EMANATION OF ZOOM APPLICATION AS A TOOL FOR PROFESSIONAL COMMUNICATION AMID THE LOCKDOWN

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ABSTRACT

Usage of communication technique is increasing as human race is combating an invisible enemy: the novel Coronavirus Covid19. Zoom, an innovative video conferencing platform is gaining popularity in India since the announcement of nationwide lockdown from 25th March 2019 by the Government of India. In this paper we have analysed the feasibility and popularity of the Zoom video conferencing platform during this lockdown period. We have recorded responses of 100 participants working in different sectors who have used this platform for their professional activities. The Statistical Package for the Social Sciences(SPSS) software is used and it is found that popularity of Zoom has surpassed any other application in terms of usage and user experience for online classes, corporate meetings etc. Although findings suggest that most of the users are having security issues with this application and are more interested in using the trial version than to pay any upgradation charge for smooth functioning, most described their experience as highly satisfactory due to its ease of use, cost effectiveness etc.

Keywords: Covid19, lockdown, Zoom, video-conferencing.

I.   INTRODUCTION

Human race is witnessing a very strange time fighting an inconspicuous enemy; the novel Coronavirus Covid19. First detected on 17th November 2019 in Wuhan province of China has now spread all over the world. According to some estimates it has affected more than five million people, with the death toll escalating to an unprecedented three hundred thousand people worldwide. After the outbreak was declared as pandemic on 11th March 2020, the Indian government have responded to this pandemic by enforcement of nationwide lockdown from 25th March, 2020 which includes temporary closure of all educational institutions and disbanded all forms of public gathering and meeting in the wake of this crisis. The stay-at-home directive by the Government has made people to shift to virtual platforms for continuation of their work as well as for entertainment purposes.As per the data released by Nielson and the Broadcast Audience Research Council (BARC), internet usage has increased by 54 per cent in cities whereas in rural areas consumption stands at 32 per cent, while the national average at 40 per cent during the last two months.

The Covid19 lockdown has made people dependant on various online application out of which Zoom Video Communication, a videoconferencing company in San Jose, California, has gained immense popularity as the go-to-portal for video meetings and online classes as a large number of employees are working from home. As per Sensor Tower Data, Zoom download has surged to 1.25 lakhs in India between March1 to March 11 when arrangements were made for the employees to work from home. The number skyrocketed to 1.26 crore times in India between the period 15th March and 5th April, thereby making its way among top 5 downloaded app.

Below there is a data collected from various sources available which shows Zoom user number and Zoom revenue:

Table 1
Zoom Overview

Founded	2011/2013
HQ	San Jose, California
Founder	Eric Yuan
Company Type	Public (NASDAQ: ZM)
IPO date	18th April 2019

Source: BusinessofApps, Zoom

Table 2
Zoom User Statistics *Zoom peak daily meeting participants*

December 2019	10 million
March 2020	200 million+
April 2020	300 million+

Source: BusinessOfApps, Zoom

Table 3
Zoom Daily Downloads

January 2020	56000
February 2020	1.7 million
March 2020	2.13 million

Source: The Guardian, The Economic Times, BusinessOfApps

Table 4
Zoom Revenue

FY 2018	$121.5 million
Q1 2019	$60.1 million
Q2 2019	$74.5 million
Q3 2019	$90.1 million
Q4 2019	$105.8 million
FY 2019	$330.5 million
Q1 2020	$122 million
Q2 2020	$145.8 million
Q3 2020	$166.6 million
Q4 2020	$188.3 million
FY 2020	$ 622.7 million

Zoom financial year runs one year ahead, so for FY 2020, refer to 2019 Source: BusinessOfApps

Literature Review

Archibald et al., (2019) in their paper studied the popularity of Zoom in collecting qualitative interview data within a health research context. Responses of 16 practice nurses have been recorded for the purpose of analysis and were found that the interview experiences of the participants were highly satisfactory. They have also identified that the immense popularity of Zoom is due to its cost effectiveness, ease of usage, data management features and security options.

Maul et al., (2018) in their paper analysed the usage of Zoom in retaining and coaching the doctoral students and its influence on psychological factor. An exploratory case study was applied and the conclusion drawn was that the technology positively impacted the psychological factors resulting in improved research self-efficacy, scholarly writing, efficiency and effectiveness of the academic coaching process thereby increasing student retention.

II. OBJECTIVES

(a)   To analyse the effectiveness of Zoom application as an online tool to enhance professional   communication during the lockdown period.

(b)   To examine the relationship between the users experience while using Zoom application.

