

SURVEY REPORT

Topic : Covid 19 impact on Social media usage

Submitted by,

Roshan Shibi

20PMC148

Introduction

During the COVID-19 outbreak, lockdown measures have been deployed worldwide. In the wake of these measures, internet and social media use has reached unprecedented peaks. Social media platforms are meant to connect people and helped the world remain connected, largely increasing usage during the pandemic. Since many people are asked to remain home, they have turned to social media to maintain their relationships and to access entertainment to pass the time. We hypothesize that social media can, in the context of the pandemic, be a placeholder for collective resilient processes modulated by cognitive and emotional components. Social media can play a crucial, positive role by providing a platform for people to share their opinions and to relay facts about the crisis, but it also provides an outlet for voicing fear about the pandemic. The latter capacity calls for an understanding of the buffering role that social media can play in shaping the resilience of individuals towards traumatic events, existential risks or threats.

The COVID-19 pandemic has affected the usage of social media by the world's general population, celebrities, world leaders, and professionals alike. Social networking services have been used to spread information, and to find humor and distraction from the pandemic via Internet memes. However, social distancing has forced lifestyle changes for many people, which put a strain on mental health. To study about the usage a survey was necessary to get an insight. So I created a survey with different questions to study about the social media usage

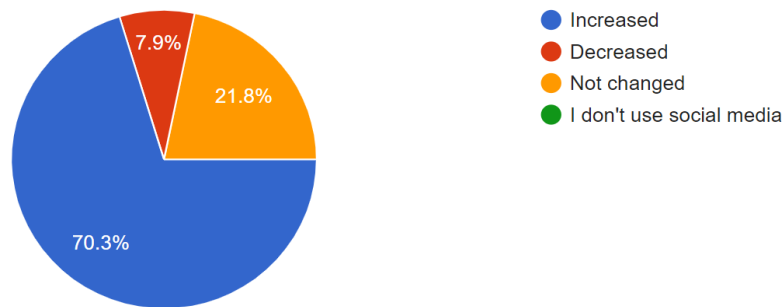
About survey

- To carry out the study about social media usage, I prepared an online questionnaire with a total of 10 questions.
- The survey got a total of 202 responses.

Survey Results

1. Has your time spent using social media changed ?

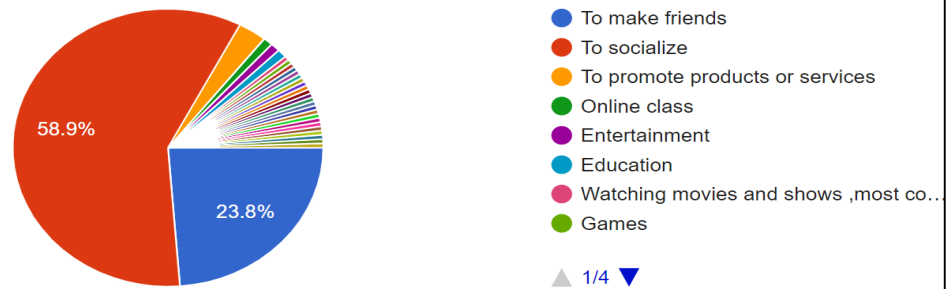
202 responses



The first question was regarding the time spent for social media. The pie chart says that over 70% of the users increased their time using social media in the covid era. As we can easily predict the output because, as we already said that social media usage during covid 19 has reached unprecedented peaks. Users about 7.9% has decreased the time using social media while 21.8% hasn't changed the time. From the chart it is visible that there were no users who don't use any social media.

2. What is your purpose of using social media ?

202 responses

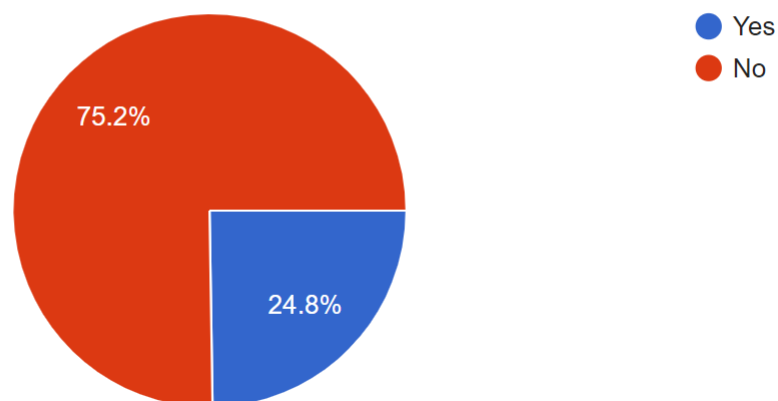


After that users were asked to point out their purpose of using social media.

