JUAN PARDO ANALYSIS

MENTAL

Health Analysis Report

We are committed to understanding the psychological impacts of extensive social media use, as the line between online and offline life continues to blur.

SOCIAL MEDIA AND MENTAL HEALTH

- Prevalence of Social Media: Social media has become deeply embedded in our daily lives, shaping how we communicate, express ourselves, and access information.

Analysis

SIGNIFICANCE AND POTENTIAL IMPACT

This project bridges critical gaps in mental health research by integrating behavioral data from digital platforms.

SOCIAL MEDIA USAGE CAN BE BROKEN DOWN

The image shows a variety of social media platforms, including Facebook, Youtube, Instagram, and Twitter. You can use this to highlight the fact that social media use is multifaceted and can encompass a variety of platforms depending on the user.

Analysis

SOCIAL MEDIA USAGE CAN VARY BY INDIVIDUAL

The complex network of connections in the image suggests that social media use is not uniform. Some people may use a wide variety of platforms, while others may only use one or two.

SOCIAL MEDIA USE MAY BE LINKED TO SLEEP ISSUES

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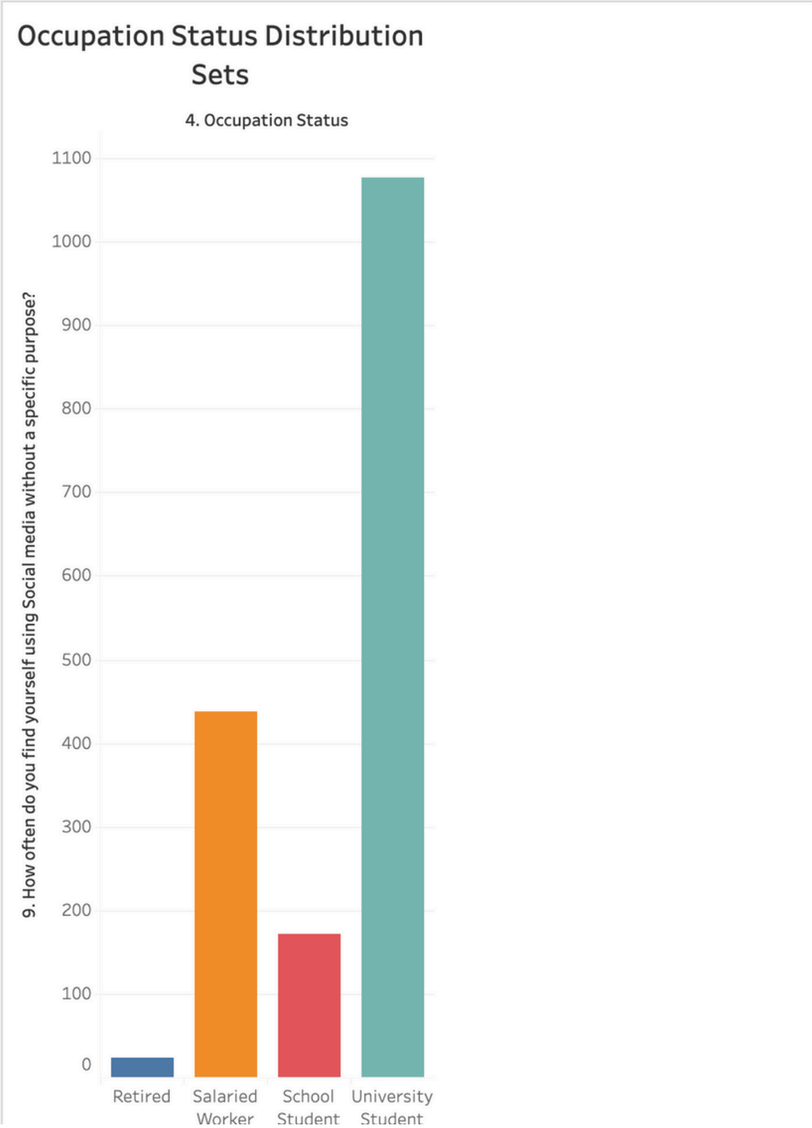
The lack of sleep related imagery could be used to suggest that social media use can negatively impact sleep.

