



A STUDY ON SOCIAL MEDIA USAGE AMONG YOUNGSTERS DURING COVID-19 PANDEMIC

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Abstract

The following research book is based on the topic “The Growth in the usage of social media since COVID-19 Pandemic”. The aim of the study is to find out how people are getting addicted to social media and spending so much time on social media. The study is based on a structured questionnaire to find data. Responses for the study have been collected from several zones of Mumbai. It has been found that people get easily bored in day-to-day life activity and pass their time on social media platforms and they look towards social media as a pastime activity. As people had too much time during the period of lockdown and they were strictly banned from going out from Home and were socially detached they used social media platforms to stay connected with people. As people were connected to the world through social media platforms and were using social media for so much of time they get addicted to social media. I am able to find that not only youngsters but also children in the age group 8-10 and middle age people (35-50) get addicted to social media and using platforms very friendly, which was shocking and something new. The study has been properly done by collecting responses from people.

Keywords

Social Media, Pandemic, Social media Platforms, lockdown, usage

Chapter-1

INTRODUCTION

1.1 Introduction to the Topic-

During pandemic (COVID-19) the whole world has been detached physically and socially. Lockdown happened and then everyone used to work from home or students started their schooling from home. Initially the schools and offices were totally shut and people had nothing to do. During that time social media helped people a lot.

It was difficult to know about the situation in the world, it was also difficult to get to know detailed information about disease, people were unknown or they had no information about particular disease, they had no pass time activities to do. That time people started surfing social media. They collected information from social media, they started using social media as a pastime activity. And the rate of social media usage increased magically and drastically.

1.2 Introduction to social media-

Social media is a creating and sharing platform. We can easily create content and share ideas, information, and interests over here. Social media is a platform where we can interact with people. We can build social networks with the help of social media. Andrew Weinreich made the first social site in 1997. Facebook is the social media giant but it's not the first social media platform. Facebook was created by Mark Zuckerberg in 2004. Facebook achieved a milestone in 2004. It reached around a million active users. As human beings are social and they need to interact with people, social media is one of the best options to stay in contact with people.

WhatsApp, Facebook, Instagram, Snapchat, Twitter, TikTok these are some well-known and popular social media sites, where we can create content and share information with each other. With the help of these sites, we can communicate with long distance people too.

1.3 Evolution of social media platforms-

CompuServe, Prodigy, and America Online created a new path due to the introduction of faster and more reliable internet. Users were introduced to digital communication in its simplest form through these services. They allowed users to send email, online chatting sessions, and bulletin-board messaging services via the internet. After that, the early period of new social media networks began in 1977 with the short-lived "Six Degrees," which was followed by Friendster in 2001. The uprising then began, allowing millions of people to sign up for email accounts and online chat rooms.

Later came the era of digitized social communication (Blogs), which began in 1999 with the launch of "LiveJournal," a publishing site at its core. With it came the introduction of Pyra Labs' "Blogger," a blogging platform that was subsequently purchased by Google in 2003.

Whereas in 2002, when LinkedIn was created primarily for the purpose of providing career-oriented members with convenience the competition started with it. According to some reports, currently LinkedIn has over 700 million active users worldwide.

1.4 Modern Social Media Platforms-

Various social media websites offer a variety of services in a variety of niches in today's modern world. They've caught the interest of a remarkable 5 billion mobile users throughout the world. The following are some of the most popular social media sites in 2021:

a. Facebook:

It was founded by Mark Zuckerberg in 2004 and has over 2 billion active users around the world. Users of this platform get access to various functions, like online chatting and media sharing, marketing and landing pages, and group creation and fundraising. All of these services are provided free.

b. Twitter:

It began as a microblogging platform in 2006, founded by Jack Dorsey, Biz Stone, and Evan Williams. According to data, there are around 1 billion active Twitter users. It is popular among users because it has a retweet option, which allows users to share a message in its original form and without any strings attached.

c. Instagram:

Kevin Systrom discovered it in 2010, and Facebook bought it in 2011. It started as a photo-sharing website, but has since expanded to become the world's most popular photo and video-sharing platform. It has become the preferred method of engagement for brands since it allows them to interact with their customers without having to meet them face to face. Getting famous on Instagram has its advantages, and purchasing Instagram likes and comments is a requirement for everyone.

d. Snapchat:

Snapchat is another popular app that was founded by three Stanford students in 2011. It used to be a video-sharing website in the form of stories that would expire after a certain amount of time. This social media application includes a number of customizable filters that are well-liked by its users.

e. Tiktok:

Tiktok is a future social networking platform developed by Byte Dance, a Chinese internet company, and released in 2016. This app, which was merged with musical.ly in 2018, allows users to share short films. It has become popular in practically every country on the planet. The platform's user base has now topped 1.5 billion people.

