Survey of Media Consumption in Lockdown Period Amidst Covid19 Pandemic in India

A Study Conducted by National Institute of Mass Communication and Journalism (NIMCJ), Ahmedabad.
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Preface

Novel Coronavirus COVID-19 has compelled us to quarantine in our home. Apart from the countries in world, India too is badly affected by this phenomenon. Government imposed lockdown so people stay at home and help the humanity to break the chain of Corona virus. As the Covid19 outbreak continues and all communication channels from Government to media is urging people from mid-March to stay home, people now habituated spending time leisurely on their couch, started consuming and creating contents from home on various mediums.

From last 60 days, social distancing and social isolation has become popular habit and it’s no surprise to say that people has started consuming enormous amount of data in creation and dissemination of digital contents. For all of us various mediums including Social media, emerged as a massive communication tool.

National Institute of Mass Communication and Journalism (NIMCJ) took this opportunity to study on the media consumption pattern in this lockdown period and tried to understand how people consumed data and contents in various forms.

Objectives of the Study: People are at home and they are accessing traditional & digital media from home due to national lockdown. It is assumed that people especially youth and millennials are spending maximum time playing games, watching movies and web series at home and at the same time online teaching and learning, webinar and meetings are happening at academic institutions and other organizations using digital gadgets. Sixty days of stay at home have made people to find information, education, entertainment, opinions and happiness through these mediums. News and information became important for the people to remain informed regarding Covid-19 in the country and across world. The aim of the research is to understand and analyse:

1. Tools used for creating and disseminating contents.
2. Most preferred devices used at home for content consumption.
3. Internet consumption habit during lockdown.
4. In this lockdown, which media is more popular while disseminating an authentic information.

Methodology

This survey is based on explanatory research and questions are designed from media preferences of consumers, data and content consumption. Explanatory research is helpful to find answers of research objectives. Data has collected considering following variables like age, gender, qualification, data packs, content consumption patterns, activities etc. done on social media. This research has also tried to partially addresses the issues of fake contents. There were 635 respondents have helped to generated the primary data using Google Form. The sample was circulated across the nation, though, the majority respondents were from various parts of Gujarat and from 13 states including Maharashtra, Odisha, Karnataka.
Data Analysis and Research Findings

Respondents Profile

Table-1: Age
Table-2: Gender
Table-3: Educational Qualification
Table-4: Occupation

Chart-1: Age

Chart -2: Gender

Chart -3: Educational Qualification
Chart -4: Occupation

Data Analysis

(a) Out of a sample size of 635, (66.8%) male and (33.2%) female responded the questions. In the age category 18-24 years (32.9%) and 25-34 years (22.6%) are the major respondent age group. The age group 35-65 years and above accounted of 44.4%.

(b) Out of 635 respondents, 43.3% are Post-Graduates and (38.7%) are qualified Graduates responded. Whereas less percentage have shown in 10th and 12th standard. (6.3%) respondents are PhD holders.

(c) In the occupation categories, respondent in the service, professional, business and student’s category have responded in large percentage, respectively 26.5%, 24.7% 14.9% and 28.7%. There are less respondent percentage 4.6% and 3.3% accounted respectively in the Retired personals and Housewife category.

Takeaway findings: There is clear indication that in this lockdown period Youth and middle age people have spent more time on online doing various digital activities. Data indicated that services and professionals’ respondent were active doing work from home and indulging in entertainment activities while students were doing learning and entertainment activities.
Use of Digital Gadgets During April & May 2020 at Home stay during lockdown:

**Chart 4: Use of Digital Gadgets**

Q 1. Which devices did you use, to go online during April & May 2020 at home? [Tick ALL that is applicable] (तभे घरे अप्रिल अने मे 2020 दरमियान ऑनलाइन जाना मारे कथा उपकरजाने उपयोग कयों कती? [लाभ पडे ते बाधाने टिक करो]

<table>
<thead>
<tr>
<th>Device</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>68</td>
<td>10.8%</td>
</tr>
<tr>
<td>Laptop</td>
<td>305</td>
<td>48.5%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>607</td>
<td>96.5%</td>
</tr>
<tr>
<td>Tablet</td>
<td>81</td>
<td>12.9%</td>
</tr>
</tbody>
</table>

629 responses

Data Analysis

Out of 629 respondents, 607 (96.5%) used Mobile and 305 (48.5%) used Laptop to stay online. Desktop and Tablets were used in 10.8% and 12.9% respectively. It indicates that the mobility of the device made it favourite for digital activities.

