



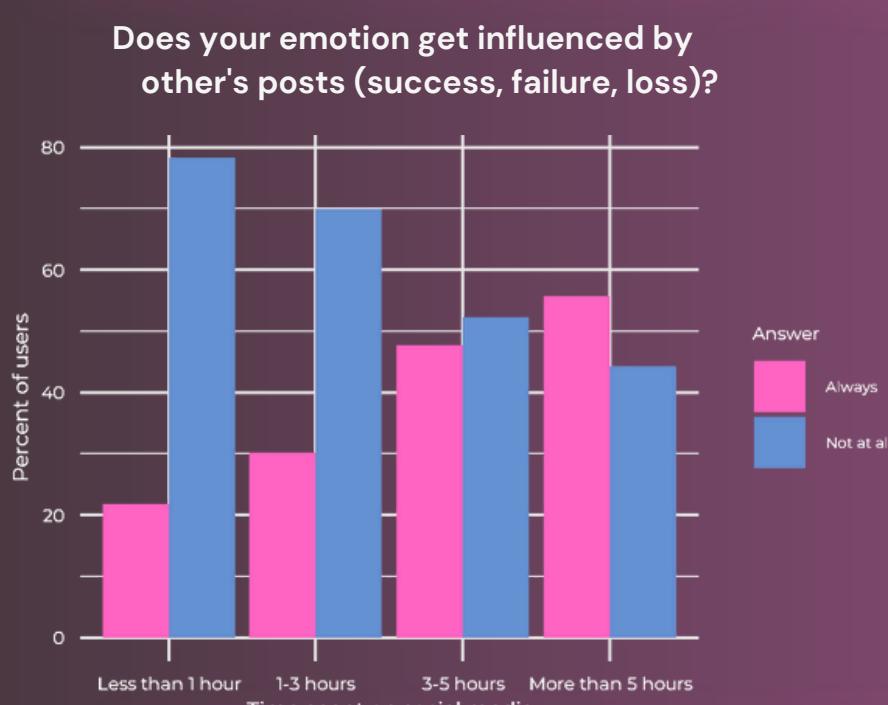
# SCROLL OR STROLL?

## THE MENTAL COST OF SOCIAL MEDIA

IN TODAY'S DIGITAL AGE, IT GOES WITHOUT SAYING THAT PEOPLE SPEND A LOT OF TIME IN SOCIAL MEDIA, ESPECIALLY THE YOUTH. WHAT MANY OF THEM AREN'T AWARE, IS THAT SCROLLING ON THEIR PHONES FOR HOURS CAN ACTUALLY BE THE CAUSE OF A LOT OF THEIR PROBLEMS.



## HOW SOCIAL MEDIA SHAPES OUR EMOTIONS?



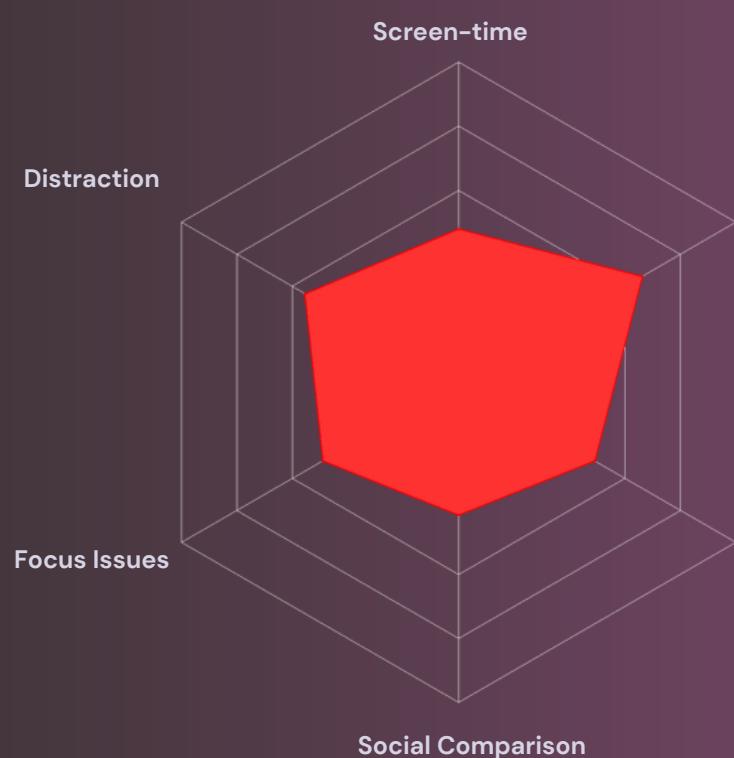
Social media has a significant impact on our emotions. Who hasn't smiled at their phone after seeing a funny post? While this is a positive example, scrolling can also harm our well-being. Sad posts can dampen our mood, and we have little control over what we encounter online.