The 3 different options given were “to make friends, to socialize, to promote products or services and others”. In the option for ‘others’ users can write their own purpose which is not included in the options as such. From the pie chart it is clear that the two most marked options were to make friends (about 23.8%) and to socialize (about 58.9%). We already knew these two will be the most selected options. But other than these two, there were many options given by the users themselves. They were to promote products or services, online class, entertainment, education, watching movies and shows, games etc. These are some activities that we do in our daily life.

3. Do you consider yourself addicted to social media ?

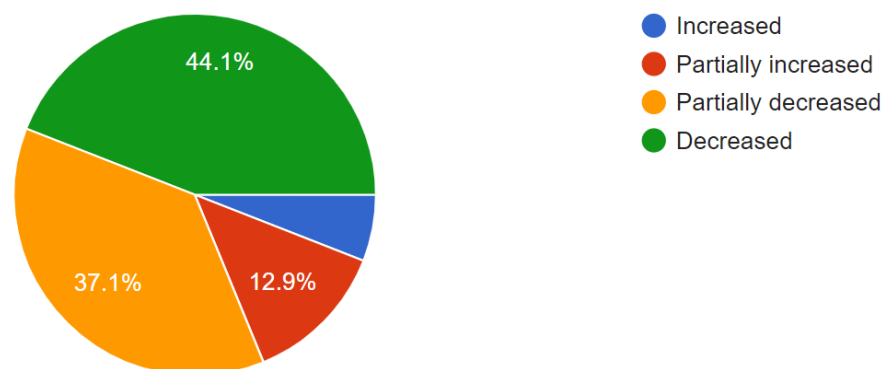
202 responses



The phenomena of social media addiction can be largely attributed to the dopamine-inducing social environments that social networking sites provide. Social media platforms such as Facebook, Snapchat, and Instagram produce the same neural circuitry that is caused by gambling and recreational drugs to keep consumers using their products as much as possible. Studies have shown that the constant stream of retweets, likes, and shares from these sites cause the brain's reward area to trigger the same kind of chemical reaction seen with drugs like cocaine. So to study about this users were asked whether they themselves consider addicted to social media. They can say either yes or no. The pie chart shows that about 75.2%, which majority says that they were not considered to be a social media addict. And about 24.8% considered themselves as a social media addict.

4. How did the covid 19 situation impacted your shopping / buying behaviour ?

202 responses

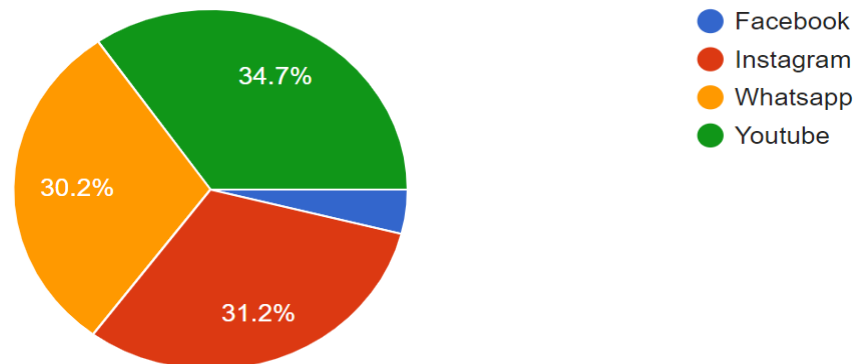


Users now asked about how covid 19 impacted their shopping/buying behavior. The four options given were “Increased, Partially increased, partially decreased, decreased”. The majority of users's buying behavior has decreased (about 44.1%). The main reason for this may be they are more concerned about the health during the covid era and keep themselves in house in order to avoid covid. Also

37.1% users behaviour was partially decreased. Only 12.9% are partially increased while only 5.9% user's shopping behavior was increased.