III.   RESEARCH METHODLOGY

In order to address the research propositions the study was analyzed in two part namely, quantitative and qualitative research. For the quantitative analyses the data was collected through the e-questionnaire which was circulated among the students and different professional using the Zoom application. The total respondents were 114 out of which 100 has been taken for the purpose of the study who all have completely filled in the questionnaire. For the qualitative analysis different research papers, journals and newspapers were reviewed for the purpose of the study. Pertaining to the compilation of the data to provide inferential analysis the Statistical Package for the Social Sciences (SPSS) software was used.

IV.   ANALYSIS AND FINDINGS

After evaluating different questions it is looked upon those maximum respondents belong to educational sector followed by corporate and government officials too. Maximum of them are Zoom users only. Zoom is a very well accepted application used nowadays for online classes corporate meetings etc. The reaction of the respondents while using zoom are depicted via various charts and figures.

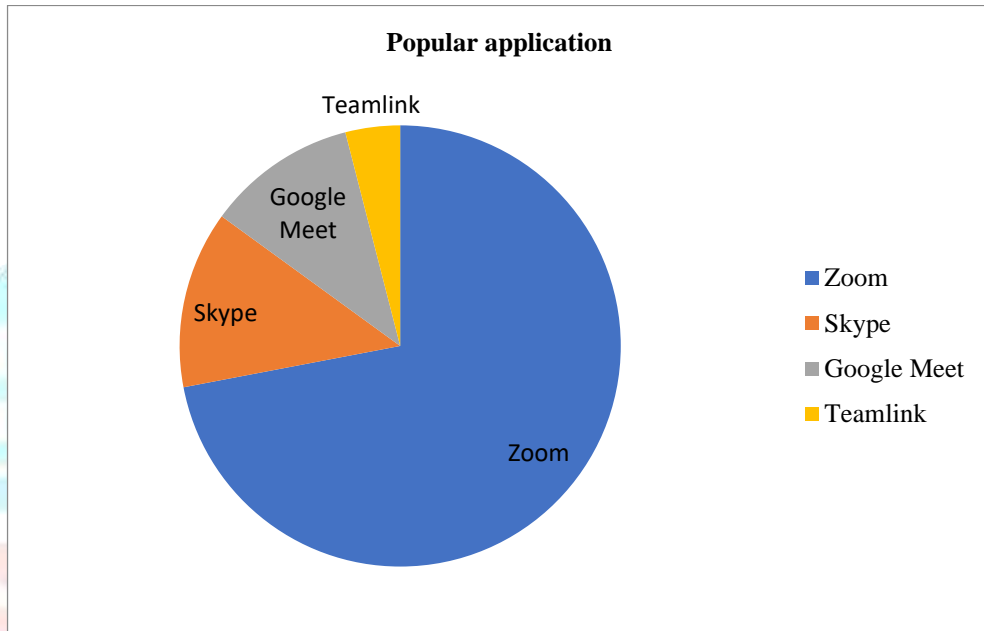**Most popular usage application:**

Fig.1 Popular application

The above diagram depicts that maximum respondents are user of Zoom application followed by Skype and Google meet. Some respondents uses many other application along with Zoom for the purpose of professional communication during lockdown period

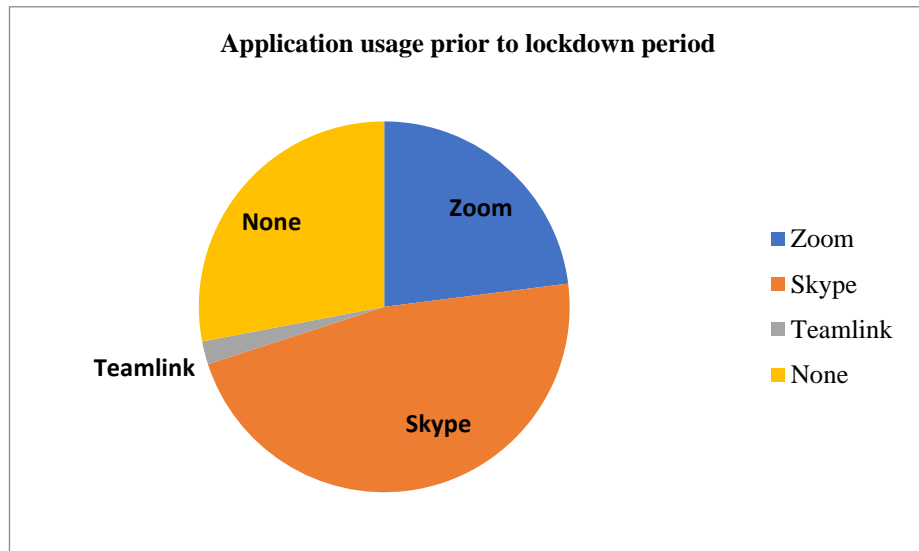**Usage of application prior to lockdown period:**

Figure 2: Application usage prior to lockdown period

Prior to the lockdown period the usage of online application was much less among the respondents. In such scenario Skype was used maximum used application for video chatting , video conferencing etc. Some people used Zoom for office meetings being in different location. Many people were not accustomed to any of the application prior to lockdown.

