How differing health can affect social isolation:

Healthy people are more likely to talk about social isolation and seek support.

Healthy people seek social connections online to feel like they belong to a community and can boost their self-esteem. They are more likely to seek information for their self-esteem.

Unhealthy people struggle with isolation more than healthy people, directly impacting their mental health and fueling depression. They seek connections online to feel like they belong to a community while also forming connections that can help them better deal with their isolation.

Leveraging connections with professionals and people with shared experiences can help them fight depression. By leveraging a bigger picture on unhealthy people's isolation, they can feel they aren't alone.

One size does not fit all. Regardless of whether they're healthy or unhealthy, people who talk online about isolation can discover insight to understand how this group approaches social isolation.

Key learnings:

1. Unhealthy people talk about social isolation more than healthy people, with a 1.2X more per week.
2. Unhealthy people seek social support more than healthy people, with a 1.6X more per week.
3. Unhealthy people seek social connections online to feel like they belong to a community, with a 1.7X more per week.

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Our methodology:

Determining the demographics:

- The Social Isolation Sentimeter™ is a tool to uncover trends and socioeconomic insights on social isolation by examining unfiltered conversations happening online.
- For this analysis, the unfiltered conversations were gathered from social groups and communities within social networks, blogs, blogs, topical sites, message boards, and professional communities. This data was then analyzed for health and demographic information.
- Our methodology is inclusive of all unfiltered conversations happening online. As those conversations happen online, the data is not biased by a specific age, gender, race, or income level. The data is unfiltered and unbiased.
- We only analyze data from public, unfiltered conversations happening online. As such, our methodology excludes private conversations and discussions, such as those happening on private social networks, private blogs, or private online communities.

Our findings:

- For this analysis, we looked at conversations between January 1, 2020, and December 31, 2020.
- The data was analyzed for health and demographic information.
- We only analyzed data from public, unfiltered conversations happening online.
- Our methodology is inclusive of all unfiltered conversations happening online. As such, our methodology is not biased by a specific age, gender, race, or income level. The data is unfiltered and unbiased.
- We used our methodology to analyze conversations between January 1, 2020, and December 31, 2020.
- Our methodology is inclusive of all unfiltered conversations happening online. As such, our methodology is not biased by a specific age, gender, race, or income level. The data is unfiltered and unbiased.
- We only analyzed data from public, unfiltered conversations happening online. As such, our methodology excludes private conversations and discussions, such as those happening on private social networks, private blogs, or private online communities.

Social isolation:

- Social isolation can negatively impact a person's mental health and well-being.
- Social isolation can lead to depression, anxiety, and other mental health issues.
- Social isolation can negatively impact a person's physical health, increasing the risk of chronic diseases.
- Social isolation can lead to a decreased quality of life and decreased life expectancy.
- Social isolation can negatively impact a person's cognitive function and memory.
- Social isolation can lead to a decreased ability to engage in social activities and participate in community events.
- Social isolation can lead to a decreased ability to maintain personal relationships and social connections.
- Social isolation can lead to a decreased ability to maintain livelihood and financial stability.
- Social isolation can lead to a decreased ability to maintain healthy lifestyle choices and habits.
- Social isolation can lead to a decreased ability to maintain physical activity and exercise.
- Social isolation can lead to a decreased ability to maintain healthy eating habits and dietary choices.
- Social isolation can lead to a decreased ability to maintain emotional well-being and mental health.
- Social isolation can lead to a decreased ability to maintain social support and community involvement.
- Social isolation can lead to a decreased ability to maintain personal development and growth.
- Social isolation can lead to a decreased ability to maintain professional development and growth.
- Social isolation can lead to a decreased ability to maintain personal and professional relationships.
- Social isolation can lead to a decreased ability to maintain personal and professional responsibilities.
- Social isolation can lead to a decreased ability to maintain personal and professional success.
- Social isolation can lead to a decreased ability to maintain personal and professional growth.
- Social isolation can lead to a decreased ability to maintain personal and professional development.
- Social isolation can lead to a decreased ability to maintain personal and professional achievement.
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