

A STUDY OF DIMENSIONS OF SOCIAL MEDIA IMPACTING LIFESTYLE IN COVID PANDEMIC

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Abstract

Today we reside in a world where people are weighed under the burden of hectic work. They lack requisite time to enjoy it with their friends and relatives, so social media plays an integral role in their life. Infact, it helps people to interact with each other. Owing to the present scenario (COVID-19), where people are unable to have a direct contact with each other, the role of social media increases manifold. With the advancement in technology, the scope of social media has increased. Now communication with anyone around the world has become a piece of cake. Today the immediate exchange of ideas with large number of people is possible only because of social media. Social media applications also help people to promote their products and helps in selling them. This study is based on primary as well as secondary data. The survey was conducted through questionnaire. Data from 100 respondents has taken. This paper throws a light on the positive and negative impact of social media. This paper also highlights the reason for choosing social media. It also focuses on the level of impact on well-being of the people. It has been concluded by the study majority of respondents are using social media for learning new skills. It has also seen by the study that health issue is a cause of using social media.

Keywords:

Social Media, Social Media Applications, Technology Advancement

1. INTRODUCTION

Social media is known worldwide, it is a form of electronic communication through which users can quickly share information, ideas, personal messages, and other content with the public and build a virtual network. One can't think of a life without social media websites, such is a need of social media these days. Social media has made it possible for us to converse with several people at the same time. Initially, when social websites coming into notice it was mainly a sourced to interact with people but later it was adopted by businesses to reach a wider range of customers.

Businesses take advantage of trendy communication method which helps them to grow their business. Moreover, it helps an individual communicate globally [7]. Various kinds of websites and applications are covered by social media. Firstly, the usage of social media starts by creating a profile of people who have an internet connection or access and can sign up with social media websites. With the assistance of social media, our life has touched different boundaries. Technology also plays a crucial role as social media becomes popular due to technological advancement and innovation [6].

Social media has created a huge impact on the lifestyle of the people. As people of every age group have an impact as well as an influence on social websites. The core benefit of social media is that group discussions can become easy through the help of conferencing apps. Marketing and sales, have increased rapidly as people can easily collect information about the brands and companies through social networking sites, learning new skills

has become a convenience through social media. Furthermore, with the help of these social networking sites, people from any part of the world can connect with each other without any barrier. On social networking sites, people promote and sell their products in order to grow their audience with the help of websites. However, as we know that a coin has two faces just that way social media has its disadvantages also.

With the pros that are faced or the cons that are faced at the hands of social media are cyberbullying which is generally seen among youngsters. Cyberbullying can be described as a negative comment from a user that can ruin the overall reputation of a business in just a few seconds as people tends to believe word of say [5].

We can't ignore the fact that the use of social media has tremendously changed during the lockdown as we all adapted to the new normal and it became the norm of the day. The social networking sites make sure that our normal routine of working in a multinational organization is not disrupted as it made it possible for our office to come to our home by just a click of a hand, this has made its popularity reach to the different heights. It's not just limited to the corporate world but it has also showed its influence in the learning world as well, by this we mean schools, colleges everything is dependent now through virtual media where we all plays a role.

It also ensures that people who were not tax savvy also adopt to different networking sites and its working, so that they don't lack behind and also adopt the new normal. Now to conclude that the social media plays a vital role in day to day life as without social networking sites it is too difficult to think of a lifestyle in the days of COVID 19.

1.1 IMPACT OF SOCIAL MEDIA

Social media has a huge impact on our lifestyles. The Impact of social media can be seen as positive as well as negative.

- **Positive Impact:** People use social media to stay updated about what is happening around the world. Social media is used to raise awareness among people. It also helped people to communicate with people having the same interest. During the pandemic, social networking sites gain more popularity as it helps people to do their jobs easily. Students, teachers, employees, managers, everybody gets benefited with the help of social media.
- **Negative Impact:** Social media also affected the lifestyle of people. Most of the studies showed that excessive use of social media can leads to addiction. Some false information can lead the education system to fail, the wrong advertisement will affect the productivity in an organization, it can abuse the society by invading on people's privacy, some useless blogs can influence people that can become violent and can take some inappropriate actions.

2. REVIEW OF LITERATURE

A study on the impact of social media on youth was conducted by [4], they studied that in India there is extensive use of social media among youth and it becomes the most important part of life. The main object of their study is to know the impact of social media on youth. They analyzed that there is a positive aspect on education, knowledge on politics, awareness among youth and negative aspect such as lack of privacy, cyberbullying wastage of time. Their study highlights that there is both positive as well as negative impact of social media on youth.

A [2] researched on Social Media its Impact with Positive and Negative Aspects. In their paper throws light on Social media. They have explained that it is a platform for people to discuss their issues and opinions. Social media allows people to share or exchange information, ideas, images, videos, and even more with each other through a particular network. In their paper, they cover all aspects of social media with its positive and negative effects. They focused on particular fields like business, education, society, and youth. They describe how these media will affect society.

