**Topic:**

**How social media influence on our lives**

*Made by: Sviatoslav Sharak, Pavlo Kukurik*

**Motivation:**

The motivation in this current research is the increasing necessity of custom marketing strategies in this current digital dispensation. It is, therefore, conceivable that understanding these complex behaviors and preferences shown by users on various platforms of social media would definitely help the business in designing their marketing campaigns in a more focused and effective manner. Therefore, this research will try to unravel the complexities based on diverse demographic and socioeconomic factors of the user's engagements, platform preference, and content interactions.

**Business idea:**

Given the dataset's focus on user demographics, platform usage, and interests, a potential business idea could be the development of a marketing tool or consultancy service that helps brands and companies to optimize their online presence and advertising strategies. This research could offer insights into the most engaged demographics for specific content types, suggest the best platforms for targeted advertising, and provide advice on how to tailor content to meet the preferences of different audience segments.

**Audience:**

* Marketing Agencies and Departments
* Social Media Managers and Content Creators
* Business Owners
* Investors and Analysts

**Main Idea:**

Analyze relationships between the use of social media and impacts on various components of human life.

**Tasks:**

* Examine the dataset to understand the demographic distribution of social media users and their behaviors, including platform preferences, time spent, and interests.
* Identify potential correlations between social media usage patterns (e.g., time spent on platforms, type of content engaged with)
* Compare the effects of social media usage across different demographics, such as age groups, genders, and professions, to uncover nuanced impacts.
* Determine which independent variables (age, gender, income, etc.) are most relevant for predicting the dependent variable (time spent on social media).
* Visualize the distribution of time spent on social media across different age groups.

**Hypothesis to test:**

* Demographic factors (such as age, gender, and profession) significantly influence the reasons for using social media and the perceived impacts on users' lives.
* Engagement with certain types of content or communities on social media platforms is associated with higher levels of social and political activism.
* Does the time spent on social media affect revenues?
* There is no significant relationship between a respondent's age and the average time they spend on social media.
* Income level does not significantly affect the average time spent on social media.

**Questions:**

* How does social media usage vary across different demographic groups, and what factors contribute to these variations?
* In what ways does social media influence consumer behavior, and how do these influences vary by demographic characteristics?
* What is a most popular social media for each country?
* Does income level influence the choice of social media platform, or the time spent on these platforms?
* How does the platform choice correlate with the average time spent on social media?

**Literature:**

1. <https://www.techtarget.com/searchcustomerexperience/definition/social-media-influence#:~:text=Social%20media%20influence%20is%20a,idea%20or%20sell%20a%20product>.
2. <https://archive.org/details/introductoryecon0000wool_c3l8>

**Data description:**

This data contains info about 1000 respondents. With a following info:

age, gender, time\_spent, platform, interests, location, demographics, profession, income, indebt, isHomeOwner, Owns\_Car.

<https://www.kaggle.com/datasets/imyjoshua/average-time-spent-by-a-user-on-social-media>

**Methods:**

**OLS**

Ideal for examining the relationship between a continuous dependent variable (e.g., time spent on social media) and one or more independent variables (e.g., age, income level).

Logistic Regression (Logit)

Suitable for binary outcome variables (e.g., in debt or not, Owns\_Car or not).

**Schedule:**

* Data Exploration and Preliminary Analysis: to 1 April
* Second Interim report: to 5 Aprill
* Model Specification and Selection: to 14 Aprill
* Results Compilation and Initial Drafting: to 14 Aprill
* Finalizing the Report and Review: to 18 Aprill
* Presentation: 19, 24, 26 or 31 April