

Is there a Dark Side of Social Media?

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Our Data: [Dark Side Of Social Media \(kaggle.com\)](https://kaggle.com)

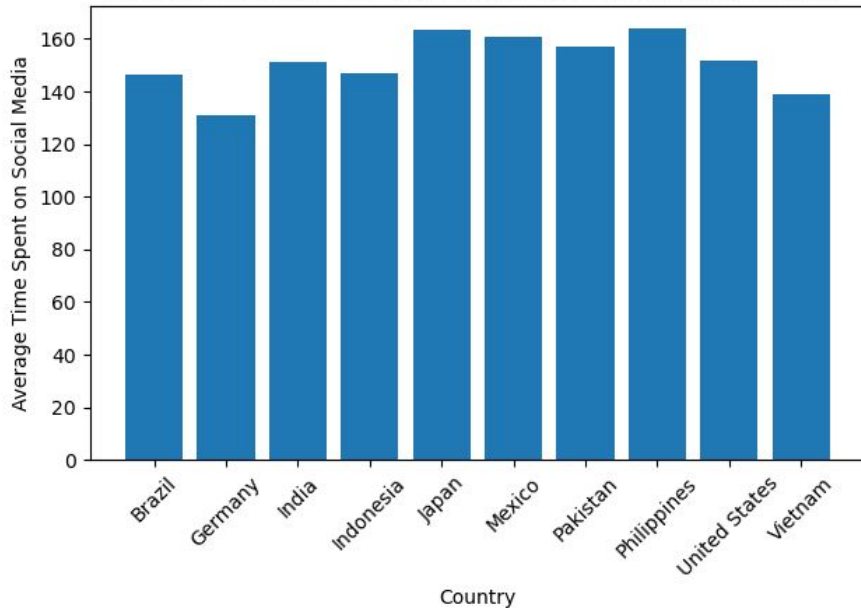
- Where did we find it?
 - kaggle.com (see link in title).
- Description:
 - The data set we chose was synthetic data analyzing social media usage globally. This data is categorized by gender, income, debt, property, and time spent.
 - Countries we are going to be looking at: Pakistan, Mexico, United States, Brazil, Vietnam, India, Indonesia, Philippines, Japan and Germany

Introduction to our data exploration

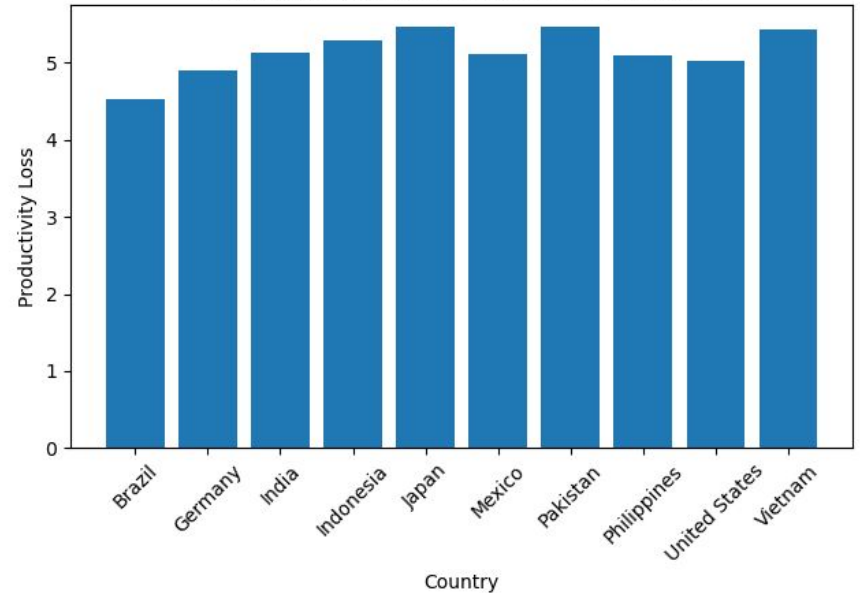
- Our intention is to explore whether certain factors affect the amount of time spent or productive time lost on social media. As well as analyze the distribution of time spent on the social media platforms.
- The factors we were looking into were:
 - Country (Location)
 - Gender
 - Debt status
 - Profession
 - Social media platform used
 - Age
- Reasons why we wanted to look into these factors and were interested in answering them

How does total time spent on social media and productivity loss differ from country to country around the world?