OCCUPATION STATUS DISTRIBUTION

The y-axis shows the percentage of students and the x-axis shows four occupations: Retired, Salaried Worker, School Student, and University Student.

Analysis

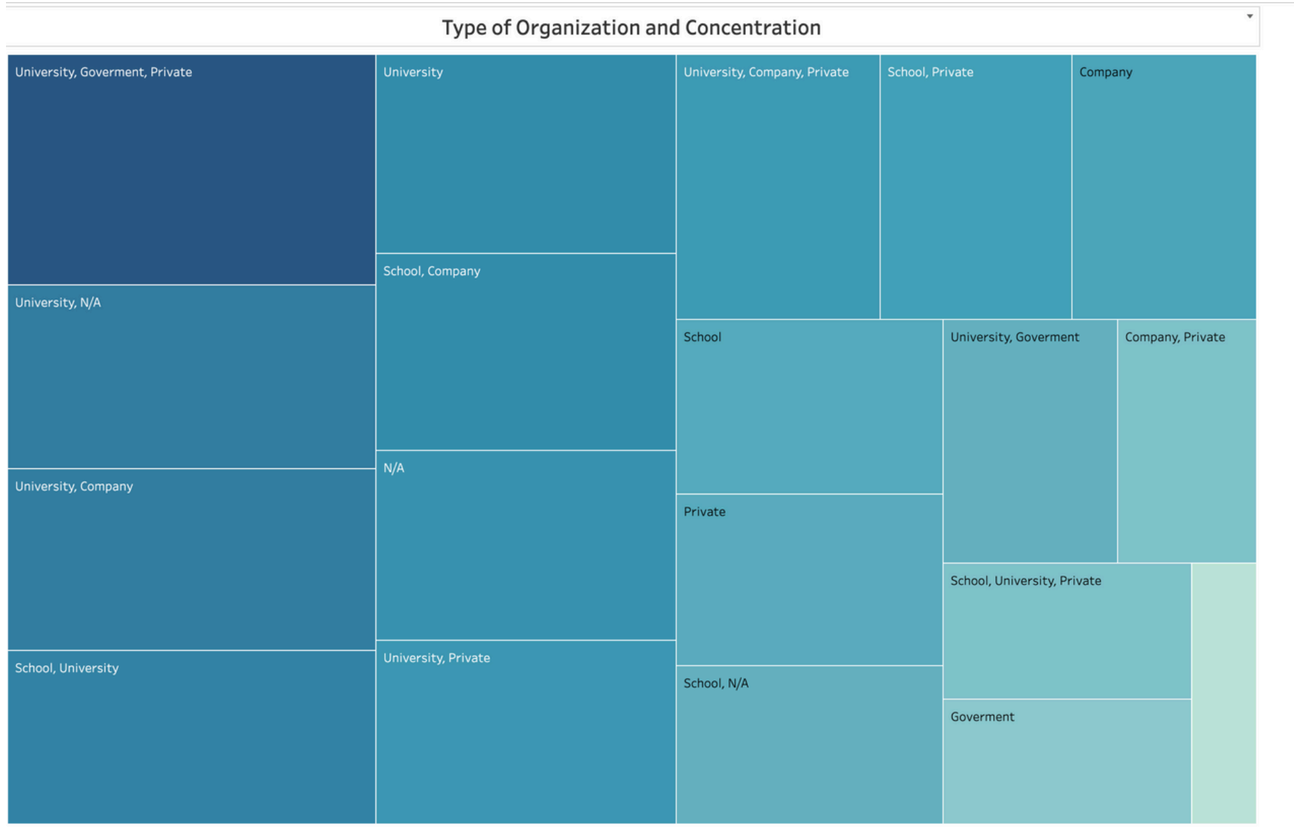


TYPES OF ORGANIZATION AND SOCIAL MEDIA USAGE

The diagram categorizes organizations into three main types: University, Company, and School.

The diagram also differentiates between public and private entities. There are labels for “Goverment” and “Private” near the University and School categories. Company is assumed to be private by default.

Analysis



TYPES OF ORGANIZATION AND SOCIAL MEDIA USAGE

The arrow from company to school could represent companies recruiting at schools or offering internship programs.

