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USAGE OF SOCIAL MEDIA BY THE MILLENNIALS BEFORE AND AFTER COVID-19 PANDEMIC

Ankita Iad, Arihant Bhuyan, Chahat Chopra, Deekshaa Padhi, Sachin Gupta
 Student, Student, Student, Student.
 SVKM'S NMIMS ASMSOC, Mumbai, India.
 MSI IP University, Delhi, India.

Abstract: In the existing day, Social media has to turn out to be a vital part of contemporary society. Social media are web-based totally offerings that permit users to attach and have interaction with friends, contacts, and strangers. Social community websites consist of Facebook and Twitter, Instagram, Media-sharing websites such as YouTube and Flickr, blogs, and different web-primarily based verbal exchange forums. The term 'Millennials' refers to men and women born between 1980 and 2000. They are also called Generation Y and Digital Natives with the highest net use for the previous few decades.

As social media websites commenced to upward thrust into fame, millennials made up the huge majority of users growing up with them—a truth that is particularly actual for Facebook, which began out being simplest to be had to Harvard's millennial college students in 2004. While we assume that everybody from toddler boomers to Gen Z-ers uses social media, we tend to forget that millennials have to take priority when it comes to developing our social media strategy. If we were to remember social media as a kingdom, millennials are sitting on the throne.

Earlier this year, a global pandemic hit unexpectedly, changing the lives of many over the course of just days. Uncertain of what the future holds, residents of COVID-19 hotspots look for news and signs of change on popular social networks. Since the beginning of the pandemic, social media usage has reportedly increased significantly. Individuals, connecting with their communities and reading news updates, refresh their feeds more often, and businesses turn to social media hoping to stay afloat by shifting some of their sales online.

This study aims to study the usage of social media by the millennials before and after covid-19 pandemic.

Keywords: Social Media Network, Generation Y, Millennials, Pandemic, Covid-19, Time spent.

I. INTRODUCTION

Social Media is defined by Wikipedia as, "computer intermediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual groups and networks." Social media depend on mobile and web-based technologies to create highly interactive podiums through which individuals and groups share, co- create, discuss, and modify user-generated content. It brings together extensive and universal changes in communication between organizations, communities, and individuals. The improved use of the Internet as a new tool for communication has changed the way people interact. This new communication style happens to the usage of social networking sites like Twitter, Facebook, LinkedIn, YouTube, Pinterest, Tumblr, Instagram, Reddit etc.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like interests, and share their thought, feelings, insight, and emotions.

Generation Y: Millennials also referred as Generation Y or the Net Generation is the demographic cohort that directly follows Generation X (born between mid-1960 and early 1980's). Generation Y covers people born between 1980 and 2000 and these individuals are sometimes known to as Gen Y or the Millennial Generation. Simply saying, the people within the age group of 18-34 years. This population has grown up with a majority of the technological advances such as computers and internet. This generation is often associated with technology and Social media.

Social media has become an emerging and popular trend today. It is the utmost suitable way of communication among the Millennial in the present day. According to Boyd and Ellison, Social Network Sites (SNSs) are progressively attracting the attention of academic and industry research due to their affordance and reach. Therefore, it is considered as one of the top effective learning device which improves

communication skills and knowledge. The emergence and popularity of social media have made it easy for an individual to communicate in real time with the huge number of strangers as with a single close friend. So one can widen their circle of online friends to any extent with the use of social media.

Most of generation Z has used the internet since a young age, and they are generally comfortable with technology and interacting on social media. Generation Z is also seen as a generation that is socially awkward and has made the virtual world the new society. They would rather have a digital conversation than a real-life discussion in many instances. Digital has, in fact, become the new 'in real life' for the current generation.

Coronavirus disease (COVID-19) is an infectious disease caused by severe acute respiratory syndrome. It was first identified in December 2019 in Wuhan, China, and has since spread globally, resulting in an ongoing pandemic. Common symptoms include fever, cough, fatigue, shortness of breath, and loss of smell and taste. While the majority of cases result in mild symptoms, some progress to an unusual form of acute respiratory distress syndrome (ARDS) likely precipitated by cytokine storm, multi-organ failure, septic shock, and blood clots. The time from exposure to onset of symptoms is typically around five days but may range from two to fourteen days. The virus is primarily spread between people during close contact, most often via small droplets produced by coughing, sneezing, and talking. The droplets usually fall to the ground or onto surfaces rather than travelling through air over long distances. Since then globally lockdowns have been announced by the governments of different countries to prevent the spread of disease further and urged people to practice social distancing. Now that people were stuck at home the internet consumption began to increase.

Millennials throughout the world started using more of the Internet and Cell phones to collect data and information and communicate with each other. This facility to communicate with others is the distinctive feature of social media which provides great methods for millennials to create and direct their social environments. Millennials' use of social media occurs concurrently to their developing identity, physical development, emerging sexuality and moral consciousness.

Since the beginning of the pandemic, social media usage has reportedly increased significantly. Individuals, connecting with their communities and reading news updates, refresh their feeds more often, and businesses turn to social media hoping to stay afloat by shifting some of their sales online. In this research we are trying to map the usage of social media and the time spent by the average teen on all the platforms. Before and after the pandemic.

II. LITERATURE REVIEW

2.1 Millennials and new media

Millennials grew up in an era of development, terrorism and the great recession. They are a generation that is shaped by their times (Raines, 2002). The introduction of the Internet, mobile technology and social networking sites occurred as Millennials were coming of age; therefore, this group includes some of the earliest digital natives (Bennett, Maton, & Kervin, 2008).

Because Millennials never had to adapt to new media, they are its most avid users – 81 percent of Millennials are on Facebook (Pew Research Center, 2014) and 59 percent are on Twitter (Bennett, 2014). Millennials are also active users of Instagram, Pinterest, and Snapchat, which have risen in popularity among this generation as they prefer more visual content. A report by comScore indicates that the leading social media apps among 18-34 year olds based on smart phone penetration are Facebook (76 percent), Instagram 5 (43 percent), Snapchat (33 percent), Twitter (24 percent), Pinterest (18 percent), Google+ (18 percent), Vine (11 percent), and Tumblr (6 percent) (Lipsman, 2014). Social networking sites have opened the door to millions of Millennials across the globe to connect and interact with each other like never before. Geraci and Nagy (2004) write that Millennials were born in an era that puts them in "control of their media environment" and they thrive in this hyper-connected, fragmented media landscape.

With the growth of smart phone use among Millennials, they are utilizing social media between 20-21 hours every month (Nielsen, 2014). While Millennials are adept at multitasking and are not committed to any single social media platform, Facebook remains the dominant network for this generation (Duggan, Ellison, Lampe, Lenhart, & Madden, 2015; Miller, 2013). Smith (2012) affirms that Millennials are constantly online for networking, news and entertainment purposes.