Distribution of Average Time Spent on Social Media by Country



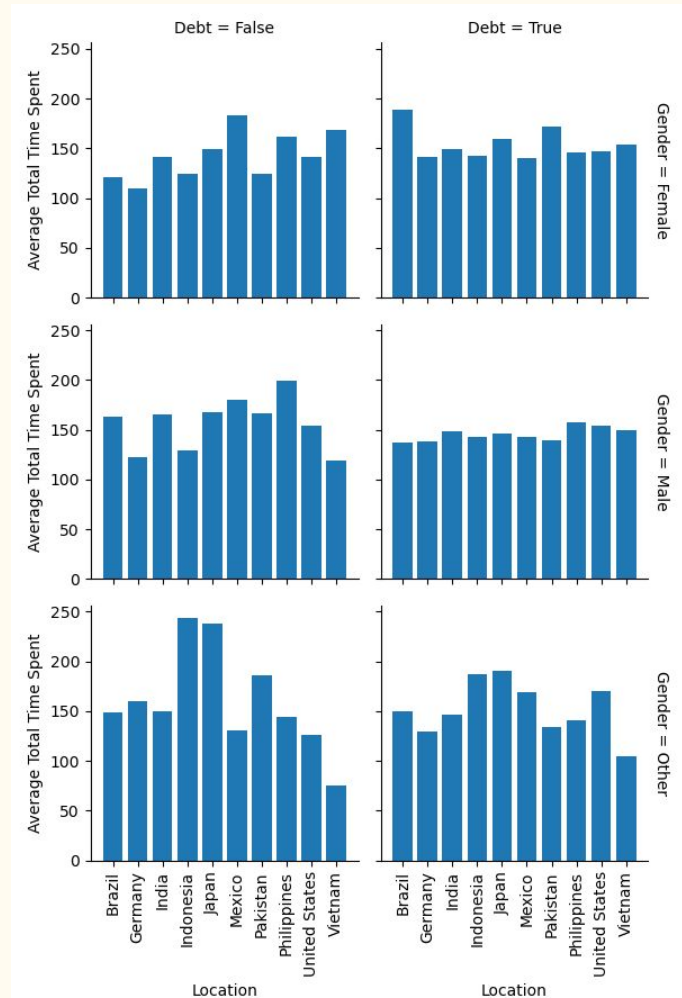
Distribution of Productivity Loss by Country



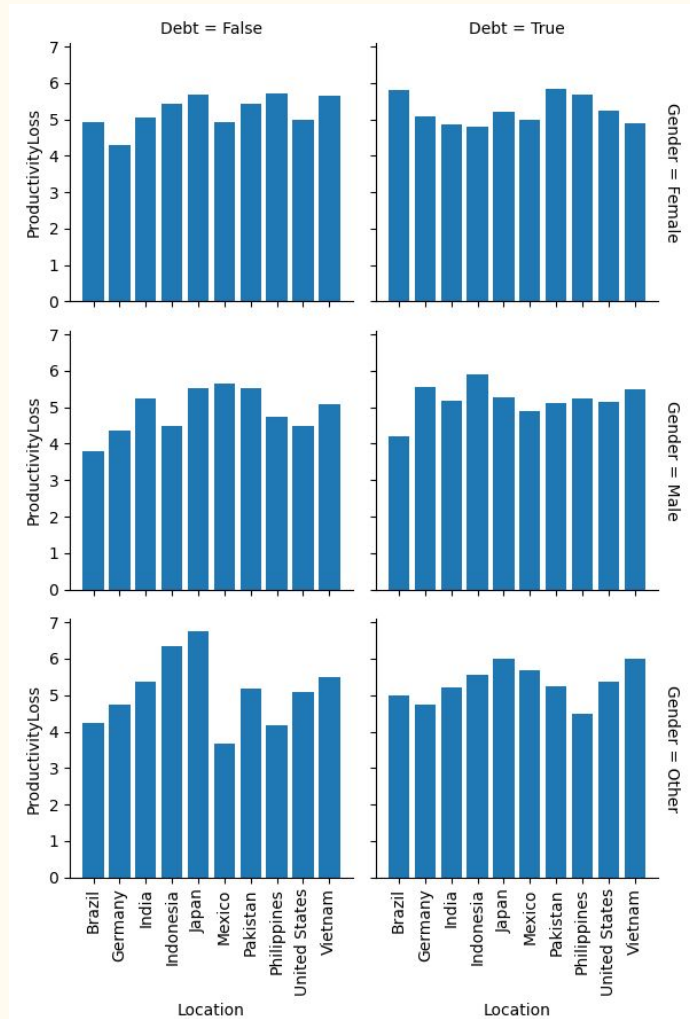
Based off of the distribution of average total time spent on social media and productivity loss we wanted to know if there were other factors that potentially impacted these values.