A study on Social media and its impact on youth [3]. They reflect that social media is the most recent form of media and has also gained popularity worldwide. They highlight the benefits and opportunities to empower themselves in many ways. Their objective is to find out the impact of youth in the usage of social media especially college students in various fields of arts and science streams. The study comprises of 200 students around Bangalore city.

A research was done by [1]. The main objective of this paper was to investigate the impact of Social Media as a marketing tool on Purchasing Decisions. Social media becomes an important communication tool that people use to connect to other people or organizations. They highlight the use of social media to share their experiences, reviews, information, advice, warnings, tips, and/or any kind of issues that are interesting to their "connection" or friends. They concluded that the highest rate of using these websites is 50.5% which ranges between 2-3 hours, then 18.3% ranges between 4-5 hours. Their study proved that there is an impact of using social media websites as a marketing tool on the stages of purchasing decision which encouraging going toward using the social media in E-marketing.

2.1 EMERGING TREND

- **Social Commerce Will Continue to Expand:** Social commerce is the process of doing business transactions through the medium of social media platforms. It has gained popularity in recent years and has been used tremendously by many social media platforms like Instagram, Pinterest, and Facebook. Social commerce will continue to grow in the future as it has resulted in the increased acquisition and new customers [10].
- **Traditional Social Platforms Will Continue to Perform Well:** Facebook and Instagram have emerged as the most attractive social media platforms for a long time. Many other platforms grew recently but failed to expand due to one or the other reason. Tiktok is the best example of this. Facebook and Instagram are also struggling with many restrictions throughout the world; however, they have

continued to dominate being the most favorable among users and businesses [10].

- **Live Streams will Remain Popular:** Due to the ongoing health crisis, i.e. Covid-19 pandemic, the world has shifted from offline to online. Hence, a significant increase in the use of live streaming features has been noticed. With the arrival of 2021 people have continued to use this feature as they have developed its habit. Thus, it would continue to gain fame in the future [9].
- **User's Generated Content will get More Impetus:** User-generated content is the content generated by users on social media. It helps many brands to actively promote user-generated content which allows them to make their customers feel valued. By following UGC it helps them to cut their marketing budget. It has become the most trustworthy source as brands don't have control over their user's posts or content. In the future, the brands will engage and encourage their customers for UGC to increase their engagement rate [8].
- **Brand to Continue Investing in Influencer Marketing:** Influencer marketing is dominant since 2019 and is continuing to grow its power. It attracts brands to collaborate with influencers on social media. Brand cautiously chooses its influence as a micro-influencer or niche blogger to bring transparency to its marketing effort. Influencers also put equal efforts into the content creation of brands by focusing more on long-term content, photo series, Demo, videos, etc. Social media platforms like Facebook YouTube have also launched a paid subscription model for followers to get exclusive content [9].

3. RESEARCH OBJECTIVES

- To study about the impact of social media on lifestyle.
- To know the level of impact on well-being of people.
- To analyze the reasons for using social networking sites.

4. RESEARCH METHODOLOGY

- **Sample:** The study was conducted among people. A sample of 100 was collected using Purposive Sampling. There were 26 males and 74 females. The data is analysed and results are shown through bar graph, pie chart.

Table.1. Samples Collected

Gender		Total
Male	Female	
26	74	100

- **Tools:** A self-administered questionnaire was administered on the respondents to understand the how social media has affected lifestyle of people.

5. DATA ANALYSIS AND INTERPRETATION

From the Table.2, it is shown that there are 9% (9) respondents who belongs to the category 'less than 18'; 86% (86) respondents

belongs ‘19 – 36’ category and 5% (5) respondents belongs to ‘37 – 54’ category.

Table.2. Details of Age group

Age Group	Frequency
Less than 18	9
19 - 36	86
37 – 54	5
Total	100

Table.3. Things which created their interest for using social media

Social Media	Frequency
Social networking sites e.g., Facebook, Instagram, WhatsApp, etc	83
Educational apps e.g., Byju’s, unacademy, etc.	32
Shopping sites e.g., Amazon, Myntra, flipkart, etc.	54
Video conferences apps i.e., zoom, Microsoft teams, google meet, etc	38
YouTube	1
Business Growth	1
Music, acting, editing, shopping	1

From Table.3, it can easily be inferred that social networking sites creates major interest among respondents for using the social media. Furthermore, shopping sites also plays an important role which creates their interest.

Table.4. Level of impact of social media on well being

Level of impact	Frequency
Low	7
Medium	57
High	36
Total	100

The Table.4 indicate that there were a greater number of respondents who had a medium level of impact on the well-being and very few respondents who had less impact on well-being. 57 respondents had a medium level of impact, 36 respondents had a high level of impact, and only 7 people had a low level of impact on well-being.

Table.5. When people access social networking sites?

