📊 Social Media Addiction Analysis among Gen-Z

# 📌 Project Summary

This project analyzes patterns, causes, and impacts of social media addiction among Gen-Z users. Using a survey-based approach, we collected data from 210 respondents in Telangana, India, and performed statistical analysis and visualizations in Excel to uncover key trends and behavioral insights.

# 🎯 Objective

- To understand the science and psychology behind social media addiction.  
- To study the impact of excessive social media usage on mental health, productivity, and relationships among Gen-Z.  
- To provide actionable recommendations for digital well-being.

# 🧩 Project Workflow

1. Data Collection:  
 - Designed a Google Form survey on social media habits.  
 - Sample: 210 participants (aged 16–24).

2. Data Analysis:  
 - Processed survey responses in Excel.  
 - Created visualizations (charts, graphs) for trends and distribution.  
 - Identified key patterns like most-used platforms, average screen time, and psychological effects.

3. Key Insights:  
 - 85% neglect responsibilities due to social media.  
 - 65.3% report negative emotions like anxiety and jealousy.  
 - 62.4% are willing to delete their accounts for better mental health.  
 - Instagram is the most used platform among respondents.

4. Recommendations:  
 - Promote digital detox (fasting from social media).  
 - Educate on disabling notifications and creating no-phone zones.  
 - Conduct awareness programs in schools/colleges for healthier online habits.

# 📊 Data Insights

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| --- | --- |
| Factor | Observation |
| Male Respondents | 73.6% |
| Female Respondents | 26.4% |
| Most Used Platform | Instagram (70.2%) |
| Negative Emotions Reported | 65.3% |
| Average Daily Screen Time | 3–4 hours |
| Willingness to Delete Accounts | 62.4% |

# 📂 Files Included

File | Purpose  
------|---------  
A\_Study\_on\_Understanding\_Social\_Media\_Addiction\_among\_Gen-Z.pdf | Complete project report  
Survey Data | Raw responses from participants  
Excel Charts (if available) | Data visualization

# 🛠️ Tools Used

- Data Collection: Google Forms  
- Data Analysis: Excel  
- Visualization: Charts, Graphs  
- Report: PDF Document

# 🌐 About

This project was conducted as part of the Bachelor of Commerce (Business Analytics) program at Badruka College of Commerce & Arts, Osmania University (2023–2024).  
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# 📫 Contact

For collaborations or discussions, connect on LinkedIn or GitHub.

✨ Let’s promote mindful and balanced use of technology! ✨