Millennials essentially want to stay connected with others, keep abreast on current affairs, and also amuse themselves or moderate boredom. According to the Cassandra Report, where 3,044 Millennials were surveyed across 10 countries, 77 percent thought "it was important to be informed about current affairs and news", and 60 percent said they relied on the social media platforms to be updated on the news (Dua, 2014). Social media is the local TV for Millennials and 57 percent report that they obtain news from Facebook at least once a day (Mitchell, Gottfried, & Matsa, 2015; American Press Institute, 2015). There are sizable minorities of Millennials who report obtaining news from Instagram (26 percent), Twitter (13 percent), Pinterest (10 percent), and Tumblr (7 percent) according to the American Press Institute (2015). However, breaking news is more common on Twitter and 59 percent of users utilize the platform to stay informed on news as it is happening compared to just 31 percent of Facebook users (Barthel, Shearer, Gottfried, & Mitchell, 2015).

For example, in April 2011, news first broke of Osama bin Laden's death on Twitter, which prompted traditional media outlets to leap on the story and determine if the news was credible (Bennett, 2011). Millennials are constantly connected and crave over-stimulation in their media choices so social media is the ideal platform for them as the timeline or newsfeed is consistently updated with news stories and status updates.

Millennials' social media use may also be attributed to key characteristics of this generation. According to Tapscott (2009), norms that define Millennials' social media use include freedom, collaboration and entertainment. With social media, Millennials have freedom of expression and they can choose who can and cannot be a part of their social network; Millennials can easily collaborate with friends and acquaintances on social networking sites and come together to support a common cause; and Millennials also seek high entertainment value compared to previous generations (Tapscott, 2009).

2.2 Millennials grew up mastering the platform.

Millennials are the generation most likely to be early adopters of technology, so it's safe to assume that they would make up the majority of a platform's early users. This means that as social media evolves, **more millennials are evolving with them** compared to other generations.

Unlike previous generations, millennials are more likely to have a social media account and actively use it, which leads to more savvy usage habits and integration with their daily lives.

But it might surprise you to learn that **Gen X, not millennials, spend the most time on social media.**

Generation X (ages 35-49): *almost 7 hours per week*

Millennials: *just over 6 hours per week*

Millennials aren't just present and active on social media, they're evolving along with various platforms over time. This can be attributed to the fact that they're getting older, rising privacy issues, or changing attitudes towards social media in general. Whatever the case, 86% of them say that they've changed how they use social media in some way compared to the past.

2.3 Millennials are the leading generation.

Gen Z-ers also have a strong online presence, but they haven't been around for as long as millennials. They're learning how to use social media by taking cues from millennial users populating the internet. While Gen Z might be the heir of social media, millennials are still the ones sitting on the throne and calling the shots.

The nature of millennials being slightly older than Gen Z (larger population with disposable incomes) means that they have more purchasing power. Generally, more purchasing power leads to a stronger ability to shape the market and drive the evolution of marketing communications.

Millennials, when compared to their elder counterparts, are said to be highly trusting of user-generated content, which is essentially what social media is. They're also happier than older generations to be actively participating with and contributing to social media communities. When it comes to marketing and influencing purchase decisions, this makes social media a goldmine for brands to reach millennial audiences.

2.4 Pros of social media

Social media has become one of the best mediums for transfer of information and knowledge in the world. It is usually the millennials that use social media than any other demographic. Young people especially use the medium to stay in connecting with their childhood friends and also to get new friends. Like any other technological invention, social media has its own part of advantages and disadvantages.

Social media offer adequate opportunities for learning and interactivity and the teens use such tools in the classroom, they cover the educational background. According to Francisco Brannan - Social media can assist students to easily contact each other with respect to projects and assignments. Teachers have many options to share useful links and this benefit the student. And also it can be benefited by Students, teachers, and parents on the same page with the help of social media. Sites like Facebook help teachers to stay in contact with parents and let them know about the development of their children.

Social media networks are intended for the purpose of common and shared connections. Today's Millennials are accessing Facebook, YouTube, Twitter and even Instagram to connect and share with those around them. One of the most exciting things about social media is that users can interrelate and involve in each other merely through a Web occurrence, probably never even meet in person. According to Natalie Saaris - the biggest advantage of social media is its power to connect persons. It has become a widespread way for family and friends who live far away from one another (sometimes universally) to keep up with what is going on in each other's lives, without the expensive cost of long-distance calling.

2.5 Expert opinions

Market research firm Nielsen said social media volume saw a whopping 50X surge between January and March in India in the wake of Covid-19 pandemic.

A senior official of the firm noted that social media buzz picked up from 0.4 million in January and 1.6 million in February to a staggering 20.3 million till March 24. The number reportedly spiked simultaneously as corona virus cases jumped from just one in January to the over

According to Nielsen, the total volume of Covid-19 related conversations reached 22.3 million by March 24 in the country.

Social media buzz notably began buzzing mid-January with the initial news of the outbreak of the novel corona virus in Wuhan district of China. Pandemic updates followed by campaigns such as Karo Namaste, use of hand sanitiser and masks, to Safe Hands Challenge were also noted as triggers for social media uptick during the restricted living imposed during early March.

In the face of crisis, social media usage has surged once more. A study of 25,000 consumers across 30 markets showed engagement increasing 61% over normal usage rates. Messaging across Facebook, Instagram and WhatsApp has increased 50% in countries hardest hit by the virus. Twitter is seeing 23% more daily users than a year ago. When it matters most, people (even #Delete Facebook diehards) are turning to social media for updates and connection.

Businesses, as well, have found renewed value. We've seen a 15-20% increase in posts from our 18 million users, as companies reach out to customers and employees. Moreover, *how* they use social media is changing. Our data shows marketing and ads have given way to direct engagement — one-on-one interaction with other people.

Whether it's the mayor of Newark tackling questions on Facebook Live, Trans Link highlighting the heroism of essential workers, or Make A Wish turning to Instagram to reach kids in need, businesses are prioritizing connection over conversions. You see this at the individual level, as well, as messages of support and solidarity overshadow selfies.

Admittedly, this is a unique moment. For people like me who live and breathe this stuff, the confluence of people using social media for good *and* networks rallying to support their efforts has been inspiring. Whether it will last remains unclear. As the immediate health crisis recedes, so too will the spotlight on social media and the urgency to get things right. Already, the solidarity of early days is splintering. But I'm hopeful this can mark a turning point in the reinvention of a transformative technology.

Kaveri Subrahmanyam and Patricia Greenfield state that using online communication has both negative and positive effects, because there are harmful ways in which the internet could be used. They also state that nowadays, schools are trying their best to control how students use digital media on school grounds (Subrahmanyam and Greenfield, 2008). In some schools, leaders believe that social media has a positive impact on the development of the students' education. In other schools, leaders have banned the access of social network sites, because they fear the students' interaction on them, although, they know the positive impact social media has on the students' education (Ahn, 2010). Ahn also states that the examples of the media platforms the younger generation use are: YouTube, to share and stream videos, and Facebook, to have a complete identity online, and a network of friends. Ahn says, researchers look at the profiles of the social media users as part of the process needed for the students to develop their identity (Ahn, 2010).

Gwenn Schurgin O'Keeffe and Kathleen Clarke-Pearson believe that there are negative impacts caused by social media, which include accessing inappropriate content and not "understanding online privacy." They also say that, there is online harassment and cyberbullying, which is mostly caused by risks of peer to peer engagement (O'Keeffe and Clarke-Pearson, 2011).

