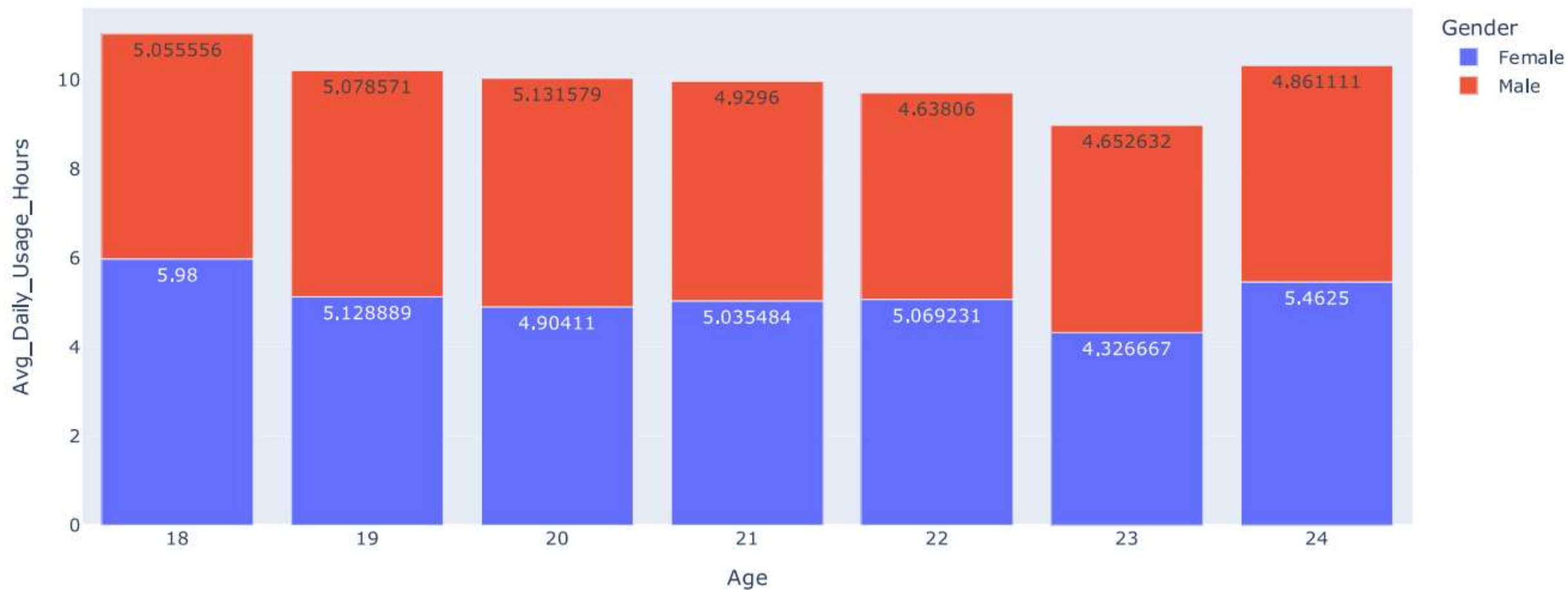# Students Social Media Addiction Analysis

