

COVID'S IMPACT

ON OUR DIGITAL WORLD

In 2019 it was discovered a new coronavirus in Wuhan, China. As we are all aware, this new virus spread around the planet completely changing the everyday life of millions of people. Lockdowns were declared across countries in order to contain the virus. Human contact and face to face interactions were reduced and discouraged. This forced people to resort for other ways to maintain contact. The most used one was, and still is, the internet.

The kickoff idea for our research about the impacts of the covid pandemic is:

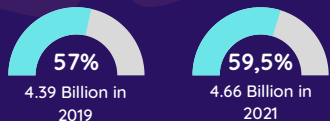
In 2020 the world stayed at home. We were all apart, but were we disconnected or more connected than ever?

We are also interested in investigating how the internet access is different among countries, where people went for information about covid, and what they resorted to cope with the lockdown.

1 INTERNET ACCESS

The digital transition forced everyone to use more internet. As expected, this led to an increase of internet users worldwide.

Number of internet users worldwide (in billions)



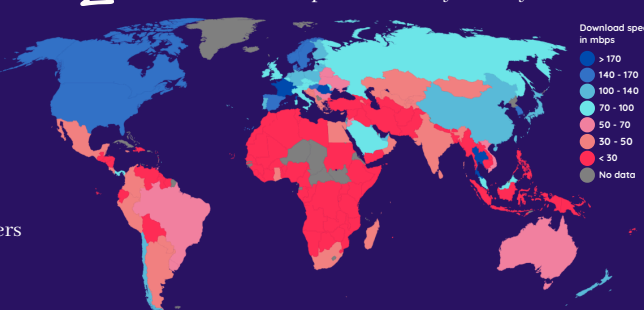
However, not everyone has access to the internet at the same speed. In general, developed countries outperform the rest of the world in access to high speed internet.

Internet speed is crucial not only for recreational activities, like gaming, but, more importantly, for businesses and industries. High speed internet allows ^[1]:

- Greater reliability
- Quicker cloud access
- Improved security
- Support for multiple users
- Stress decrease
- Saving money



Median internet speed in 2021, by country



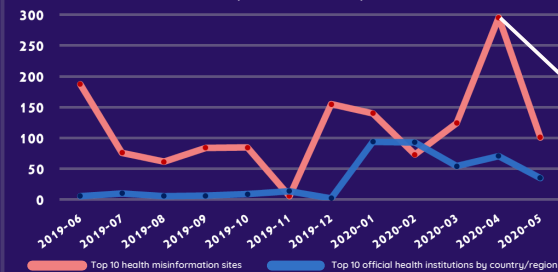
2 INTERNET SEARCHES IN 2020

The top 5 most searched topics in 2020 on Google on a global scale were:

- 1 Coronavirus
- 2 Election results
- 3 Kobe Bryant
- 4 Zoom
- 5 Indian Premier League

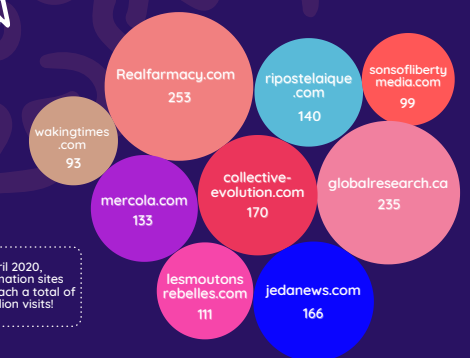
Was this search made properly?

Traffic to health disinformation websites vs official health institutions (in million views)



The graph shows that misinformation sites prevailed over official health institutions. Only in February of 2020, there was more online traffic on trustworthy sites. Knowing this, what were the most visited health misinformation sites globally?

Leading misinformation sites, by views (in millions)

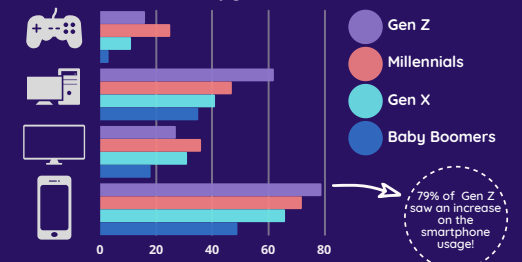


Always give preference to reliable sources, like official health institutions (WHO, CDC, etc.).

3 MOST USED DEVICES IN 2020

The pandemic has also impacted the usage of electronic devices, which varies according to different generations.

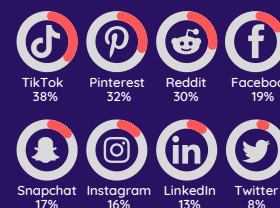
Percentage of people whose device usage increased during the pandemic, by generation



Data shows that young people, GenZ and millennials, were the ones who reported using more their devices since the start of the pandemic. Also, the smartphone was the device that saw the most increase across generations.

4 HIGHEST INCREASES ON SOCIAL MEDIA

Percentage increase on social media active users



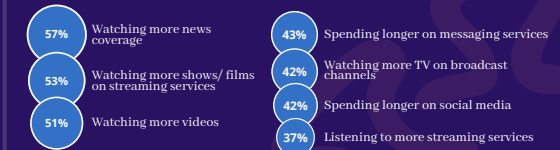
TIKTOK WINS!

Tiktok being the most promising social media of 2020 increased 38% on the number of active users comparing with 2019!

5 MEDIA CONSUMPTION

While everyone stayed at home, resorting to media for entertainment purposes seemed like the obvious choice, but how much did we hold on to the comfort of a good show? Or the need to watch the news?

Percentage of people, among internet users worldwide, that reported spending more time on activities due to lockdown



6 WORKING ONLINE

The pandemic has led to cancellations of different corporate events, including international seminars, trade shows, product launches, and others. Education was also affected given that schools around the world closed. This has urged the adoption of video conferencing solutions such as Zoom and Microsoft Teams. ^[2]

Daily users increase on Zoom and Teams

