

Social Media: A tool for Socialization during Lockdown in Delhi and NCR

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Introduction

Due to the recent outbreak of Novel Coronavirus and lockdown worldwide the way people used to socialize has affected and social media has become a boon in terms of connecting with People through telephonic, video call, texting and use of social media like Facebook, Instagram, twitter and WhatsApp and other Over the top Platforms like Netflix and Amazon prime has increased tremendously. Besides, Other socializing art like Connecting with the people in your own home, Get Crafty, Enhancing their hobbies as skills, Playing online games and other board games is a taking a new shape. Some are busy evolving through various online media/e-education sources and taking a step ahead in career and education with the appropriate use of technology.

Relevance of the Study

Due to COVID-19, crores of people are bound to stay back home and have started working remotely, at the instruction of their employers and in the interest of limiting the spread of the coronavirus. And for the foreseeable future, a group much bigger than that will, in accordance with encouragements to practice social distancing, start socializing remotely as well.

Simultaneously, we are lucky to be a part of a generation where technology has enhanced so much, giving us plentiful online forums for social interactions. Social media, in itself, is a huge blessing for all of us to stay connected virtually, if not physically.

In such times, it is very much relevant to study and explore what is the pattern of consuming social media by the users and how they are taking it in the times of crises. Besides, this study is just a small effort to find out and analyze the social media using behaviour of the common people using online tools.

Objectives of the Study

The purpose of present research study is to ensure the study of socialization during nationwide lockdown with the use of social media the objectives of present research study are as follows:-

- To study how people are connecting with each other during lockdown.

- To study what people prefer to get engaged with during the period of self quarantine at their home.
- To study how various online media/e-education resource are helpful in learning and sharpening new skills.
- To study how social networks prove to be a boon while we are trapped indoors.

Hypothesis

During this Covid-19 pandemic every industry is disrupting. But for the media sector, the nationwide lockdown creates both opportunities and challenges. Which led to a spike in at-home media consumption, and growing numbers are turning to news providers for timely and trusted information on the crisis. In the midst of such crisis social media has emerged as the biggest tool for socialization, entertainment and life saving for those who are completely dependent upon it for receiving information.

Methodology

The study is based on Survey Study Research applied on the basis of structured questionnaire. The questionnaire was distributed online to be able to collect the data from respondents. The sample population was including all age, qualification and professional categories residing in Delhi and NCR. The sample was 100 but received response from 92 respondents only.

The Analysis and compilation of data was done applying Standard Deviation using SPSS.

Findings of the Survey Study

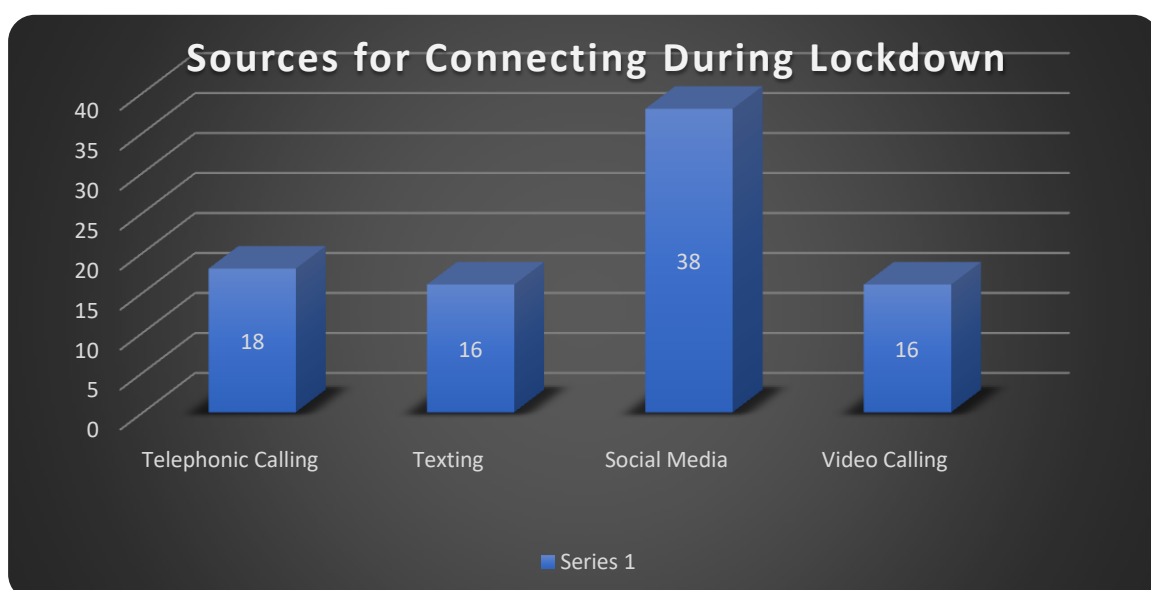


Table 1

During study it was found that people are mostly using social media than other sources like Telephonic calls, texting, and video calling for connecting with each other.

