



# **Sync Digital Wellness Survey Insights**

## **Exploratory Data Analysis Report**



- Total Sample Size: **1000**
- Number of Columns: **384**
- Demographic Response:
  - **71 unique values** for age indicate detailed age-related data.
  - Multiple unique values for education level and employment status indicate a **varied demographic**.





# Dataset Preparation

- **Data Transformation:** encoded data → strings and numeric data types (decoded)
- **Missing Values:** Large sample size mitigated bias from missing values

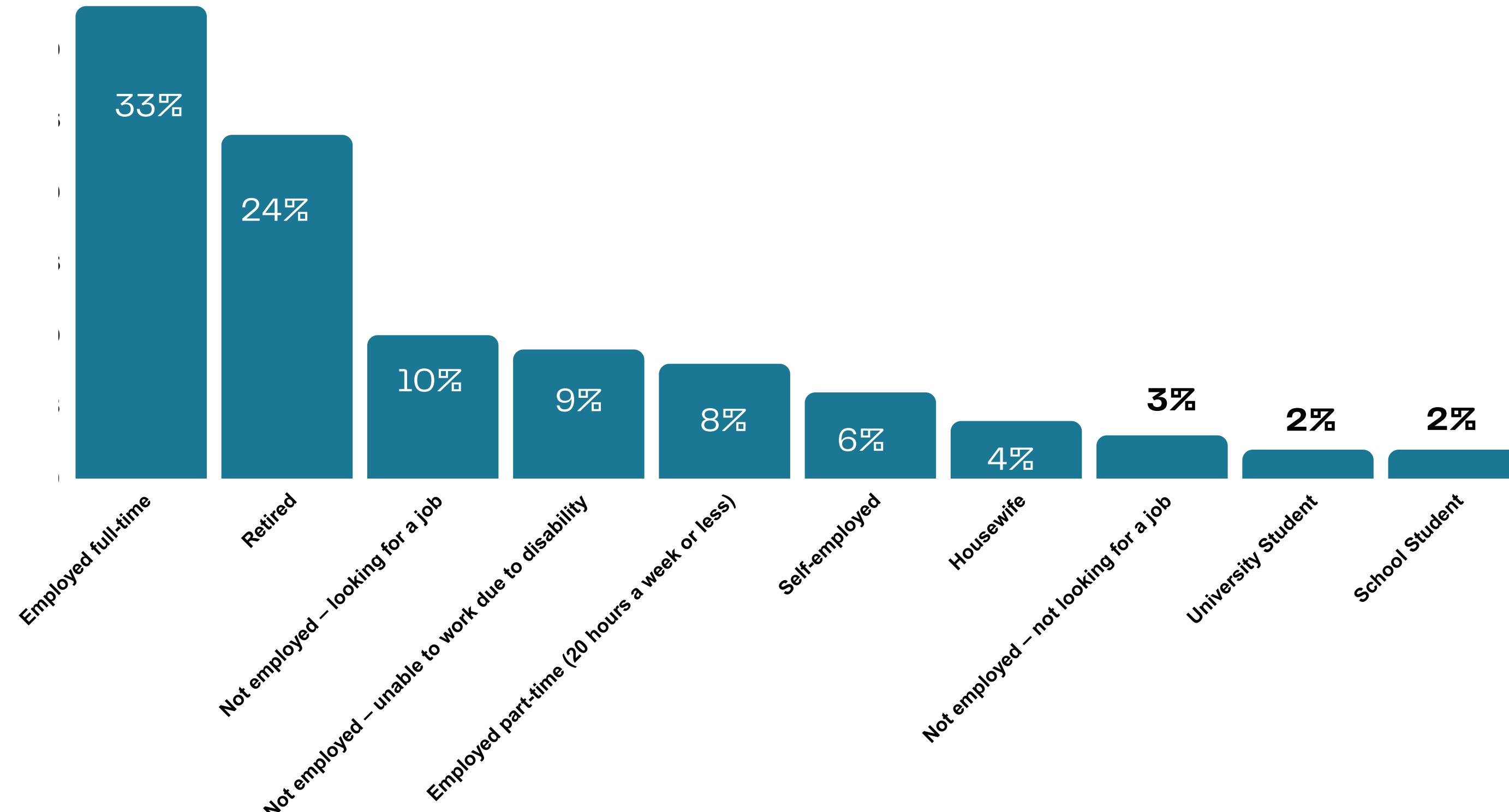




# Segmentation by Employment Status

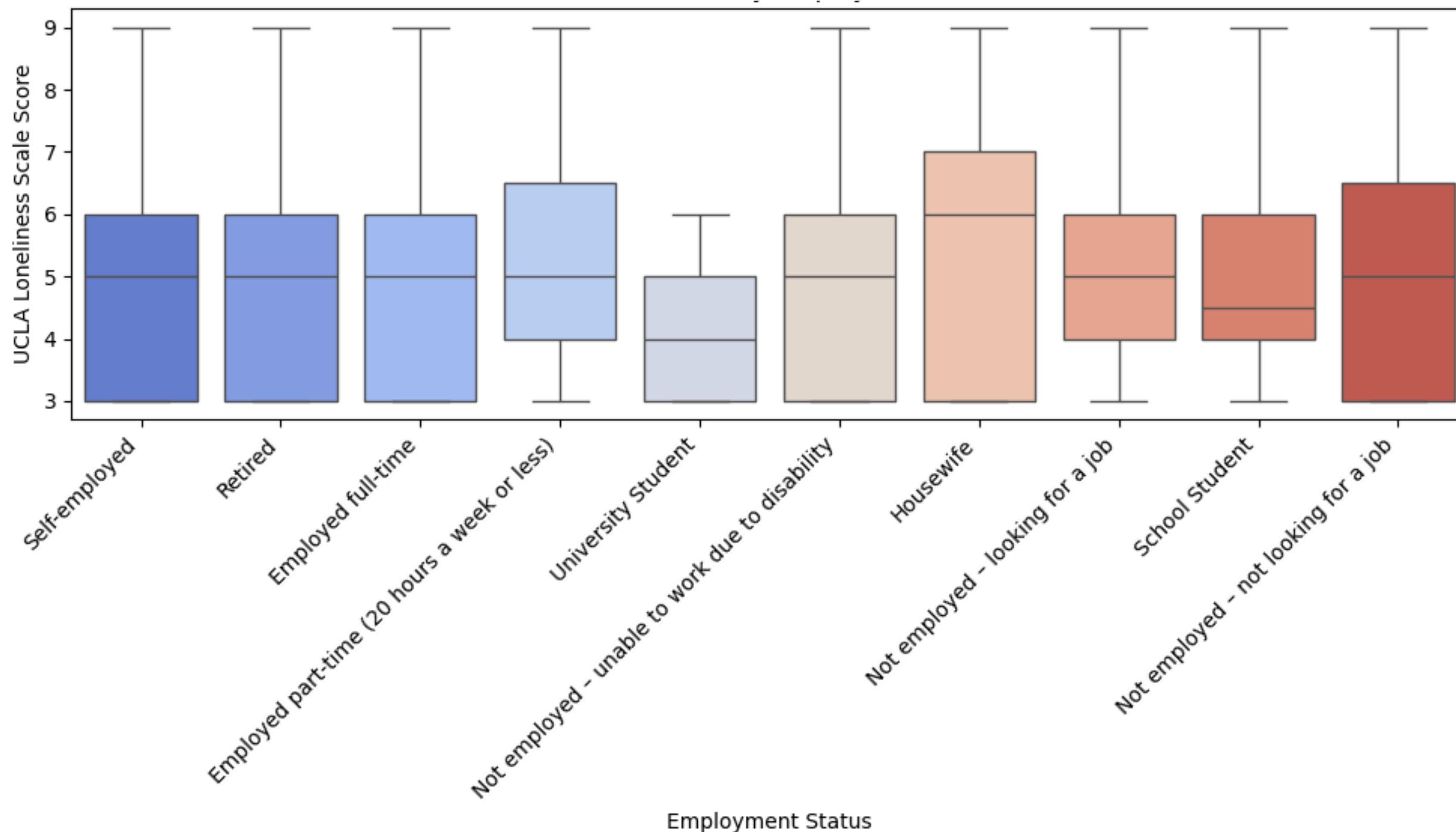
## Three out of five people are either full-time employees or retired persons