Rideout, has interviewed teachers, to find out their opinions regarding the effect entertainment media has on the students' academic performance; 71% of the teachers believe it has negatively impacted the students' attention span; 58% of teachers believe that social media has negatively impacted their writing skills, due to their regular use of slang language and word abbreviations.

The rest of the teachers believed it impacted both their face-to-face communication skills and their critical thinking skills (Rideout, 2012). She quotes a middle school math teacher who said, "The instant rewards of video games have made activities that require depth of commitment much harder for the kids." (Rideout, 2012, p. 8) Rideout adds that the positive impact caused by the students' use of the entertainment media according to the teachers she interviewed is their reading skills, it improved 46%, their math skills improved 54%, their writing skills improved 39% and their science skills improved 51%. More of the positive impacts caused by entertainment media in the opinion of 63% of the teachers is their ability to look-up information and find it, and another 34% of the teachers believe it improved their skills in "multi-tasking effectively" (Rideout, 2012).

According to O'Keeffe and Clarke-Pearson, in the American Academy of Pediatrics, there are a couple of benefits to social media use. They believe one of the most important benefits of social media is that it enhances how an individual understands himself by engaging with others, and becoming creative through blogging. This leads to better outcomes in their individual school work. Another important benefit according to O'Keeffe and Clarke-Pearson, is the fact that using social media gives students the opportunity to improve their learning, since they have the chance to share knowledge with one another and conduct group projects more efficiently (O'Keeffe and Clarke-Pearson, 2011).

Victor Lavy and Edith Sand's research was conducted in a Tel Aviv School to determine the effect of the types of friends on social media platforms of middle-school students. They divided the types of friends into categories. "Reciprocal friends" which are friends that have something in common with each other, such as academics and interests. A second group was the "non-reciprocal friends", those who turned down the "friendship offer" of another student. They found that students with reciprocal friends in their class had a significant positive effect on three of their test scores; Hebrew, Math and English. On the other hand, students that had no common friends showed that there was a negative effect on the same three test scores. This tells us that if students are in contact with friends who share the same interests, goals and

education on social media, then they are more likely to help each other in performing well in their studies, due to motivation and other factors (Lavy, 2012).

A new term regarding education has been introduced by Jeff Cain and Katherine Chretien and this term is known as 'inter professional education'. It means that, instead of each individual learning on his/her own, different individuals come together to share the piece of knowledge they have with others. This leads to improved outcomes as they learn from each other's experiences. This was first introduced amongst the health departments (Cain and Chretien, 2013). Therefore, there is an opportunity to make use of it within the students. This can be achieved by utilising social media to create study groups on Facebook, Skype, Blogs or any medium that allows multi contact conversations and allowing them to share their assignments, asking their peers questions they don't understand.

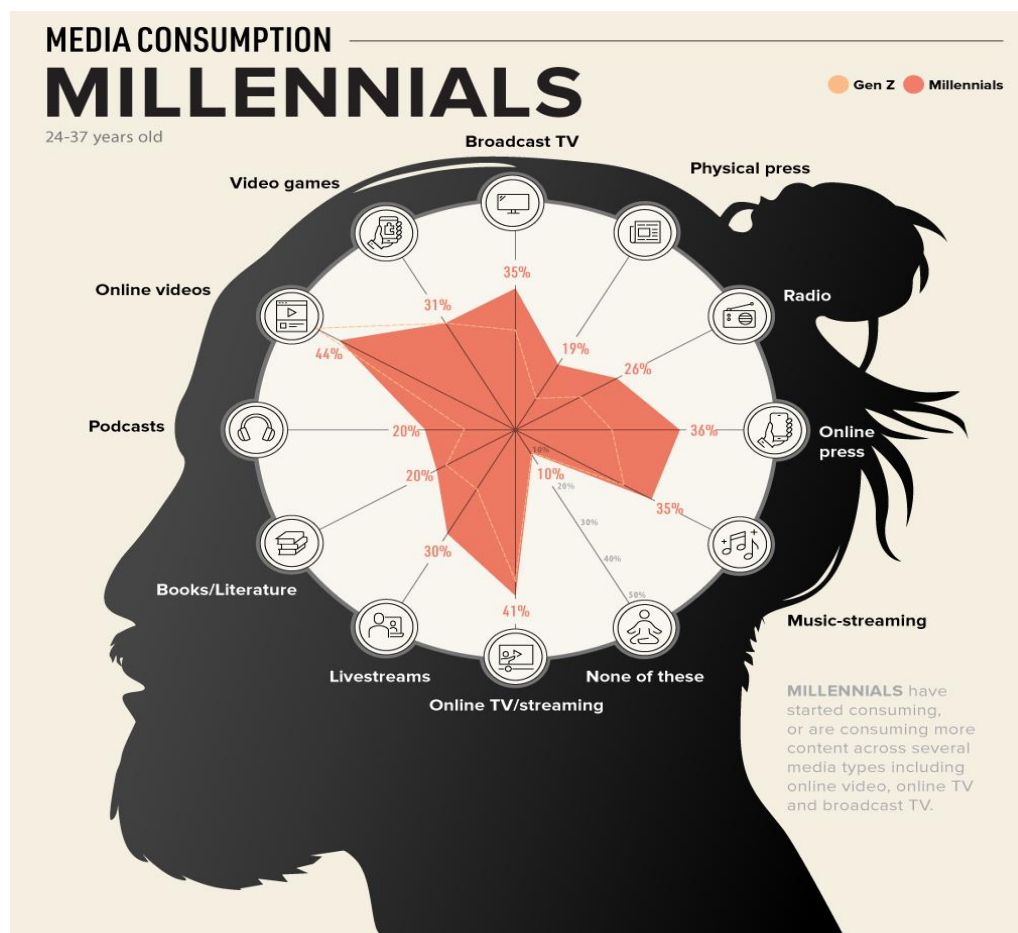
According to Napoleon Egedegbe, the result that different researchers and scholars have reached regarding the impact of social media on the academic performance of students is that there is no impact (Egedegbe, 2013). On the other hand, Dr. Patient Rambe states that social media gives different drawbacks and opportunities that distinctively enable and disable possibilities of having face-to-face interaction, as it liberates them from this obligation to the availability of everything online. He also adds that Facebook as a learning environment has given the opportunity to have multiple representations of students voices and has created an "educative and aesthetic space." Taking into consideration the opposing side, Facebook's learning environment has caused limitations of individuals to realise their "self-interests" (Rambe, 2011).

Sanzhar Naizabekov concluded that social media causes procrastination as a result of its distracting nature. It would take an individual who uses social media much more time than it would take a focused individual to finish a task. Through procrastination emerges the second negative impact, which is lack of motivation, because using social media with studying develops negative attitude towards their individual work at school (Naizabekov, 2012).

The advanced and improved usage of social media platforms such as Facebook has become a worldwide phenomenon for quite some time. Though it all started has been a hobby for several computer literates individual has changed to become a social norm and existence-style for students around the world (Nicole, 2007). According to Nicole, (2007), students and teenagers have especially recognized these social media platforms to be able to contact their peers, share information, reinvent their personas and showcase their social live. Facebook users often experience poor academic performance.

While the impacts of the COVID-19 pandemic are far-reaching, it's impossible, at this stage, to fully understand just how significant the impact of coronavirus will be on how we live, how we interact, and how we engage with businesses moving forward.