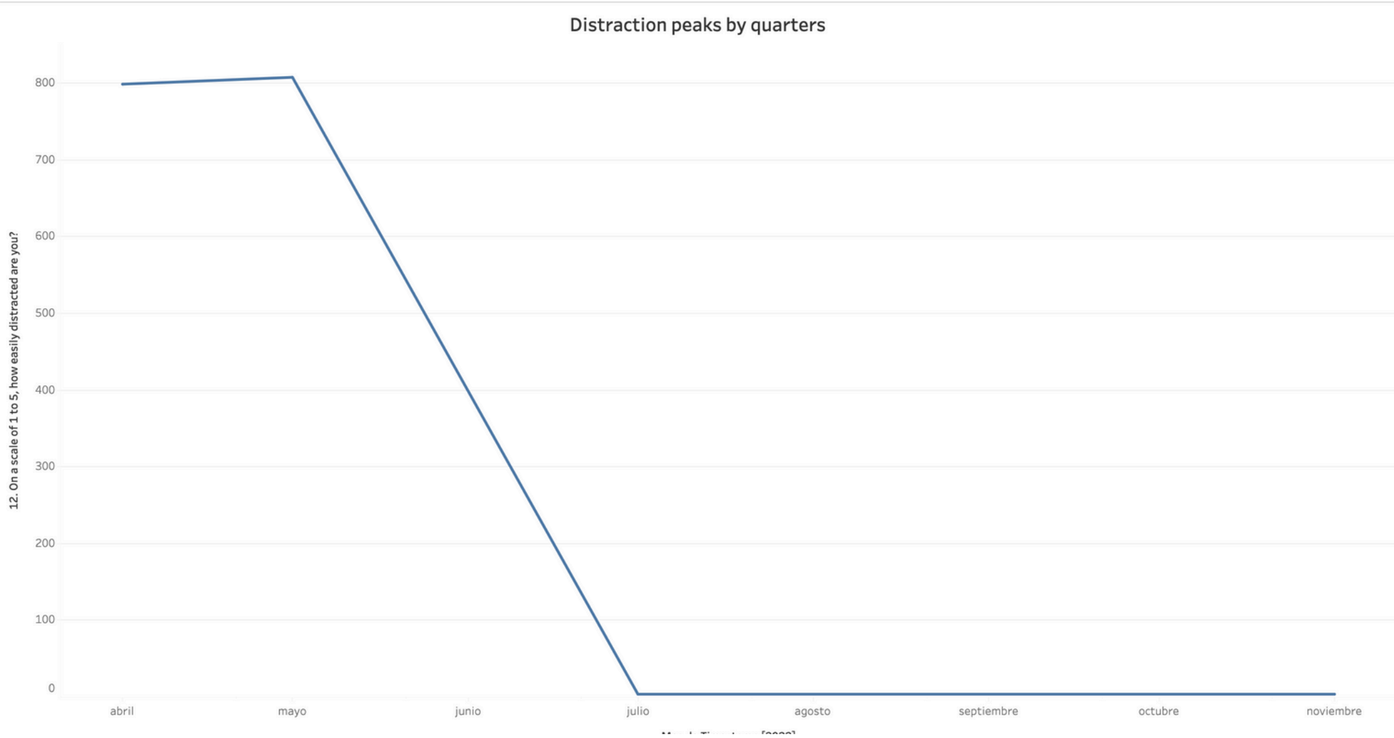
POTENTIAL CYCLE OF KNOWLEDGE AND TALENT FLOW

The arrows suggest a cyclical relationship between universities, companies, and schools. Universities may educate students who then enter the workforce at companies. Companies may then partner with schools to recruit these skilled individuals, or even universities for specialized research or training programs

PEAKS ANALYSIS PER QUARTER OVER YEAR

People tend to be more distracted in the fall and spring months. There could be a number of reasons for this, such as changes in weather or daylight hours, or seasonal events that lead to people being more busy or stressed.

Analysis



PEAKS ANALYSIS PER QUARTER OVER YEAR

There is a general downward trend in distractions from October to December. This could be because people are focused on the holiday season during this time.