Project by: Vrushali Oak
Data Scientist | Python
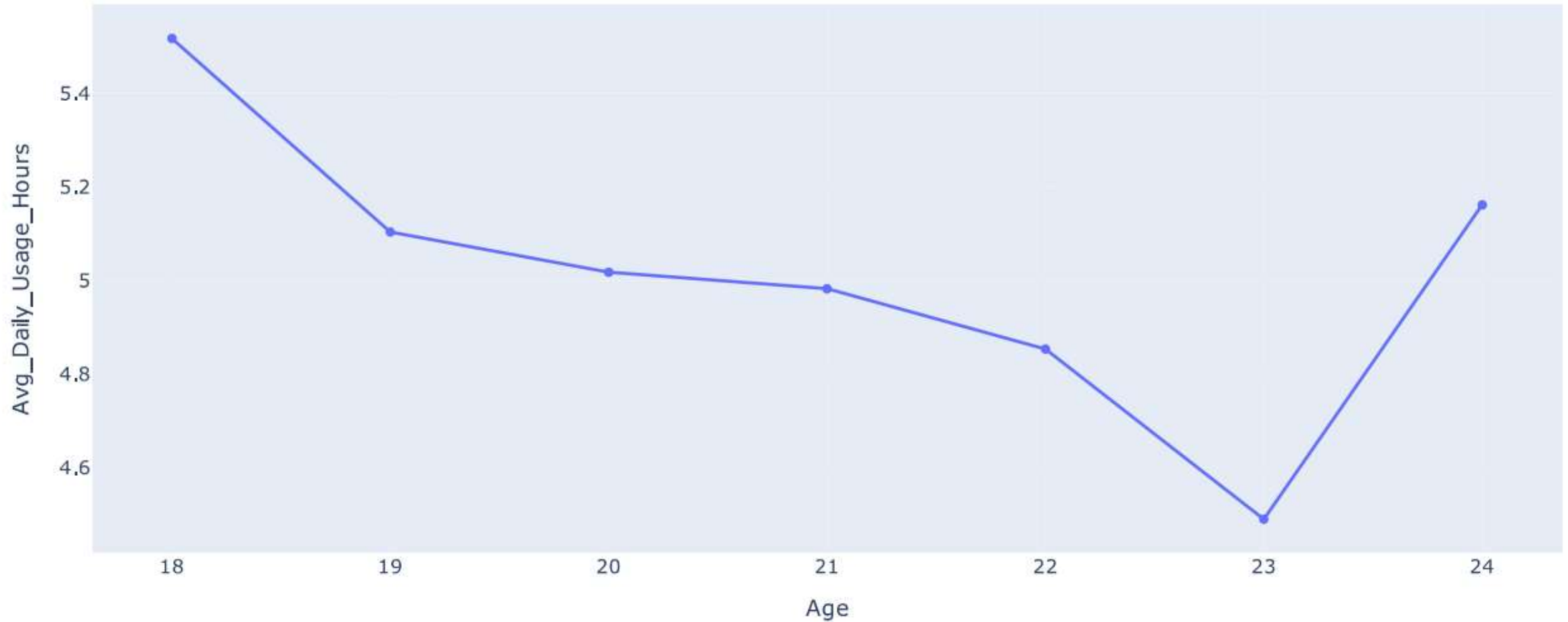
Analyze how addiction varies across demographics

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Data Scientist | Python Project

INSIGHTS FROM GRAPH:
Daily social media usage varies slightly by gender, where females consistently spending slightly more time on an average.
Usage is stable from ages 20 to 24.