Chapter 2

REVIEW OF LITERATURE

Wiederhold, Brenda K. (2020) in the research paper *“Using Social Media to Our Advantage: Alleviating Anxiety During a Pandemic”* state that, social media is a Source of entertainment, connection, information. Social media also reflects what's on our minds. During the period of Pandemic around 20 million people mentioned coronavirus on social media, some of them created anxiety. One should moderate media consumption so that we can stay informed, but can avoid excess and misleading information.

Sahni, Heena and Sharma, Hunny (2020) in the research paper *“Role of Social Media during the covid-19 Pandemic- Beneficial, Destructive, or reconstructive?”* mentioned that, the severe spread of Coronavirus was putting pressure on healthcare, economic and social structure. At the same time huge amount of health threatening misinformation were spreading through Social Media platforms. Social Media served as a powerful tool for people's changing behaviour.

Balarabe UB. (2020) in the research paper *“Impact of COVID-19 and pandemic lockdown in India: Role of media during Lockdown”* declared that, media played significant role during lockdown. Media impacted positively on society and provided accurate and reliable information about COVID-19. Media informed us accurately about symptoms, causes, preventive measures, health tips, etc.

Swarnam, Shweta (2020) in the research paper *“Effect of social media use on Mental Health during Lockdown in India”* examined, the role of social media and increasing risk factor of mental health during Lockdown. The Coronavirus has serious physical and tremendous mental health issues. During the period

of social distancing social media helped us to stay in contact but the misleading information caused harm to mental health.

Theoretical Framework-

A structure which supports a theory of a research study is known as Theoretical framework. The theoretical framework describes theory which explains the research problem under study exists.

A Uses and Gratification Theory:

The uses and Gratification theory shows the effects of media on people. It shows ‘what do people do with the media?’ ‘What does the media do with people?’ ‘How people use media for their own satisfaction and need.’ UGT discusses how users deliberately choose media that will allow one to enhance knowledge, relaxation, social interactions/ companionship, diversion or escape.

B Magic Bullet Theory:

Any media fires (like bullet gun) stories towards the audience without their own knowledge. The message causes instant reaction from the audience, which is known as “Magic Bullet Theory.” It deals with the impact of messages by the media on the audience and how the audience reacts on it. Magic bullet theory shows how media messages change the behavior of the audience. This story is related to my study as during the period of Lockdown, many misleading, inaccurate, fake messages and news were spread through social media and it affected individuals badly.

Chapter 3

Research Methodology

Research Design-

A) Method of Data Collection:

The study plans to do a detailed survey with the help of a structured questionnaire. (Google form can be used to collect Data)

B) Number of Samples:

The research plans to survey 90 people.

C) Types of Sampling:

Simple random Method will be used to collect samples.

D) Sample Framing:

The study plans to focus on youngsters as well as middle-aged people, who are kind of aware about social media platforms.

E) Area/ Locality of Study:

The areas of sample collection are Harbor, Central and Western divisions of Mumbai.

Objectives of the Study-

1. To study the preference of youngsters towards using social media.
2. To study the effect of misleading news on people
3. To study the increasing rate of usage of social media platforms as a pass time activity
4. To study the acceptance of middle-aged people of using social media platforms.

Hypothesis of the study-

People are addicted to social media platforms.

People have used social media platforms as pass time tool during pandemic.

Screen time has increased during lockdown.

Social media is becoming more popular for gaining knowledge as well as for entertainment purposes since COVID 19 pandemic.

Youngsters spend most of time on social media.

Small children are not at all interested and do not have a knowledge regarding social media platforms.

Study Variables-

The variable that depends on other factors is called a dependent variable. The Dependent Variables of the research are: use of social media depends on handling awareness. The use of a specific platform depends on liking. Screen time depends upon Age of the user.

3.8 Detailed description of locale of the study-

The locale of study of the research is SK Somaiya college of Arts & Commerce. Apart from college students, the researcher is also going to survey among middle-aged people. Researchers choose this locale because nowadays people of every age use social media platforms and it is user friendly for every age group.

