



Social Media & Emotions

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Project Background

OBSERVATIONS/QUESTIONS

- Social media usage impacts emotions
- Primary factors of influence: usage time and platform of choice
- Social media usage is often said to invoke more negative emotions than positive
- Some platforms are more harmful than others
- What impact do age and gender have on the dominant emotions?



Data Collection

- Source: datasets from various social media websites
- Sorting Data: Pandas, Tableau, SQLAlchemy
- Data reviewed:
 - Platform
 - Age
 - Gender
 - Usage Time
 - Number of likes, comments and posts
- Limitations to Consider:
 - Data only considered some variables without regard to mental health history and other important factors.



How does social media impact a person's dominant emotion?

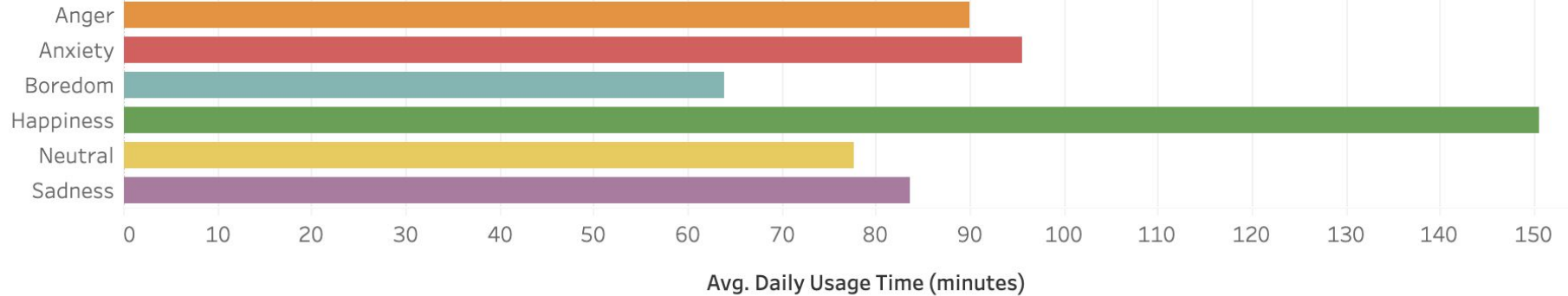


- Review of factors together and independently to see how each variable relates to the dominant emotion.
- Review of participants' age, gender, usage time, number of likes, comments and posts and the resulting dominant emotion.

Research Findings

Dominant Emotion & Daily Time Usage

Dominant E..

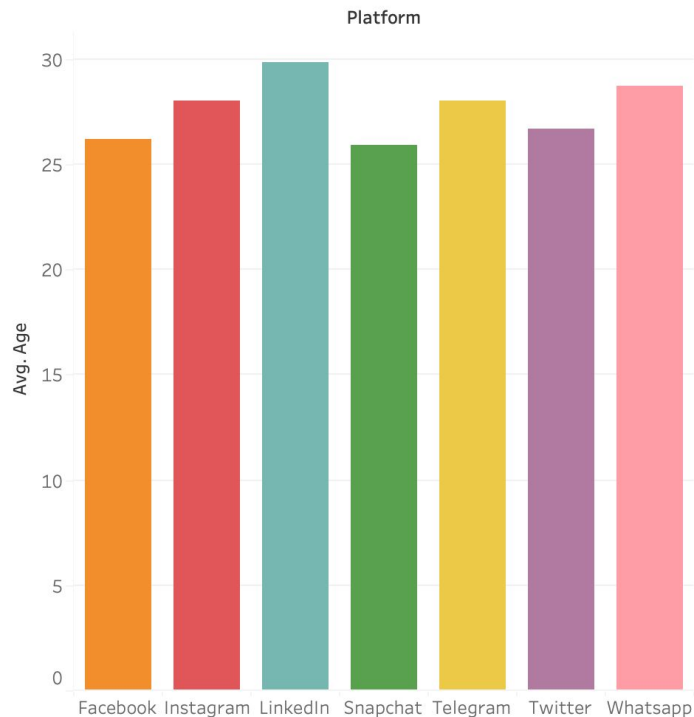


- Happiness increases with more time usage
- Other than happiness, dominant emotions are primarily negative
 - Anxiety
 - Anger
 - Sadness
- Most use social media for 60-90 minutes, on average

