

18th September 2020

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Department of Computer Science, Parvathy's Arts and Science College, Dindigul, Tamilnadu, India

A Survey on Application Usage during Covid-19 Pandemic

F.Celine Inigo¹, M.Alamelu Priya²

Assistant Professor, Department of Computer Science, Parvathy's Arts and Science College, Dindigul, Tamilnadu, India ¹

Assistant Professor, Department of Computer Science, Parvathy's Arts and Science College, Dindigul, Tamilnadu, India ²

ABSTRACT: In a world moving rapidly, people are really distressed by the COVID-19 pandemic [3]. In this situation Internet Services and Application Development took a different phase. Online Applications really helps to reduce the stress and being held up in home for so long. The Internet has evolved so much in the past 50 years it still needs to move further. The COVID-19 has driven down entire social media in a high peak globally. The software took a major role on both development and entertainment in people lives. This paper narrates the usage of application during quarantine and how it makes an impact on real world.

KEYWORDS: Entertainment, Social Media, Modern Technology, News, Education.

I. INTRODUCTION

As COVID-19 continues to further infuse itself into the normalcy of our daily lives, people changed their life styles and concentrate more on online. It seems like even held up in home for so long it's possible to make work from home and do things through online. Numbers of individuals are using applications and limited to home atmospheres makes increased dependency on the internet for up-to-date information, Education, News and entertainment. During a time crisis like this, social media platforms like Facebook, Instagram, Whatsapp, Youtube and Twitter, etc. are often an honest entertainment for everybody. It's important for organizations to seek out the strategy and utilize things for developing their marketing level. Social media platforms must make sure that they're still connected with their audiences supported the analysis. When it involves education side, institutions make a move towards to the appliance platforms like Google Meet, Zoom, Google Classroom, Microsoft Team, etc.

II. IMPACT ON ENTERTAINMENT AND EDUCATION

Social media [1] platforms are taken on and providing newest sort of entertainment and also education application provides great use for engaging students through online platforms. Education [5] has changes drastically with the distinctive rise of e-learning platforms, whereby teaching and learning is taken up remotely and virtually on digital environments. Most of the research recommends that e-learning has been shown to extend safekeeping of data and therefore the changes corona virus have caused in people life make everyone here to remain. Even before the virus, the expansion and usage of online education tools and technology features a highest growth in investments.

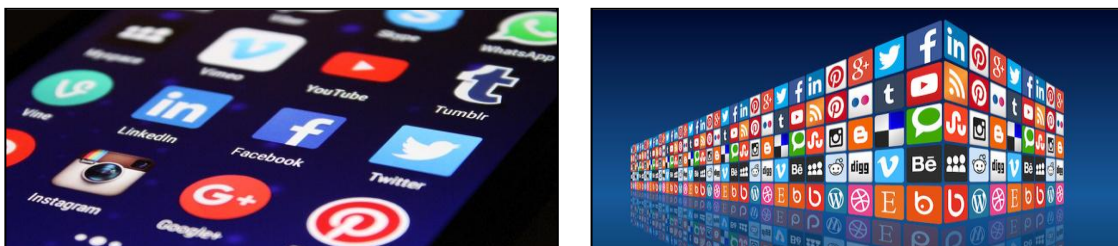


Figure 1: Social Media Platforms

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Whether it's a gaming application, e-learning tools, video conferencing applications or streaming applications there has been a consequential flow in usage (figure 2) since COVID-19 pandemic. Technology [2] and social media have provided remarkable virtual tools for adults to learn and move along continually. Growing technical advancements have entitled development of technologies used for education and entertainment. Augmentation of different tools give educators, trainers, tutors many replacements towards the execution of technology.

