

Darwin Khay

## Dataset Description

This dataset has data taken from 475 individuals from a questionnaire asking about their experiences with any chronic illnesses or other health problems, and all sorts of experiences with Autonomous Sensory Meridian Response (ASMR). The dataset first includes categorical variables for basic and demographic information such as participant number, age, gender, and location. Another part of the dataset includes more categorical variable data on the participants' experiences and history with any underlying health problems: the Beck Depression Inventory (BDI) group they belong to, their BDI and BAI total score, and any chronic illnesses they might have and what medications they take for them. The rest of the dataset, the majority of it, includes data on the participants' experiences with ASMR with a mixture of categorical and numerical variables. This includes data on how often and when the participants watch ASMR videos, how the ASMR videos make them feel when watching them, and if ASMR videos had any effects on their chronic illnesses or other health problems. In terms of the values of the data, some data includes "yes/no" answers in the form of 0's and 1's, and other values are in the form of ordinal data, such as ratings from 1-5. Other data is in the form of bigger scale ratings from 1-100, and ambiguous answers to other specific questions from the questionnaire. For some of the data that pertains to putting the participants in specific groups of data, a range of numbers were used. The motivation for choosing this dataset is due to the fact that problems with mental health such as sleep, depression, and stress are very prominent among adolescents and young adults in recent years. Trying to understand these problems and find some sort of remedy for them is important when addressing them. Also, the popularity with ASMR, and especially YouTube videos pertaining to ASMR, has grown in recent years. Autonomous Sensory Meridian Response (ASMR) is essentially an instance where there is a tingling sensation throughout the area of the head due to any visual and audio stimuli. With the increase in popularity, many people have despised or taken a dislike to ASMR videos in particular due to the fact that these videos were not common until recently and that they seemed foreign to the YouTube platform. However, on the other hand there also have been positive reviews which show support for ASMR videos. These positive reviews imply that the ASMR experience helps with sleep, depression and stress. So the analysis of this dataset will explore and see if a great number of participants do see an improvement in any of their mental health problems due to their ASMR experiences. It's imperative to find a way to tackle common problems among young adults, especially ones pertaining to mental health, and exploring this dataset will be a step in supporting that.

Description of Variables:

Variable Name	Description
BDI Group	Categorical Variable; the Beck Depression Inventory (BDI) group variable puts participants into groups of increasing depression from 1-3 based on the participants' BDI total score (the higher the score, the more severity of depression); 1 = not/little depressed, 2 = moderately depressed, 3 = severely depressed
BDI_TOTAL	Numerical Variable; the BDI total score is the measured severity of depression of the participant. The minimum score is 0 (meaning the least severe depression or no depression) and the maximum is 63 (the severest level of depression). The score is measured based on a secondary questionnaire of 21 questions with answers choices of 0,1,2 or 3 that measure the severity of their depression. The score is the sum of the answer choices for all 21 questions.
BAI_Total	Numerical Variable; the BAI total score is the measured severity of anxiety of the participant. The minimum score is 0 (meaning the least severe anxiety or no anxiety) and the maximum is 63 (the severest level of anxiety). The score is measured based on a secondary questionnaire of 21 questions with answers choices of 0,1,2 or 3 that measure the severity of their anxiety. The score is the sum of the answer choices for all 21 questions.
Chronic Illness	Categorical Variable; 1 = yes, participant suffers from a chronic illness, 2 = no, participant does not suffer from a chronic illness
Ill_Elab	Categorical Variable; ambiguous answers that elaborate and specify on what chronic illness a participant has, if any; 0 otherwise.
V_howmanyvideos	Numerical Variable; an ambiguous answer of numbers that indicate how many ASMR videos a participant watches in a single session
V_Time_Evening	Categorical Variable; 1 = yes, participant watches ASMR videos in the evening, 0 = no, participant does not watch ASMR videos in the evening

V_Time_BeforeSleep	Categorical Variable; 1 = yes, participant watches ASMR videos before sleeping, 0 = no, participant does not watch ASMR videos before sleeping
V_Time_SpareTime	Categorical Variable; 1 = yes, participant watches ASMR videos whenever they have spare time, 0 = no, participant does not watch ASMR videos whenever they have spare time
D_Do_you_Experience_tingles	Categorical Variable; 1 = yes, participant experiences tingles (the ASMR sensation) when watching ASMR videos, 2 = no, participant does not experience tingles (the ASMR sensation) when watching ASMR videos
Triggered_offline?	Categorical Variable; 1 = participant experiences ASMR (tingling sensations) through something else other than ASMR videos, 2 = participant does not experience ASMR (tingling sensations) through something else other than ASMR videos
What offline triggers ASMR?	Categorical Variable; ambiguous answers that elaborate on what “offline triggers” a participant might have (offline situations that promote the tingling sensation/ASMR experience for the participant); answer is 0 otherwise.
FlowWatching	Categorical Variable; how much the following statement applies to the participant while experiencing tingles/ASMR: “My attention is focused entirely on what I am watching”. 1 = does not represent the participants’ experience at all, 2 = little representation of the participants’ experience, 3 = neutral, 4 = some representation of the participants’ experience, 5 = totally represents the participants’ experience
FlowFeeling	Categorical Variable; how much the following statement applies to the participant while experiencing tingles/ASMR: “My attention is focused entirely on what I am feeling”. 1 = does not represent the participants’ experience at all, 2 = little representation of the participants’ experience, 3 = neutral, 4 = some representation of the participants’ experience, 5 = totally represents the participants’ experience
FlowNoEffort	Categorical Variable; how much the following

