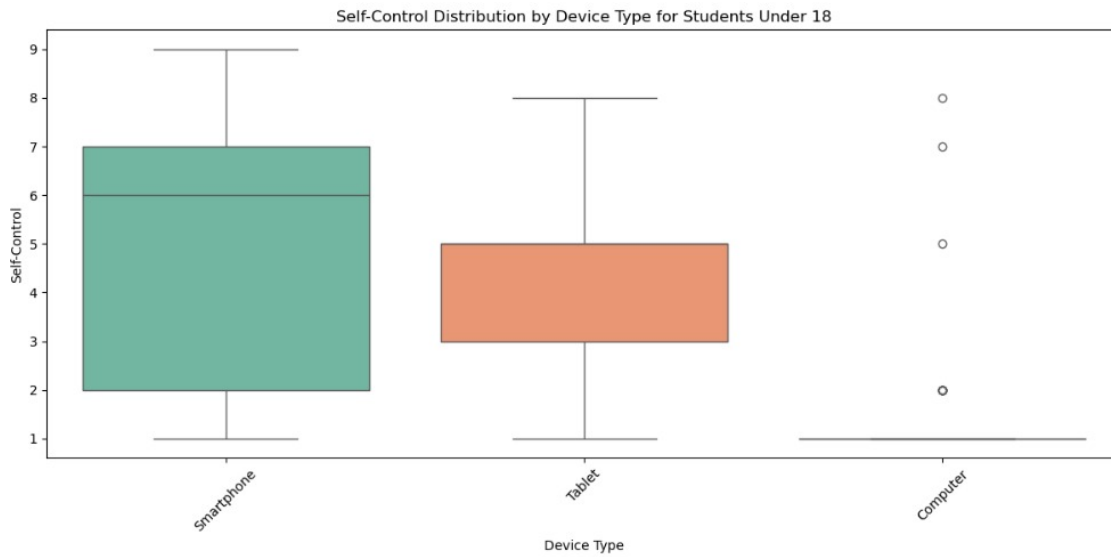


This chart evidently tells us that tablets are the most favored gadget among the questioned students under the age of 18. The "Tablet" bar stands significantly higher compared to the "Computer" and "Smartphone" bars.

