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16th ICCCNT 2025 Submission 8765

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Submission 8765

Title	Exploring the Relationship between Social Media Behaviour and Mental Health Status
Paper	 (Jun 15, 16:22)
Track	Image Processing AI-based mental health monitoring deep learning for emotion analysis facial expression recognition natural language processing (NLP) sentiment analysis in social media social media behaviour analysis user engagement tracking
Author keywords	In the internet era, social media plays a central role in shaping human emotions and mental well-being. This research aims to examine emotional expression and psychological states through social media activity by integrating behavioural tracking, facial expression analysis, and deep learning algorithms. The proposed framework introduces a novel method to quantify user engagement by monitoring scrolling patterns, interaction metrics (likes, comments, shares), and real-time facial expressions while viewing multimedia content. A deep learning-based Natural Language Processing (NLP) model is utilized to detect the emotional tone of textual content, while Computer Vision techniques analyze user feedback via facial expression recognition. Additionally, the system tracks user activity over time to identify emotional trends. By integrating these multi-modal insights, the study offers an assessment of users' mental states and proposes interventions such as interactive virtual pets to promote emotional well-being. The research explores two deployment approaches: a custom application that monitors engagement locally and an API-based method that integrates directly with social media platforms. It also evaluates the feasibility, ethical implications, and limitations of each approach. This work contributes to the growing field of AI-based mental health analysis and presents a novel strategy for emotional insight through social media behaviour.
Abstract	
Submitted	Jun 15, 16:22
Last update	

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