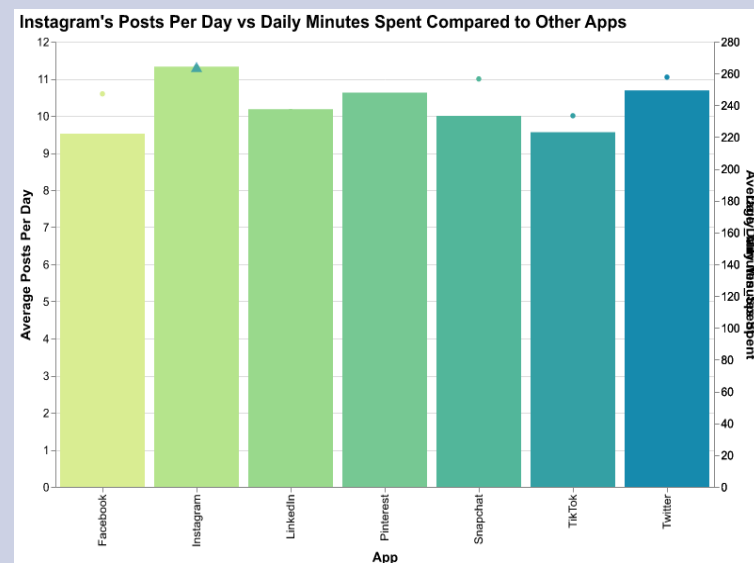


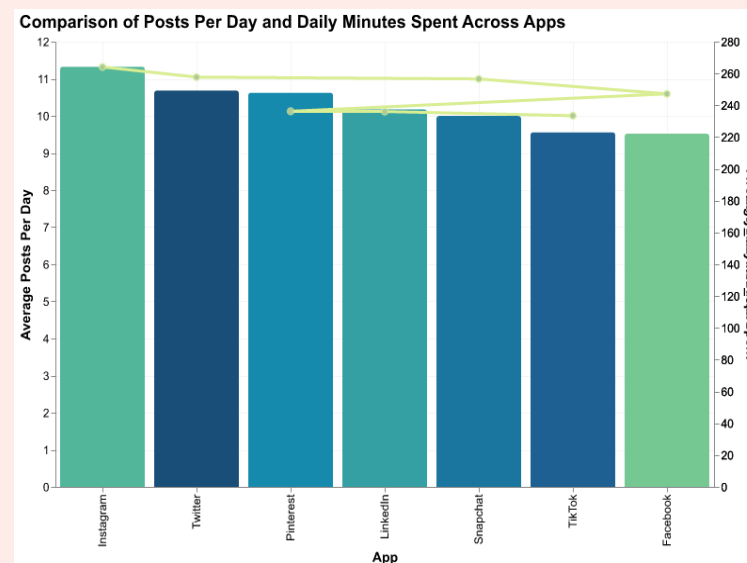
Introduction

This poster explores how posting frequency and time spent vary across platforms. Visualizations compare Instagram's metrics to other apps and show overall trends. We analyze correlations between posting frequency, likes, and follows to reveal user engagement patterns.

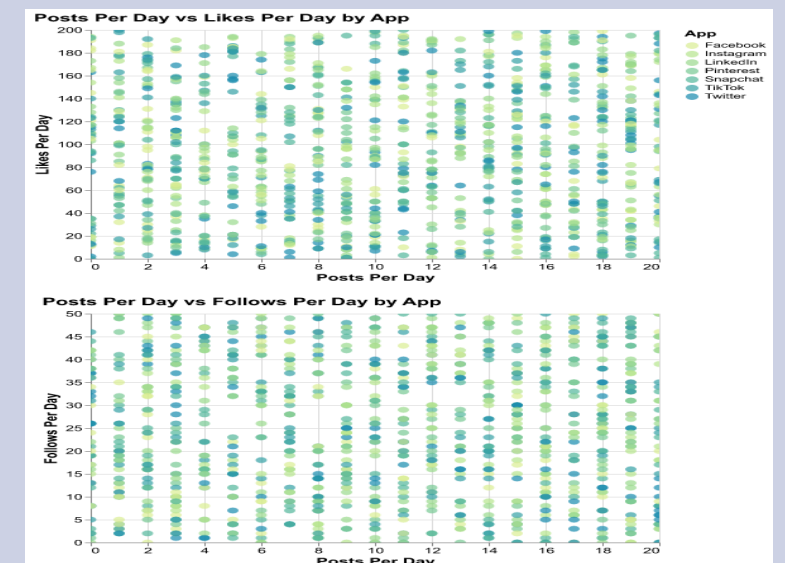
Does Instagram's high posting and usage time reveal its social media dominance?



Instagram has the highest Posts_Per_Day (11.33) and Daily_Minutes_Spent (264.1), showing greater user engagement than other apps.



Instagram leads in both Posts_Per_Day (11.33) and Daily_Minutes_Spent (264.1), while TikTok has the lowest time spent.



Posts_Per_Day shows varied, app-specific relationships with Likes_Per_Day and Follows_Per_Day; no consistent linear correlation exists.

Conclusion

Instagram leads in posts per day and daily minutes spent, showing high user engagement. Other apps like Twitter and Snapchat have similar, but lower, engagement metrics. Facebook posts less frequently but users spend significant time on it. TikTok shows the lowest time spent and posting frequency. Likes and follows do not consistently correlate with posting frequency across platforms. User engagement patterns differ by app, reflecting diverse user behaviors and platform uses. Instagram's dominance highlights its strong appeal and active user base compared to other social media platforms.