3.9 Selection of the Sample-

Questionnaire and scales used/explained:

The method of simple random sampling is used for the survey. Structured questionnaires that follow the Likert scale (five-point scale) has been used to obtain the result of the survey. The questionnaires were distributed among 120 people which includes different age group of people.

Primary Data Collection:

The data collection source is primary in nature. It is done through the survey method using structured questionnaires. 120 questionnaires have been distributed containing 15 questions each.

Secondary Data Collection:

In the study secondary data collection have been used to understand definitions and terminologies. Various sites have been referred to understand technical concepts and gather statistical data. **Statistical Analysis-**

This method focuses on percentage analysis method

Operational Definitions-

‘Social media’ is a creating and sharing platform, where we can create any creative content and share with many people.

‘Screen time’ is the time period we spend using the screen. It is a time occupied by specific work.

‘Growth rate’ is the term used to measure usage rate of specific things. It measures changes from one period to another.

Chapter-4**DATA ANALYSIS****Demographic profile of respondents-****A) Age:**

Age	no. of Respondents	Percentage
9-18	7	5.8%
18-35	105	87.5%
35-50	8	6.7%
Total	120	100%

As Age is concerned, among 120 respondents 7 respondents i.e., 5.8% of crowd is of age 9-18. 105 respondents i.e., 87.5% of crowd is in age group 18-35 and 8 respondents i.e., 6.7% of crowd is in age group 35-50.

B) Gender:

Gender	No. of respondents	Percentage
Male	54	45%
Female	65	54.2%
Prefer not to say	1	0.8%
Total	120	100%

As far as Gender is concerned, 54.2% of respondents i.e., 65 respondents are Female. 45% of respondents i.e., 54 respondents are Male and 1 respondent (0.8%) don't prefer to reveal his/her gender.

C) Nationality:

Nationality	No. of respondents	Percentage
Indian	120	100%
Total	120	100%

As locale of our study is 3 zones in Mumbai (Maharashtra), all 120 respondents i.e., 100% of crowd is Indian. So, the Nationality of all the respondents is Indian.

D) Profession:

Profession	No. of respondents	Percentage
Student	72	60%
Working	48	40%
Total	120	100%

As profession is concerned, some of our candidates are working and some of them are students as well. 72 respondents out of 120 i.e., 60% are students and 48 out of 120 i.e., 40% are working.

E) Zones:

Zones	No. of Respondents	Percentage
Western	51	42.5%
Harbour	28	23.3%
Central	41	34.2%
Total	120	100%

As this data is collected is from 3 different zones of Mumbai i.e., Central, Western and Harbour. 42.5% respondents are from Western Zone, 23.3% from Harbour Zone and 34.2% are from Central zone. That means, respectively 51, 28 & 41 respondents are from different zones.

Respondents using social media as free-time companion during lockdown-

	No. of Respondents	Percentage
Yes	57	47.5%
No	32	26.7%
Maybe	31	25.8%
Total	120	100%

As we can see in table, 57 respondents i.e., 47.5% of respondents says that social media was their only free-time companion during lockdown. 31 respondents i.e., 25.8% of respondents says maybe their companion was only social media and only 32 respondents I.e., 26.7 % of respondents confidently says No.

Interpretation- Majority of people agrees that their only companion during pandemic were social media platforms.

Preference of using Social Media Platforms in respondents-

Social Media Platforms	No. of Respondents	Percentage
WhatsApp	43	35.8%
Facebook	8	6.7%
Instagram	64	53.3%
Snapchat	3	2.5%
Twitter	2	1.7%
Total	120	100%

There are many social media platforms like WhatsApp, Facebook, Instagram, Snapchat, Twitter and many more. As per shown in table, when the preference is asked to the respondents 43 out of 120 people (35.8%) uses WhatsApp, 8 out of 120 (6.7%) uses Facebook, 64 out of 120 (53.3%) uses Instagram, 3 (2.5%) uses Snapchat and 2 (1.7%) uses Twitter.

Interpretation- people prefer to use WhatsApp and Instagram more than other social media platforms.

4.5 Respondent's Pass-time activity during Pandemic-

Activities	No. of Respondents	Percentage
Watching Television	37	37%
Cooking/ Reading	52	43.3%
Social Media Platforms Surfing	49	40.8%
Watching series	71	59.2%

As per shown in Graph, 30.8% people's pass-time activity was watching television. 43.3% people were doing activities like cooking or reading. 40.8% were surfing social media platforms and around 59.2% of respondents used to watch series. This overall quantity shows that the rate of surfing on social media platforms and watching series was high.