([Link to table on Tableau Public](#))

Average Age Using Each Platform

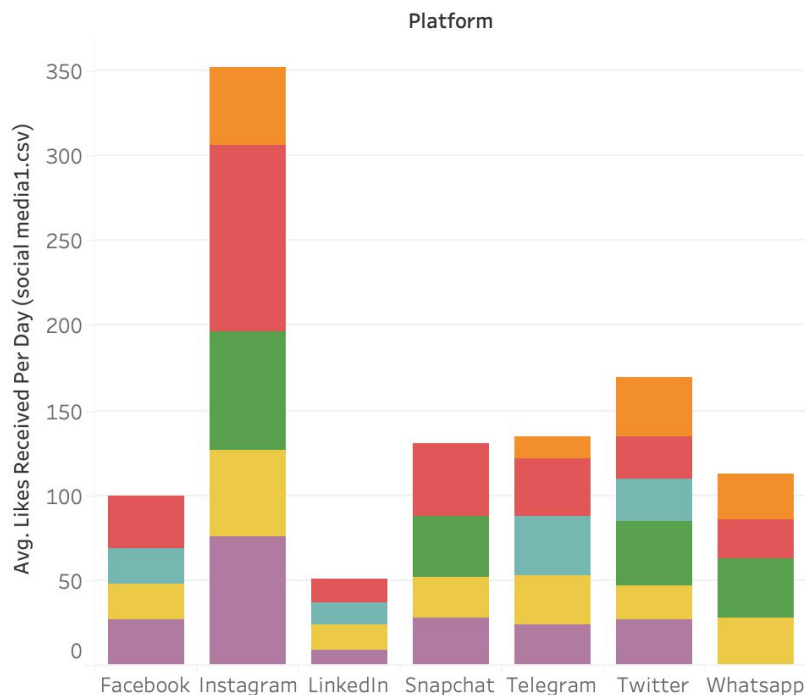
Average Age per Platform



- Average age range is 25-30 years old (NOTE: participants in this dataset are over 18)
- Snapchat has the youngest users
- LinkedIn users tend to be slightly older than other platforms

Dominant Emotion: Likes & Platform

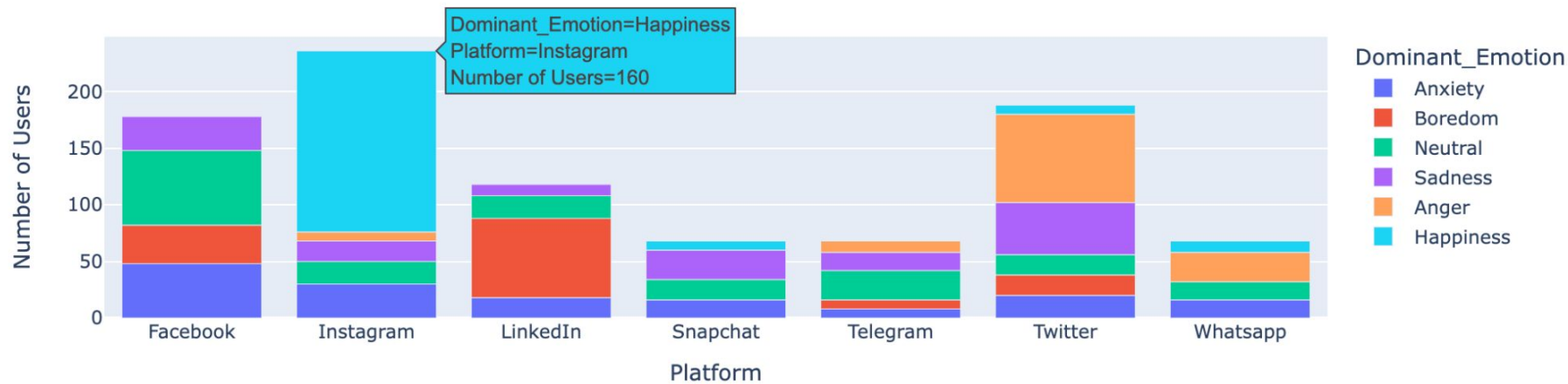
Dominant Emotion Based on Likes and Platform



