Project 1 Analysis and Hypothesis

First Analysis: Age and Emotional Wellbeing

Hypothesis: Are emotion and age connected when it comes to social media usage?

When comparing Age and Emotion I am noticing an interesting trend. The emotion that we are looking at is what the person is feeling while using whatever their dominant social media platform. The largest sample group was Happiness, while the smallest was anger. So, it made for a good comparison since both emotions are considered opposites of each other. There were 186 people who reported feeling happy while scrolling through their social media accounts, while we had 122 people who reported feeling angry while scrolling through their accounts. When looking at our graphs, people between the ages of 27-30 were the groups reporting feeling angry while they used social media. Even looking at the median age group which in this case was twenty-seven-year-olds, the most dominant emotion was anger. While happiness had one large group of people aged twenty-five who reported feeling happy while using social media. Even looking at the median age group which in this case was twenty-seven-year-olds, the most dominant emotion was anger. While looking at age and emotion there is no conclusive evidence that age has any factoring into what the person’s emotion was at the time of using social media.

Second Analysis: Gender, Emotional Wellbeing and Minutes Spent on Social Media

Hypotheses: Which gender spends the most amount of time on social media? Which gender is affected the most by their emotions when it comes to using social media? What emotion affects time spent on social media the most?

One of the trends that was noticed amongst the data was that happiness does lead to a much higher amount of time spent on social media. The data showed that when happy the average person spends upwards of 140 minutes on social media. The lowest amount of time spent on social media came from people who were experiencing boredom who averaged about 60 minutes. When it came to looking at the three different genders, females spent on average more than 100 minutes on social media at a time, with males following and non-binary individuals spending the least. From here we decided to split the data set by each gender and see how emotions compared to time spent. Amongst all three genders if happiness was the main emotion each group spent upwards of 140 minutes on average on social media. While the lowest for each group was still boredom at 60 minutes on average. The second most dominant emotion was anger for males with it averaging 89 minutes. Females and non-binary individuals second most dominant emotion was anxiety, with females averaging 117 minutes while non-binary was around 81 minutes. With all the data present we can conclude that the female gender spends the most time on social media, they are also the most affected by their emotions when it comes to social media usage. While happiness remains the most dominant emotion when it comes to social media usage.

Third Analysis: Comparing Posts, Likes, Comments and Messages per day and

Dominant Emotion

Hypothesis: Does emotion have an effect in how social media is used ie. Likes, comments, posts?

In this data set we had to set our data frame to take the correct columns into account. "Posts Per Day", "Likes Received Per Day", "Comments Received Per Day", and "Messages Sent Per Day". From here the data was split for each column to compare it to each distinct emotion that is in the original data sheet. Happiness remained as the driving force behind interaction on social media. We noticed that within each of the four columns mentioned above, happiness is having at least 29% of the interaction and in the case of “Likes per day” it jumps to 38%. Boredom on the other hand shows that it does cause the least amount of interaction averaging between 5-8%. So there seems to be at least some correlation between our emotional state and how much we actually interact on social media.