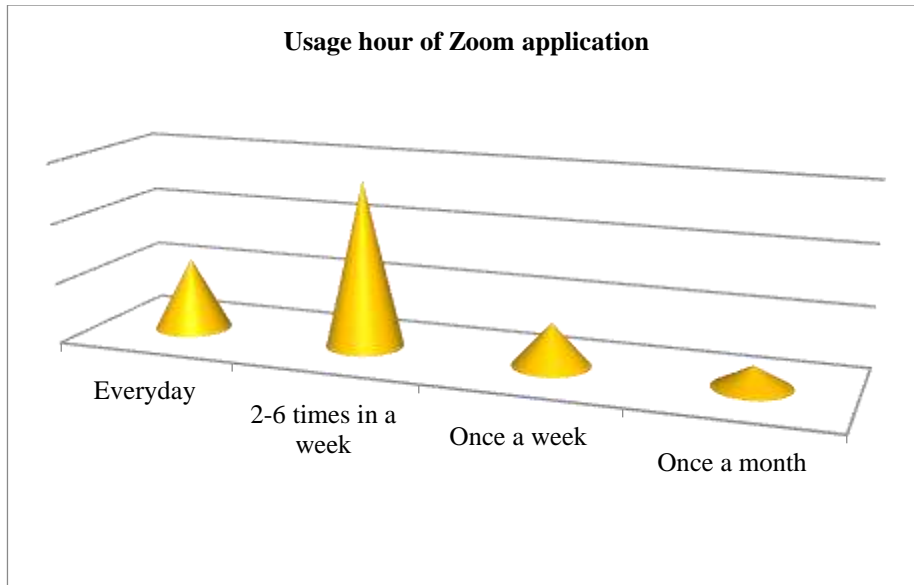**Number of hours spent on Zoom**

Figure 3: Usage Hour of Zoom Application

As we are aware that Zoom is one of the popular application used by most students, teachers, corporate houses, government officials thus we can articulate that maximum respondents are almost daily users or daily users. Only handful of users uses this application once in a while.
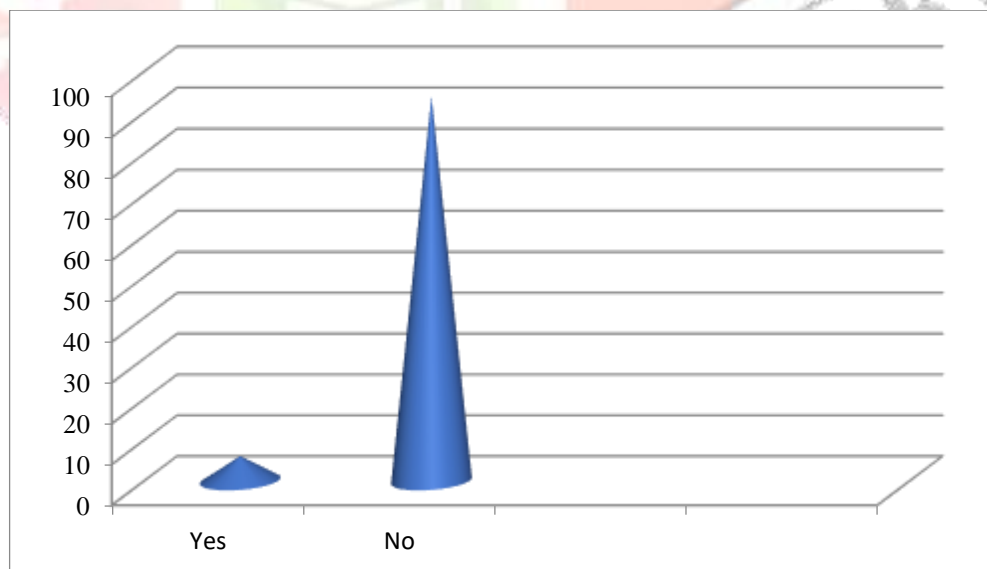
Payment of upgradation fees

