

SOCIAL MEDIA ADDICTION DUE TO CORONAVIRUS

Authors:

Muhammad Kashif, Aziz-Ur-Rehman, Muhammad Kashan Javed

Institute of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazir Abad, Pakistan

Institute of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazir Abad, Pakistan

Institute of Molecular Biology and Biotechnology, Baha Uddin Zakariya University, Multan, Pakistan

Corresponding Author:

Muhammad Kashif

Article Received 20-05-2020 , Accepted 26-06-2020 , Published 01-07-2020

ABSTRACT:

This research has been conducted to discover if people are becoming addicted of social media these days during coronavirus. Additionally, it has also been analyzed in this study that as people are having much free time so if they get stressed and anxiety when they spend less time on social media in this time of Covid-19. These two are the main goals of this investigation. For collection of data, there has been formed a questionnaire that contains six different questions. The questionnaire has been sent to people via social media as the situation does not permit to meet people physically and get responses from them due to coronavirus and lockdown. Questions of this survey are not specific for any area whereas these are for worldwide responses. The questionnaire was sent to 1092 people for getting their feedbacks and 404 people conveyed their valuable feedbacks through questionnaire. This study is important as it is going to assist in determining whether people are spending their free time on social media and becoming addicted of it during Covid-19. The data for this study has been presented in charts and graphs. The outcomes obtained through this study shows that most of the people agree that they are using social media higher than ever before during Covid-19 because of staying at home.

Keywords: *Addiction, Social media, Covid-19*

INTRODUCTION:

Social media is a general term that is used for defining the different platforms like Facebook, WhatsApp, Instagram etc. where people connect to other people [1]. They share their daily activities to each other through social media [2]. People use it especially for letting their loved ones know about their actions, works, fun, social activities and other things [3]. Since the people are strictly prohibited from going out of home in order to contain spread of coronavirus so people have got much free time these days because they are no more going in their offices, in schools, in markets and in other places where they were going before the outbreak [4]. Although people are helpless because they must continue their activities that they have over social media and also, they need to talk to their loved ones through social media [5]. But this study's emphasis is on discovering if people are unnecessarily using social media because they have now much free time [6]. So, in this study, it has been examined if people are using more social media in these free times and to know if they are becoming addicted of social media besides, it is also investigated if people become stressed and anxious these days when they do not use social media [7]. For gathering the data on this topic, A questionnaire was created, and

it has six different questions [8]. The responses on the questionnaire are collected via social media as it is an uncomplicated way in this tough time of pandemic 1092 people were sent the questionnaire and 404 voiced out their opinions [9]. This research is important as it enables to know if people are truly becoming addicted of social media during this pandemic time.

Objectives:

These following are the aims of this study.

- To investigate the peoples' addiction in social media due to lockdown during COVID-19.
- To discover if people feel stressed and anxious when they do not use social media.
- To know if people get distracted from their works due to overuse of social media during COVID-19.

METHODOLOGY:

For collection of data, it has been generated a questionnaire. It is an online question-based survey. It includes six different questions and is formed over google form. It was circulated on social media through mediums like Facebook and WhatsApp for getting responses. It has been 1092 people contacted for their

feedbacks and the responses were delivered by the 404 individuals and these responses are shown in different graphs and charts. Statistical Analysis

To find out the results of Addiction of social media during Corona virus. It has been used different charts and graphs with percentage analysis.

RESULTS AND DISCUSSION:

The outcomes of this project are shown in the following figures:

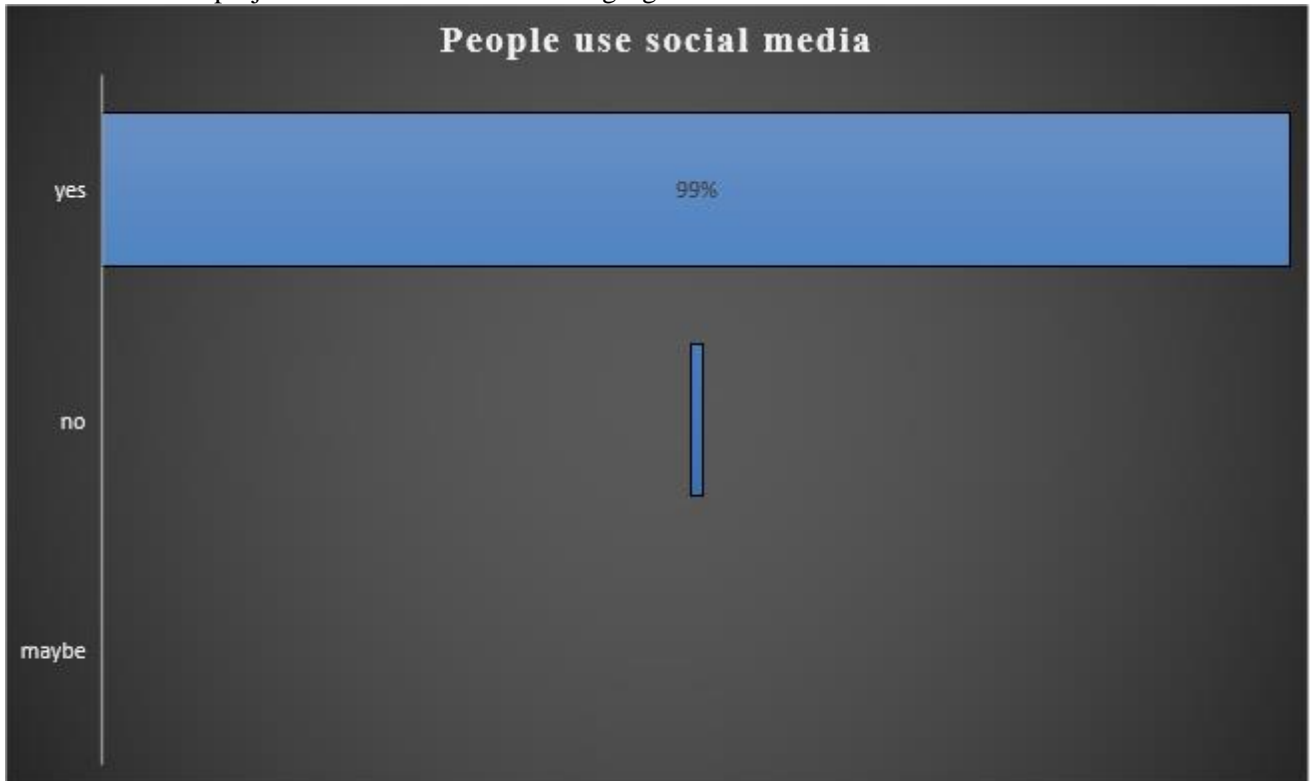


Figure 1: People use social media

This picture shows that 99% people use social media and 1% avoid it.