Some trends are immediate - increased panic buying in supermarkets, hand sanitizer selling out, home gym equipment on the rise. But over time, those short-term shifts evolve, and the trends that are now being established could actually be longer-term, particularly among younger, more impressionable demographic groups that are still developing key elements in their approach to life.



Source: Global Web Index

As the coronavirus outbreak continues to wreak havoc across the globe, people’s time that would have otherwise been spent perusing malls or going to live events, is now being spent on the sofa.

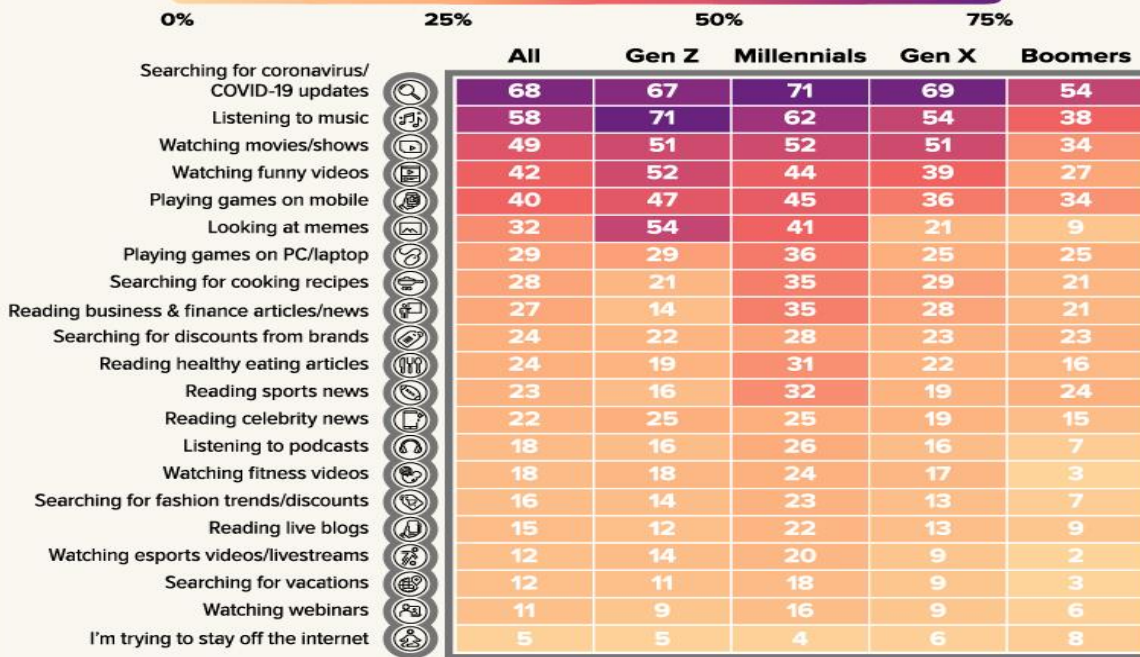
During this period of pandemic-induced social isolation, it’s no surprise that people are consuming vast amounts of media. Today’s graphics use data from a Global Web Index report to explore how people have increased their media consumption as a result of the outbreak, and how it differs across each generation.

2.5. 1 More Time to Kill

Global Web Index found that over 80% of consumers in the U.S. and UK say they consume more content since the outbreak, with broadcast TV and online videos (YouTube, TikTok) being the primary mediums across all generations and genders. Unsurprisingly, 68% of consumers are seeking out pandemic updates online over any other activity. Gen Zers however, have other plans, as they are the only generation more likely to be listening to music than searching for news.

Quarantine Internet Activities, %

Increase



VISUALCAPITALIST.COM

Source: Global Web Index, Coronavirus Research Report, April 2020

Overall, younger generations are more likely to entertain themselves by playing games on their mobile or computer. Millennials also stand out as the foodie generation, as they are the most likely to be searching for cooking recipes or reading up on healthy eating.

2.5.2 Leaning on a Pillar of Trust

Across the board, consumers view the World Health Organization (WHO) as the most trusted source of information for any COVID-19 related updates.

This isn't true everywhere on a regional basis, however. For example, while U.S. consumers trust WHO the most, UK consumers view their government as their most trusted news source overall.

2.5.3 The Need for Pandemic Positivity

While staying abreast of pandemic updates is important, ultimately, a positive mindset and the ability to switch off will help people cope better day-to-day.

Therefore, it seems reasonable that people are more inclined to invest in new subscription services since they have been in isolation, with almost one-third of Gen Zers considering purchasing Netflix, followed by Disney+.

III. RESEARCH GAP

Social media is used in educational institutions in the form of video-based learning, interactive learning, smartboards, or presentations to further engage students and catch their attention. It prevents rote-learning and allows the actual absorption of knowledge. It can be used to access children who don't have access to school or don't have the adequate means to pay for school. Students can search about topics they are interested in, hence retain knowledge in that area better. Hence, social media is often used to expand the reach of education and engage all students.

However, social media has made millennials easily distracted. It has reduced their concentration power and memory power. They are more impatient now and can't just sit and do one thing for a period of time like read a book or the newspaper, they tend to get distracted and open up YouTube or Facebook. Hence their ability to concentrate and retain what has been reduced.

3.1 Physical and Mental Effect

Growing up accustomed to using social media as a substitute for face to face interactions has lessened the social skills. Although they may have a lot of friends online, there are few they actually consider as their true friends due to lack of contact outside the digital world. Hence, they are most likely to have feel lonely and this takes a toll on their mental health. Also, cyberbullying is another factor which takes its toll on the mental health of millennial. Another factor is fake news, causing widespread panic and dismay and often leading to mental health

deterioration, since they feel they are not in control of the situation. Depression and suicide rate have been increasing since 2011. This is an effect of prolonged use of social media.

However, since most millennials have to sit at home most of the time, their physical health has also deteriorated. The high availability of fast food and lack of physical activity leads to increase in diseases suffered by millennials due to their weak immunities further weakened by lack of exercise.

Lack of personal interactions and physical activities due to the lockdown can cause increased dependency on social media and hence changes in behaviour and anxiety due to ongoing news.

Activities outside social media like hobbies, studies, face to face interactions provide normal experiences to a child and help in their overall growth. It helps them in understanding social cues and helps them develop their own personality, their own likes and dislikes.

Millennials are more obsessed with what their lives look like on their Instagram accounts rather than what their lives look like in reality. Getting likes on a photo elicits more joy for them regular day to day interactions. The affect of this is that they become more focused on materialistic and superficial things. Their personality becomes shallower as they grow dependent on social media. Focusing on studies and hobbies provides depth to a personality and emotional experience which social media steals from the lives of millennials.

3.2 Effect on Social Habits

The regular social habits of millennials have drastically changed. Due to the lockdown people cannot meet and hence, in order to remain social, they have turned to apps like Zoom, House party, etc. Due to the added free time due to lockdown, they are able to catch up with even friends and relatives they don't talk to on a regular basis. Remaining social is essential during this time, as there is no other way to contact the outside world right now.

However, spending so much time talking to people on social media has its negative effects as well. People can feel that because they spend so much time on social media, it is deteriorating the time they can spend on hobbies, on productive activities and achieving. This can take its toll on their mental health.

