

ANALYSIS OF TIME, SPENT IN SOCIAL MEDIAS

Goal: To analyze how much time people spent in different social media and which are the most popular

Name	Age	Platform	Daily Usage (in minutes)
Mira	23	Instagram	90
Georgi	30	Facebook	45
Nina	21	TikTok	100
Ivan	27	YouTube	80
Lili	24	Instagram	70
Kris	33	Facebook	35
Martin	25	TikTok	120

Here is the situation:

- We have 4 social media to analyze: Facebook, Instagram, YouTube and TikTok;
- 7 people to analyze, between the age of 21 and 33 – young people with average age of **26.14 years old** ($183 / 7 = 26.14$);
- The time they spent is different. Some spent much, some not that much.
- Average spent time (in this table) is **77 minutes and 14 seconds**. ($540 / 7 = 77.14$);
- We have TikTok, Facebook and Instagram as oftener visited media (2 people from each media present in the table) than YouTube (only 1 person, which means it may not be the most popular as the other three). But we will see that in a moment.

What can we see?

It looks like we have predominant time spent in TikTok. There are 2 young people – the first one spends 100 minutes a day in this social media and the second one 120 minutes (**110 minutes average**), which is the biggest time spent in this table.

We have also average time spent in Instagram = **80 minutes** (90 minutes by Mira and 70 minutes by Lili).

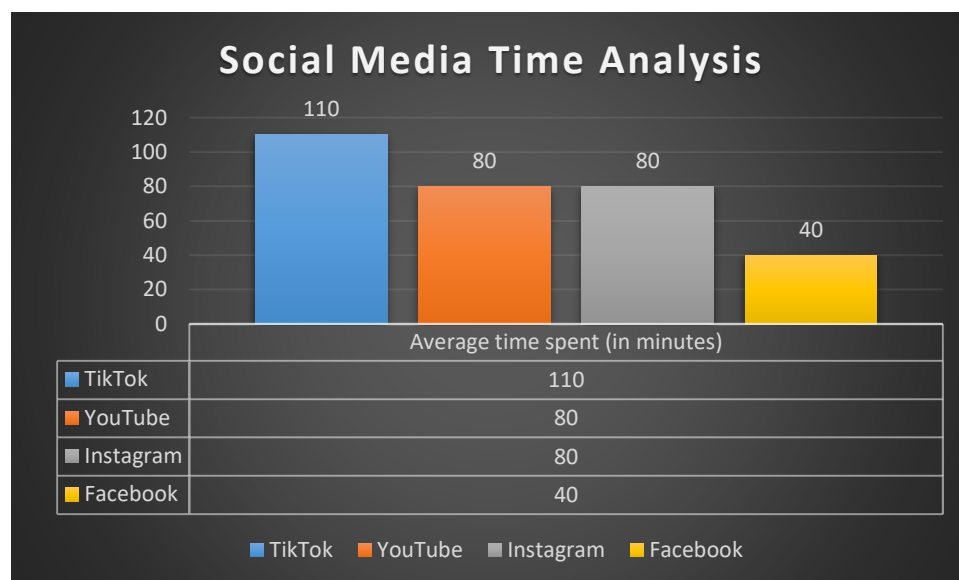
About Facebook, we have 2 users (45 minutes per day and 1 more person – 35 minutes per day). Average time is **40 minutes**. It looks like Facebook as social media is not much popular as it was before.

And YouTube – well, we have just 1 person in our research. Ivan, 27-years old, is spending **80 minutes** in YouTube. We can well enough see that this social media is more popular than Facebook.

I am making a new table, which better shows the level of popularity of each social media:

Social Media	Total people analyzed	Average time spent (in minutes)
TikTok	2	110
YouTube	1	80
Instagram	2	80
Facebook	2	40

It looks like that we have 110 minutes average time spent in TikTok. That makes this platform the most popular. Followed by YouTube and Instagram by 80 minutes average each. And average time of Facebook is only 40 minutes, which makes this social media less popular.



Facebook is far too behind and TikTok is a leader. YouTube and Instagram are racing for the second place.

What is the conclusion?

The young people are using the social media for fun and even for education sometimes. But the most important for them may be the communication with other people and sharing their life with the others, as they often upload photos and videos. That way they receive likes, shares and comments, which is their favorite personal activity and some of them on professional level by becoming influencers and vloggers.

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