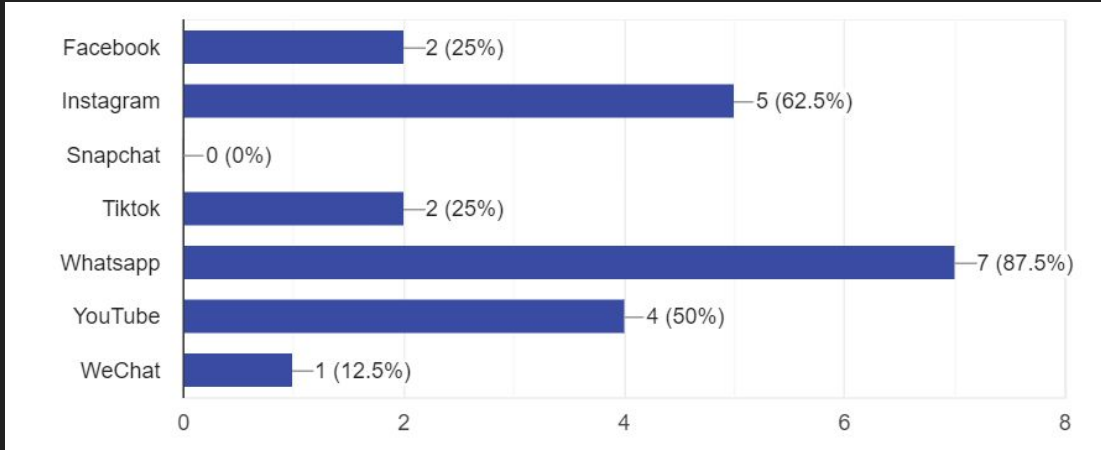# Online Habits and Entertainment Preferences

By Tannu Singh and Fatima Khan

Categorical Data

Most used social media platforms

Insights:
- WhatsApp is the most frequently used platform.
- Instagram and YouTube are also popular.
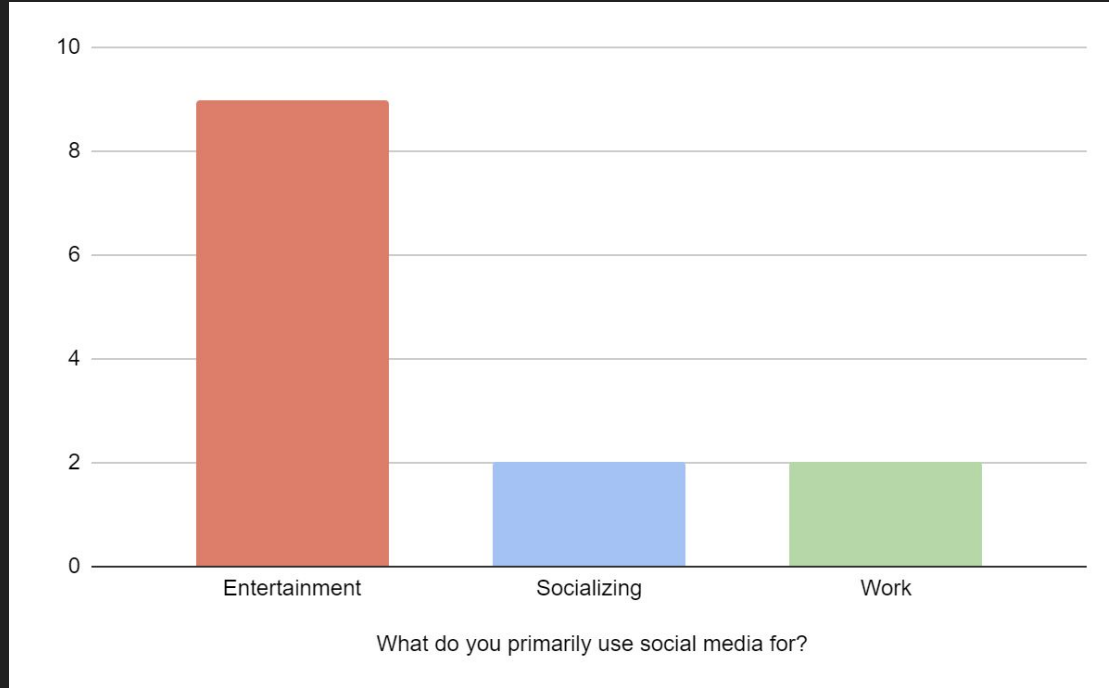- WeChat is the least used platform.

