

**Analysis Report**

This report is structured as follows.

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SAMPLE REPORT - Rafael Data Analysis Portfolio

## Descriptive Tables

The tables below show the percentage of responses for each categorical question of the dataset. The tables are separated depending on the possible answer options.

	No Response	Maybe	No	Yes
Do you feel that digital platform marketing practices have influenced your purchasing decisions?	0%	12%	4%	83%
Have you ever felt pressured or misled by digital platform advertisements?	0%	12%	37%	51%
Have you ever made a purchase based solely on an advertisement you saw on a social media platform?	0%	10%	23%	67%
Have you ever seen a social media influencer or celebrity endorse a product or service, and did this influence your decision to buy the product or service?	0%	13%	20%	67%
Do you believe that digital platform marketing practices have increased social comparison and feelings of inadequacy among Generation Z?	0%	20%	30%	49%
Have you ever encountered digital platform advertisements that seemed to exploit social or political issues for marketing purposes?	0%	15%	26%	59%
Have you ever experienced targeted online harassment or bullying as a result of engaging with digital platform advertisements?	0%	13%	20%	67%
Have you ever experienced regret or dissatisfaction after making a purchase influenced by digital platform marketing practices?	0%	23%	40%	38%

	No Response	No	Yes
Do you think that digital marketing practices are ethical when targeting Generation Z?	0%	11%	89%
Do you believe that digital platform marketing practices have had a negative impact on your thoughts?	0%	40%	60%
In your opinion, do digital marketing practices have a negative impact on the thoughts of Generation Z?	1%	41%	59%
Have you experienced any negative emotions, such as envy or dissatisfaction, as a result of digital platform marketing practices?	1%	33%	67%
Do you think digital marketing practices have affected your spending habits?	1%	40%	59%

Are you concerned about the privacy of your personal information when engaging with digital platform advertisements?	0%	14%	86%
Have you ever experienced difficulty distinguishing between sponsored content and genuine user-generated content on digital platforms?	0%	14%	86%
Do you feel that digital platform marketing practices have contributed to a culture of materialism and excessive consumption among your peers?	0%	23%	77%
Have you ever encountered digital advertisements that promoted unrealistic body images or beauty standards?	1%	36%	63%
Have you ever received unsolicited promotional emails or messages from digital platforms?	0%	15%	85%
Do you find it challenging to filter out irrelevant or unwanted digital advertisements from your online experience?	0%	25%	75%
Have you ever felt addicted or excessively attached to certain digital platforms due to their marketing strategies?	1%	23%	76%
Have you ever felt overwhelmed or bombarded by the sheer volume of digital advertisements you encounter?	0%	24%	76%
Do you believe that digital platform marketing practices have negatively impacted your trust in brands or businesses?	0%	44%	56%

How often do you use social media platforms a day such as Facebook, Instagram, Tik Tok or Twitter?	1 to 4 hours	5 to 8 hours	No response	Less than 1 hour	More than 8 hours
	9.9%	53.1%	1.8%	1.6%	33.5%
How often do you perceive digital platform advertisements as misleading or dishonest?	Always	Never	Often	Rarely	Sometimes
	3.9%	9.2%	9.2%	42.1%	35.6%

For the numerical variables (scaled from 1 to 10), means and standard deviations were calculated and are presented in the table below.

	Mean	Standard Deviation
On a scale of 1 to 10, how frequently do you encounter digital advertisements on social media platforms? - Not at all: Very frequently	7.524	1.514
On a scale of 1 to 10, how do you perceive the advertisements you see on social media platforms? - Very unhelpful: Very helpful	7.704	1.647
How often do you find digital platform marketing practices intrusive or disruptive? - Not at all: Very frequently	6.969	2.085
On a scale of 1 to 10, how often do you encounter targeted advertisements based on your personal data or online behaviour? - Not at all: Very often	7.128	2.081

## Descriptive Graphs

A form to illustrate the distribution of responses for numerical variables is a histogram. The four figures below show the distribution across the 1-10 scale for each numerical variable. For example, in the first figure, it can be seen that almost 120 respondents have answered 8 to that question, the second most frequent response was 7.