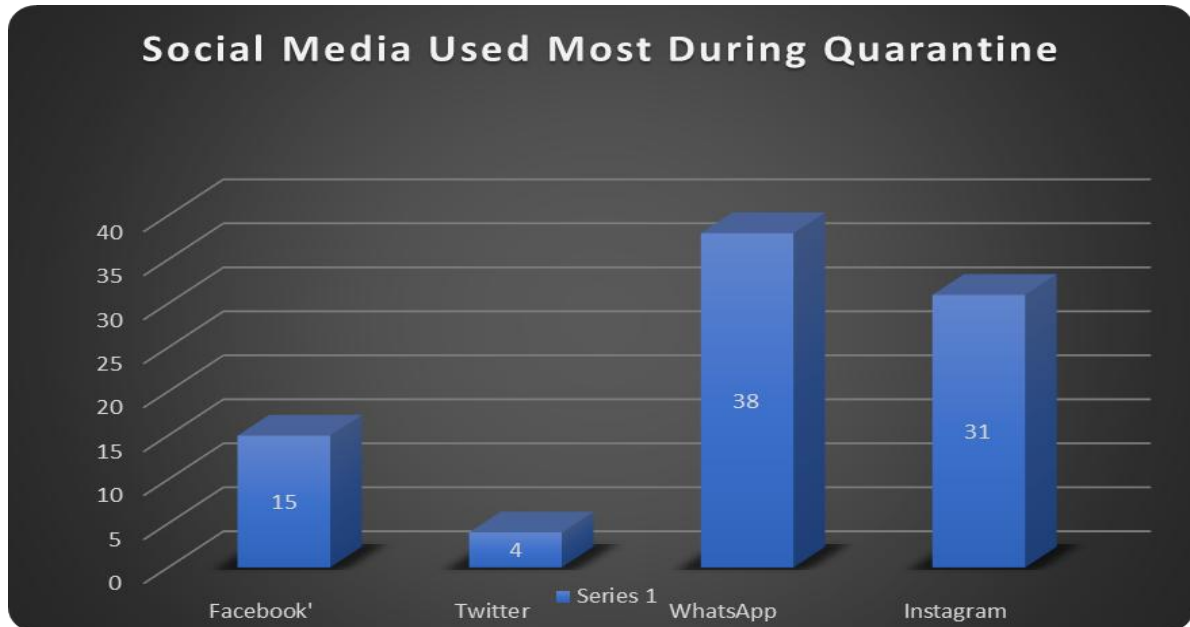


Table 2

The study shows that Whatsapp the most used tool for getting information and the discussions as compared to Facebook, Twitter and Instagram.