So we further grouped our data frame by country, gender and debt.

Does debt and your gender influence the time spent on social media?



Does debt and your gender influence the productivity loss?



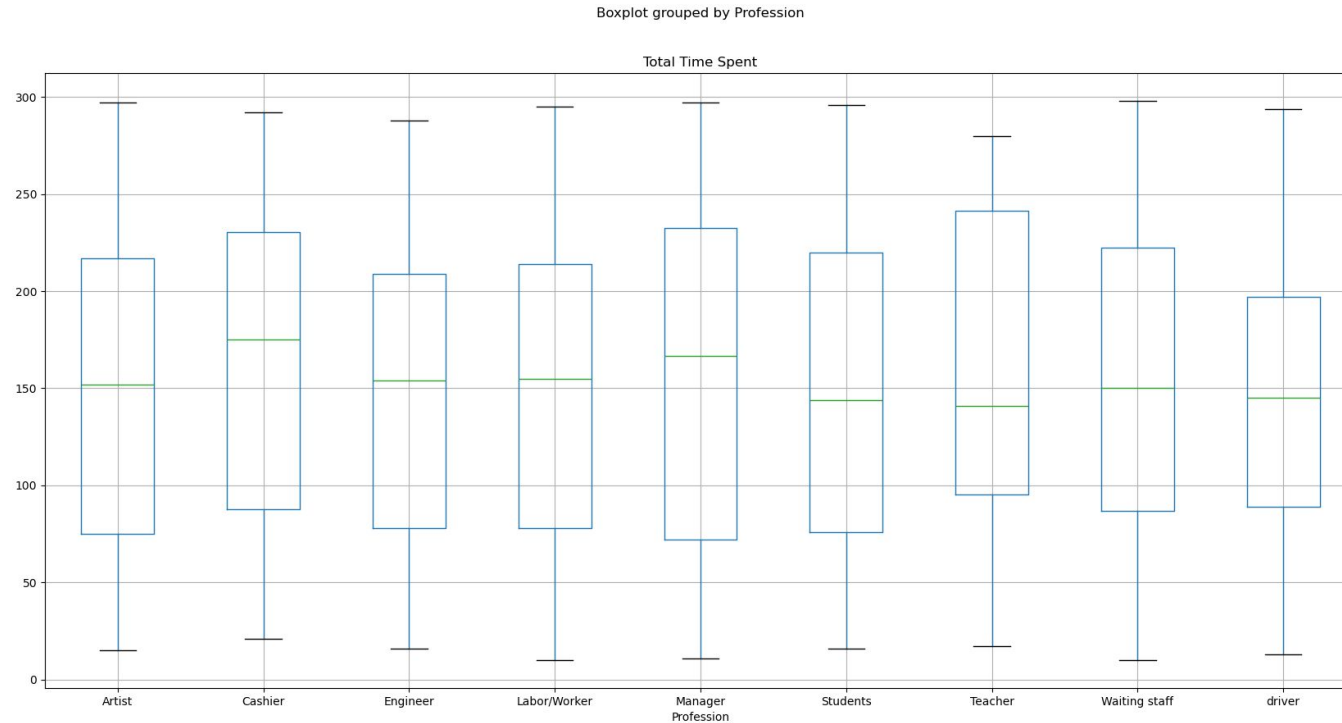
How does the job type impact the amount of time spent on social media?

Ho: People across all job-types with and without debt have the same amount time spent on social media.

Ha: People from some job types with and without debt have significantly more/less time spent on social media.