What best describes your employment status?



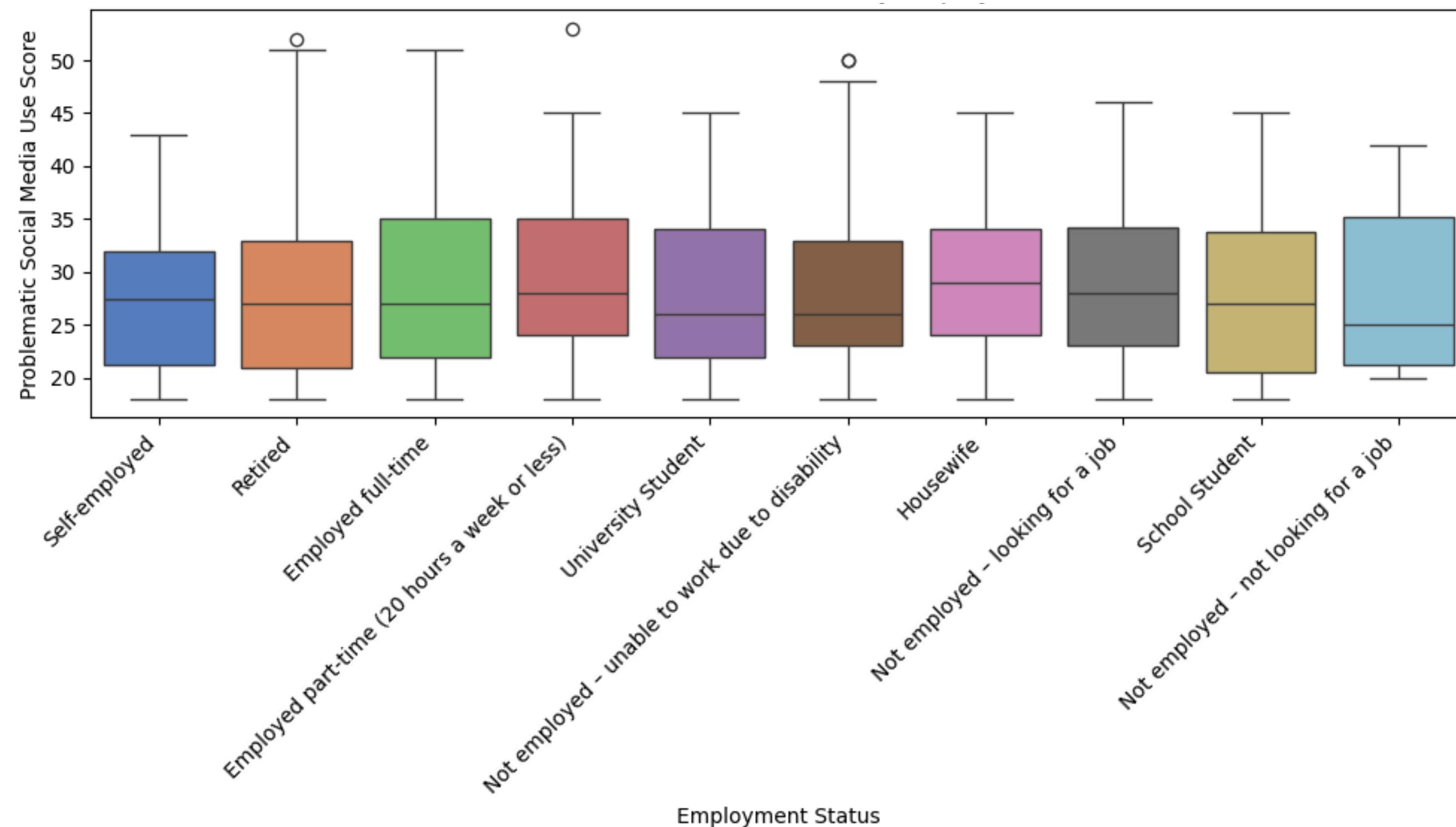
**Loneliness is associated with unemployment, with housewives experiencing the highest levels of loneliness, followed by part-time workers and the unemployed.**

### UCLA Loneliness Scale Score



**Individuals actively seeking jobs are more likely to engage in problematic usage of social media compared to those who are not actively seeking employment.**

### Problematic Social Media Usage Score





## Overall Insight

- Having a job provides more than just income; it fosters a sense of belonging, helps shape social identity, and expands personal networks.
- Unemployment or unstable work conditions can lead to isolation, loneliness, and over-reliance on social media for coping.
- However, no obvious correlation between employment and reduced loneliness.
- Job satisfaction, positive workplace relationships, and a good work-life balance significantly impact individual health and happiness.