INCREASING DISTRACTIONS OUTCOMES

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Distractions start to increase again in February and May. This could be due to people returning from vacations or holidays and getting back into their routines

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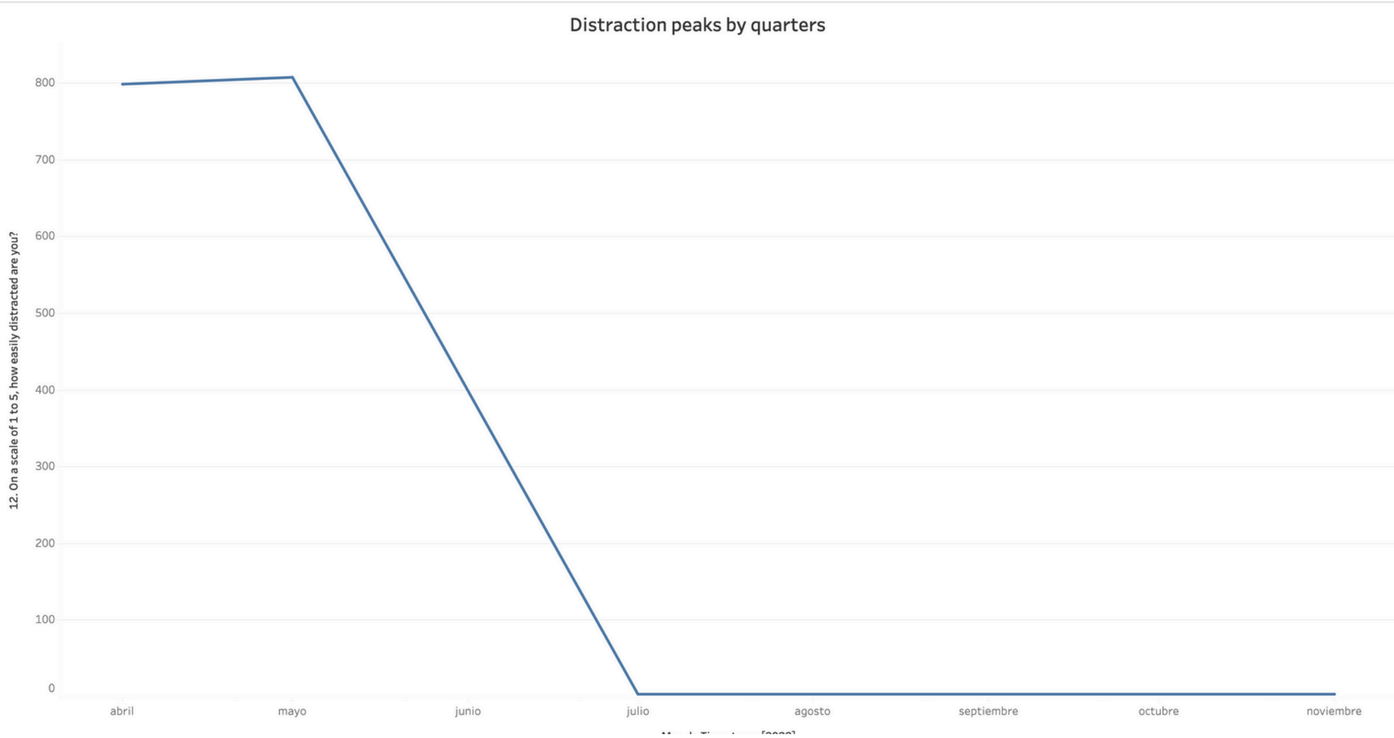
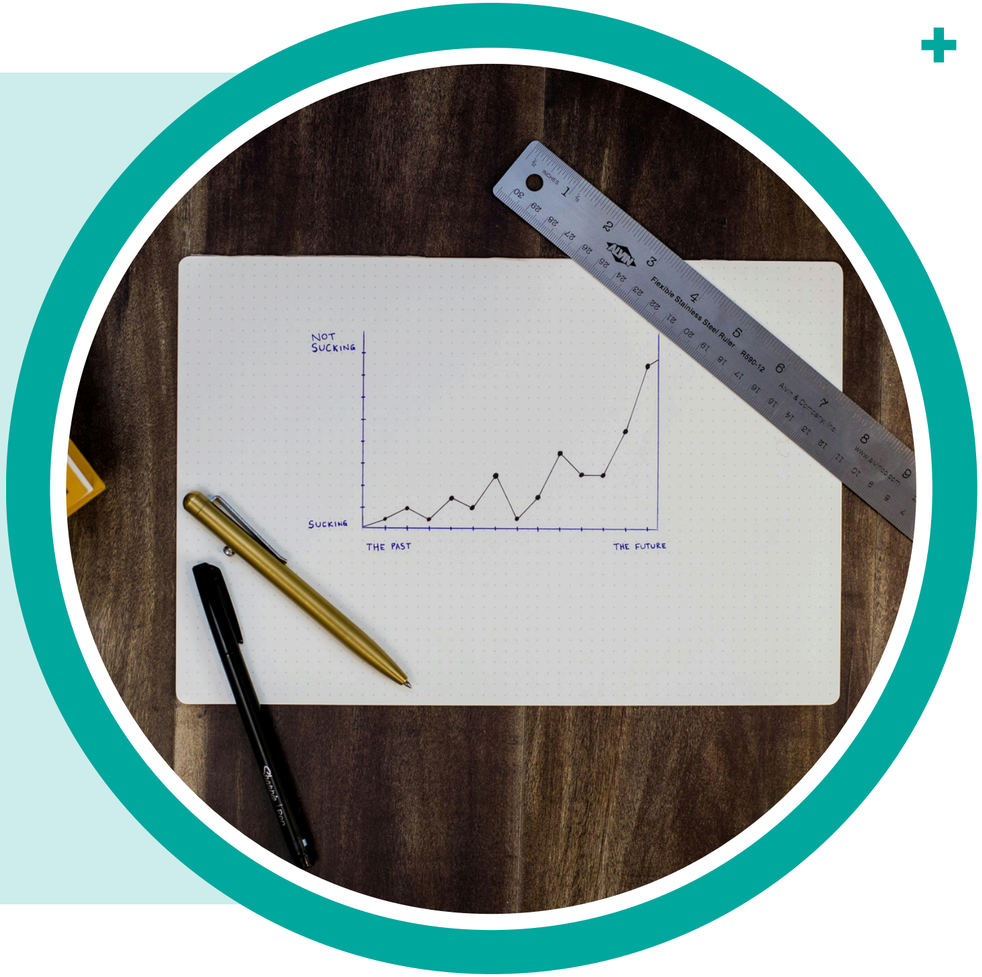