Social media also encourages comparison. Seeing curated highlights of others' lives can create unrealistic standards and fuel insecurity or even depression.

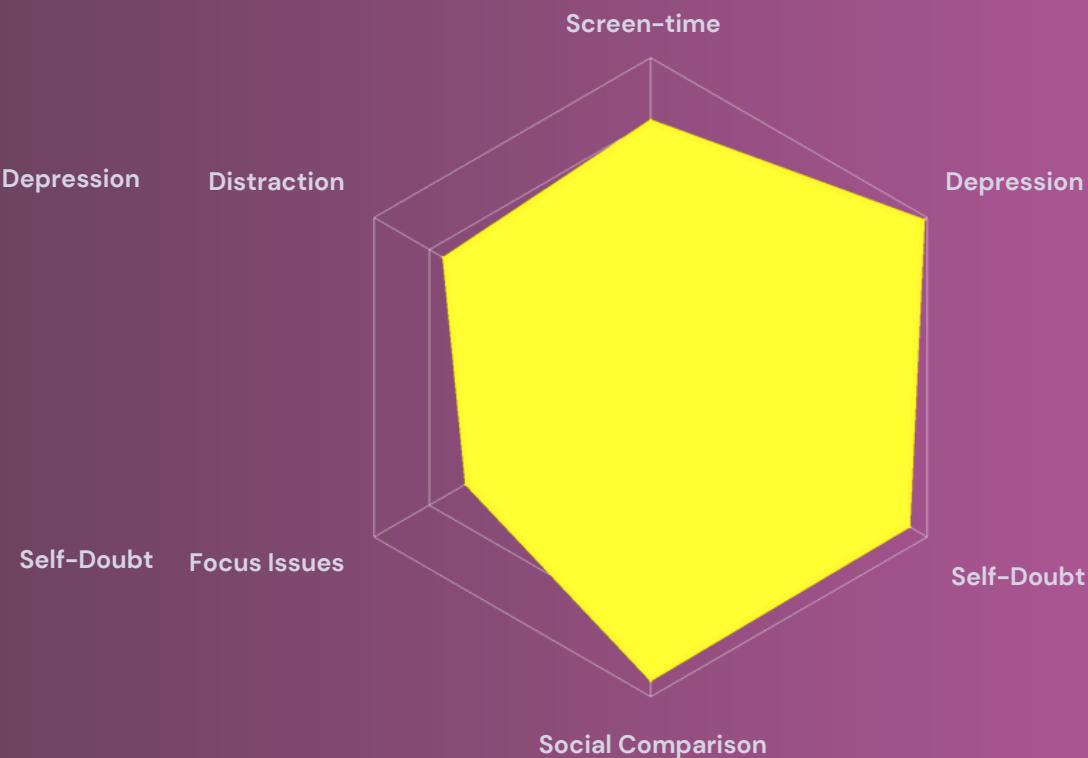
The chart shows a clear link between time spent on social media and its emotional impact: the more hours we scroll, the more likely we are to be affected.

