**SOCIAL MEDIA AND EMOTIONAL WELLBEING**

**ABSTRACT**:

The data captures valuable information on social media usage and the dominant emotional state of users based on their activities. The data set is ideal for exploring the relationship between social media usage patterns and emotional well-being.

**OBJECTIVE:**

The project aims to analyse social media’s impact on emotions by examining usage patterns, identifying emotional responses and comparing platform behaviours. It explores correlation with emotional well-being, qualifies well- being risks and predicts emotional responses, enhancing user experience and promoting mental health awareness

**METHODOLOGY:**

* **Data Collection:** Gather user demographics, posts, likes, comments, messages, emotions, and usage time, from
* social media.
* **Data Cleaning:** Handle missing values, convert data types, and normalize data.
* **EDA:** Analyse trends and patterns in user behaviour over time and across platforms.
* **Emotional Analysis**: Categorize and visualize emotional responses to interactions.
* **Data visualization:** Use line charts, bar charts, heatmaps, and pie charts to illustrate trends, emotional responses, platform usage, correlations, risk levels, and predictive model performance.

**LIBRARIES USED IN THE PROJECT:**

**pandas**: import pandas as pd

Used for data manipulation and analysis, including reading and cleaning the dataset.

**numpy**: import numpy as np

Provides support for large arrays and matrices, along with mathematical functions to operate on

these arrays.

**Matplotlib**: import matplotlib. pyplot as plts

Used for creating static, interactive, and animated visualizations.

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**CONCLUSION:**

Understanding your screen time impact fosters self-awareness and behavioral adjustments, improving mood, productivity, and well-being. Recognizing links to anxiety or sleep issues empowers proactive mental health management through setting boundaries or seeking help. It enhances productivity by minimizing distractions and supports balanced online-offline interactions, enriching relationships. Ultimately, managing screen time optimally enhances overall quality of life, ensuring technology use benefits mental health positively.