DIVERSE USAGE PATTERNS

Identified distinct patterns of social media usage, categorizing users into high, moderate, and low engagement groups.

CORRELATION WITH MENTAL HEALTH:

Found significant correlations between high social media usage and increased reports of anxiety and depression, especially among younger users.



PREDICTIVE MODEL SUCCESS

Successfully developed and validated a Random Forest model that predicts mental health risks based on social media behavior with high accuracy.

IMPACT OF USAGE INTENSITY

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High usage group displayed greater susceptibility to negative mental health outcomes, suggesting a dose-response relationship between social media engagement and mental health.

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MODERATE USAGE AS A POTENTIAL SWEET SPOT

POTENTIAL ANALYSIS

Moderate social media users showed the healthiest mental health indicators, pointing towards the potential benefits of balanced social media use.

TOP INSIGHTS

LOW ENGAGEMENT INSIGHTS

Low usage users, while less likely to report mental health issues, raised concerns about social isolation and disconnection.

IMPLICATIONS FOR INTERVENTION

Results emphasize the need for targeted digital wellness programs that address specific risk patterns identified in different user groups.

Recommended longitudinal studies to track changes over time and further research into the integration of demographic factors to refine predictive accuracy.

STRATEGIC IMPLICATIONS

This study underlines the critical need for proactive mental health policies and user-centered design in social media platforms. By tailoring digital environments to encourage healthy usage patterns and incorporating mental health support features, we can leverage technology to not only connect users but also to safeguard their mental well-being. Future initiatives should focus on creating inclusive, supportive digital communities that promote mental health awareness and provide users with tools to manage their digital consumption effectively.

JUAN JOSE PARDO

Data Analyst Specialist

CONTACT US

For further information, inquiries, or collaboration opportunities, please feel free to reach out. I am always open to discussing data analysis, research collaborations, or potential projects that can leverage data for insightful outcomes.

THANK YOU