5. Which among the following is mostly consumed during covid ?

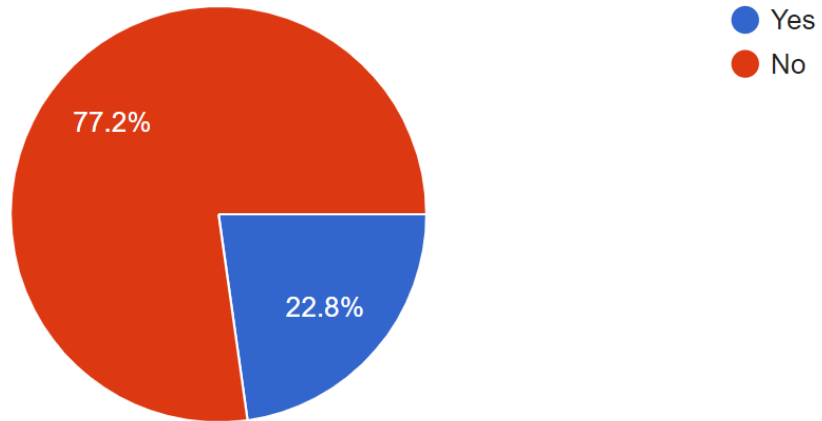
202 responses



When talking about social media, we must know which are the social medias that are mostly consumed during covid period. The options were Facebook, Instagram, Whatsapp and Youtube. These are the most used social media now a days. So we want to know which of these among the most used during covid. Three of them where somewhat similar in percentage. Youtube is the most used among the users with 34.7%. Secondly Instagram with 31.2% while whatsapp with 30.2%. The least used among these was facebook only 3.9%. By the arrival of instagram and whatsapp, downfall of facebook begun. So the no of users of facebook declined rapidly. Now a days whatsapp and instagram are very active and have more no of daily users.

6. Did boycotting chinese apps affected you?

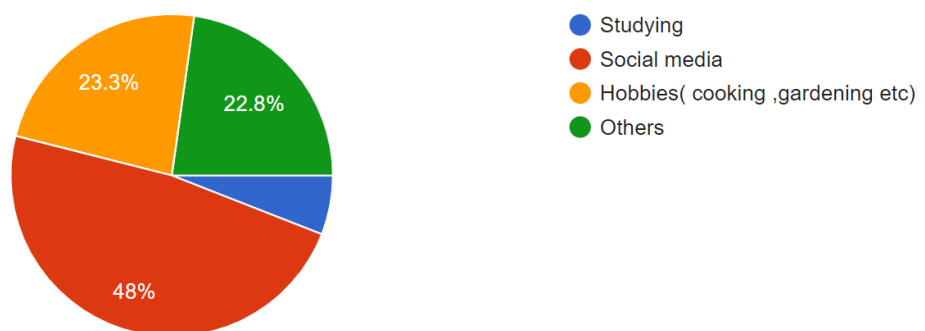
202 responses



Last year we saw the newses about banning apps by the Indian government. They decided to ban above 200 apps in India. Obviously this may or may not have affected the users in India. Their were some apps which have millions of downloads in the play store. So we need to study whether the users taking the survey were concerned about banned apps. About 77.2% said that they were not affected by the ban while 22.8% said they were affected by the ban. Banning of apps like tiktok and games like pubg surely have affected in many users. Users may have adapted to the alternative apps for the banned apps. Or they may not be using the apps which was banned.