3.3 Effect on Daily Schedule

Use of Social Media has increased since the lockdown, in order to remain in contact with the outside world. However, staring at the screen for so long can take its toll on our sleeping schedule. Adding the fact that the lockdown has prevented most millennials from being as active as they were before the lockdown. Further affecting sleeping habits.

Spending so much time on social media and erratic sleeping patterns can affect daily schedule, in terms of being productive, spending time on hobbies, spending time on chores, self-care, etc.

IV. PROBLEM DEFINITION

A research problem is the gap, contradiction difficulty in knowledge that the researcher will aim to address in the research. It helps the researcher to know what to exactly do and why.

Existing research on relationship between behaviour of millennials and their use of social media that has been carried out focuses mainly on time spent on social media and its effects. However adequate research does not exist on the ongoing lockdown's effects on time spent on social media and millennials' growing reliance on technology. Hence it is required to understand the impact of social media and the lockdown on their productive activities like studies and hobbies.

Study Objectives:

Research objectives describe what we expect to achieve by a project. A statement of research objectives serves as a guide for the activities of the research.

The research objectives studied under this paper are as follows:

1. To study effect of the lockdown on hours spent on social media by millennials.
2. To study effect of social media on behaviour of millennials before and after lockdown.
3. To study the lockdown's effect on usage of different social media applications by millennials.
4. To study effect of lockdown and social media on millennials' moods.
5. To understand dependence of millennials on social media with the advent of the lockdown.

V. RESEARCH METHODOLOGY

5.1 Research Design

A Research Design defines how the researcher will ask the research questions. It sets out a logical arrangement of the measurement procedures, sampling strategy, frame of analysis and time frame. There are three types of research designs:

1. Exploratory research design: This kind of research design is used when the problem is vague, its main objective is to explore and obtain clarity about the problem situation. It mostly involves a qualitative investigation

2. Descriptive research design: This Design is used when a comprehensive and detailed explanation is required for the problem of the study. It can be done in the following ways

- Longitudinal Study
- Cross sectional study

A cross sectional study refers to a study carried out at a certain period on a certain section of the population and the findings are relevant to that period of time only.

3. Causal research design: This type of research design is used when a researcher manipulates one or more causal variables to assess its effect on its dependent variable. This cause effect relationship tends to be probabilistic in nature.

The research design used for this paper is Exploratory since we are trying to gain insight on effect on the millennial generation's behaviour due to social media and dependence on social media through surveys and published papers with relevant information.

5.2 Data collection method

The data collection method used is primary as well as secondary. We collected the primary data through surveys using the platform of Google forms, which is a free surveying web based application.

5.3 Sampling design

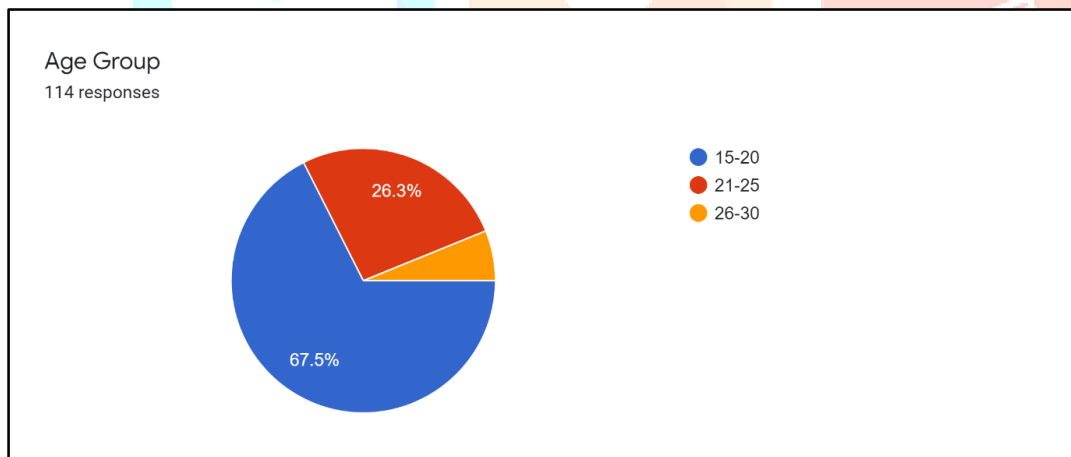
We have had a total of 114 responses. The population we have considered is all millennials who reside in Delhi and Mumbai since we are studying the effect of social media on millennials due to the lockdown. Among this population all millennials have an equal chance of getting chosen in this sample. Hence, we have used Simple Random Sampling Method which is a type of Probability Sampling Method.

5.4 Questionnaire Design

The types of questions used in our Questionnaire are structured multiple choice questions. This is to able to quantify the before and after effects of lockdown on social media habits of millennials and gain demographic information such as their age.

VI. RESULTS AND DISCUSSIONS

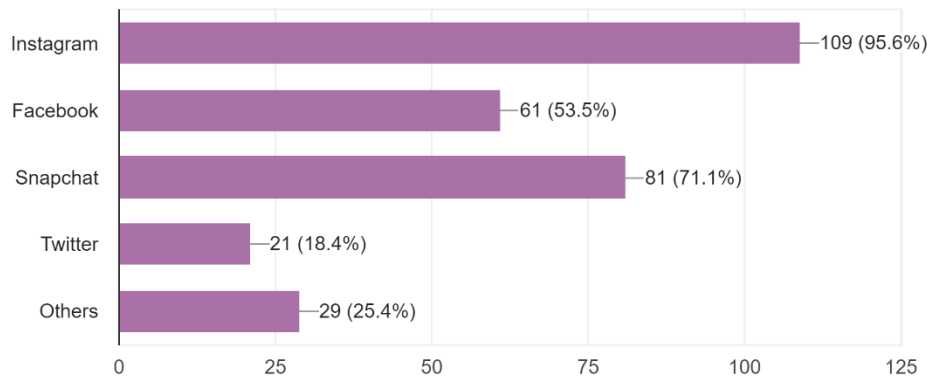
Social media has become a vital part of modern society. Social media are web based services that allow users to connect and interact with friends, contacts, and strangers. Social media has become an emerging and popular trend today. It is the utmost suitable way of communication among the Millennial in the present day. This study attempts to explain the pros and cons in Social media and the positive and negative impact of Social media on Personality development of the millennial that can be used as a foundation for more in-depth research. We did a survey and got it filled from 100+ respondents, of various age groups.



Our most target audience being students of college, of age group 15-20 i.e. 67.5% and then major part from the age group 20-35 i.e. 26.3%. For a deeper analysis we used a bifurcated data between 3 groups of age varying from 15-20, 21-25 and 26-30 which have been the sample for the study.

Social Media Platforms used before the lockdown?