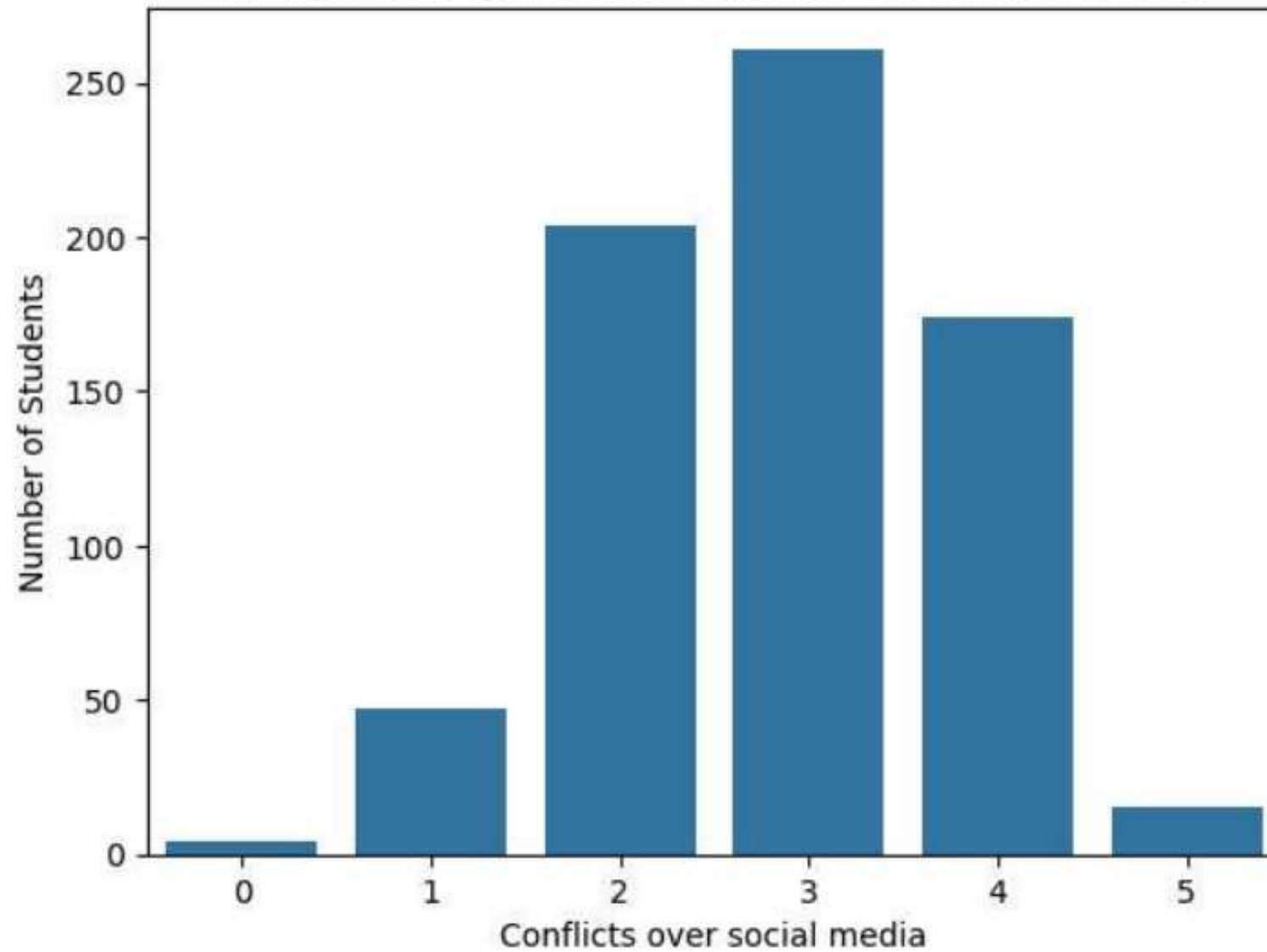Average Daily Usage by Age (Irrespective of gender)

INSIGHTS FROM GRAPH:
Average daily usage is lhigh at age 18.
Average daily usage decreases from ages 18 to 23, then slightly increases at age 24.