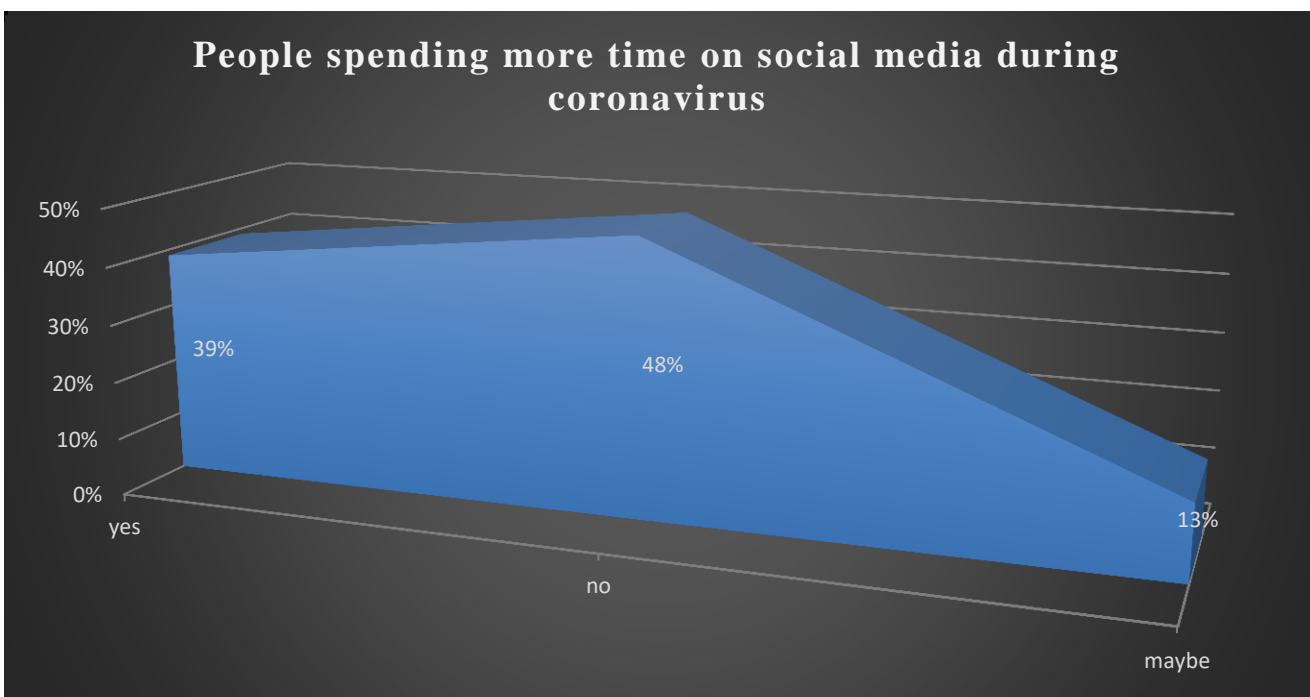


Figure 2: People spending more time on social media during coronavirus

In this picture, 67% people spend their free time on social media during Coronavirus and 27% people said they do not while the 6% people are unsure about it.

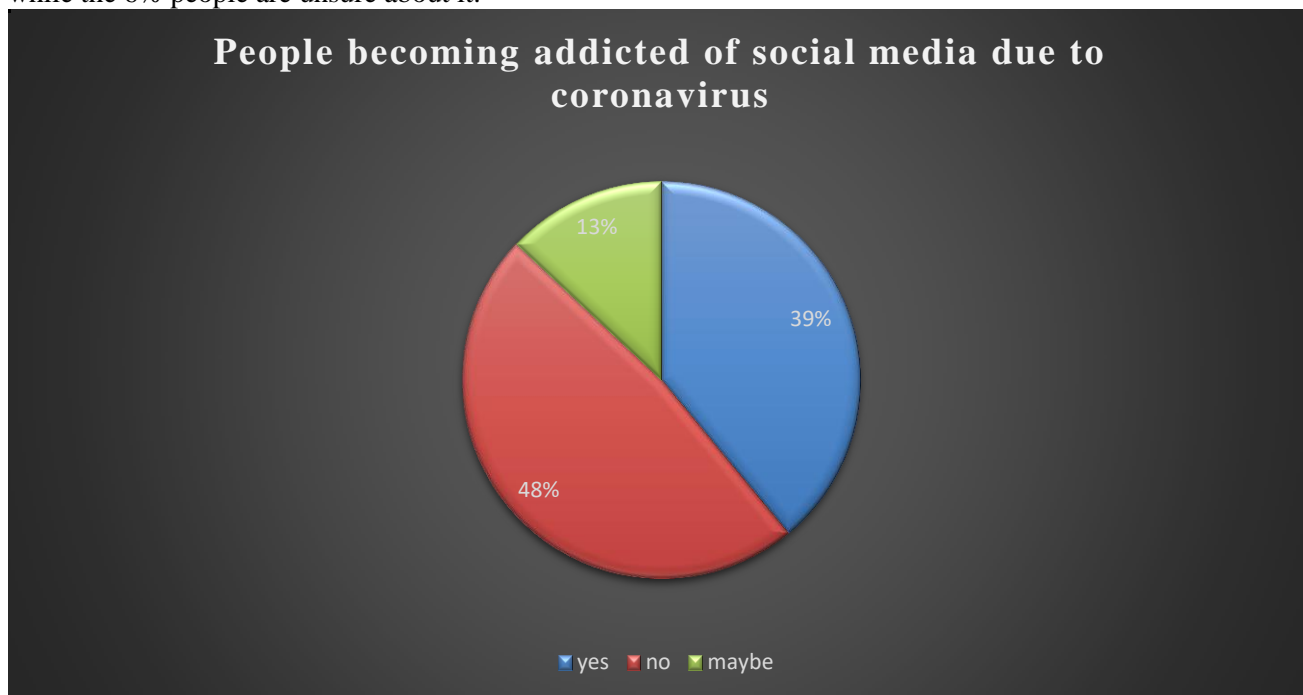


Figure 3: People becoming addicted of social media due to coronavirus.

