What Drives Time Spent on Social Media?
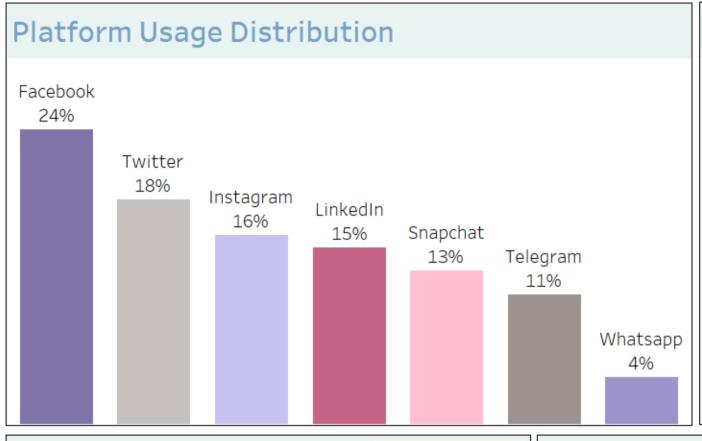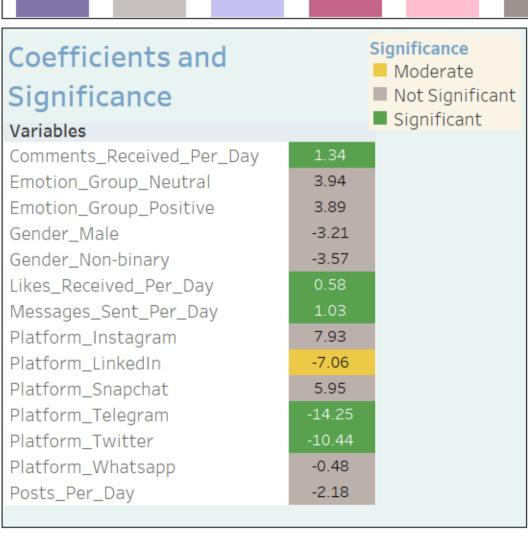
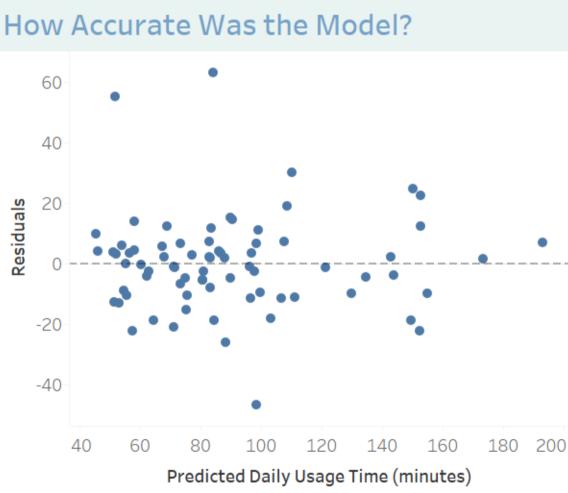| Total Users Analysed	Average Time Spent per Day	Social Media Platforms
103	88	7

Platform Usage Distribution

Facebook 24%
Twitter 18%
Instagram 16%
LinkedIn 15%
Snapchat 13%
Telegram 11%
Whatsapp 4%

Distribution of Emotions

Positive 14%
Neutral 27%
Negative 59%

Coefficients and Significance

Significance
- Moderate
- Not Significant
- Significant

Variables	
Comments_Received_Per_Day	1.34
Emotion_Group_Neutral	3.94
Emotion_Group_Positive	3.89
Gender_Male	-3.21
Gender_Non-binary	-3.57
Likes_Received_Per_Day	0.58
Messages_Sent_Per_Day	1.03
Platform_Instagram	7.93
Platform_LinkedIn	-7.06
Platform_Snapchat	5.95
Platform_Telegram	-14.25
Platform_Twitter	-10.44
Platform_Whatsapp	-0.48
Posts_Per_Day	-2.18

How Accurate Was the Model?

(Scatter plot: Residuals vs Predicted Daily Usage Time (minutes))

We analyzed social media usage data from over 100 users to understand what drives time spent online. Using a multiple linear regression model, we explored how different user behaviors and traits like likes, messages, mood, and platform relate to daily usage time.
The model explained **91% of the variation** in daily social media time, with an average prediction error of just **11 minutes**, showing strong overall accuracy.
We found that **engagement-based factors** especially the number of **comments, messages, and likes** had the most consistent and meaningful impact on time spent online. In contrast, traits like **platform used, gender, and emotional state** showed less reliable effects. While the model performed well, it assumes each factor always has a steady effect, which might oversimplify real-world behavior. Also, factors like **time of day**, **device used**, or **personality traits** weren't included but could influence outcomes.
Suggestions:
Encourage user interaction — boosting comments and messages may increase time spent on platform.
Focus less on demographic targeting — platform or gender alone were not strong predictors of usage.