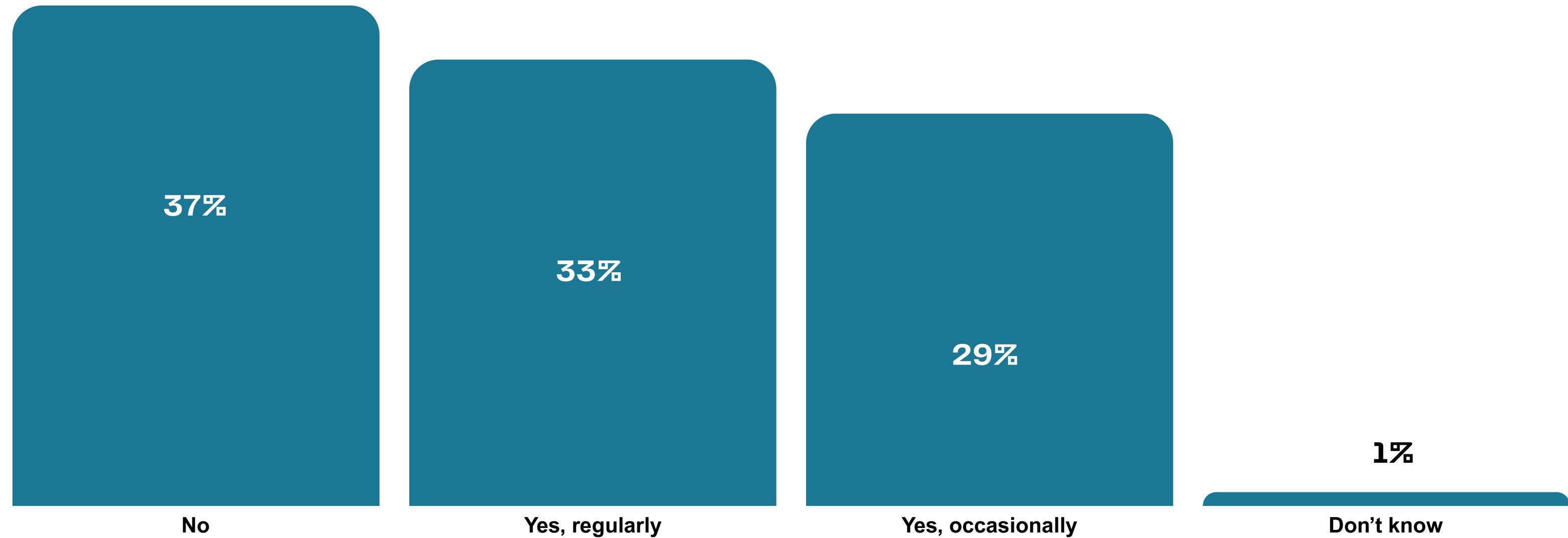




# Gaming behaviour and mindset

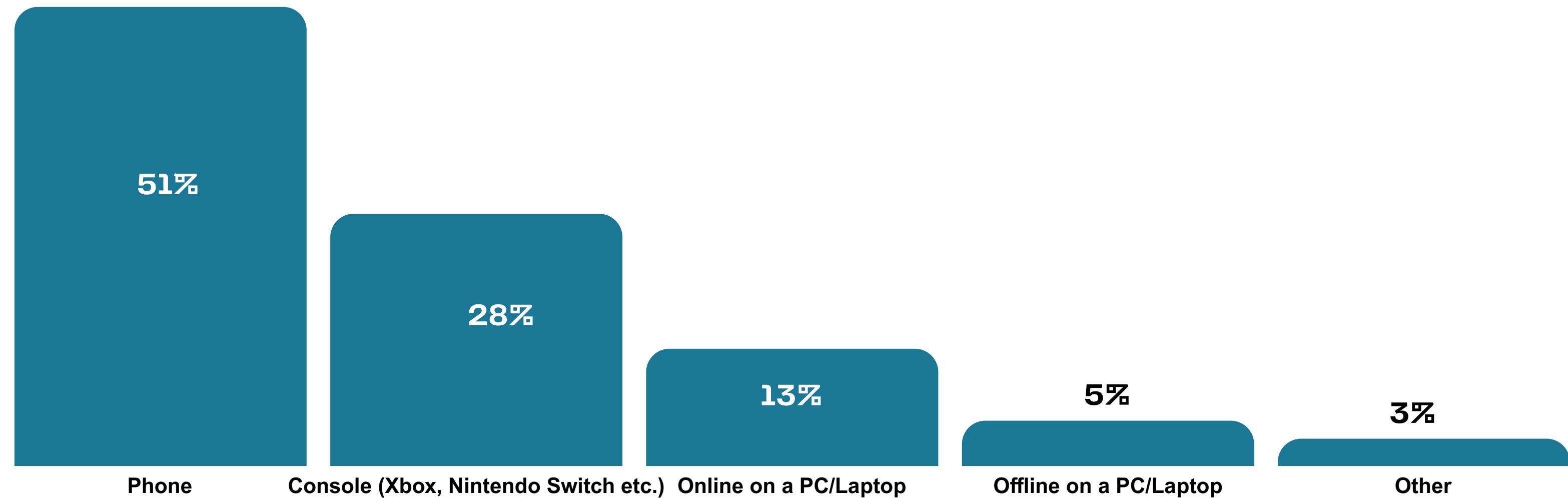
## Three fifth of the presentation have played electronic games - regularly or occasionally- in the past year

Have you played electronic games (online games, video games, mobile phone games, etc.) in the past 12 months?