In the above pie chart, you can see 45% people said that they have become addicted of social media during Coronavirus whereas 32% people said have not and the other 23% people expressed their uncertainty about this.

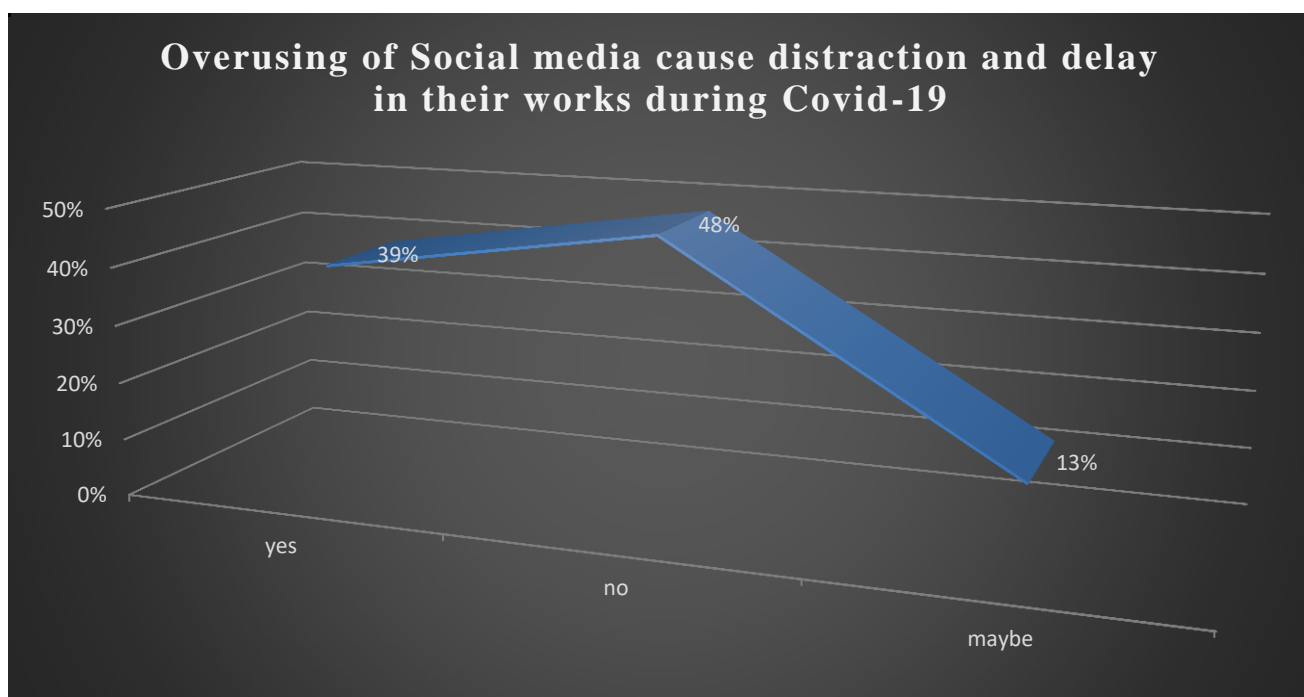


Figure 4: Overusing of Social media cause distraction and delay in their works during Covid-19

In the above chart, 48% people responded that they get distracted and delayed their works during coronavirus because of overusing of social media and 37% responded contrary while 15% people showed doubt about it.