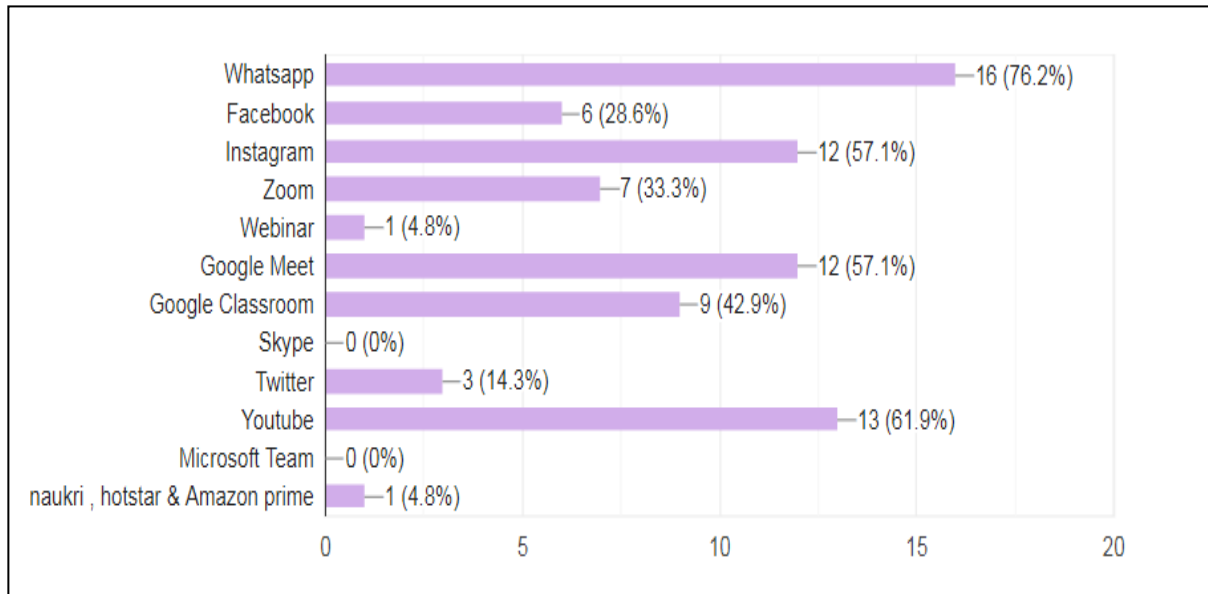


Figure 2: Usage of Applications during COVID-19

III. LITERATURE SURVEY

3.1 Introduction

The advent of Web 2.0 and therefore the spread of social software tools have created new and exciting opportunities for designers of digitally-mediated education schemes for adults. Whether working in fully online, blended, or face-to-face learning contexts, instructors may now access technologies that allow students and school to interact in cooperative and collaborative learning despite being separated in space and time. By supporting the use of interactive methods and multi-media materials, social software offers educators more ways to engage learners than any preceding educational technology [10].

3.2 Social Media Usage

Reports show that a huge 66% of social media users believe their social media usage habits will increase thanks to the Corona virus (IZEA). Consistent with Kantar, users are browsing 53% more on Facebook and 32% more on Instagram. Twitter has reported that daily usage is up 23% YOY as users flock to the social network for breaking news and up-to-date information (VOX) [11].

3.3 Using Social Networking Apps in India

As per the results of a survey on the impact of the coronavirus (COVID-19) pandemic on media usage across India, it had been observed that there was a spike in usage of social networking applications within the first phase of the nationwide lockdown. This stabilized within the following weeks with individual users reporting to possess used social networking applications for about five hours between March 28 and April 3, 2020. as compared, users spent just over three hours using these applications within the weeks preceding the coronavirus lockdown [12].

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3.4 Health Information

About 71% of the world's Internet users are youth aged 15–24. In India, there have been 197 million active social media users (14% of the entire population). According to the 2014 Digital Health Literacy Survey among European Citizens, 59% of Europeans used the web to see for health information. 55% requested general information, 54% requested information a few particular illness, 23% sought detailed information on a diagnosis, and 10% used internet to urge a second opinion after consulting their physician. Approximately 82% and 87% of individuals trying to find health-related information used search engines for his or her queries. The second source of data (47%–48% people) was relevant and dedicated websites like health blogs and forums, while between 33% and 38% were trying to find information from official health websites, like the Ministry of Health or the WHO. Another study performed by Public Health Dentists of Bengaluru India in 2014 revealed that out of 572 study participants, 150 (26.2%) reported the utilization of the web for oral health-related information, overall quite 80% of the respondents preferred the utilization of Google as their program but when asked about any research article and journal website they might not picture anything [13].

IV. COMPARATIVE STUDY

The world is digitalized. Human contact can be coming in Online. While we enter into full lockdown of Covid-19, all Our Government & Private Services are available in Online to make our needful things to fulfil.

4.1 Media and Entertainment

People are urged to stay at home. People occupied their free time in media, television services app and mobile apps have taken on a new prominence. In this Pandemic, Entertainment, Music app usage increases 25% and 21% respectively.

4.2 Gaming

In April 2020, 40% of users playing mobile application games frequently. During this Pandemic 75% increase week-over-week for gaming application usage. [8]

4.3 Social Networking and Sharing

In the role of social networking apps, It spreads misinformation during this pandemic. Things is highlighted by the five hundred increase. the highest most social media platform used for Corona Virus news (35.8%) is Facebook [6], followed by Twitter (17%), YouTube (16.3%), and Reddit (12.4%). Apps like Pinterest, supports personalized “catalogues of ideas,” like health and self-care, board games and entertainment, Homeschooling, and food recipes are the most important content of searches and saves during this pandemic.

4.4 Online Ordering and Delivery

People fear over contracting the virus. So they turned their option about Grocery stores and Hotel to order online using mobile apps and get delivered on their doorstep. During this Pandemic, 60% increase for online Ordering and Delivering.[7]

4.5 E- Learning

In World Wide, Education Institution shifted their base into Virtual Platforms to teach Online Classes. The impact of COVID-19, 186 countries are using online learning software, video conferencing, virtual tutoring, and E-Learning apps In addition, 17 % of adults attending a class because of the Pandemic.