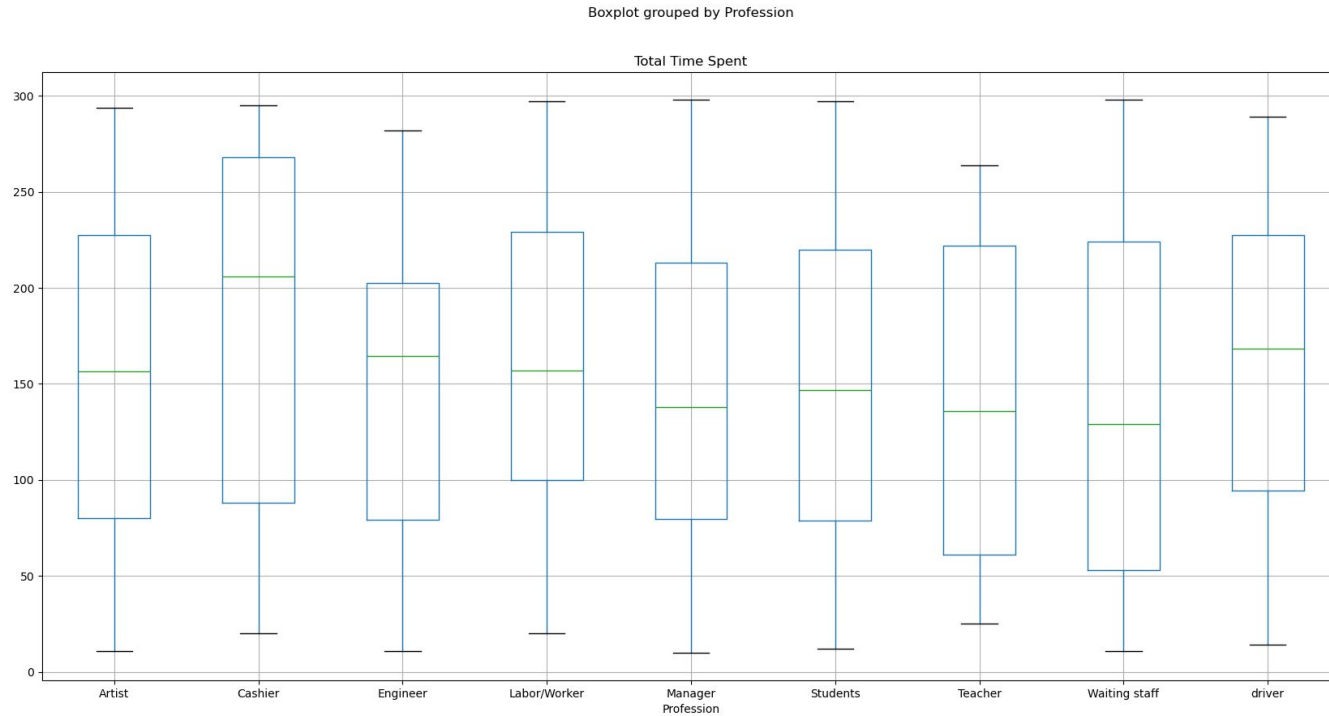
Debt

statistic=0.23661592812447343,
p-value=0.9839396270769452



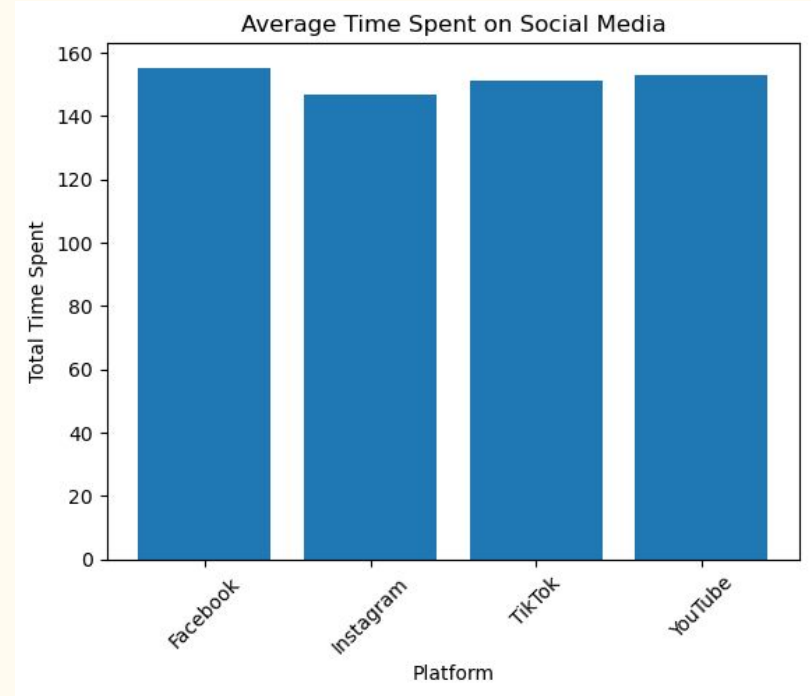
No Debt

statistic=0.748099334184224
p-value=0.6489266394798778

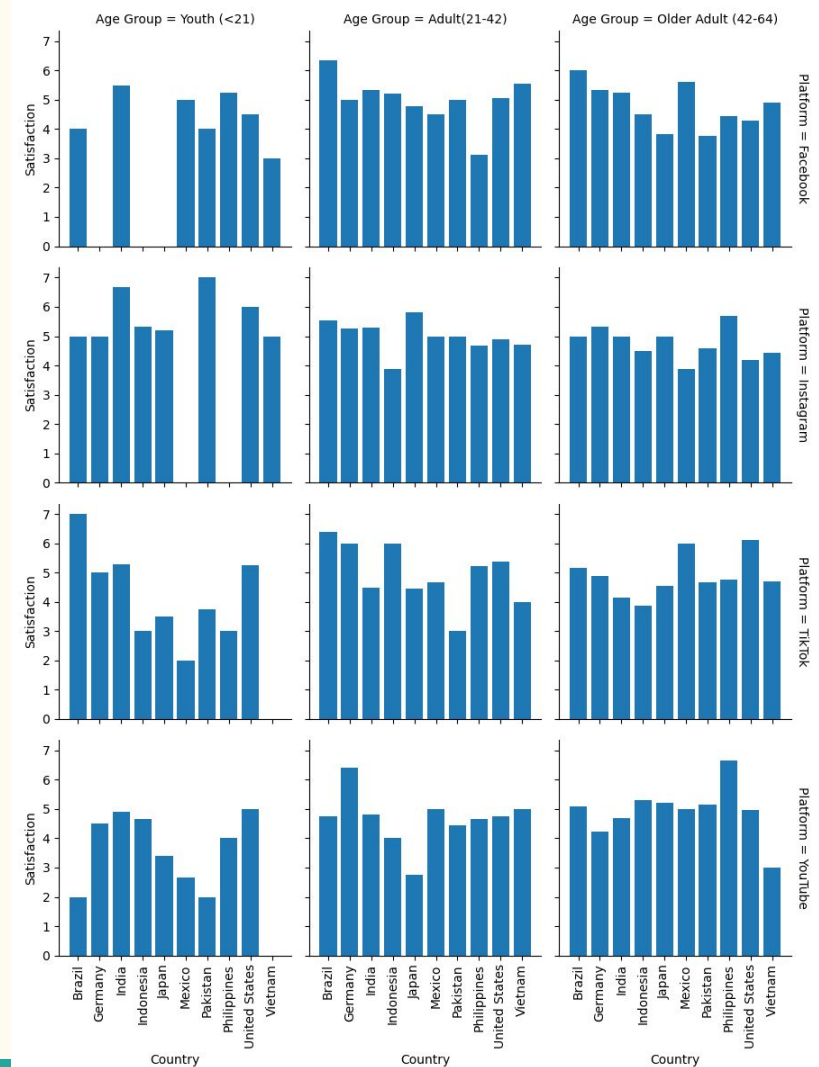


When looking at the average time spent, which platforms are used the most?

Platform	Total Time Spent
Facebook	155.180995
Instagram	146.9101156
TikTok	151.271062
YouTube	152.8200000



**How does user satisfaction
amongst the social media
platforms differ by age group?**



Limitations

- Measure of time - We don't know if the data collected was measured in seconds, minutes, or hours. But looking at the data, we determined it is cumulative over a period of time (days, weeks, months, years). We are still able to use the trends discovered within this data to solidify or conclusion.
- Missing satisfaction level data for age group age 0-21 in certain countries
- We only have data for 10 countries around the world.

Implications of our findings and what this means on a wider scope

Our initial interest in this topic was motivated by public opinion that social media affects other factors in an individual's life, however we saw that there is no clear effect seen by debt status, gender, profession or age when it comes to the use of social media.

Further analysis could be done to look at whether cultural factors influence social media use globally.

Based off our exploration, there does not seem to be one single factor that influences social media usage.



Questions?