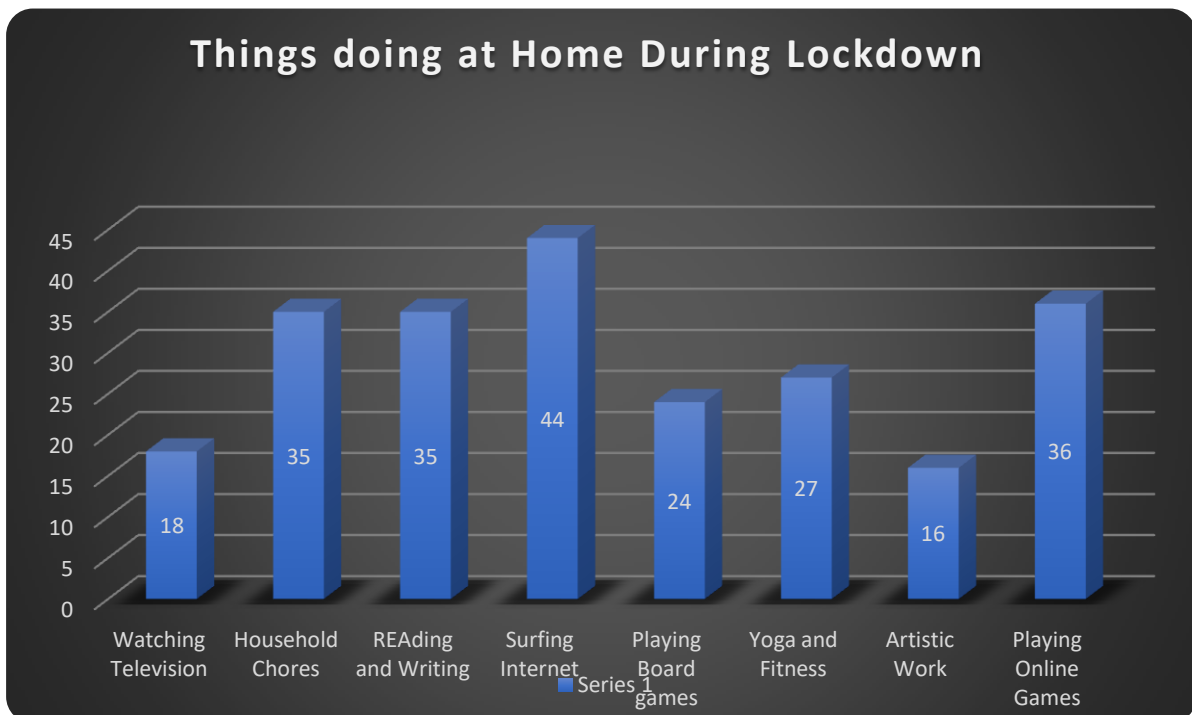


Table 3

Surfing internet has come out as the biggest activity with 44 percent besides watching television, household chores, board games, fitness activities and creative art activities while staying at home.

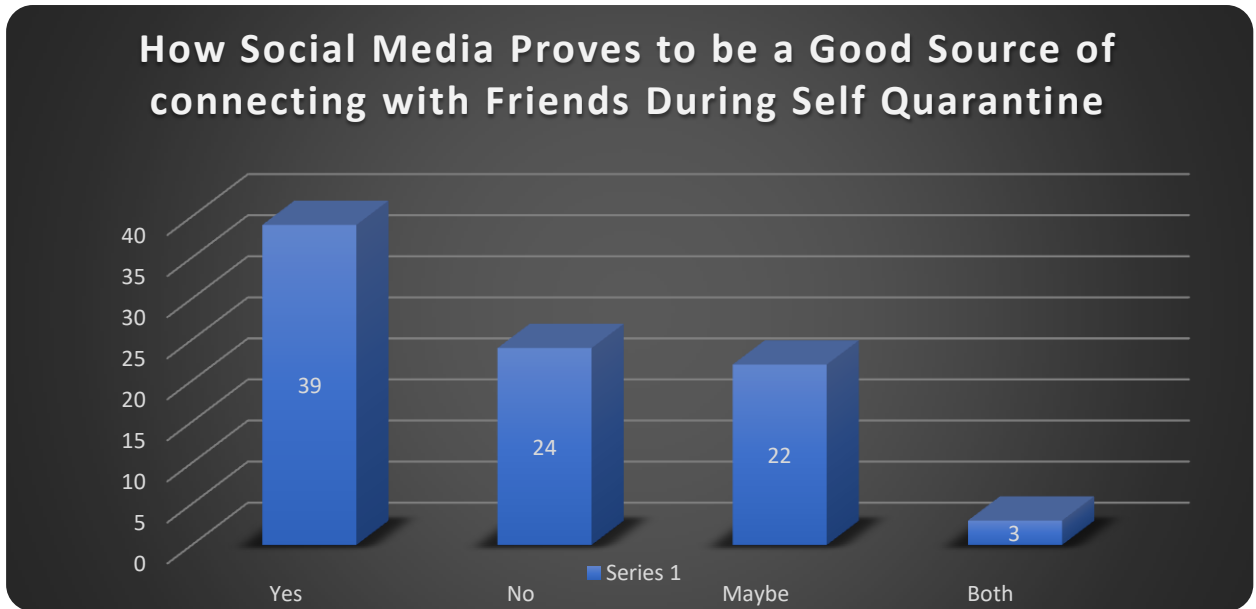


Table 4

39 percent respondents believe that social media is a good and more convenient way to connect with family and friends and they are happy about it.

