**SOCIAL MEDIA AND EMOTIONAL WELLBEING**

**ABSTRACT:**

This project captures valuable information on social media usage and the dominant emotional state of users based on their activities. The data set is ideal for exploring the relationship between social media usage patterns and emotional well-being.

**OBJECTIVE:**

The project aims to analyze social media’s impact on emotions by examining usage patterns, identifying emotional responses, and comparing platform behaviors. It explores correlations with emotional well-being, qualifies well-being risks, and predicts emotional responses, enhancing user experience and promoting mental health awareness.

**METHODOLOGY:**

**Data Collection:**

Gather user demographics, posts, likes, comments, messages, emotions, and usage time from various social media platforms.

**Data Cleaning:**

Handle missing values, ensure correct data types, and normalize data where necessary using SQL queries.

**Database Design**:

Design a relational database schema to store the collected data efficiently.

Tables may include Users, Posts, Likes, Comments, Messages, Emotions, and UsageTime.

**Data Insertion:**

Use SQL INSERT statements or bulk loading techniques to populate the database with collected data.

**Exploratory Data Analysis:**

Identify the average time spent on each platform per user.

Calculate the total number of posts, likes, comments, and messages per platform.

**Emotional Analysis:**

Categorize emotional responses based on user interactions using SQL.

Use SQL-based tools (e.g., SQL Server Reporting Services, Tableau with SQL connectors) to create line charts, bar charts, heat maps, and pie charts.

Illustrate trends, emotional responses, platform usage, correlations, risk levels, and predictive model performance.

### CONCLUSION:

Understanding your screen time impact fosters self-awareness and behavioral adjustments, improving mood, productivity, and well-being. Recognizing links to anxiety or sleep issues empowers proactive mental health management through setting boundaries or seeking help. It enhances productivity by minimizing distractions and supports balanced online-offline interactions, enriching relationships. Ultimately, managing screen time optimally enhances overall quality of life, ensuring technology use benefits mental health positively.