Main purposes of using social media
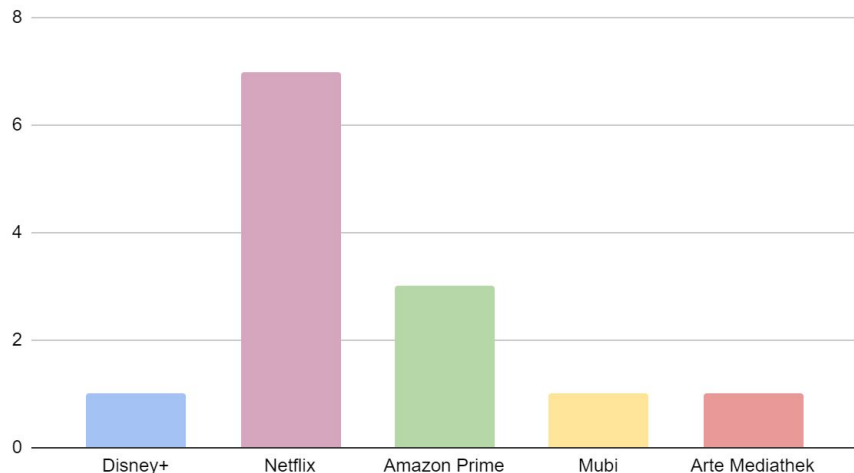
Primary Use of Social Media:

- Entertainment: 6
- Socializing: 1
- Work: 1

Insights:

- A large majority use social media for entertainment.
- Socializing and work are less common reasons.
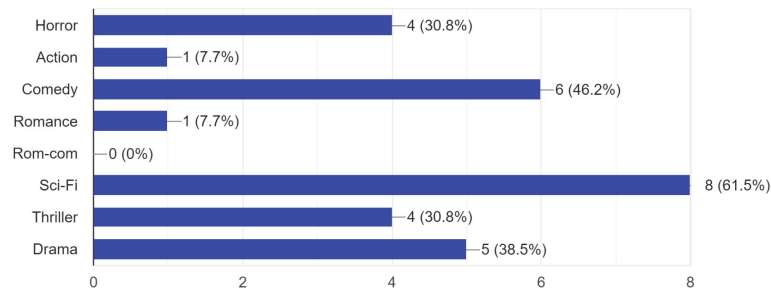
Favorite Streaming Services and Genres

Favorite Streaming Service:

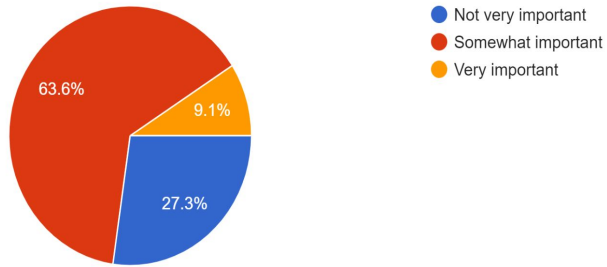- Netflix: 5
- Disney+: 1
- Amazon Prime: 1
- Mubi: 1

Insights:

- Netflix has a diverse range of favorite genres.
- Sci-Fi is popular on both Netflix and Disney+.
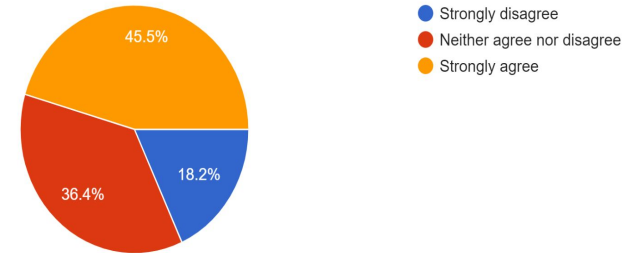- Drama is the preferred genre on Amazon Prime and Mubi.

How important is social media in your life?

11 responses

- ● Not very important
- ● Somewhat important
- ● Very important

63.6%
9.1%
27.3%

Do you believe your social media use is excessive?