Interpretation- people spent much time on social media or surfing on internet and because of this screentime may have increased.

Spent hours on social media during Lockdown by respondents-

Spent Hours	No. of respondents	Percentage
2-3 hrs	50	41.7%
4-6 hrs	37	30.8%
6-8 hrs	20	16.7%
Entire Day	13	10.8%
Total	120	100%

As per shown in the table, 50 respondents out of 120 spent 2-3 hrs per day on internet during lockdown. 37 out of 120 spent 4-6 hrs per day on internet. 20 out of 120 spent 6-8 hrs on internet. And 13 respondents out of 120 spent their entire day on internet during lockdown. I.e., average 41.7%, 30.8%, 16.7%, 10.8% People spent their time on social media respectively.

Interpretation- The minimum timespan spent by people on internet is 2-3 hrs. some people have also spent entire day on social media and some have spent almost half day on social media during the period of lockdown which again shows growth in usage of social media and rise in screentime during pandemic.

4.7 Respondents taking messages spreading on social media seriously during pandemic when misleading news were spreading rapidly-

	No. of respondents	Percentage
Strongly Disagree	7	5.8%
Disagree	8	6.7%
Neutral	25	20.8%
Agree	61	50.8%
Strongly Agree	19	15.8%
Total	120	100%

When the question is asked to respondents about the spreading misleading news about covid and the rate of people believing that news is high. 15.8% i.e., 19 out of 120 respondents were strongly agree. 50.8% i.e., 61 out of 120 were Agree. 20.8% i.e., 25 Person have responded neutral. And 6.7% i.e., 8 and 5.8% i.e., 7 people out of 120 were Disagree and Strongly Disagree respectively.

Interpretation- Almost 66.6% of Respondents agrees that misleading news were spreading continuously in a large amount and because of social media people were assuming this misleading news as facts. It also shows that people were using media to get into touch with world and gaining knowledge.

For respondents, social media is becoming pass-time activity since lockdown-

	No. of Respondents	Percentage
Strongly Disagree	6	5%
Disagree	3	2.5%
Neutral	23	19.2%
Agree	62	51.7%
Strongly Agree	26	21.7%
Total	120	100%

When we took a survey asking our 120 respondents, that social media has become their pass-time activity since lockdown. 26 (21.7%) respondents were strongly agreeing about the statement. 62 (51.7%) respondents agreeing our statement. 23 (19.2%) respondents answered neutral, 3 (2.5%) respondents answered disagree and 6 (5%) answered strongly disagree about the statement.

Interpretation- Since lockdown using social media has become many of the people's pass-time activity.

4.9 According to respondents, People in age group 35-50 using social media user friendly-

	No. of Respondents	Percentage
Strongly Disagree	2	1.7%
Disagree	10	8.3%
Neutral	23	19.2%
Agree	68	56.7%
Strongly Agree	17	14.2%
Total	120	100%

We experience that our parents also use social media very easily nowadays. When we asked our respondents about the age group 35-50, 17 respondents i.e., 14.2% of respondents were strongly agree, 68 respondents i.e., 56.7% of respondents were Agree, 23 respondents i.e., 19.2% of respondent's answers were neutral, 10 i.e., 8.3% of respondents were disagree and 2 i.e., 1.7% of respondents were strongly disagree. Almost 85 respondents agreeing the statement, that people in age group 35-50 using social media very friendly.

Interpretation- youngsters as well as middle age people are using social media as an expert. It has become also user friendly for the people in age group 35-50.

Respondents getting addicted to social media-

	No. of respondents	Percentage
Strongly Disagree	1	0.8%
Disagree	4	3.3%
Neutral	13	10.8%
Agree	60	50%
Strongly Agree	42	35%
Total	120	100%

Since lockdown, People in each and every group have started using social media. As we can see in the table, 35% of respondents i.e., 42 respondents out of 120 mentioned strongly agree, 50% i.e., 60 respondents out of 120 mentioned agree, 10.8% of respondents i.e., 13 out of 120 mentioned neutral, 3.3% of respondents i.e., 4 respondents mentioned disagree and only 0.8% i.e., 1 respondent out of 120 mentioned strongly disagree, when we asked them, that people in age group 16-50 are addicted to social media. That shows, that 85% of respondents i.e., 102 respondents agreeing the statement.