	<p>statement applies to the participant while experiencing tingles/ASMR: “It is no effort to keep my mind on what is happening”.</p> <p>1 = does not represent the participants’ experience at all, 2 = little representation of the participants’ experience, 3 = neutral, 4 = some representation of the participants’ experience, 5 = totally represents the participants’ experience</p>
FlowInControl	<p>Categorical Variable; how much the following statement applies to the participant while experiencing tingles/ASMR: “I feel totally in control”.</p> <p>1 = does not represent the participants’ experience at all, 2 = little representation of the participants’ experience, 3 = neutral, 4 = some representation of the participants’ experience, 5 = totally represents the participants’ experience</p>
FlowNotWorried	<p>Categorical Variable; how much the following statement applies to the participant while experiencing tingles/ASMR: “I am not worried about what people think of me”.</p> <p>1 = does not represent the participants’ experience at all, 2 = little representation of the participants’ experience, 3 = neutral, 4 = some representation of the participants’ experience, 5 = totally represents the participants’ experience</p>
BeforeMood	<p>Numerical Variable; participants’ level of mood before watching ASMR videos on a scale of 0-100; 0 = worst mood the participant felt, 100 = best mood the participant felt</p>
During	<p>Numerical Variable; participants’ level of mood while watching ASMR videos on a scale of 0-100; 0 = worst mood the participant felt, 100 = best mood the participant felt</p>
After	<p>Numerical Variable; participants’ level of mood after watching ASMR videos on a scale of 0-100; 0 = worst mood the participant felt, 100 = best mood the participant felt</p>
30mins	<p>Numerical Variable; participants’ level of mood 30 minutes after watching ASMR videos on a scale of 0-100; 0 = worst mood the participant felt, 100 = best</p>

	mood the participant felt
hour	Numerical Variable; participants' level of mood an hour after watching ASMR videos on a scale of 0-100; 0 = worst mood the participant felt, 100 = best mood the participant felt
3hour	Numerical Variable; participants' level of mood 3 hours after watching ASMR videos on a scale of 0-100; 0 = worst mood the participant felt, 100 = best mood the participant felt
Day	Numerical Variable; participants' level of mood a day after watching ASMR videos on a scale of 0-100; 0 = worst mood the participant felt, 100 = best mood the participant felt
Daily	Numerical Variable; participants' level of mood day to day on a scale of 0-100; 0 = worst mood the participant felt, 100 = best mood the participant felt
EffectSleep	Categorical Variable; 0 = N/A, 1 = yes, ASMR videos helps participant with sleeping problems, 2 = no, ASMR videos do not help participant with sleeping problems,
RelieveNegativeMood	Categorical Variable; how much the following statement applies to the participant: "I watch ASMR videos to relieve negative mood". 1 = does not represent the participants' experience at all, 2 = little representation of the participants' experience, 3 = neutral, 4 = some representation of the participants' experience, 5 = totally represents the participants' experience
EnjoyASMRvideos	Categorical Variable; how much the following statement applies to the participant: "I enjoy ASMR videos". 1 = does not represent the participants' experience at all, 2 = little representation of the participants' experience, 3 = neutral, 4 = some representation of the participants' experience, 5 = totally represents the participants' experience
EnjoyContentofASMRvideosEvenWithoutTingles	Categorical Variable; how much the following statement applies to the participant: "I enjoy the content of ASMR videos even without tingles."

	<p>1 = does not represent the participants' experience at all, 2 = little representation of the participants' experience, 3 = neutral, 4 = some representation of the participants' experience, 5 = totally represents the participants' experience</p>
WatchToRelax	<p>Categorical Variable; how much the following statement applies to the participant: "I watch ASMR videos to relax".</p> <p>1 = does not represent the participants' experience at all, 2 = little representation of the participants' experience, 3 = neutral, 4 = some representation of the participants' experience, 5 = totally represents the participants' experience</p>
DealWithAnxiety	<p>Categorical Variable; how much the following statement applies to the participant: "I watch ASMR videos to deal with anxiety".</p> <p>1 = does not represent the participants' experience at all, 2 = little representation of the participants' experience, 3 = neutral, 4 = some representation of the participants' experience, 5 = totally represents the participants' experience</p>
DealWithStress	<p>Categorical Variable; how much the following statement applies to the participant: "I watch ASMR videos to deal with stress".</p> <p>1 = does not represent the participants' experience at all, 2 = little representation of the participants' experience, 3 = neutral, 4 = some representation of the participants' experience, 5 = totally represents the participants' experience</p>
HelpMeSleep	<p>Categorical Variable; how much the following statement applies to the participant: "I watch ASMR videos to help me sleep".</p> <p>1 = does not represent the participants' experience at all, 2 = little representation of the participants' experience, 3 = neutral, 4 = some representation of the participants' experience, 5 = totally represents the participants' experience</p>
Depression	<p>Categorical Variable; how much the following statement applies to the participant: "I watch ASMR videos to help deal with depression".</p> <p>1 = does not represent the participants' experience at all, 2 = little representation of the participants'</p>

	experience, 3 = neutral, 4 = some representation of the participants' experience, 5 = totally represents the participants' experience
--	---

**Dataset source:**

Barratt EL, Davis NJ. 2015. Autonomous Sensory Meridian Response (ASMR): a flow-like mental state. *PeerJ* 3:e851 <https://doi.org/10.7717/peerj.851>