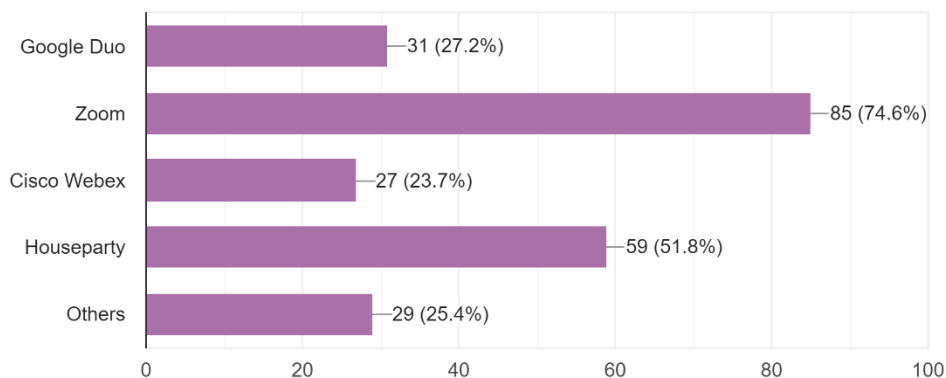
114 responses



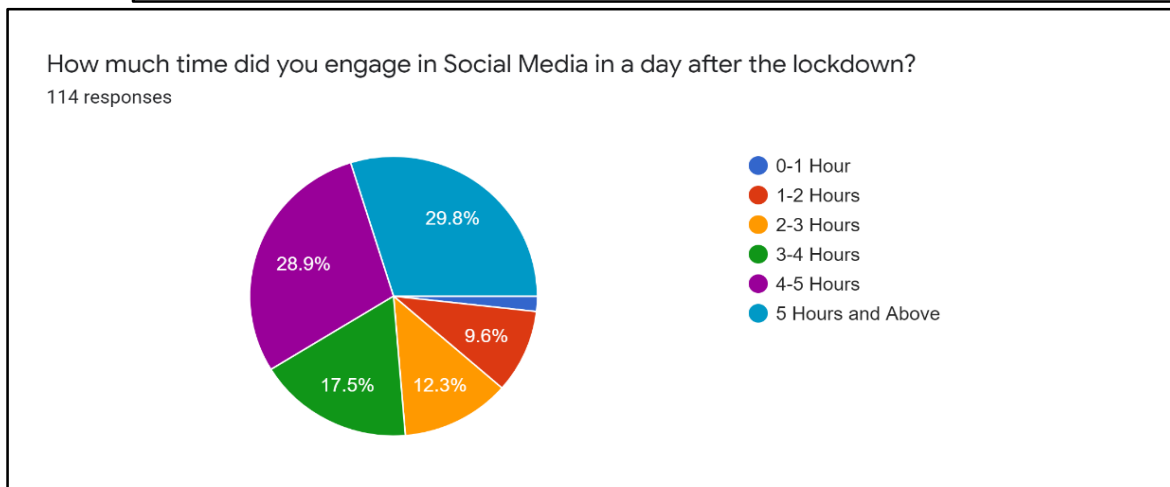
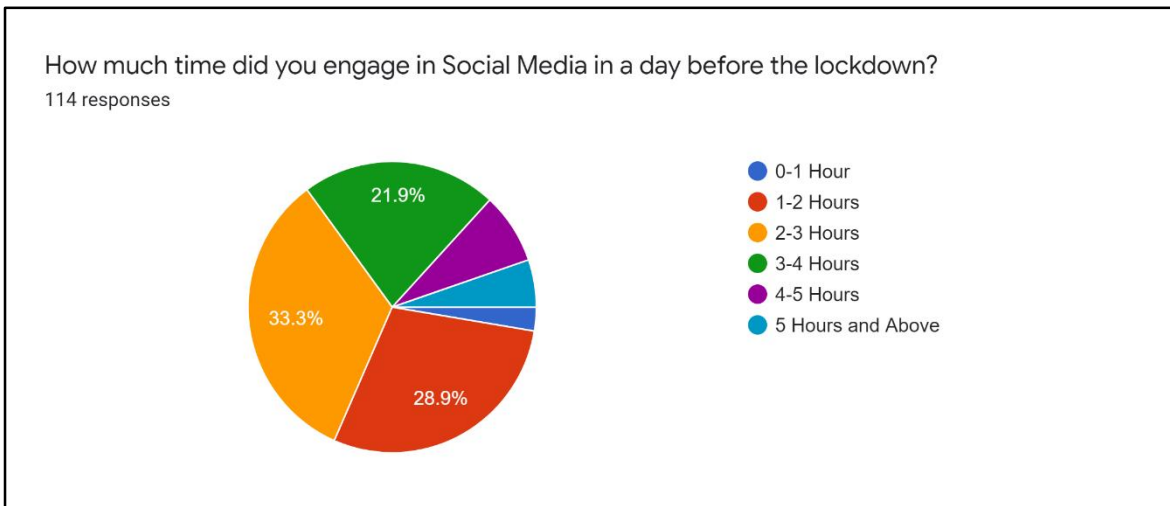
The second question of our survey was to find out about the type of social media platform used by people before the lockdown. Through this we got to know that major chunk of population used Instagram i.e. 95.6% of people. After Instagram, Snapchat is preferred by 71.1% of the population of collected data, next Facebook is preferred by 53.5% of the population. Frequently individuals go to Facebook all the more regularly when searching for news and updates, while Instagram has regularly been a spot to escape from those things. Minority of the population go for twitter or other social media handles. The emergence and popularity of social media have made it easy for an individual to communicate in real time with the huge number of strangers as with a single close friend. So one can widen their circle of online friends to any extent with the use of social media. It's our phones and social media that is keeping us sane during this lockdown.

Which app did you start using for the first time due to the lockdown?

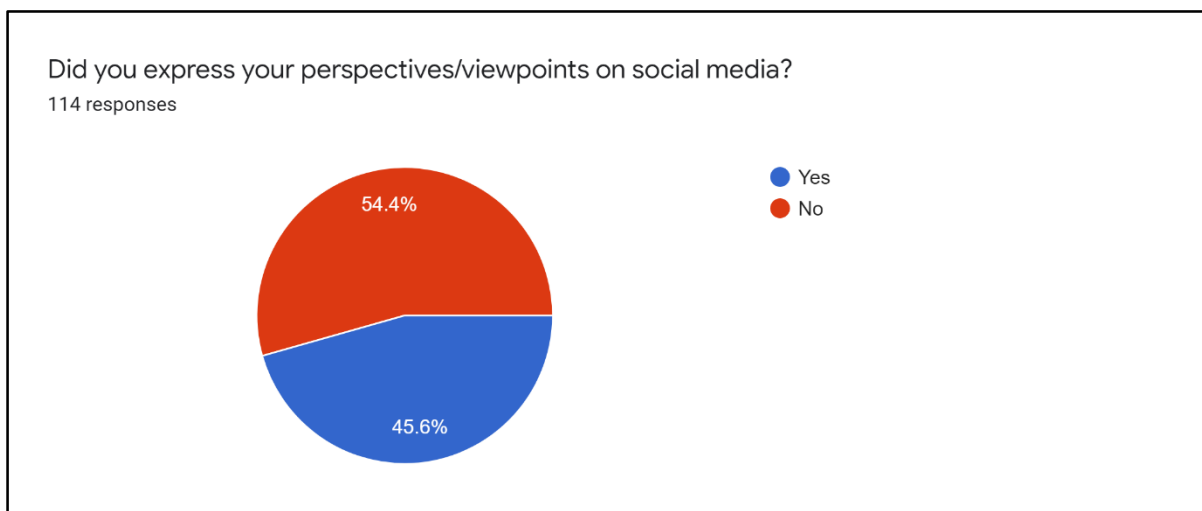
114 responses



Due to the lockdown many new and different trends have started emerging, with online studies, work from home the use of applications on social media are also changing. People have recently started using Zoom, House party and various other video call applications to reach out to their friends or for business purpose. From our survey we derived that recently due to the lockdown 74.6% people started using Zoom, 51.8% people started using House party, Google Duo is now used by around 27.2% people and 23.7% people started using Cisco WebEx.