Interpretation- most of the people agreeing the statement which proves that people in every age group is addicted to social media since pandemic.

Increase in the rate in the usage of social media as entertainment purpose-

	No. of respondents	Percentage
Strongly Disagree	1	0.8%
Disagree	5	4.2%
Neutral	11	9.2%
Agree	72	60%
Strongly Agree	31	25.8%
Total	120	100%

As we can see, since lockdown the rate in the usage of social media as entertainment purpose is increasing day by day. When we asked about it to our respondents, 25.8% respondents were strongly agreed, 60% were agree, 9.2% were neutral, 4.2% were disagree and 0.8% were strongly disagree. Which means 31,72,11,5 and 1 Respondents out of 120 were Strongly agree, agree, neutral, disagree and strongly disagree with the statement respectively. As per shown in the table 85.8% of respondents are agree with the statement.

Interpretation- most of the people agree that they have started using social media for entertainment purposes since lockdown.

Respondents get easily bored and spend time on social media while working/studying-

	No. of respondents	Percentage
Strongly Disagree	2	1.7%
Disagree	3	2.5%
Neutral	21	17.5%
Agree	64	53.3%
Strongly Agree	30	25%
Total	120	100%

When the question is asked to respondents about getting easily bored and spending a lot of time on social media while working/ studying, 25% i.e., 30 out of 120 respondents were strongly agree. 53.3% i.e., 64 out of 120 were Agree. 17.5% i.e., 21 Person have responded neutral. And 2.5% i.e., 3 and 1.7% i.e., 2 people out of 120 were Disagree and Strongly Disagree respectively.

Interpretation- More than half of the respondents get easily bored and use social media while studying/ working.

Chapter 5

Conclusion/ discussion

Major findings of the study-

Demographic details of the respondents:

- a) In the survey we have collected a total 120 samples, in which 65(54.2%) are female, 54 (45%) are male and 1(0.8%) prefer not to disclose his/her gender.
- b) In total 120 samples, 7 (5.8%) are from age group 9-18, 105 (87.5%) are from age group 18-35, 8 (6.7%) are from age group 35-50.
- c) All respondents, that means all 120 (100%) respondents are Indian.
- d) When we took a survey regarding working and students, out of 120, 72 (60%) respondents are students and 48 (40%) respondents are working.
- e) We took a survey from 3 zones in Mumbai, western, central and harbour. Out of 120 (100%), 51(42.5%) are from Western zone, 28 (23.3%) are from Harbour and 41 (32.2%) are from Central Zone.
 - 88 respondents out of 120 i.e., 73.3% people were using social media as only companion during Lockdown.
- b) People using social media platforms very friendly nowadays. But the rate of using WhatsApp and Instagram is higher than Facebook and any other social media platforms. Out of 120, 43 respondents (35.8%) use WhatsApp and 64 respondents (53.3%) uses Instagram.

- c) During lockdown people were stuck in house, they were not allowed to go anywhere. So, people were active on social media platforms as well as were doing some experiments at home. Some were cooking, some used to watch YV entire day, some used to watch series entire day, some were using social media and spending their time over media platforms. Around 40.8% of respondents were spending their time surfing social media platforms and around 59.2%\$ of respondents were watching TV because of which the screen time has increased drastically.
- d) Almost all respondents were spending at least 2-4hrs on internet. Some were spending 6-8 hrs and some were spending entire day too.
- e) Almost 66.6% of Respondents agrees that misleading news were spreading continuously in a large amount and because of social media people were assuming this misleading news as facts.
- f) Since lockdown using social media has become many of the people's pass-time activity. And almost 88 respondents (73.4%) out of 120 are agree with this.
- g) Youngsters as well as middle age people are using social media as an expert. It has become also user friendly for the people in age group 35-50. Almost 85 (72.9%) respondents out of 120 are agree with this.
- h) 77.5% i.e., 93 respondents out of 120 are agree that we spend so much time of our daily life on social media.
- i) We can get a lot of knowledge as well as entertainment on social media platforms. 101 respondents out of 120 i.e., 84.1% respondents agree with this.
- j) Most of the people agreeing that children in age group 9-18 using social media friendly and it has become an attraction for them.
- k) 85% respondents are agreeing, that people in age group 16-50 getting addicted to social media.
- l) 103 people (85.8%) among all our respondents agrees, that the usage of social media as entertainment purpose is increasing day by day.
- m) We can surely say, that since pandemic the screen time has been changed drastically. and almost all our respondents agree with this.
- n) It's a natural thing that people lose their concentration after some period of time while working/ studying. but nowadays people have started surfing social media in that specific time. In our survey more than half of people easily get bored and start surfing social media platforms in such cases.