## IMPACT OF SOCIAL MEDIA APPS ON USER BEHAVIOR

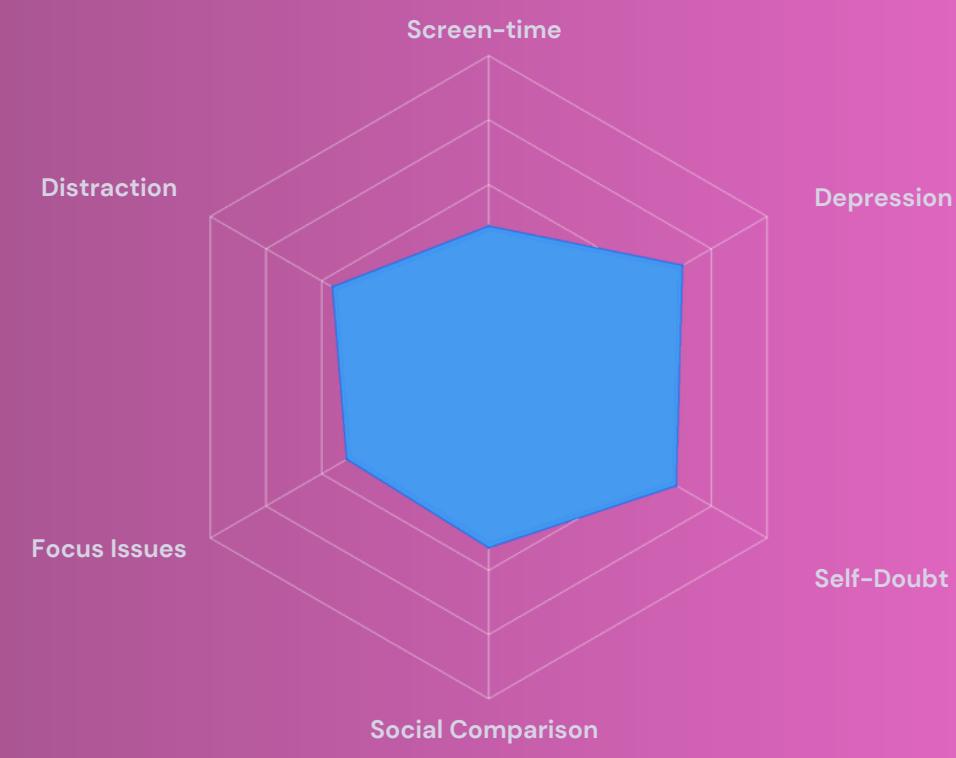
### YOUTUBE



### SNAPCHAT



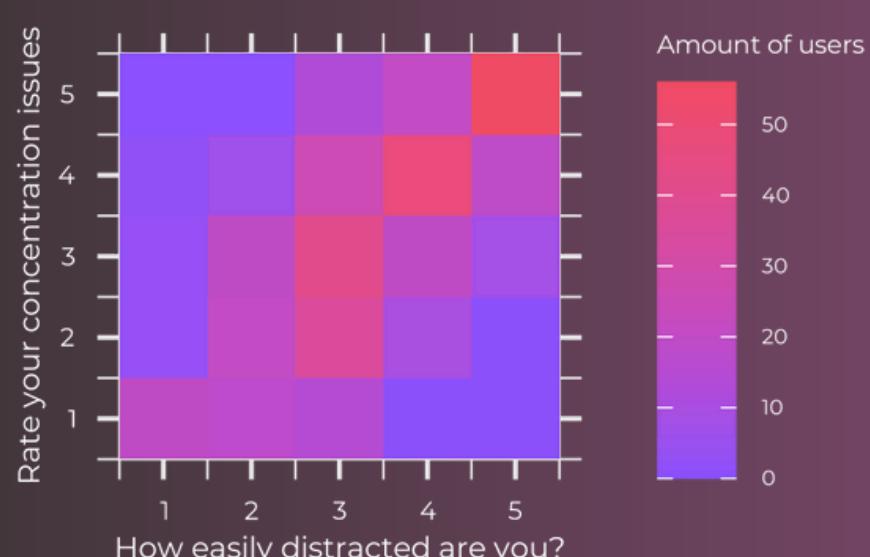
### FACEBOOK



The radar charts show how YouTube, Snapchat, and Facebook influence users across factors like screen time, depression, distraction, focus issues, self-doubt, and social comparison. Snapchat has the strongest impact on social comparison and self-doubt, while Facebook shows a more balanced but still notable influence. YouTube has the lowest impact, suggesting it may be less harmful overall. These charts highlight the unique ways each platform affects users, with some posing greater risks to mental well-being.