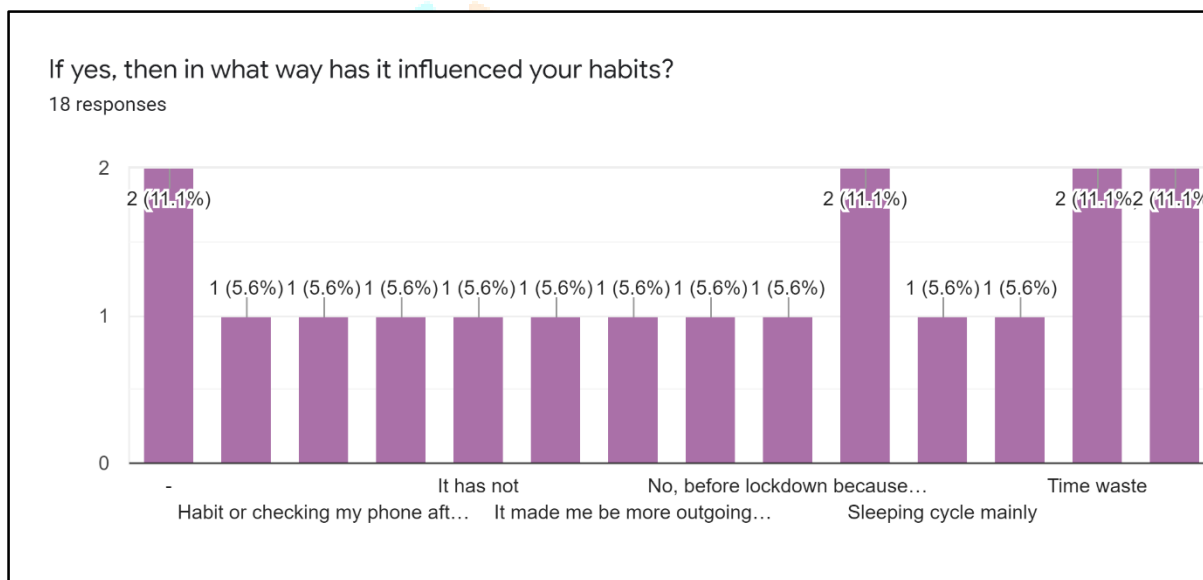
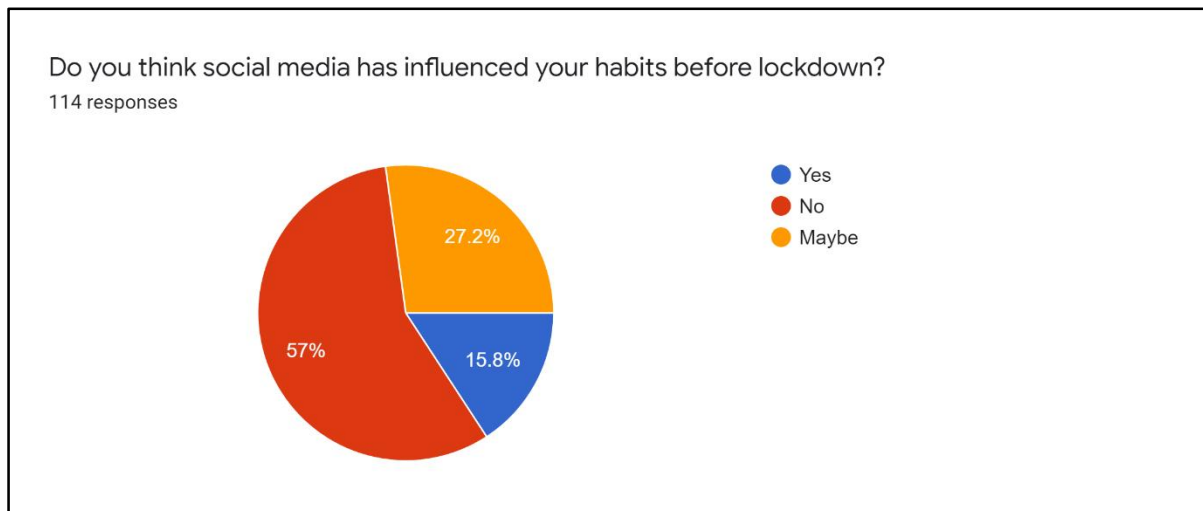


Internet-based life volume multiplied in a similar period as storeroom arrangement got fundamentally when social removing and isolating turned into the new standard. There was a decrease in-store visit and hop in web-based shopping. Before the lockdown, maximum people used to spend around 2-3 hours on social media but after it maximum engagement is seen for around 4-5 hours, whereas the minimum earlier were using social media for 5 and above hours but after lockdown minority of the people spend 0-1 hours, all this indicates the increase in social media engagement.

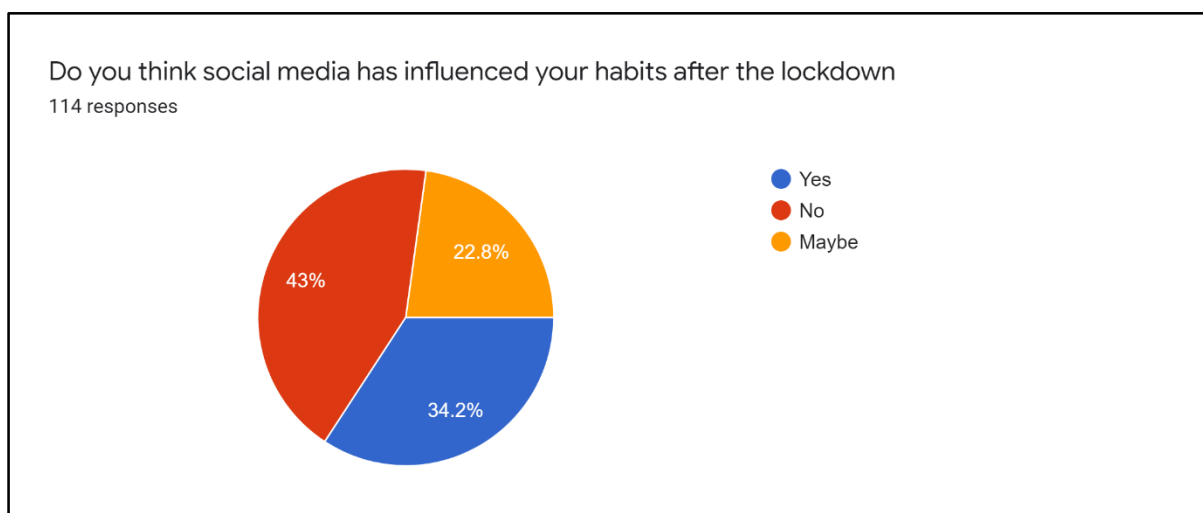


Social media seems to offer a simple and straightforward option to regulate your emotions. The majority of people from our survey media chose no as their answer when asked about whether they tend to express their viewpoints and opinions on social media, a major insight into human behaviour from pre-internet era studies of communication is the tendency of people not to speak up about policy issues in public—

or among their family, friends, and work colleagues—when they believe their own point of view is not widely shared. Hence, people do not share their opinions, on the other hand social media can be used very effectively to spread a thought or thinking which is why people opted that they do share and take advantage of social media as a medium for expressing their viewpoints.



