

"USAGE PATTERN OF SOCIAL NETWORKING APPS BEFORE AND DURING COVID 19 PANDEMIC"

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ABSTRACT

Social media the word itself says a platform which helps us to get socialize through mediums like social networking, photo sharing, blogging and many more. It had a great impact on people today. Social media allows people to connect to each other through social networking sites like facebook, instagram, twitter and many more. It has given platform to those people too who cannot afford much money to showcase their talent. Nowadays people are sharing pictures, their views about the decisions, starting a blog so that people learn something about new trends and get knowledge. It has become a source of news, entertainment which is the live example for us in the situations like pandemic where people can't go out. The purpose of the study was To Know the Usage Pattern of Social Networking Apps before and during Covid -19 Pandemic, to know the most active social networking app during Covid -19 Pandemic, the preference of social networking app., and To study the amount and consumption of data recharge before and after pandemic. Researcher has used descriptive research design. Questionnaires were the survey instruments used in this study. Non Probability Purposive Sample Method was considered for this Study. Study was conducted on 118 respondents through online platform.

Key Words: Social Networking Apps ,Social media, Blogging, Covid -19 Pandemic

INTRODUCTION

Social media the word itself says a platform which helps us to get socialize through mediums like social networking, photo sharing, blogging and many more. It had a great impact on people today. People have engrossed themselves so much that nowadays everything is done

online. People prefer ecommerce more than the traditional businesses. This is all possible because of the platform that social media has given us.

Social media allows people to connect to each other through social networking sites like facebook, instagram, twitter and many more. They are able to showcase their interest through these mediums. It has become so popular among the people that they can't live without this. People are communicating everything from life events to what they have made in lunch on these apps. It has given platform to those people too who cannot afford much money to showcase their talent.

Nowadays people are sharing pictures, their views about the decisions, starting a blog so that people learn something about new trends and get knowledge. It has become a source of news, entertainment which is the live example for us in the situations like pandemic where people can't go out. These websites help to provide such necessary details. These platforms are also used for education purposes also to provide online notes, online results, syllabus etc. This has made the life of people easy. The simplicity of using these types of networking sites have gained a lot of popularity as even small children and aged people can also use it.

Every coin has two sides, similarly social media also has positive as well as negative side. If used properly will help you become a leader or else will be a follower. Every information is readily available that within seconds a bunch full of knowledge will be in your hands. It also improves the communication skills.

People use Facebook, Whatsapp, Instagram, Snap chat for texting or get connected with people all over the world. Chatting helps in improving communication skills. It can be harmful also as the information can be misused by the people. The people get so engrossed in these sites that they forget to learn new things. People copy readily available information and forgot to use their own ideas and thinking process.

It is used by many people like parents, student, education organizations, government organizations and businessman. It has always promoted positive social behavior among the people. Thus if used wisely it can always be a game changer platform in the life.

OBJECTIVES:

- To Know the Usage Pattern of Social Networking Apps Before And During Covid -19 Pandemic.

- To know the most active social networking app during Covid -19 Pandemic.
- To know the preference of social networking app.
- To study the amount of data recharge before and after pandemic.
- To study the consumption of internet in a day before and during Pandemic.

METHODOLOGY:

Researcher has used **descriptive research design**. Questionnaires were the survey instruments used in this study. Primary Data includes data collected directly from the customers with the help of structure questionnaire which includes open ended and closed ended questions. Secondary data has been collected from the magazines, websites and reference books and print media etc. Non Probability Purposive Sample Method was considered for this Study. Study was conducted on 118 respondents through online platform. The collected data have been processed and analyzed by applying the software SPSS (Statistical Package for Social Sciences) as well as Excel. Tabulation and creation of graphical presentation have been done wherever found appropriate. To find interpretation percentage analysis has been done.

FINDINGS

- The demographic profile of the respondents shows "Usage pattern of social networking apps before and during Covid 19 pandemic". It is clear that out of the 118 respondents, 61.9 percent are males and 38.1 are females. 18.6 percent respondents belongs to age group 20-Below Years, 44.9 per cent belongs to age group of 21 – 30 Years, and 26.3 per cent belongs to age group of 31-40 Years, 9.3 percent belongs age groups of 41-50 Years and 1 respondents belongs to age group 51-60 Years and 0 respondent belongs in the age group above 60. 11 per cent respondents are 12th pass, 26.3 per cent are post graduate. 35.6 per cent are post graduates. 6.8 per cent have completed MPhil and 16.9 per cent have done Ph.D. 42.4 percent of respondents are students, 20.3 percent are teachers, 6.8 percent are employed in government jobs, 11 percent are businessman.
- Out of 118 responses 97.5 percent of respondents are using social networking sites. 61 percent are using Facebook, 92.4 percent are using Whatsapp, 68.6 percent are using Instagram, 30.5 percent are using Twitter, 26.3 percent are using LinkedIn, 18.6 percent are using Messenger, 39.8 percent are using Telegram and 1.7 percent are using messenger.

- 33.1 percent of the respondents were using social networking apps for less than 2 hours, 31.4 percent of the respondents are using for 2 hours to 4 hours, 12.7 percent of the respondents are using for 4 hours to 6 hours, 8.5 percent of the respondents are using for 6 hours to 8 hours and 14.4 percent of the respondents are using whenever need arises.
- 78 percent of the respondents are using social networking apps to stay connected with family/friends, 69.5 percent of the respondents are using for educational purpose, 66.9 percent of the respondents are using for entertainment purpose, 59.3 percent of the respondents are using to keep them up with news/gossips/trends, 29.7 percent of the respondents are using for sharing common interest, 23.7 percent of the respondents are using for business purpose.
- Majority of the respondents were strongly agree, agree and neutral with the option Social Networking Apps usage hampers my focus on studies and personal development.
- Majority of the respondents were disagree as well as strongly disagree with the option Social Networking apps act as a barrier between me and my family.
- Whatsapp is the app which is ranked highest in the preference of the respondents following Facebook andinstagram and the app which ranked the least are twitter, telegram and facebook messenger.
- Majority of the respondents use Facebook as to get more specific information regarding current situation. Majority of the respondents use whatsapp to keep in touch with friends and relatives during this pandemic. Majority of the respondents use instagram for the purpose of entertainment. Majority of the respondents use twitter to get latest news and updates regarding covid 19.
- Majority of data recharge was of Rs.500 before pandemic.
- Majority of consumption of data per day before pandemic was 1GB.
- Majority of data recharge range between Rs. 500-600 after pandemic.
- Majority of consumption of data per day after pandemic has rise to 2GB.
- Majority of consumption of data per day is 1GB.
- Majority of the people uses social networking apps per day during pandemic is 2 hours to 4 hours and only 11 percent respondents' uses for 6 hours to 8 hours.

CONCLUSION

The most common conclusion we will make in the light of all the emerging data is that user habits are changing. Our way of thinking, behaviour and perceptions alter in the face of the pandemic. Therefore people are using social networking sites more for entertaining purposes which can reflect their mind either positively or negatively as it don't let people to learn new things.

Social networking sites reflect our current lives and its usage have become more reactive to the way we live our lives. It has increased importance for entertainment, accessing services, information updates, new trends and the in-built talent of the people. It has become as a tool for fun sometimes or can be used to get daily updates about pandemic or development made in the country. If this continues the number such as time spent on these social networking sites will increase day by day. With limited activity out of home people are reportedly reading, contributing and influencing on social media.

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