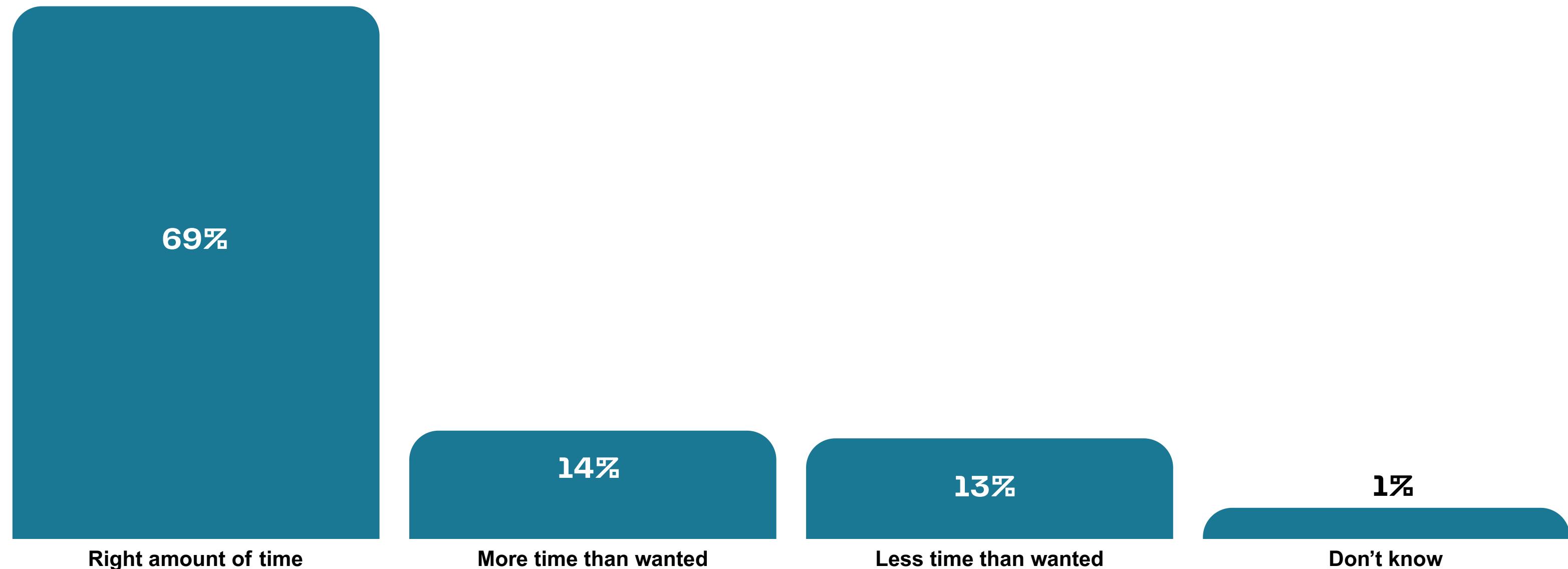
## More than half gaming sessions have taken place in mobile phones

Which of the following devices/format is the platform you use most often to play games?



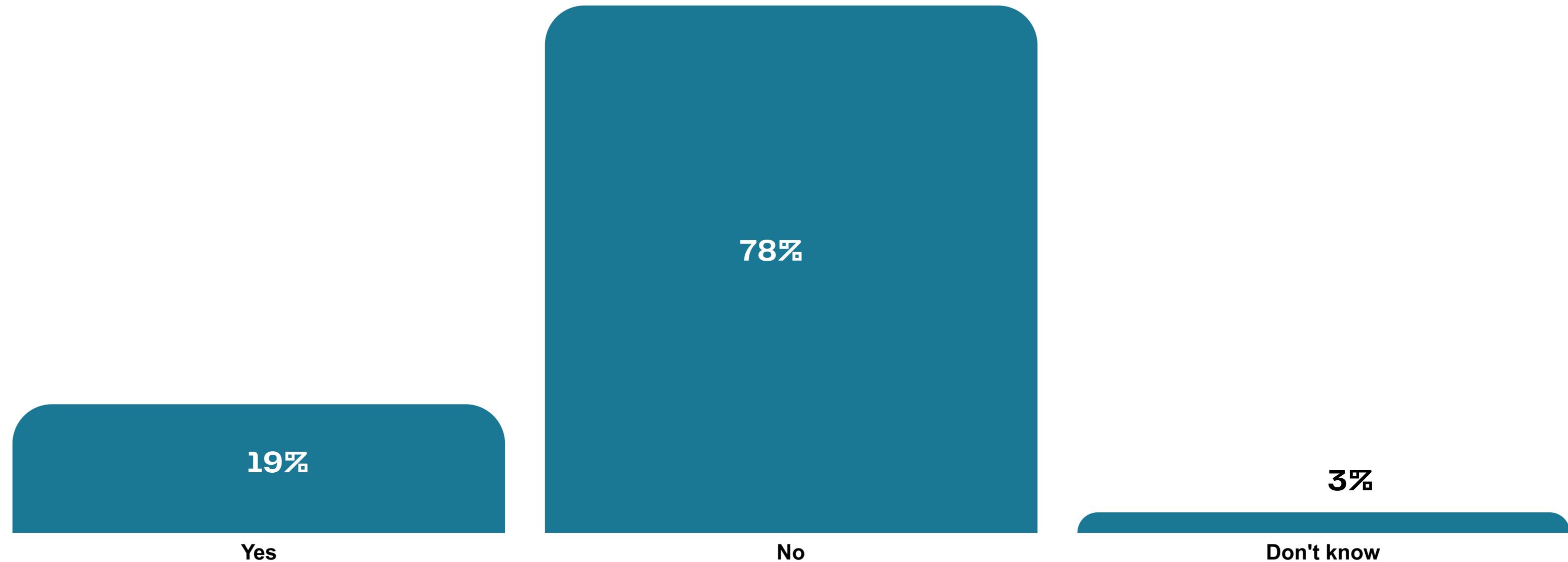
## Most of the people believes that they spend the right amount of time gaming

Which of the following best describes how much time you spend playing video games?



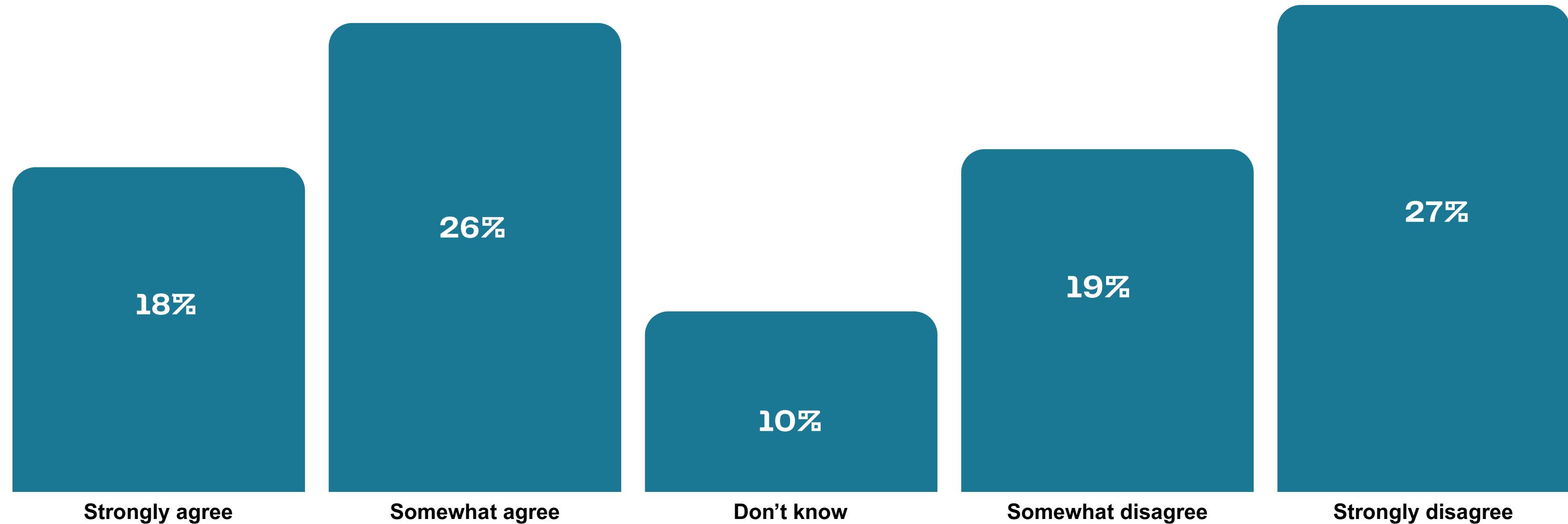
## Four out of five people see gaming as complementing not competing with other interests