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4.6 E- Commerce

During this COVID-19 Pandemic, E Commerce is continuously increasing among the people of the entire world. With retail stores, 30.6% of Consumers are likely to get online and 24% of consumers express discomfort with in-person shopping at the mall. As a result, approximately 40% of consumer spending their investment to shop for items like office supplies, housewares, beauty and cosmetics, home improvement, fitness equipment, toys, and hobby-related products.

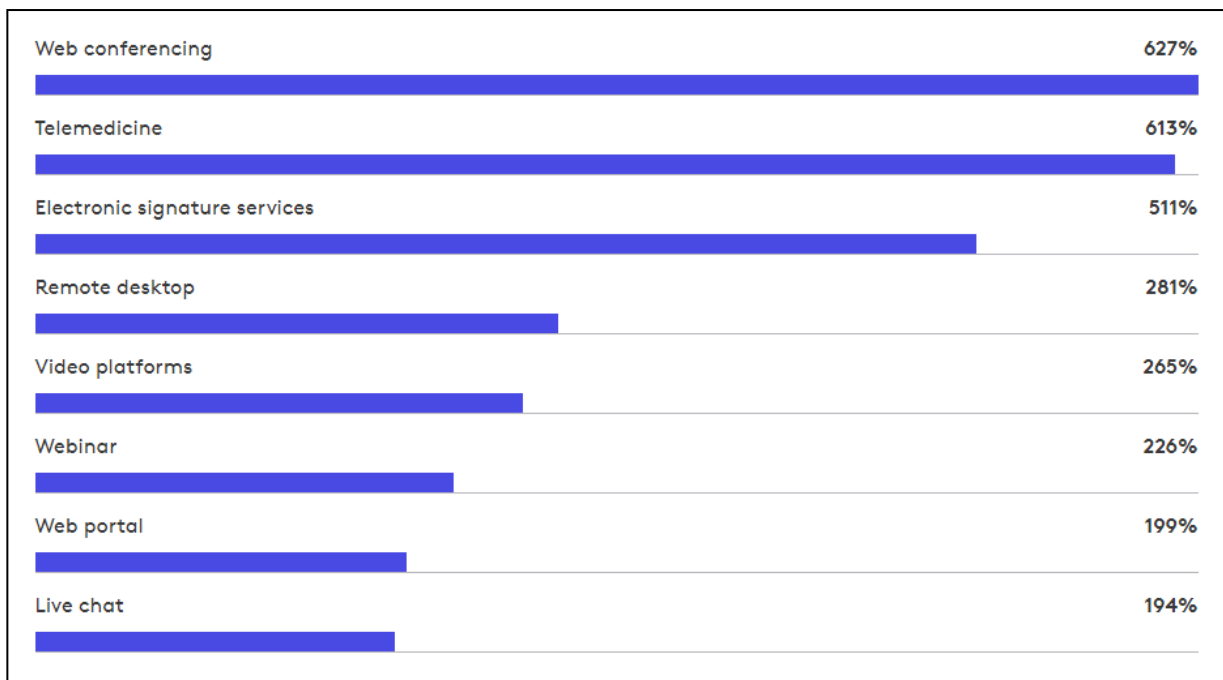


Figure 3: Comparative study of Applications

V. ADVANTAGES

During this Pandemic, Online Platforms on each day is used for Social Networking, for purchasing goods or services online, for finding out information, or for accessing content over the online is increased. So, an online platform helps us to send and receive information through the online. Online platforms are key drivers of innovation within the digital world and their success is closely tied to the success of a spread of companies that use platforms to achieve everywhere the earth.

VI. DISADVANTAGES

Lesser Face to Face interaction with all. An Illegal Mail or Messages cause Frustration. Remember with Malicious Programs. Otherwise it results in malfunction or loses important data. While Transacting Payment on online, confirm about the Receiver then proceed.

VII. CONCLUSION

Every new technology comes with both positive and negative effects, We'll summarize our findings below. The web has had many impacts on education, including making the likelihood of a completely accredited online degree possible. It is provided students with the makings for both their success and their demise with online and hybrid classes. The internet's impact on our social live though isn't as easy to quantify. For extroverts it can boost communications, even to unhealthy levels, and trivialize our face to face interactions. While for introverts it are often a grace. Especially for people with social anxiety and other similar disorders, online communication are often a robust tool to both develop



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communication skills, and become easier with social interactions. Thanks to this we must say that the overall impact of the online on our social lives has also been positive. We'll conclude that the impact of daily internet use on our lives has been mostly positive, although we'll need to work to beat the challenges that this (not so new anymore) technology has brought us.

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