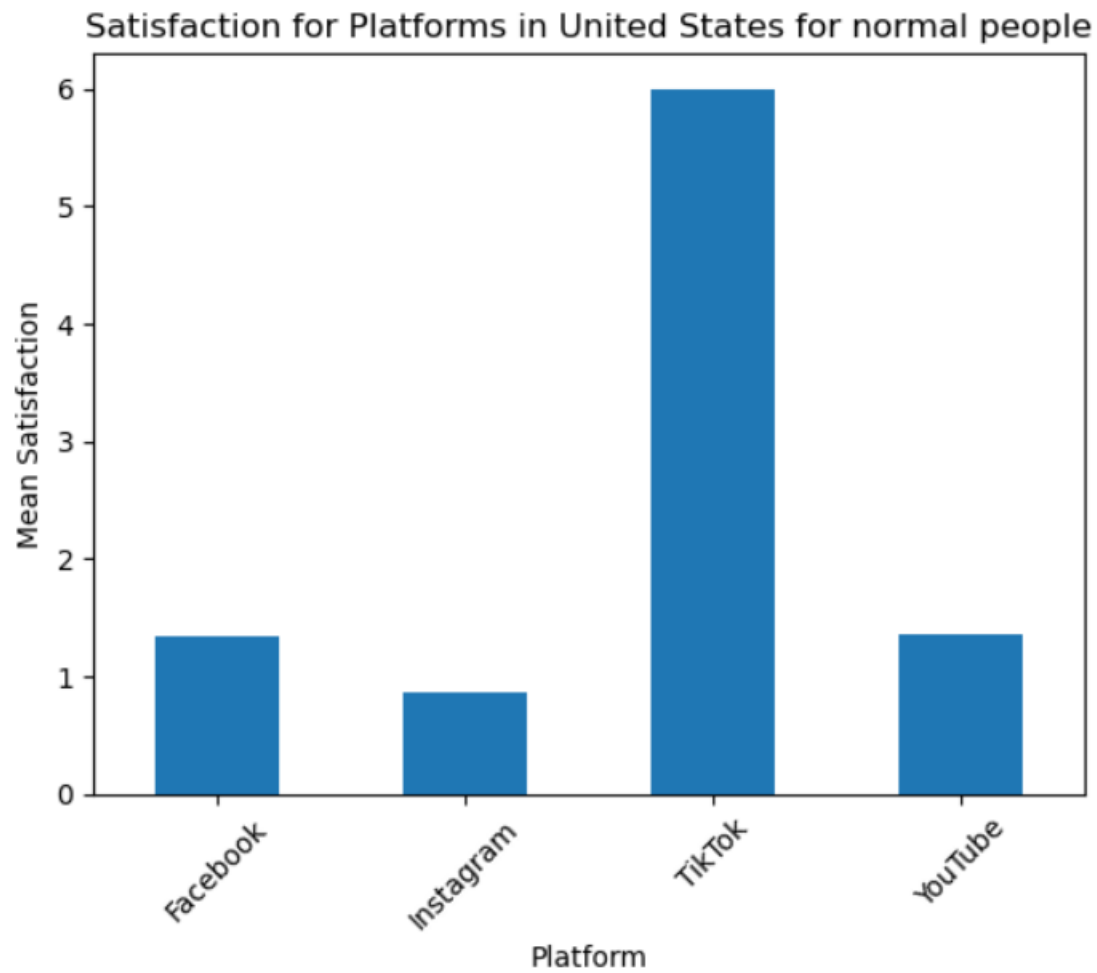


Surprisingly, the smartphone-preferred students possess the highest average score of self-control among computer or tablet-preferred students.

The chart clearly reveals that the tablet is the most preferred device among the surveyed students below 18 years old. The bar representing "Tablet" is a lot higher compared to the bars for "Computer" and "Smartphone."