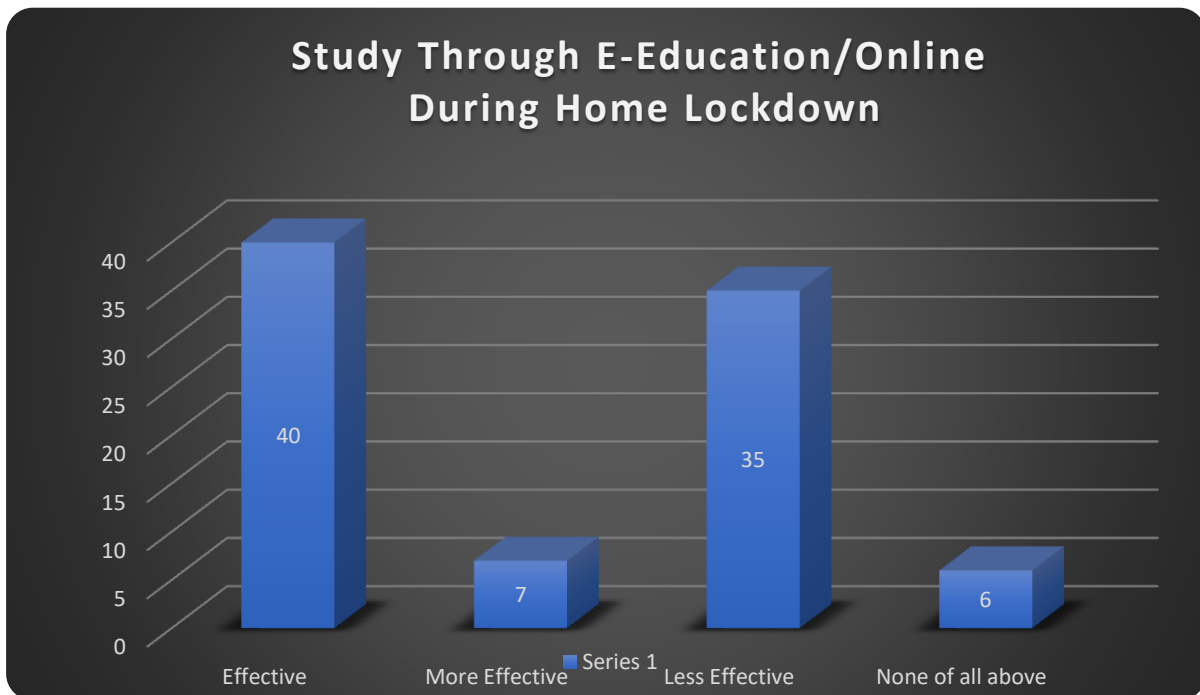


Table 5

40 percent of the sample size consider E-learning and online mode of education effective in terms of sharing information, lectures, chat forums and resolving queries.