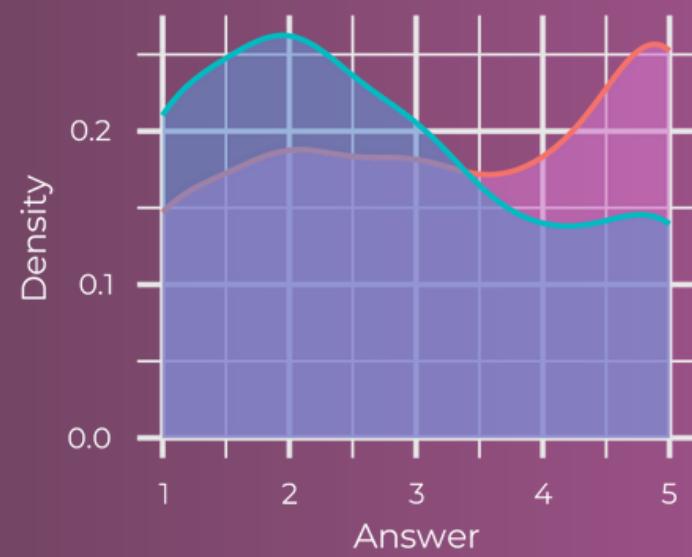
## CURIOS INSIGHTS ON SOCIAL MEDIA USAGE PATTERNS

Youtube users and their issues with concentration and being easily distracted (on scale 1-5)



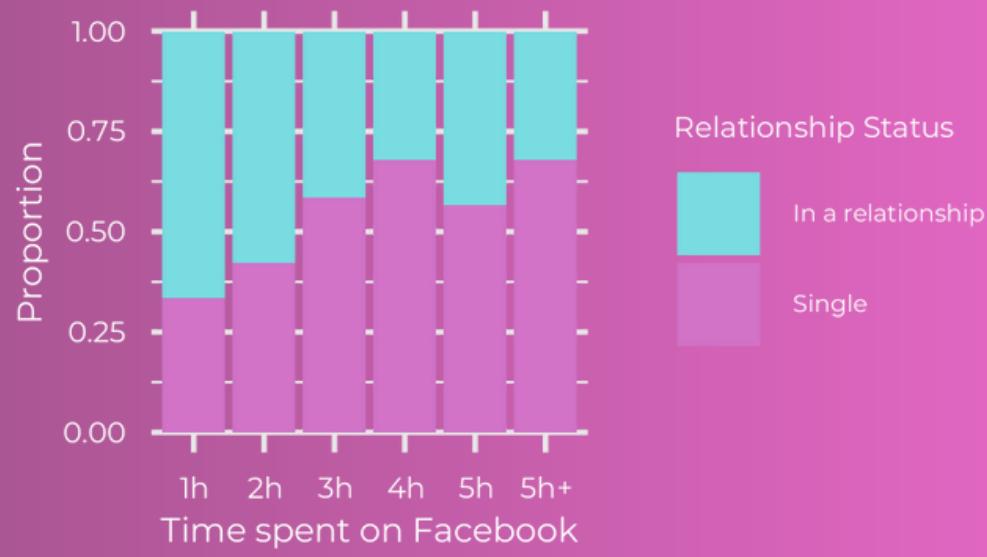
The heatmap investigates how YouTube usage affects concentration levels. Users report varying levels of distraction, showing that while YouTube is less associated with social comparison, it can still challenge focus depending on engagement habits.

How often do males and females compare to other people (on a scale 1-5) on Snapchat?



The density plot illustrates how males and females perceive themselves in comparison to others on Snapchat. The peaks of the density curves suggest that females more frequently report higher levels of self-comparison compared to males. This highlights the gendered experiences of social comparison on visual platforms like Snapchat.

Do single people spend more time on Facebook than people in a committed relationship?



The bar chart explores how relationship status influences time spent on Facebook. Interestingly, single individuals tend to spend slightly more time on the platform compared to those in committed relationships. This suggests that Facebook might play a different role in the lives of single people, potentially as a tool for socializing or staying connected.