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Data Scientist | Python Project
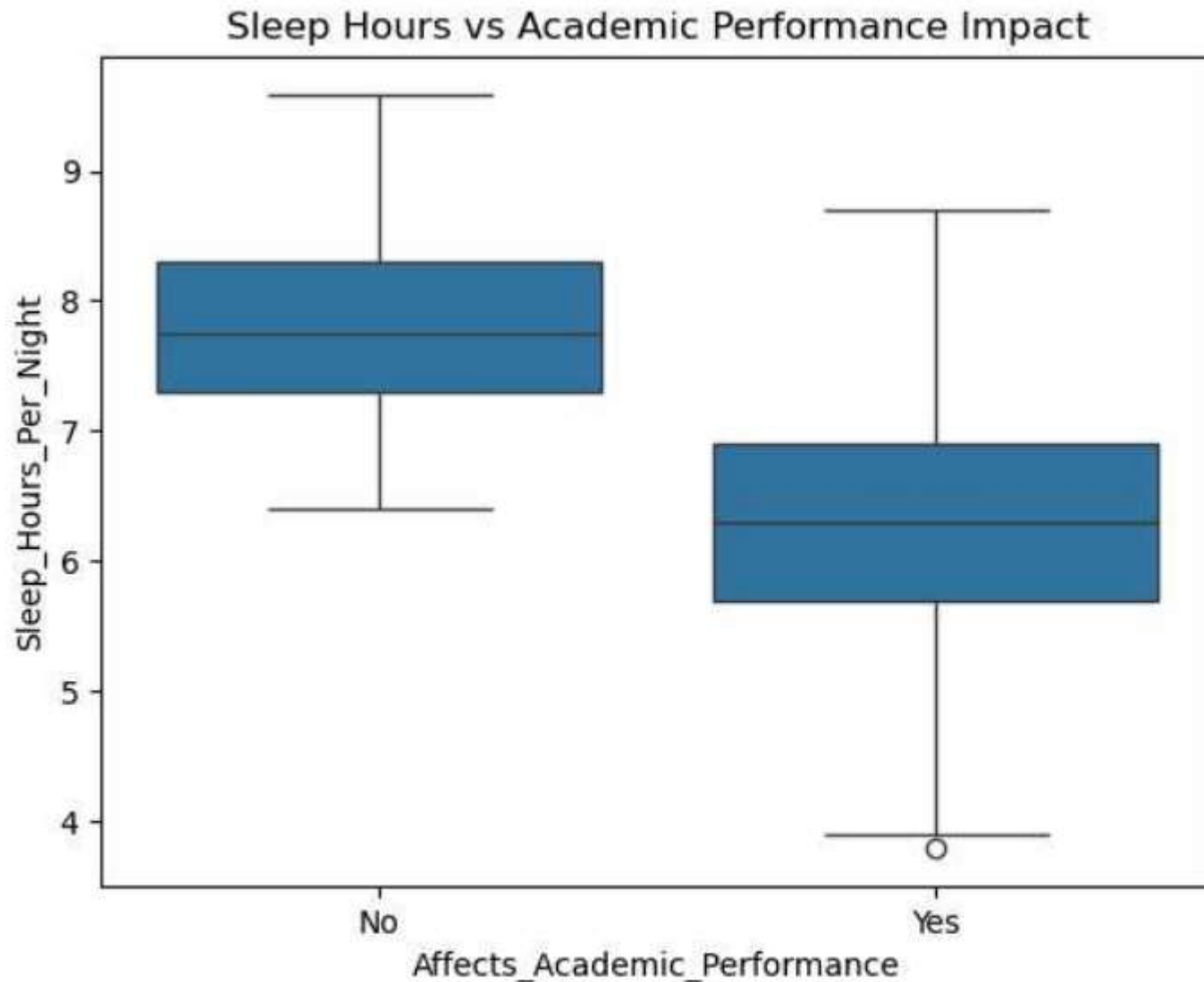
Number of Social Media Conflicts- Social Interaction

INSIGHTS FROM GRAPH:
Most students face 2 to 4 conflicts over social media, with 3 being the most common. Very few report 0 or 5 conflicts. This suggests that social interactions via social media often lead to disputes.

Sleep Hours vs Academic Performance Impact

INSIGHTS FROM GRAPH:
Students whose academics are affected tend to sleep about 2 hours less than others.
Their sleep hours also vary more, with many sleeping very little.
This suggests that less sleep is linked to poorer academic performance. Less sleep = lower grades.