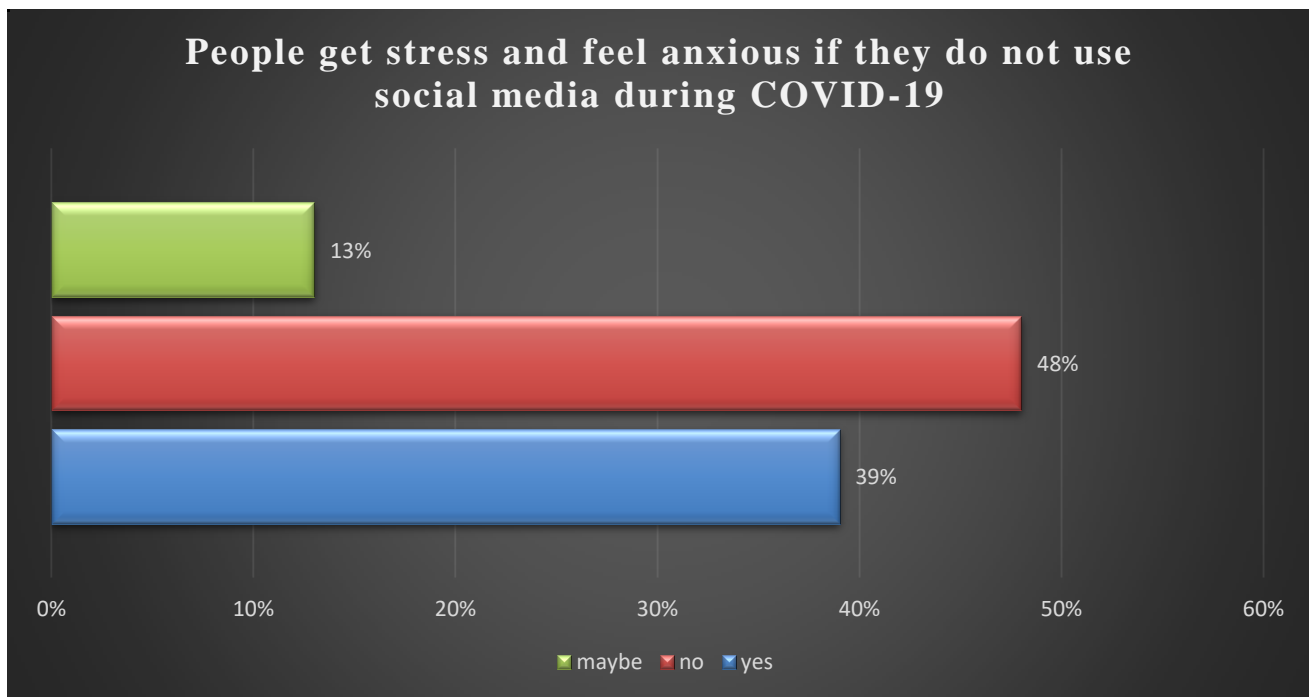


Figure 5: People get stress and feel anxious if they do not use social media during COVID-19

In this graph, 39% people answered the survey that they feel stress and anxious if they do not use social media during Coronavirus and 48% do not whereas 13% people were uncertain.

CONCLUSION:

The conclusion has been made through this study that most of the people are becoming addicted of social media due to free time that they have got by suspension of all outdoor activities and also people feel stressed and anxious if they do not use social media these days in lockdown due to coronavirus. People are spending more time on social media that causes them delaying and distraction from their works.

FUTURE PERSPECTIVE:

In the future, the researcher recommends carrying out a research on the topic of solutions to mitigate addiction in users of social media.

REFERENCES:

1. Bukht, N., & Javed, M. K. (2020). Banker's Awareness of Corona Virus. *International Journal of Medical Science in Clinical Research and Review*, 3(03,), 251-255.
2. Javaid, S., & Javaid, M. K. J. D. A. (2020). Survey on Corona Virus: A Case Study in Pakistan. *International Journal of Medical Science in Clinical Research and Review*, 3(02,), 223-227.
3. Javed, M. K., Bukht, N., & Javaid, S. (2020). COVID-19 EFFECT ON POOR. *International Journal of Medical Science in Clinical Research and Review*, 3(03,), 263-268.
4. Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54(3), 241-251.
5. Perrin, A. (2015). Social media usage. *Pew research center*, 52-68.
6. Asur, S., & Huberman, B. A. (2010, August). Predicting the future with social media. In *2010 IEEE/WIC/ACM international conference on web intelligence and intelligent agent technology* (Vol. 1, pp. 492-499). IEEE.
7. Savci, M., & Aysan, F. (2017). Technological addictions and social connectedness: predictor effect of internet addiction, social media addiction, digital game addiction and smartphone addiction on social

connectedness. *Dusunen Adam: Journal of Psychiatry & Neurological Sciences*, 30(3), 202-216.

8. Cabral, J. (2008). Is generation Y addicted to social media. *Future of children*, 2(1), 5-14.
9. Hawi, N. S., & Samaha, M. (2017). The relations among social media addiction, self-esteem, and life satisfaction in university students. *Social Science Computer Review*, 35(5), 576-586.