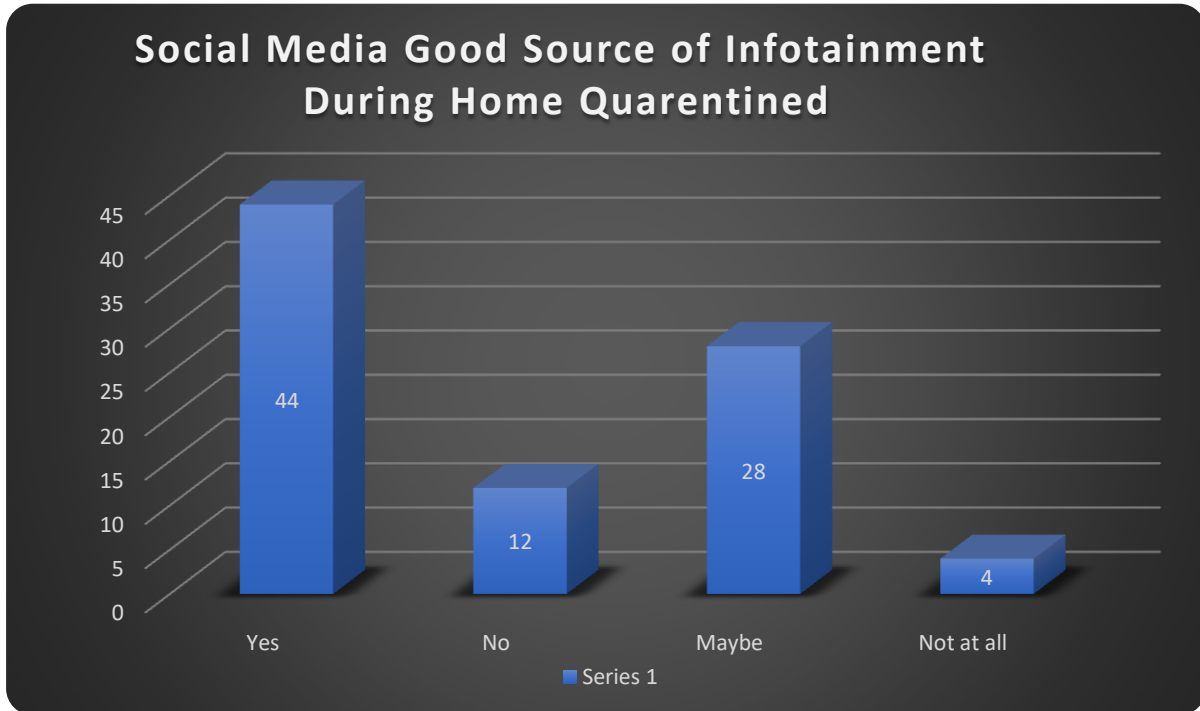


Table 6

Almost half of the population feels that other than socialization social media is a very convenient way of the infotainment (information in entertainment form) using videos/text messages and chatting while staying at home.

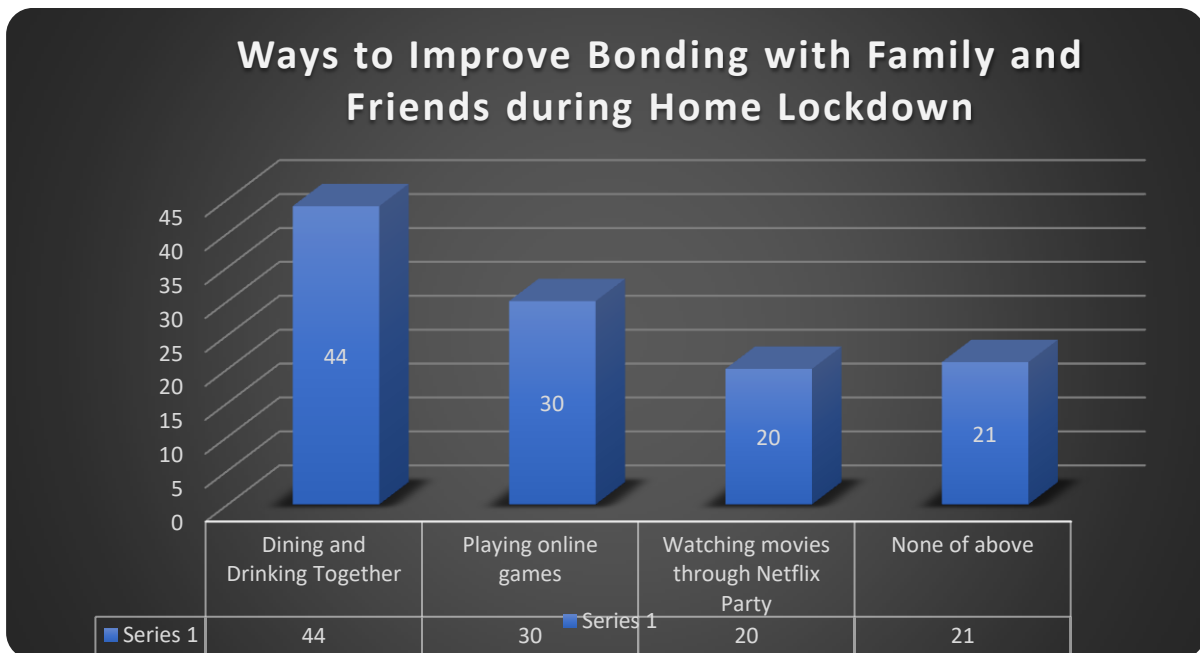


Table 7

By dining and drinking together peoples have created a bond with the family and improved their social ties with their friends during lockdown period, which is being preferred by 44 percent of the people.

Conclusion

The study supports the hypothesis and establishes that most of the respondents are satisfied with the use of social media tools in enhancing the process of socialization. Besides there are other conclusions as:

- Social media is helpful tool in connecting virtually and bonding with people during quarantine.
- It promotes accurate content of the real time.
- It helps people to overcome anxiety and stress.
- Sometimes it enhances anxiety due to overload and misinformation.
- It promotes family values by promoting online infotainment content by watching and enjoying together.
- It supports various ways to teach and educate online with the use of E-learning resources.
- It helps in effective health communication for the adoption of sustainable preventive measures and curtailing misinformation.

So, the Lockdown period has came up as blessing to the people craving for spending me and more of family time. The use of E-learning platforms has taken a ride due to unseen physical barriers and has proved its possibilities for the future generations. Hence social media has emerged as the biggest and foremost tool of socialization during Covid-19 Pandemic and preventive measures generated Home quarantine in the entire true senses itself.

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