Figure 4: Willingness to pay upgradation fee

The above chart depicts whether the respondents will upgrade the application paying some charge to experience a smooth functioning of the app. The respondents reaction was negative to this and they were of the opinion they are happy using the free/trial version of this application but they are hesitant to pay a charge for the same.
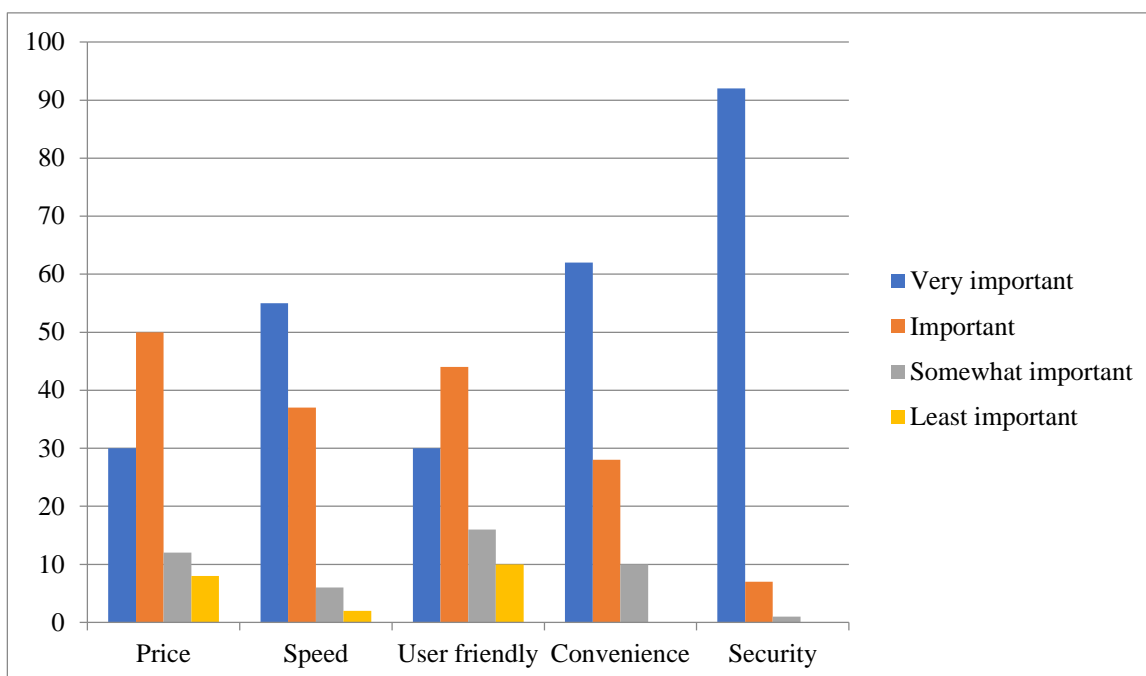
Importance of Zoom application

Figure 5: Importance of Zoom Application

The above table depicts respondents reaction while using Zoom most of the respondents feel security is one of the main issues while they are using this application and it is the most important criteria for them. There have been multiple controversies regarding this so respondents feel this as an important issue. As we are all aware of Zoom is an extremely user friendly and convenient application for use the respondents are also of the same opinion. The speed while using this application is a very important criteria followed by price or payment of subscription fees while using the application is important too.

Table 5
Correlation analysis

		Ease application usage	User experience
Ease application usage	Pearson Correlation	1	0.645
	Sig. (2 tailed)		0.002
	N	100	100
User experience	Pearson Correlation	0.645	1
	Sig. (2 tailed)	0.002	
	N	100	100

Correlation is significant at 0.01 level (2 -tailed)

The aforementioned table represents Pearson correlation coefficient where the value of r is 0.645 which is statistically significant at (p= 0.002) which interprets there is positive correlation between ease application while using Zoom app with user experience.

V.   CONCLUSION

The study reveals Zoom application to be more popular than any other apps owing to its distinctive features, user-friendly, good connectivity etc. It has surpassed the expectation of the users and gained wide acceptability both in professional and academic forums. The popularity of zoom software increased manifold in the lock down period and proved as a recourse to professional communication in times when physical distancing is practised everywhere. The study also depicts that users are resistant to update their application and preferred to use free version in their desktop or smart phone. This also indicates that the free version is well equipped with the

requirements of the users and it is effective for their online communication. The data collected on popularity of zoom over other apps clearly shows that it is one of the most used online application for communication and accounts for more than 50% acceptability among the respondents when compared with other online applications. However it must be mentioned that in the pre lockdown world, Skype was more acceptable for video conferencing and online meetings than any other apps.

On the basis of the sample collected, users found security and convenience of use as a major parameter in selection of online apps for corporate and educational meetings. However other parameters such as speed and price also are an important factor from an users point of view. Therefore as per the study zoom stands out to be widely accepted mode of online platform among the respondents collected for the study.

VI.   REFERENCE

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