Access to social networking	Frequency
During my free time	52
While at school/university/work	8
during social occasion	2
Any spare time	34
That’s my Job Profile	1
When I bored	1

I use for my business purpose	1
Almost every time	1

The Table.5 and pie chart inferred that 52 % respondents access social networking sites when they are free. 34% respondents access networking sites on spare time. There were very few people who access sites during any social occasion or for business purposes or when they get bored.

Table.6. Distribution according to time spend by people

Time spend	Frequency
1 hour or less	18
2 – 3 hours	49
4 – 5 hours	23
6 hours or more	10

The Table.6 clearly show that 49 % (49) respondents spend 2 – 3 hours on social media and 10% (10) respondents spend 6 hours or more on social media. 23% respondents spend 4 – 5 hours and 18% respondents spend 1 hour or less.

Table.7. Reasons for using social networking sites

Reasons	Frequency
Keep up with news/gossip/ trends	60
contact and connect with friends/ family	64
interact with new people	30
organise events	16
sharing/ liking posts/ social awareness	49
For professional purpose (work from home)	41
Educational purpose	3

The Table.7 show that there were very huge number of respondents who are using social media to connect with friends and family i.e., 64. Furthermore, the main reason for using social networking sites were to keep updated news/trends/gossips. 49% respondents use social media for sharing/ liking posts/ social awareness.

Table.8. Personal benefits of using social networking sites

Benefits	Frequency
Help with studies	57
Staying connected with people	60
Learn new skills	57
Entertainment	76
Sharing common interest	30
Digital reputation	25

In the Table.8, it is shown that there were a very huge number of respondents who are using social media to entertain themselves i.e., 76. Furthermore, 57 respondents get benefit in studies, 60 respondents get benefit in staying connected with people, 57 respondents get help in learning new skills, 30 respondents get the benefit of sharing a common interest and 25 respondents get the benefit of digital reputation.

Table.9. Negative impact of social media

Negative impact	Frequency
Cyber theft	57
Health Issue	57
Time waste	70

The Table.9 show that there were 70 respondents thought that social media is wastage of time. 57 respondents thought that it creates health issues and 57 respondents thought that cyber theft is a negative impact of social media.

Table.10. Distribution according to “feel like spending too much time on social media”

Do you feel like you spend too much time on social media?	Frequency
Yes, I'm constantly checking messages, status updates, posts, pictures, etc	45
I use it moderately and check it every once and a while	48
I rarely check social media	6
I don't have any social media	1

The Table.10 show that 45 respondents constantly check messages, status updates, post pictures etc. that means they spend much time on social media. 48 respondents use it moderately and check it once and a while. 6 respondents rarely check social media and 1 respondent don't have any social media.

Table.11. Effective privacy policy in social networking site

Effective Privacy Policy	Frequency
Strongly agree	18
Agree	14
Neutral	36
Disagree	23
Strongly disagree	9

From the Table.11 it is clearly shown that 18% respondents were strongly agreed that there is an effective privacy policy in social networking sites and 9% respondents were strongly disagreed i.e., respondents feel that there is privacy issue in networking sites. 36 % people are neutral.

Table.12. Have you ever been subjected to Cyberbullying?

Responses	Frequency
Yes	12
No	59
May be	29

The Table.12 represent that have any respondent been subjected to cyberbullying? Very few respondents had been subjected to cyber bullying i.e. 12. 59 respondents never subjected to cyberbullying.

Table.13. Effect of social media on life

Effect of social media on life	Frequency
More positively, I can stay connected with friends and family and be updated about world events	20
More negatively, I spend too much time comparing my life to others and feel lonely without social media or technology	12
I think that social media has affected me both negatively and positively	68

From the Table.13, it is observed that 68% respondents had both positive as well as negative effect of social media. 12% respondents had negative impact and 20% respondents had positive impact of social media.

6. FINDINGS

The study was aimed to know the impact of social media on lifestyle of people. There was total of 100 respondents in this study. The demographics were 26 males and 74 females. Results have revealed that 52% respondents used social networking sites in their free time. 60% respondents use social media to stay updated. 45% uses social media constantly to see updates, to check messages. 57% respondents get help in learning new skills through the use of social networking sites. 57% respondents feel that social media has a negative impact on health. 68% respondents have both positive as well as negative impact of social media.

7. CONCLUSION

With the advent of technology, social media has played a crucial role in the life of people, it has become the routine. As far as communication is concerned it is and will remain an important tool in everybody's life. In the present world, everything can be facilitated through social media, whether it is education or business. In this pandemic i.e., COVID, its usage has tremendously changed as now education is going online through educational apps such as zoom, google meet, and many more. Business meetings are going online, people are connected through video conferencing apps to discuss the things. For the growth of business also social media is used. As there are so many benefits of social media but it can also be dangerous one especially for the younger age groups. Despite of its benefits it has its negative impact also such as distraction, sharing of private information on any unknown site, addiction.

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