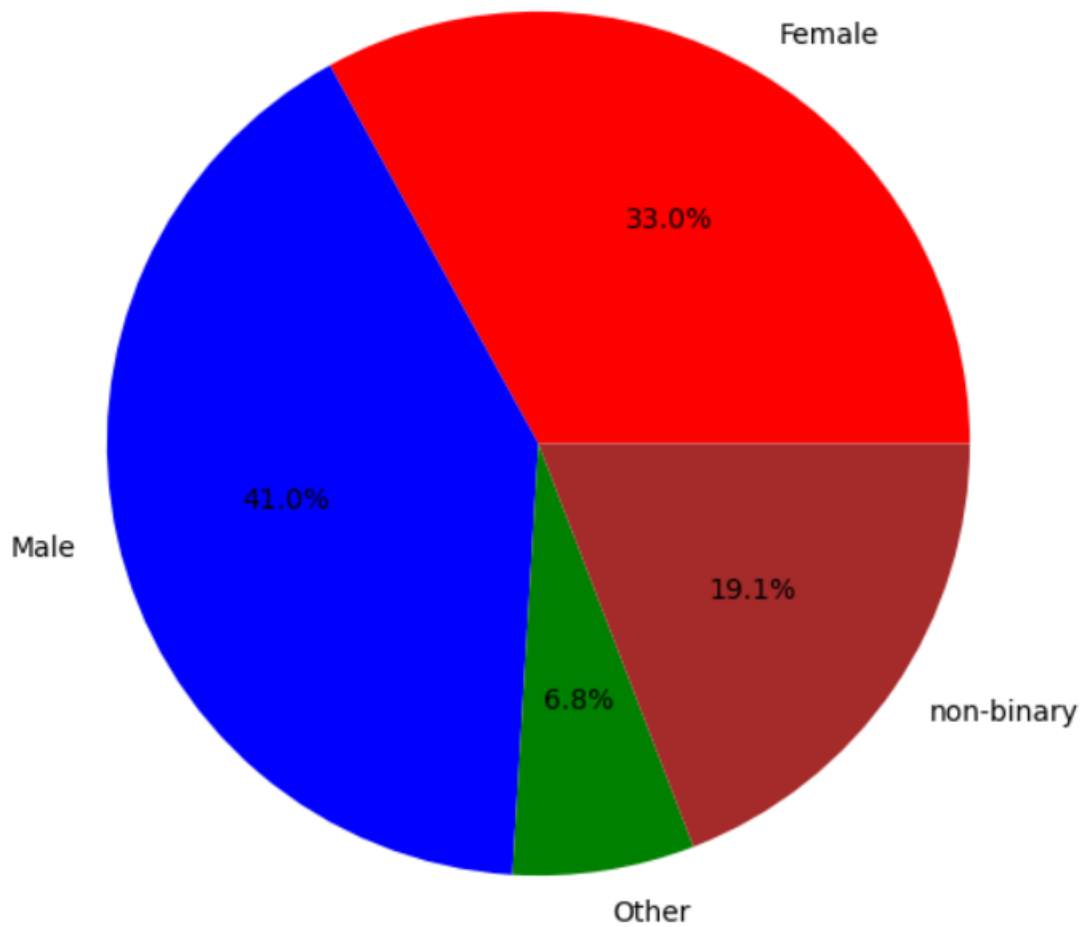


The box plot of computer users has the lowest median score for self-control. There are also some outliers on the positive side of the self-control scale, indicating that while the majority of computer-prefering students do not have lower self-control, some exhibit higher self-control.



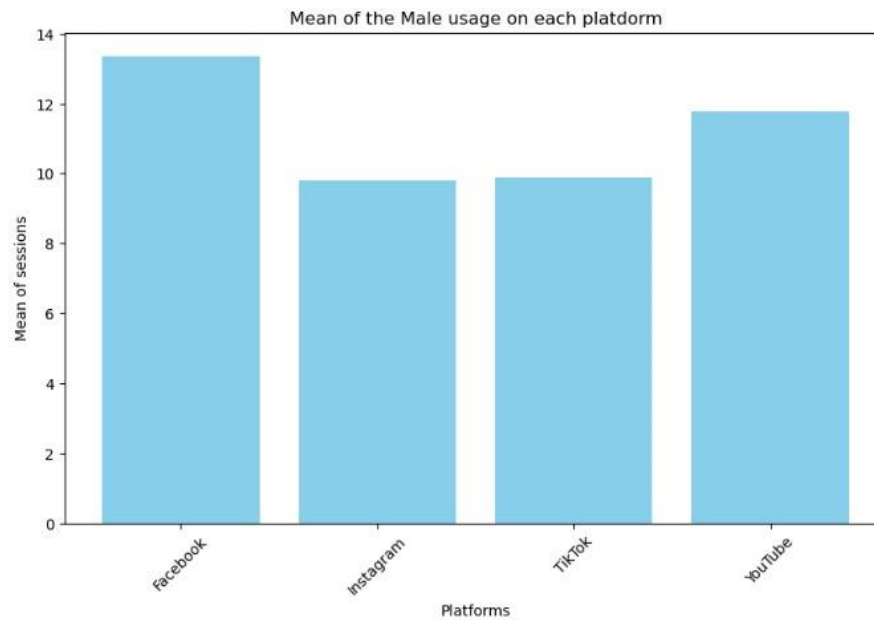
This pie chart shows the gender's percentage, the baggiest percentage is male percentage

Distribution of Sessions by Gender



This chart shows what is the most logs in and effected platform for male people

This chart answers the question one **What** is the favorite social media app for male adults?



# Hypothesis:

## Hypotheses (1): Effect of Device Type on Watch Time

**Null Hypothesis ( $H_0$ ):** There is no difference in the average watch time between users on mobile devices and desktop devices.

**Alternative Hypothesis ( $H_1$ ):** There is a difference in the average watch time between mobile and desktop user

**The results:**  $H_0$ :Refused,As there is a difference between the mean,  $H_1$ :accepted

## Hypotheses (2):Do Males Spend More Time Watching Videos Than Females

**Null Hypothesis ( $H_0$ ):** The average time spent on social media is equal between males and females.

**Alternative Hypothesis ( $H_1$ ):** The average time spent on social media is different between males and females.

**The results :**  $H_0$ :Refused,As The average time spent on social media is not equal between males and females.,  $H_1$ :accepted