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Correlation Heatmap: Conflicts, Sleep, Academic Impact
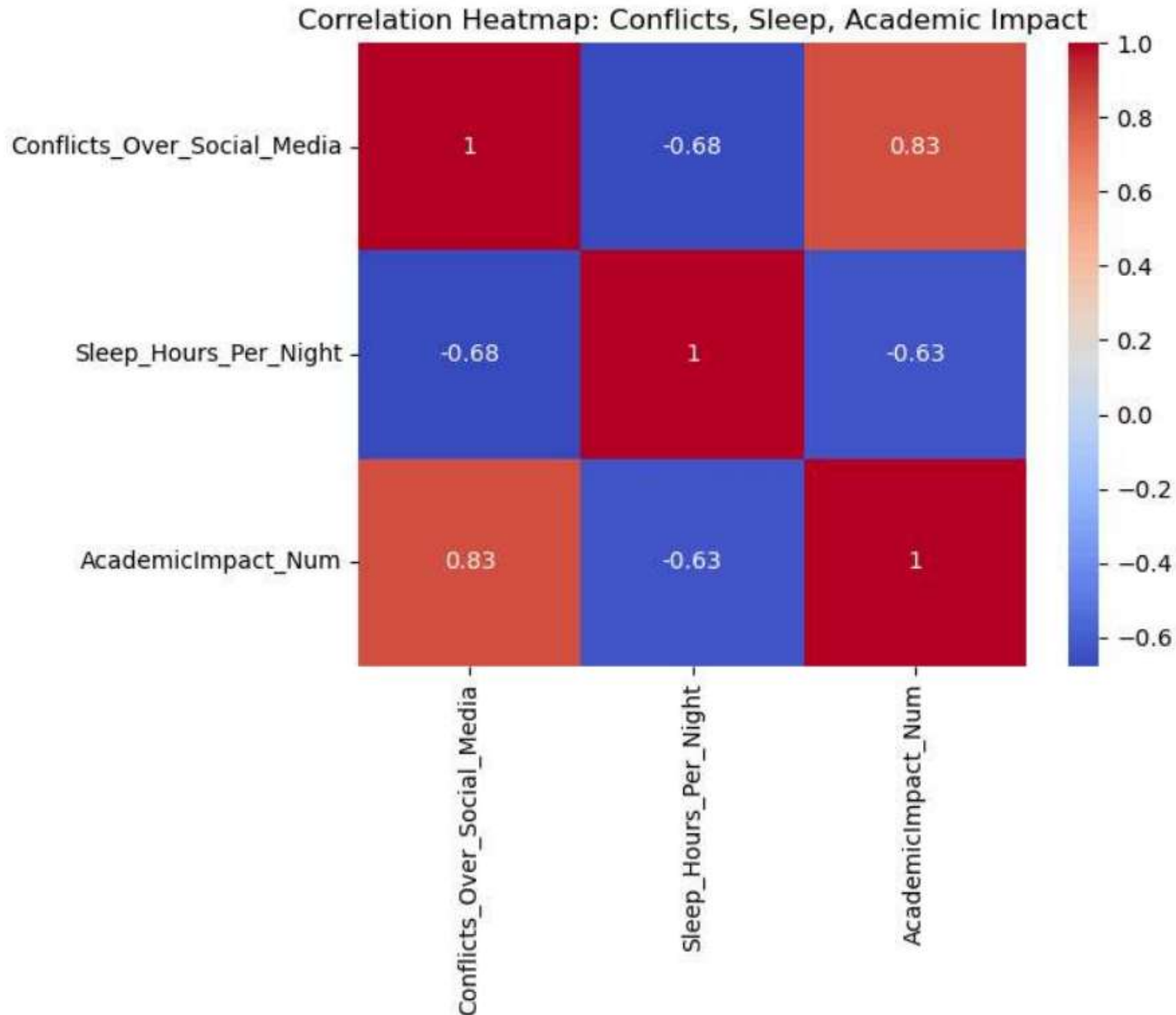
- There's a strong positive correlation between social media conflicts and academic impact, and a negative correlation between sleep and both conflicts and academic issues.

- More social media conflicts -> more academic problems.

- Less sleep -> more conflicts and worse performance.

Key Patterns Observed

- This project analyzes how social media usage impacts students' **sleep quality, conflict levels, and academic performance**.

- Students aged **16–18 years** demonstrate the **highest levels of daily social media usage**, with a notably higher engagement among female students.

- Increased **social conflicts** are strongly associated with **lower academic performance** and **reduced sleep duration**.