Informal communities are a phenomenally significant piece of Millennials' computerized lives, partially on the grounds that interpersonal organizations have gotten considerably more than an approach to associate about close to home issues. According to our research people said that social media has not affected their hobbies and studies before the lockdown, they were less attracted to social media and there daily routine was scheduled. Social media was not taken to be the priority.



Observed table 1					
Count of How much time did you engage in Social Media in a day before the lockdown?	Column Labels				
Row Labels	15-20	21-25	26-30	Grand Total	Total / Grand total
0-1 Hour	3			3	0.026315789
1-2 Hours	21	10	2	33	0.289473684
2-3 Hours	26	9	3	38	0.333333333
3-4 Hours	16	8	1	25	0.219298246
4-5 Hours	7	2		9	0.078947368
5 Hours and Above	4	1	1	6	0.052631579
Grand Total	77	30	7	114	1

Observed table 2					
Count of How much time did you engage in Social Media in a day after the lockdown?	Column Labels				
Row Labels	15-20	21-25	26-30	Grand Total	Total / Grand total
0-1 Hour	2			2	0.01754386
1-2 Hours	6	4	1	11	0.096491228
2-3 Hours	9	3	2	14	0.122807018
3-4 Hours	11	8	1	20	0.175438596
4-5 Hours	24	8	1	33	0.289473684
5 Hours and Above	25	7	2	34	0.298245614
Grand Total	77	30	7	114	1

Table 2: Expected tables

ASSUMING NO DIFFERENCE BETWEEN THE VARIABLES (Age Group: 15-20, 20-25, 25-30)

Expected table 1				
Row Labels	15-20	21-25	26-30	Expectation
0-1 Hour	2.026315789	0.789473684	0.184211	We expected 3 (15 to 20), 1 (21-25), 1 (26-30) to answer 0-1 hour
1-2 Hours	22.28947368	8.684210526	2.026316	We expected 23 (15 to 20), 9 (21-25), 3 (26-30) to answer 1-2 hours
2-3 Hours	25.66666667	10	2.333333	We expected 26 (15 to 20), 10 (21-25), 3 (26-30) to answer 2-3 hours
3-4 Hours	16.88596491	6.578947368	1.535088	We expected 17 (15 to 20), 7 (21-25), 2 (26-30) to answer 3-4 hours
4-5 Hours	6.078947368	2.368421053	0.552632	We expected 7 (15 to 20), 3 (21-25), 1 (26-30) to answer 4-5 hours
5 Hours and Above	4.052631579	1.578947368	0.368421	We expected 5 (15 to 20), 2 (21-25), 1 (26-30) to answer 5 and above
CHISQ.INV.RT	18.30703805			
df (Degree of freedom)	10	(r-1)(c-1)	(6-1)(3-1)	
CHI SQUARE TEST	0.97974173			
Alfa	0.05	(standard value of alfa)		

Analysis: Since $p < \alpha$

- We have to compare with the bench mark no. 0.05
- As our data is way above the benchmark 0.05, therefore we conclude that we don't have enough evidence to state that there the variables are different in the target population.
- If our data had been below the benchmark number 0.05, we could have concluded that we had enough evidences to support that the variables are different in the target population.

ASSUMING NO DIFFERENCE BETWEEN THE VARIABLES (Age Group: 15-20, 20-25, 25-30)

Expected table 2

Row Labels	15-20	21-25	26-30	Expectation
0-1 Hour	1.350877193	0.526315789	0.122807018	We expected 2 (15 to 20), 1 (21-25), 1 (26-30) to answer 0-1 hour
1-2 Hours	7.429824561	2.894736842	0.675438596	We expected 8 (15 to 20), 3 (21-25), 1 (26-30) to answer 1-2 hours
2-3 Hours	9.456140351	3.684210526	0.859649123	We expected 10 (15 to 20), 4 (21-25), 1 (26-30) to answer 2-3 hours
3-4 Hours	13.50877193	5.263157895	1.228070175	We expected 14 (15 to 20), 6 (21-25), 2 (26-30) to answer 3-4 hours
4-5 Hours	22.28947368	8.684210526	2.026315789	We expected 23 (15 to 20), 9 (21-25), 3 (26-30) to answer 4-5 hours
5 Hours and Above	22.96491228	8.947368421	2.087719298	We expected 23 (15 to 20), 9 (21-25), 3 (26-30) to answer 5 hours and above
CHISQ.INV.RT	18.30703805			
df (Degree of freedom)	10	(r-1)(c-1)	(6-1)(3-1)	
CHI SQUARE TEST	0.809252962			
Alfa	0.05	(standard value of alfa)		

Analysis: Since $p < \alpha$

- We have to compare with the bench mark no. 0.05
- As our data is way above the benchmark 0.05, therefore we conclude that we don't have enough evidence to state that there the variables are different in the target population.
- If our data had been below the benchmark number 0.05, we could have concluded that we had enough evidences to support that the variables are different in the target population

VIII. LIMITATIONS

8.1 Sampling – As a census study was not done and only a sample was selected for the research, the findings of the research may or may not be true for the entire population. In this research of dealing with a large population this process becomes the only option and this is extremely difficult to avoid.

8.2 Convenience sampling – Data was collected from the members of the population who were conveniently available and able to participate in study. This may lead to a bias error and also may be an untrue representation of the population.

8.3 Cross-sectional study – As the study was limited to a specific time period, i.e. March 2020. Thus, it cannot be used to analyse behaviour over a period of time as the timing is not guaranteed to be representative.

8.4 Objective Limitation – In order to increase the level of focus of the study objectives have been narrowed down and the research only contains information on what needs to be studied considering the objectives.

8.5 Location Limitation – The research is only limited to the region of Mumbai and findings thus may not hold true for other regions.

IX. CONCLUSION

Social media has always been the place where people communicate, share and express their views, but with people being isolated it has become one of the most important platform where people can interact. The most obvious reason for the rise in use of social media is the fact that people are social creatures by nature. It doesn't matter whether you're an introvert or an extrovert, after a couple of days of isolation, you're likely to miss your friends or colleagues.

With people across the world practicing social distancing or in some cases, on a national lockdown traditional social interaction channels have taken a bit of a hit. Subsequently, there has been a huge rise in people spending time online i.e reading news, video calling and using social media platforms. According to the survey conducted there has been a rise in the number of hours the respondents used social media platforms. The maximum rise in the use of Social Media was seen in the Millenials category. This prolonged engagement with social media, watching movies, and continuous rest and sleeping can be viewed as an escape or coping mechanism against the constant fear of Coronavirus.

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