In the past 12 months, when gaming have you lost interests in previous hobbies and other entertainment activities as a result of your engagement with the game?



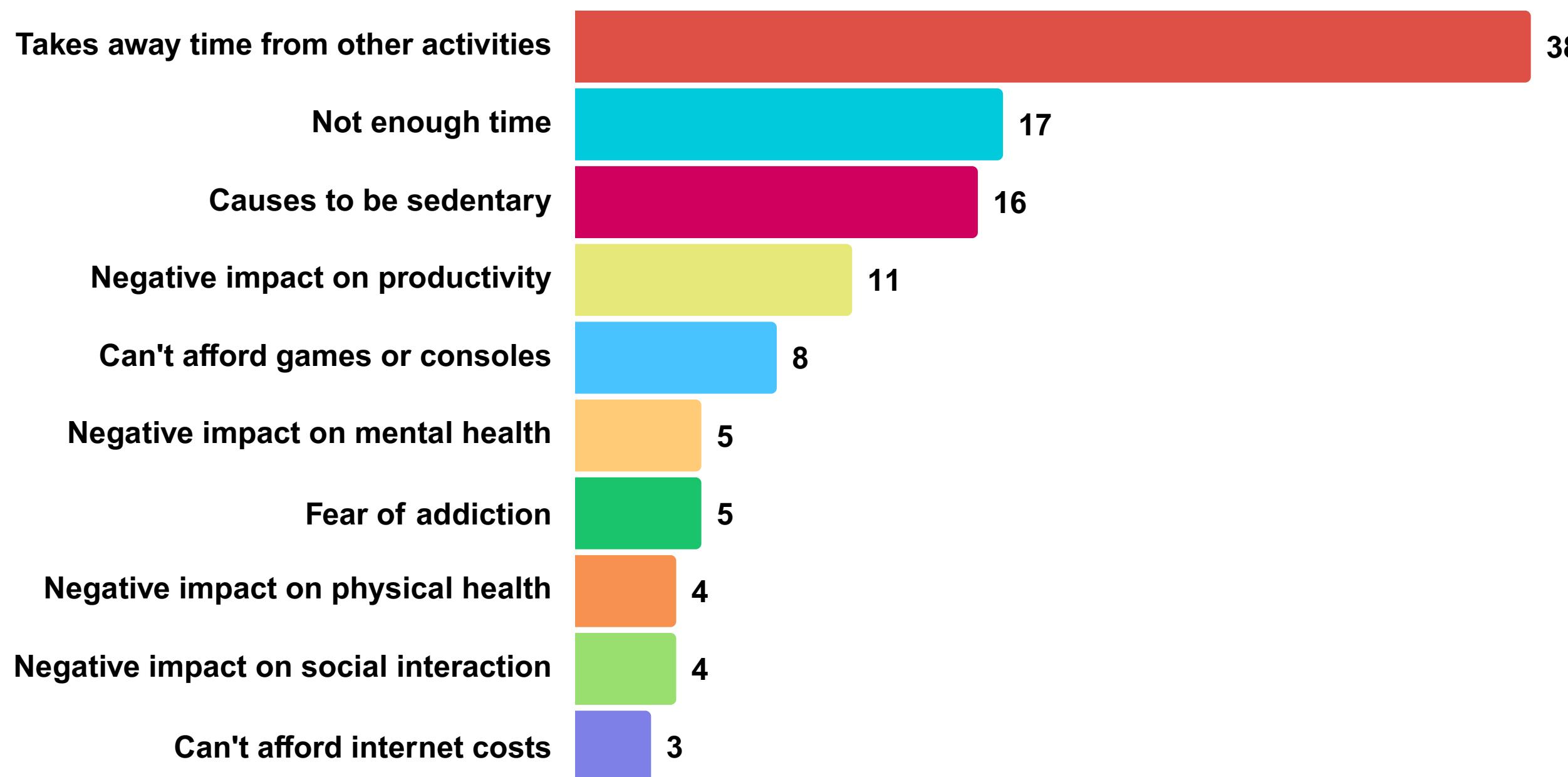
## Most people disagree about being proud to consider oneself a gamer

I'm proud to consider myself a gamer : Do you agree or disagree with the following statements?



## Taking away time from other activities is the biggest obstacle for playing electronic games

Which of the following would you say is the biggest reason why you do not play electronic games?





