This proposal outlines a research project leveraging data from the Canadian Social Connection Survey (CSCS) to investigate the social dynamics affecting Canadians’ well-being. By analyzing patterns in in-person interactions, the impact of social support on stress, and the relationship between digital communication and loneliness, we aim to uncover insights into how social behaviors influence mental health. Our findings will contribute to a broader understanding of the importance of social connections, with potential to inform policy initiatives that enhance community engagement, reduce stress, and promote balanced social media use.

**Research Question 1:**

What factors are associated with Canadians’ frequency of in-person social interactions?

Variables:

Independent Variables: Age, Income Level, Urban vs. Rural Residence

Dependent Variable: Frequency of In-Person Social Interactions

Analysis:

Descriptive statistics to summarize interaction frequencies.

Multiple regression analysis to determine which demographic factors significantly influence social interaction frequencies.

Expected Results:

Younger and higher-income individuals, as well as those in urban areas, will likely report more frequent in-person social interactions.

Discussion:

Results could guide community planning and suggest targeted initiatives to increase in-person interactions, especially in rural or lower-income areas.

**Research Question 2:**

How does perceived social support affect reported stress levels among Canadians?

Variables:

Independent Variable: Perceived Social Support (measured on a scale)

Dependent Variable: Reported Stress Level (self-rated on a scale)

Analysis:

Correlation analysis to explore the relationship between social support and stress.

Linear regression to assess the effect of social support while controlling for confounding variables like employment status.

Expected Results:

A strong negative correlation between perceived social support and stress, indicating that those with more support experience less stress.

Discussion:

Findings could support policy initiatives that promote social support networks as a way to reduce stress and improve overall well-being.

**Research Question 3:**

What is the relationship between time spent on digital communication (e.g., social media, messaging) and feelings of loneliness?

Independent Variable: Time Spent on Digital Communication (hours per day)

Dependent Variable: Feelings of Loneliness (measured on a scale)

Analysis:

Stratified analysis by age groups to explore age-specific impacts.

Use scatter plots and regression models to visualize and quantify the relationship.

Hypothesis:

Increased time spent on digital communication will be associated with higher feelings of loneliness, especially among younger demographics.

Expected Results:

A positive relationship, with younger age groups showing a stronger association between digital communication and loneliness.

Discussion:

This could inform guidelines on healthy digital communication habits and highlight the importance of balancing online and in-person interactions.