- Excessive social media use contributes to **higher stress levels**, which in turn reduces focus and negatively affects overall academic outcomes.

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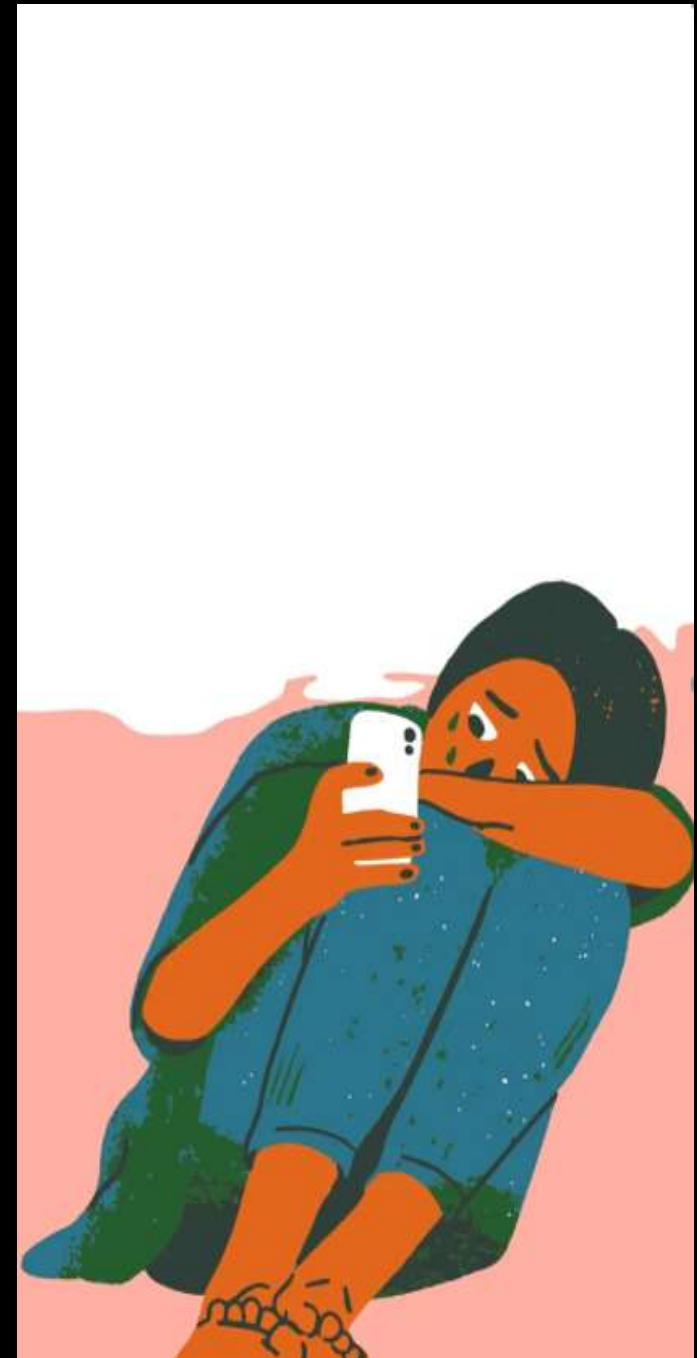
Root Causes Identified

- High daily screen time leading to mental fatigue and reduced sleep quality.

- Emotional stress and digital dependency driven by constant online engagement.

- Lack of consistent sleep routines and poor time management around technology use.

- While technology plays a critical role in modern life, misuse and overexposure can lead to addictive behaviors and unhealthy lifestyle patterns.

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Recommended Actions to Combat Addiction

- Establish screen time limits and promote consistent sleep schedules to support better cognitive performance.

- Encourage regular breaks from social media to improve academic focus and reduce stress.

- Promote digital literacy and responsible technology use through school-based awareness programs.

- Introduce tech-free zones or time periods at home (e.g., no phone usage during meals or one hour before bedtime).

- Encourage participation in physical activities and creative hobbies to support mental well-being and healthy social interaction.

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