## Overall Insight

- A large number of poll participants have played video games in the past year, highlighting gaming's widespread appeal and accessibility.
  - Gaming's adaptability is evident in gamers' varied platform preferences'.
  - Time devoted to gaming varies significantly, from casual play to intensive engagement.
  - For many, gaming is one of multiple interests, impacting free time usage but not dominating it.
  - Gaming is deeply integrated into modern culture, shaping identities and relationships, and offering personal fulfillment.
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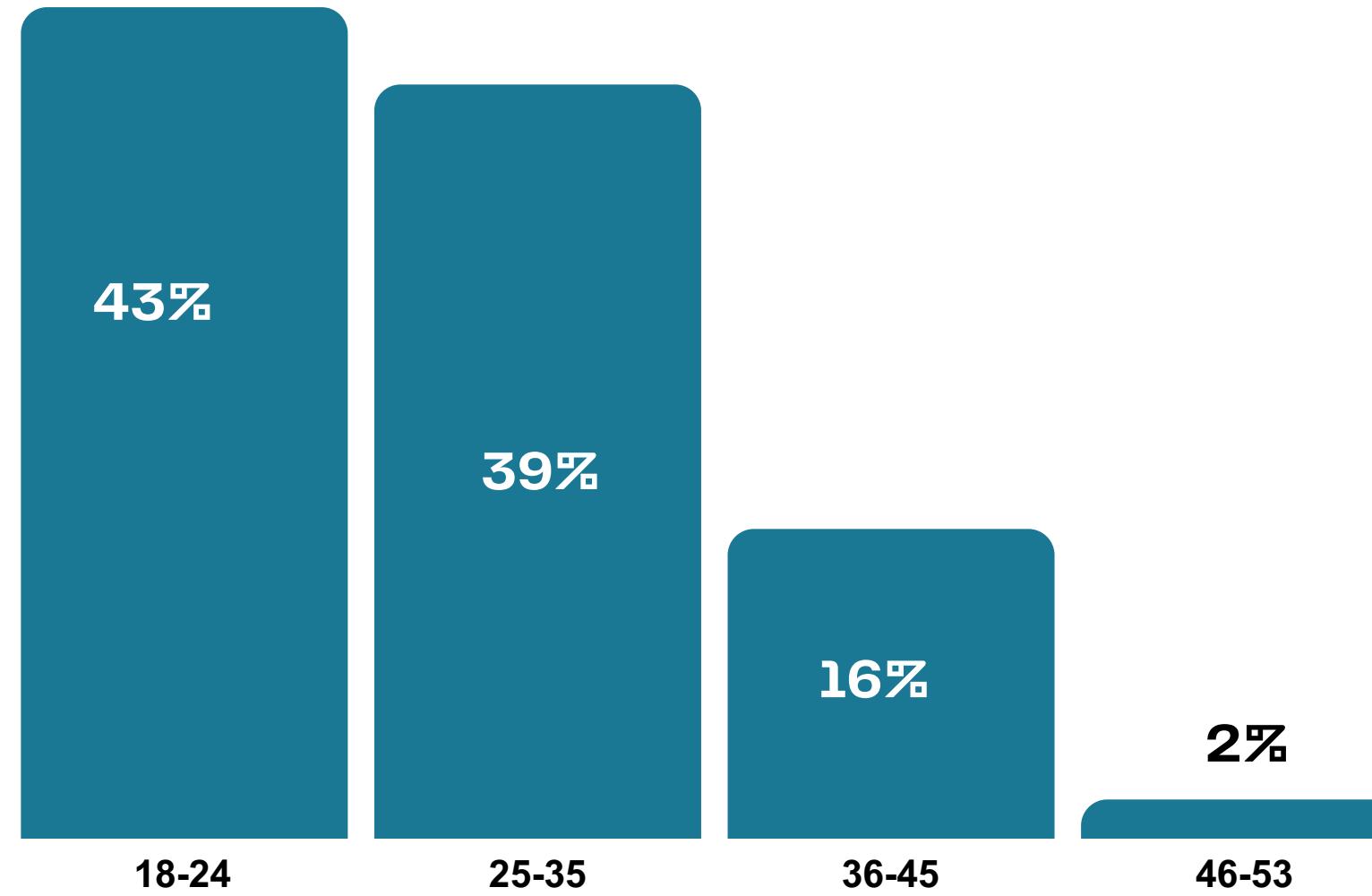


# Idea of Control in Internal and External Spheres of Life and How it relates to technology

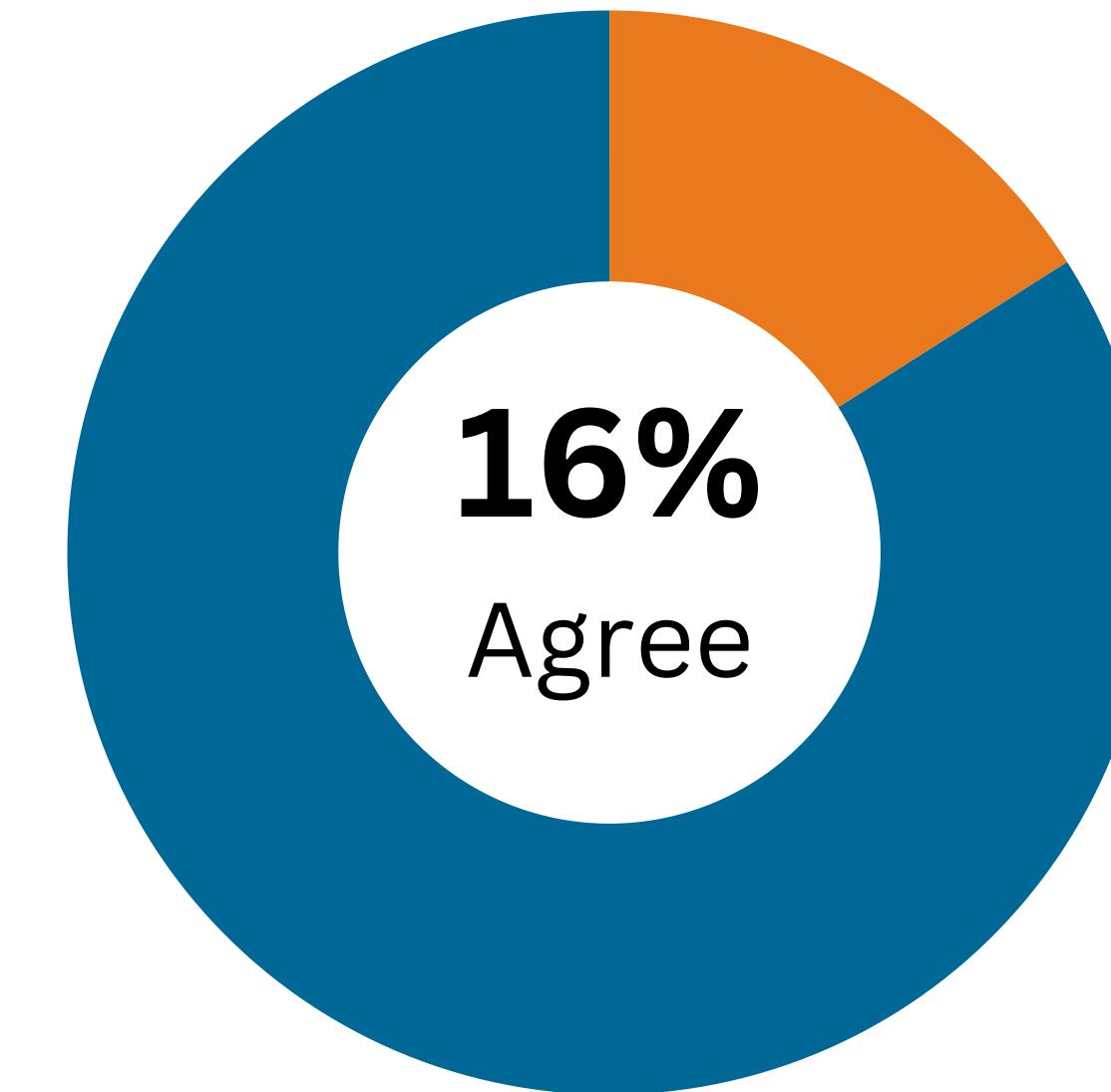
# One fifth of the public have highly concerning social media scores, and a similar proportion have been distressed by online content.