Test of Hypothesis-

1. People are addicted to social media platforms.

In chapter 4 Data analysis, 4.13 table clearly shows, that respondents, by their own experiences agrees, that people in each and every age group getting addicted to social media. More than half of respondents agree with this. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H₀).

2. People have used social media platforms as pass time tool during pandemic.

In chapter 4 Data analysis, 4.8 table clearly shows, that most of the people strongly agreed with this. They were using social media as pass time tool as well as (4.3 table) respondents said yes when they were asked about social media as their companion during lockdown. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H₀).

3. Screen time has increased during lockdown.

In chapter 4 Data analysis, 4.15 table clearly shows, that almost everyone agreed that there was a drastic change in screen-time during lockdown. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H0).

4. social media becoming more popular for gaining knowledge and as well as for entertainment purpose since COVID 19 pandemic.

In chapter 4 Data analysis, 4.11 table clearly shows, that people get a lot of knowledge as well as entertainment from social media. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H0).

5. People spending most of the time on social media.

In chapter 4 Data analysis, 4.5 table clearly shows, that almost all the people spend at least 2-4 hrs on social media. Some of them also spends entire day. There is no significant relationship between variables. Hence it is proved as null Hypothesis (H0).

6. Small children are not at all interested and do not have a knowledge regarding social media platforms.

In chapter 4 Data analysis, 4.12 table clearly shows, that also children in age group 9-18 are attracted towards social media as well as it is user friendly for them. And many of our respondents are strongly agreeing the statement. There is a significant relationship between variables. (Children in age group 9-18 and social media platforms) Hence it is proved as alternative hypothesis(H1).

5.5 Suggestions and Limitations of the study-

1. The problem we faced during research is lack of time. We had a less time and we have to collect 90-120 samples and because of this we were not able to meet respondents personally.
2. Another problem we faced is, we were collecting samples online and we had to request people many times for their feedback.

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Annexure

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1. Personal details: Age
 - a. 9-18
 - b. 18-35
 - c. 35-50

2. Personal details: Gender
 - a. Male
 - b. Female
 - c. Prefer not to say

3. Personal details: Nationality

4. Personal details: Profession
 - a. Working
 - b. Student

5. Personal details: Zones
 - a. Western
 - b. Harbour
 - c. Central

6. Was social media your only free-time companion during the period of lockdown?
 - a. Yes
 - b. No
 - c. Maybe

7. Which social media platform you preferably use?
 - a. WhatsApp
 - b. Facebook
 - c. Instagram
 - d. Snapchat
 - e. Twitter

8. What was your pass time activity during the period of lockdown?
 - a. Watching TV
 - b. Cooking/ reading
 - c. Social Media Surfing
 - d. Watching series

9. During the period of COVID-19 pandemic, how many hours per day you spent on social media?
 - a. 2-3 hrs per day
 - b. 4-6 hrs per day
 - c. 6-8 hrs per day
 - d. Entire day

10. Many misleading news were spreading through social media during pandemic and people were taking all the messages seriously.
 - a. Strongly disagree
 - b. Disagree
 - c. Neutral
 - d. Agree
 - e. Strongly agree

11. Social media becoming one of the pass-time activity since pandemic.
 - a. Strongly disagree
 - b. Disagree
 - c. Neutral

- d. Agree
- e. Strongly agree

12. Now people in age group 35-50 are using social media platforms very friendly.

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

13. We are spending so much time of our daily life using social media.

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

14. We can get a lot of Knowledge as well as entertainment from social media.

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

15. Social media is becoming an attraction and it's being user friendly for children in age group 9-18.

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

16. Since Lockdown, People in age group 16-50 are getting addicted to social media.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
17. The rate in the usage of social media as entertainment purpose is increasing day by day since pandemic.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
18. There is a drastic change in screen-time since Pandemic.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
19. We can get easily bored and we can easily spend our time on social media while working/ studying.
- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree

[1]https://www.google.com/search?q=evolution+of+social+media&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjzmc3FtO_1AhXirYBHTZvBK8Q_AUoAXoECAEQAw&biw=1536&bih=746&dpr=1.25#imgrc=VxpFYoayWNnNEM