7. Which among the following you spend more time ?

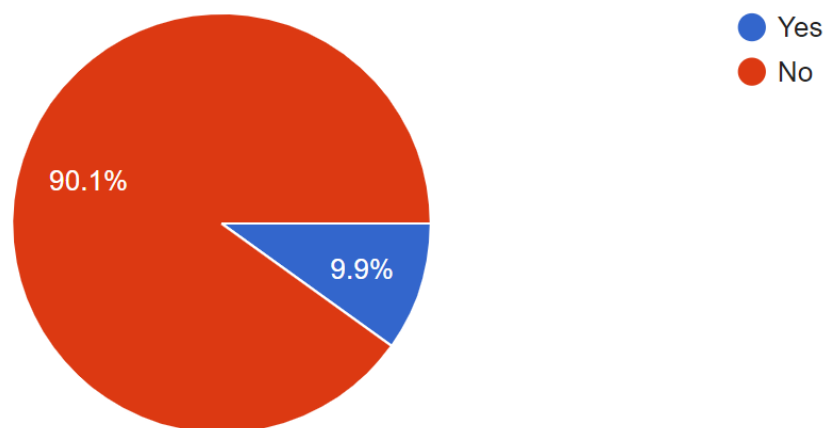
202 responses



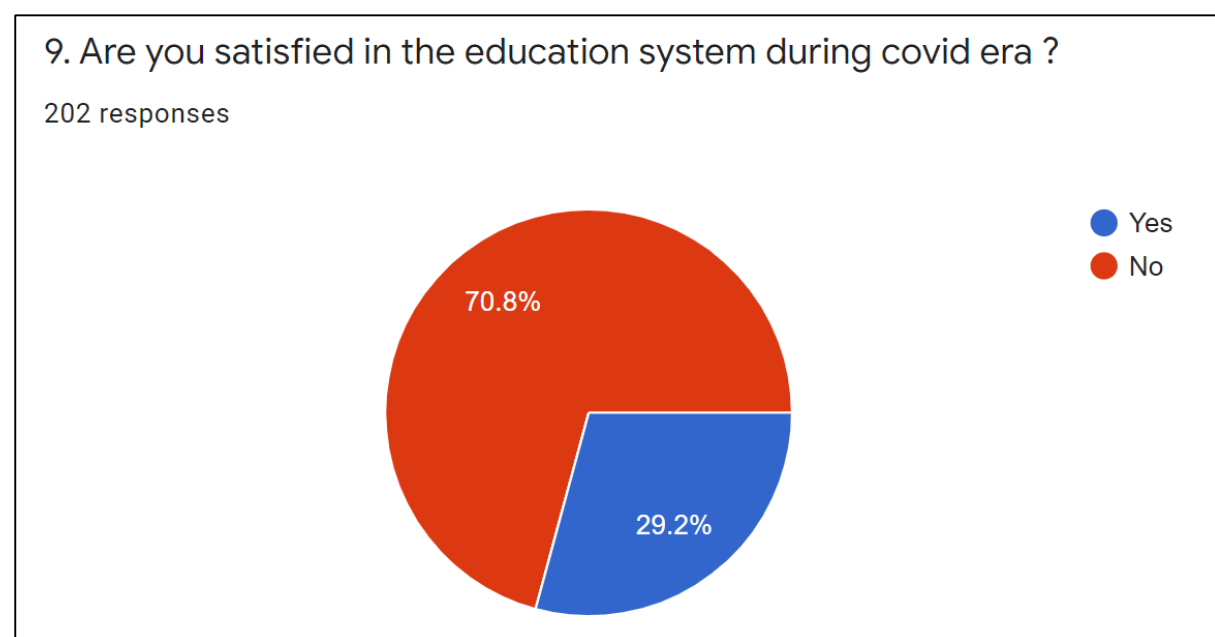
Users were asked about a common question whether they spent more time for studying or Social media or Hobbies or others. Here also we can see the influence of social media among users. The most selected one was Social media. About 48% users selected that one. This was expected, as we already said the use of social media during covid have rapidly increased. 23.3% users spent on hobbies like cooking, gardening etc while 22.8% spent on other activities which were not mentioned. Social media has a wide-reaching and significant impact on not only online activities but also offline behavior and life in general. During a global online user survey, a significant share of respondents stated that social media had increased their access to information, ease of communication, and freedom of expression. On the flipside, respondents also felt that social media had worsened their personal privacy, increased a polarization in politics and heightened everyday distractions.

8. Do you spend money for playing games online ?

202 responses



Now a days, with the increase of internet usage, online games has appeared more than enough. People play games online in their free time. Researches says that spending money on online games increased a lot more. We need to check whether users are spending money on online games. The pie chart says that 90.1% of the users are not spending any money for playing games online. Only 9.9% were concerned about spending money online.



Now a question regarding the current education system during the covid period. COVID-19 has resulted in schools shut all across the world. Globally, over 1.2 billion children are out of the classroom. As a result, education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely and on digital platforms. Research suggests that online learning has been shown to increase retention of information, and take less time, meaning the changes coronavirus have caused might be here to stay. But the study shows that about 70.8% of the users are not satisfied with with education system. Only 29.2% were only satisfied with that.

10. What is the major issue that you faced while using social media in covid era ?

142 responses

Network issues

Network problems

Fake news

Nothing much

Range problem

Nil

Network problem

Nothing issues

No issues

Users were asked to write down their own challenges faced while using social media in covid era. Although this was not a mandatory for all users, but almost 70% users have answered to this question. Most of the answers were about network issues. So this was the major issue for all users. There were a lot more challenges faced by the users.

Internet speed issues

Eye problems

The rapid spread of misinformation and stories via social media platforms became a vital concern. Problem in opening various sites for browsing and sharing of files were become a major issue.

No network during online class

Network complaints

I'm addicted to social media

The major problem faced during this period is the lack of internet connectivity.

Network issue

Addiction to social medias

The use of social media increases

Job issues

Continuous use of social media ,even for studies affects our eyes and also affect our hearing

Network problems..

Most of people trying to make people more panic and some one are sharing false news fake articles and more over thay using this social medias to defame some persons ...
Then irrelevant sensation s

Lot of fake news

Social media get addicted

Can't recognise whether the news is fake or not....