18

## Problematic Social Media Use Score



Have you viewed content online that caused distress?

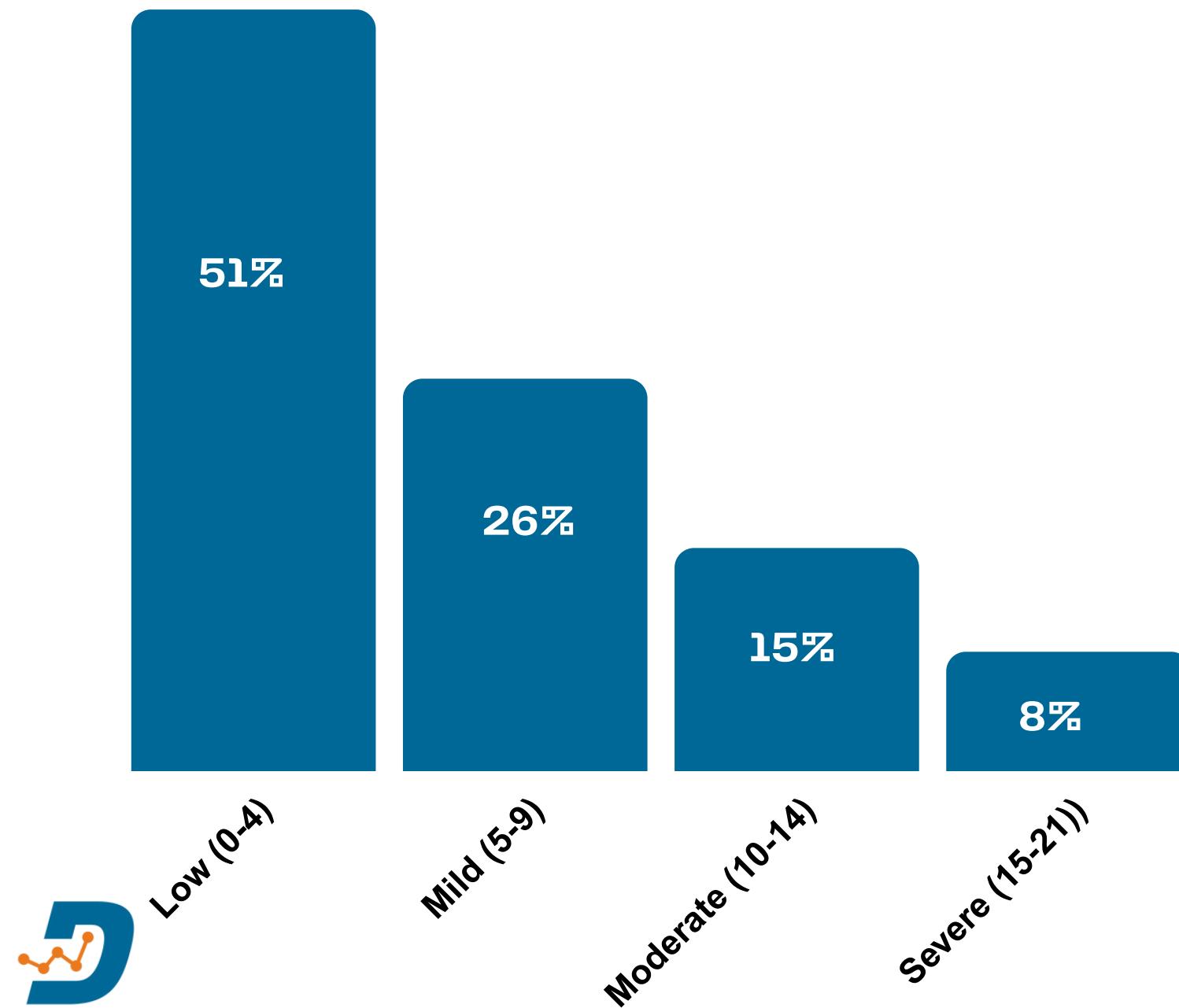




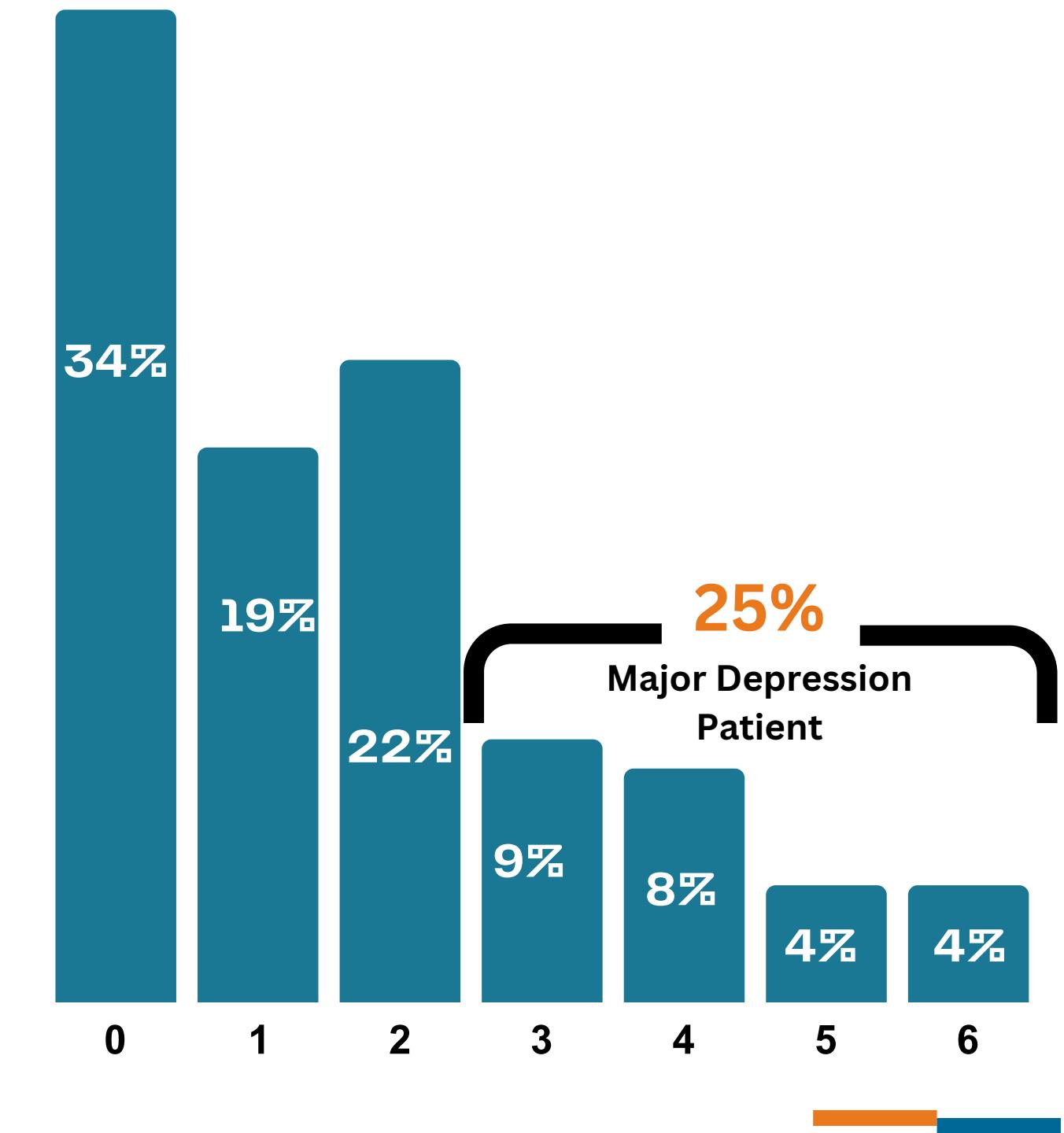
# Mental Health and Well-being

## Almost a quarter of the population suffers moderate to severe anxiety and major depression

**Generalised Anxiety Disorder (GAD7) Score**

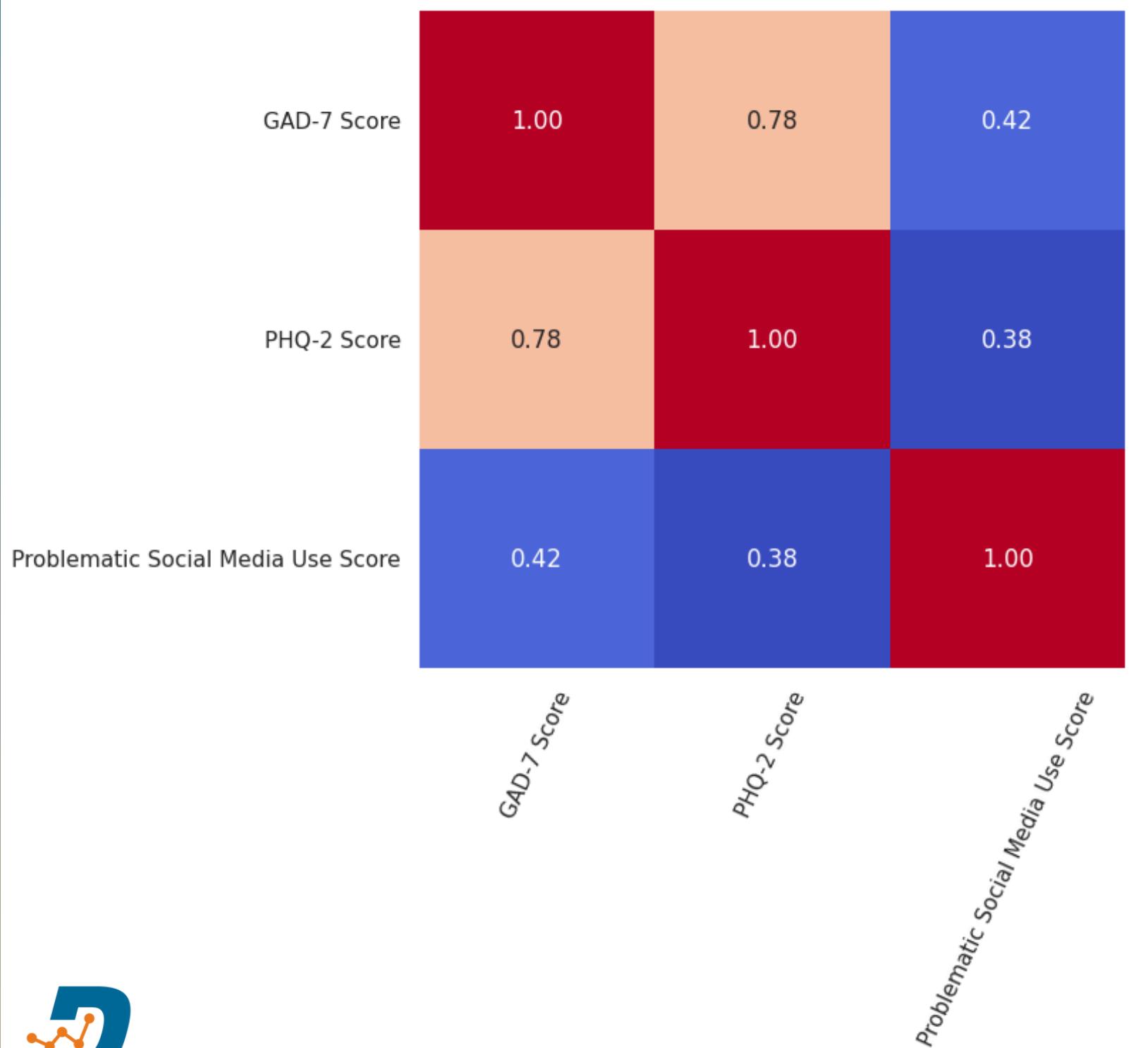


**Patient Health Questionnaire (PHQ2) Score**



# There seems to be a nuanced relationship between social media use and mental health

## Correlation between GAD7 ,PHQ2 and Problematic Social Media Use Scores



- While this suggests that social media use is not directly responsible for mental health problems, it does raise the possibility that it serves as a coping method for certain individuals who are already experiencing difficulties with their mental health, as there is a moderate association between these two variables.
- Another possible explanation for a moderately positive link could be that while social media does help alleviate some psychological anguish, it can also make mental health issues worse if used excessively.





**Thank You**