11 responses

- ● Strongly disagree
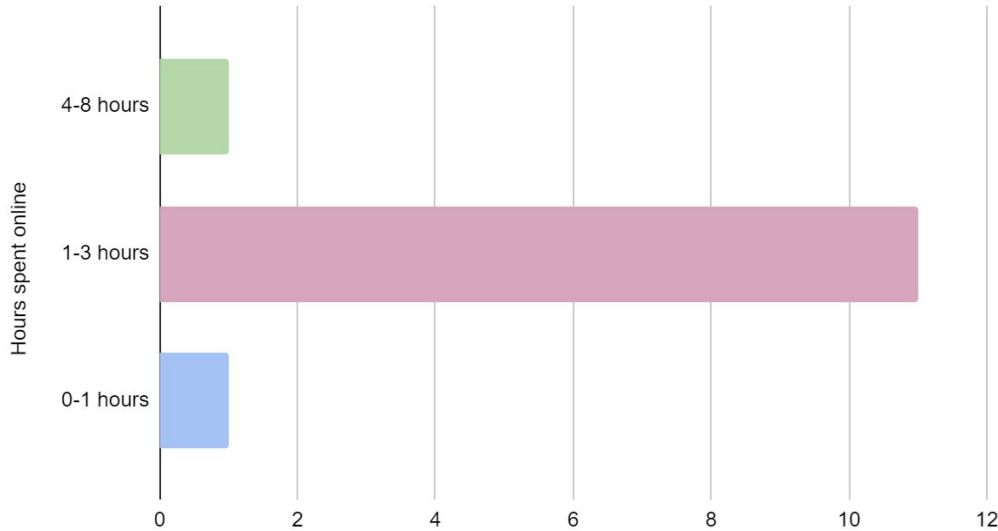- ● Neither agree nor disagree
- ● Strongly agree

45.5%
18.2%
36.4%

Numerical Data

Time Spent on Social Media

How much time in a day do you spend on social media?

Insights:

[0.5, 2, 2, 2, 2, 2, 2, 2, 2, 2, 6.5]

Average time spent: ~2.28 hours

Variance: 1.607

Standard Deviation: 1.97

Time spent on streaming services
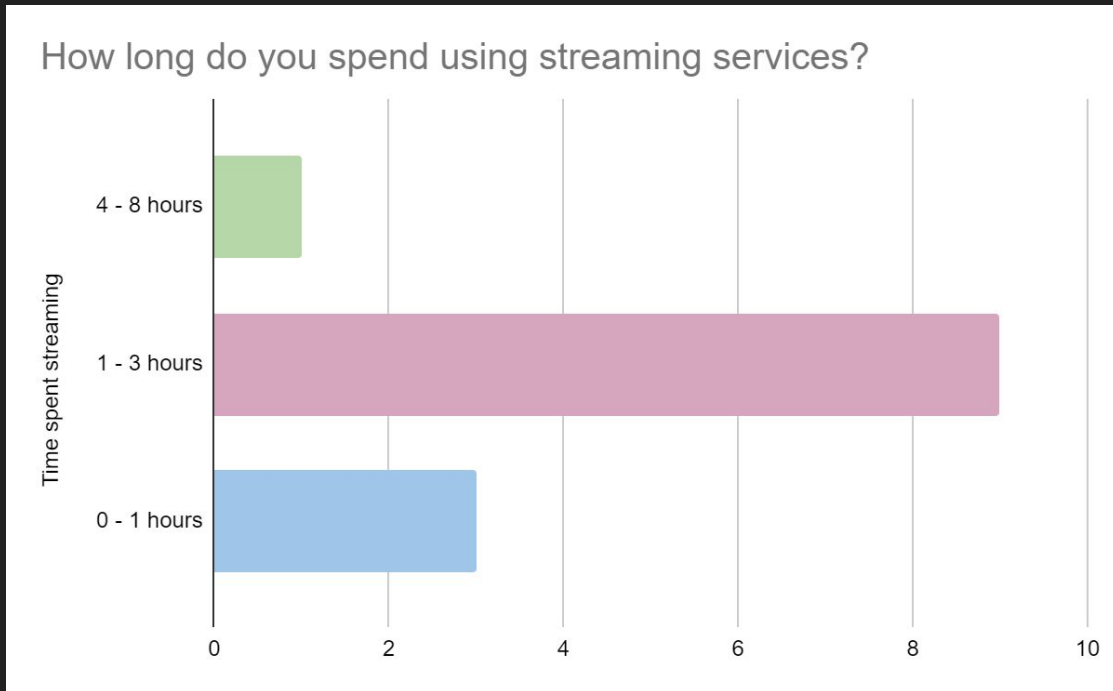
Insights:

[0.5, 0.5, 0.5, 2, 2, 2, 2, 2, 2, 2, 2, 6.5]

Average time spent: 2 hours

Variance: 2.25

Standard Deviation: 1.5

Thank you!