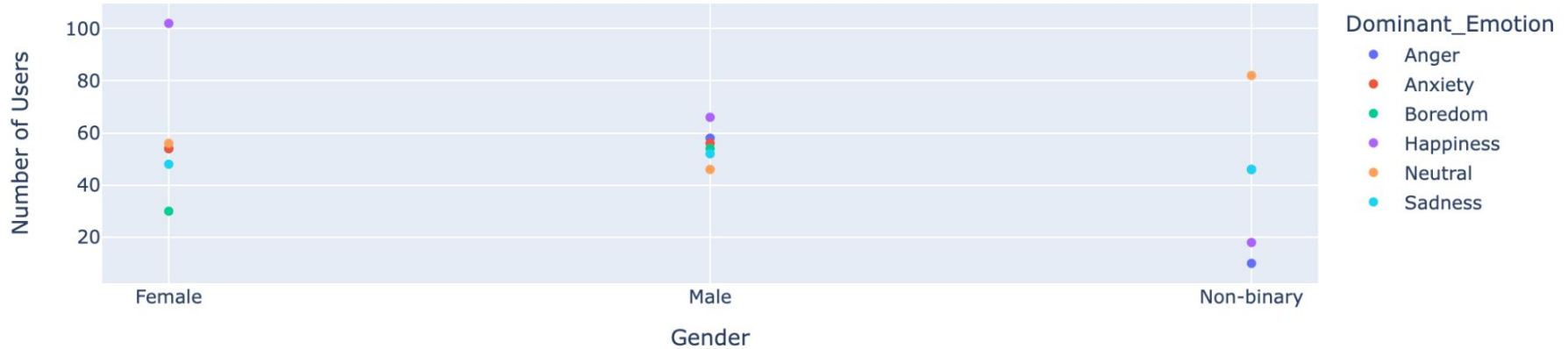
- Instagram gets the highest number of likes, with anxiety being the dominant emotion (followed by happiness)
- LinkedIn has the lowest number of likes with anxiety and boredom being the dominant emotions

Dominant Emotions by Platform

Distribution of Dominant Emotions by Platform



Dominant Emotion by Gender



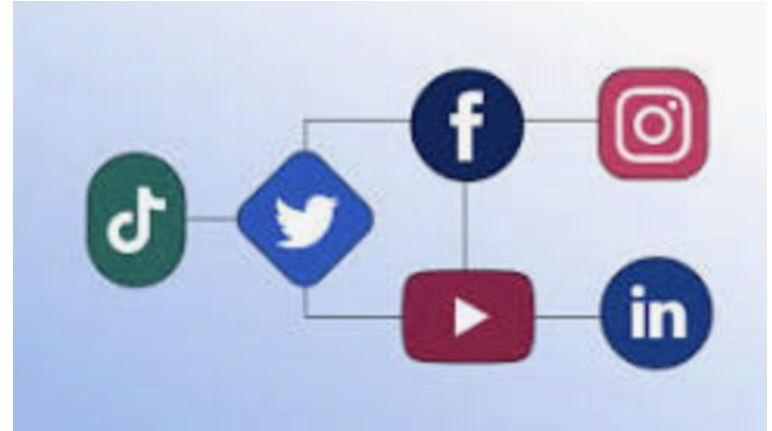
- Range of emotions is greatest for females, with happiness as the dominant emotion most often
- Non-binary individuals had the second highest range of dominant emotions with a feeling of neutrality as the most common emotion
- Males had the most consistent numbers of participants having each emotion, unlike the other genders



Summary of Findings

Summary Analysis:

- Happiness was the most prominent dominant emotion in the dataset
- Each unique platform brought out its own range of emotions and its own dominant emotions (i.e. Twitter = anger)
- More likes resulted in more people reporting happiness, but more comments often resulted in more anxiety and anger
- *Age did not influence emotions in this dataset





More to Consider

Limitations of the Dataset

- Dataset does not look at certain important factors, such as:
 - Participants' mental health history (partially due to HIPAA laws)
 - Life circumstances
 - Socioeconomic conditions
 - Cultural background
- For this topic, leaving out such qualitative data can oversimplify the outcome

