Syracuse University

#### SURFACE at Syracuse University

International Programs

International Programs

9-1-2023

#### Covid-19 Pandemic and Happiness: Evidence from Instagram

Septia Rani

Follow this and additional works at: https://surface.syr.edu/eli

#### Part of the Education Commons

The views expressed in these works are entirely those of their authors and do not represent the views of the Fulbright Program, the U.S. Department of State, or any of its partner organizations.

#### **Recommended Citation**

Rani, Septia, "Covid-19 Pandemic and Happiness: Evidence from Instagram" (2023). *International Programs*. 247. https://surface.syr.edu/eli/247

This Poster is brought to you for free and open access by the International Programs at SURFACE at Syracuse University. It has been accepted for inclusion in International Programs by an authorized administrator of SURFACE at Syracuse University. For more information, please contact surface@syr.edu.



# **COVID-19 PANDEMIC AND HAPPINESS: EVIDENCE FROM INSTAGRAM**

## **1. Introduction**

- The **COVID-19 pandemic** affected many aspects of people's lives, including their well-being and happiness.
- In the pandemic context, social media offers a rich source of information for researchers to investigate the happiness levels of individuals and communities (Greyling et al., 2021; Situmorang, 2021).
- This study aims to **analyze the use of happiness-related** hashtags (e.g., #happy, #happiness) on Instagram posts before and during the COVID-19 pandemic, as well as the extent to which they differ or are similar across cultures.

## 2. Research Question

• How has Instagram's use of "happiness" hashtags changed prior to and during the COVID-19 pandemic?

## **3.** Datasets

- Focusing on posts in **English** and **Indonesian** languages, using CrowdTangle tools, we collected the posts from Instagram and divided the datasets into three periods:
  - **Pre-Pandemic** (March 11, 2019 March 10, 2020)
  - Pandemic Year 1 (March 11, 2020 March 10, 2021)
  - Pandemic Year 2 (March 11, 2021 March 10, 2022)

Table 1

The Total Number of Datasets

Language	Keywords	Number of Posts
English	#happy, #happiness	2,356,354
Indonesian	#bahagia, #kebahagiaan	24,483
Total		2,380,837

Septia Rani

Instructors: Denis Samburskiy, Elizabeth Sasser | Facilitator: Iwona Franczak English Language Institute, Syracuse University

## What Is Happiness?



Lyubomirsky (2008), a positive psychology researcher, defines happiness as "the experience of joy, contentment, or positive well-being, combined with a sense that one's life is good, meaningful, and worthwhile" (p. 32).

#### Figure 1

Word Cloud Visualizations of All Hashtags Posted in Conjunction with "Happiness" Hashtags in English and Indonesian

	Language		
	English	Indonesian	
Pre-Pandemic	Image: state	Image: Construction Image: Construct	
Pandemic Year-1			
Pandemic Year-2			

Source: Firmansyah & Rani, 2023.

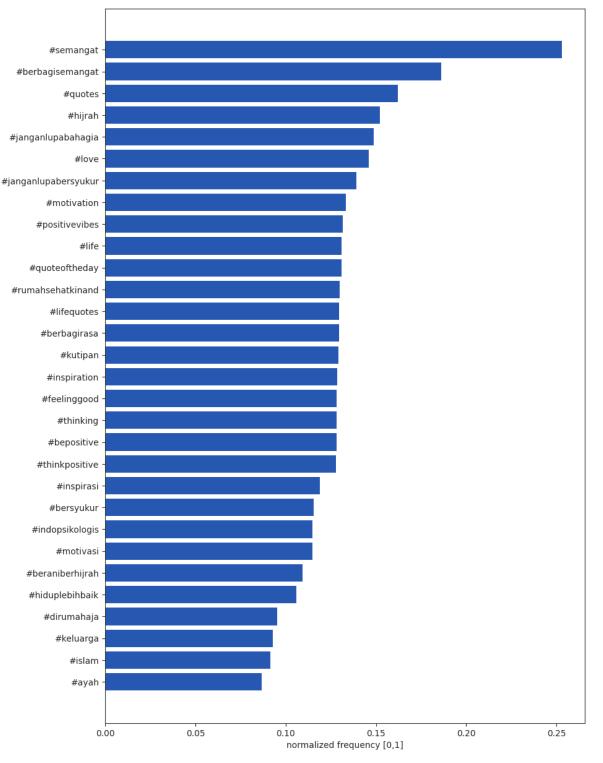




# 4. Findings

#### Figure 2

The Top-30 Associated Hashtags with "Happiness" Hashtags in Indonesian (date: March 11, 2020 - March 10, 2021)



- Using word cloud visualization, we discovered that the subjective happiness of active Instagram users between the pre-pandemic and the COVID-19 pandemic periods did not vary significantly. • In the Indonesian
- language, in the first year of the pandemic period, the hashtag "#dirumahaja"

(meaning "stay at home") often appeared together with the "happiness" hashtags.

## **5.** Conclusions

 The analysis shows that happiness themes have been relatively similar across time periods and languages. • This study **contributes** to a better understanding of how happiness and its associated themes have fluctuated during the COVID-19 pandemic by analyzing the usage of happiness hashtags on Instagram as an indicator of user happiness.

#### Acknowledgement

I would like to express my appreciation to Firman M. Firmansyah for supporting this study. I would also like to thank the employees of CrowdTangle and Meta who developed the tools that made the analysis possible.





Contact: septia.rani@colostate.edu