**Takeaway findings:** Data shown above in the graph is self-explanatory that in today’s time mobiles, specially smartphone is very much preferred hand handled device and being treated as a computer compare to laptop, desktop and tablet.
2. Data Consumption Pattern for Online Activities During Lockdown:

**Chart -4: Data Consumption**

Out of 629 respondents, 380 (60.4%) used Prepaid Mobile Data and 268 (42.6%) used Home WiFi. 150 (23.8%) used Post Paid Mobile data and 70 (11.1%) Shared ‘Hot Spot’ to stay connected with friends and followers.

**Takeaway findings: Mainly** prepaid Mobile and Home WiFi data are used by the respondents to stay connected online. Internet consumption has increased manifold in this pandemic crisis because people had no other choice to connect virtually.
3. Preferred Media for News Consumption:

Chart -5: Media Preference for News Consumption

Data Analysis

Out of 630 respondents, Television News, Social Media and Online news portals are preferred by 69.4%, 54.4% and 51.9% respondents respectively. Newspaper and Magazine have shown less preference for the respondents due to various reasons like non availability of newspapers, easy access of TV news etc.

Takeaway findings: Newspapers and magazines are struggling for regular circulations on daily basis could be one of the major reason for not reaching out the readers. Social media was full of stories regarding ‘unhealthy’ elements of newspapers in pandemic, therefore this data is validating that digital news consumption dominated the printed version of news despite of e-papers or pdf versions got circulated using WhatsApp and emails. Paytm and other e-commerce portals have brought newspapers online for free read.
**4. Preference of Language for Content Consumption:**

**Chart -6: Language Preference**

Data Analysis

Out of 631 respondents, (64.5%) preferred their regional language, it is followed by English (59.3%) and Hindi Language (50.6%). Only 4% of respondents chose other language for content consumption.

**Takeaway findings: The data** proves that people prefer to consume media contents in their own/regional language. Though English being an influential language and Hindi being the national language they remained on second & third place respectively. Respondents felt that their own language is good for news consumption because *regional language news media cover in depth local news in their daily editions.*
5. News Consumption During Lockdown:

Chart -7: News Consumption

Data Analysis
Out of 624 respondents, 67.3% respondents preferred to consume online news for one to two hours. Only 18.6%, 6.3% and 8.2% respondents preferred respectively to spend more than two hours on online news consumption.

Takeaway findings: Based on data, it shows that entertainment, infotainment and online webinar, office work and other engagements may have reduced the online news consumption up to two hours. One inference can
also be drawn here that due to enormous information floated related to COVID 19 might have influenced the respondents to check more news.

6. TELEVISION Viewing Preference During Lockdown:

Data Analysis

Out of 610 respondents, 66.6% preferred movies while 37.2% preferred music, 31.6 % liked to watch old and routine serials and 12.6 5 liked reality shows. 34.3% preferred to watch mixed contents like sports, infotainment programs etc.

Takeaway findings: On television at home movie, music and infotainment could be the reasons to spend quality family time. That’s why old but mega serials like Ramayan and Mahabharat attracted more viewers and set a world record of most watched serials in a day anywhere in the world.
7. Entertainment Consumption During Lockdown:

Chart 9: Entertainment Consumption

Q 7. On mobile /Tab/Laptop how much average time you spent for entertainment purpose? (वोल्यूमियन पर्याय से मोबाइल/टेबलेट/लैपटॉप पर बिताए गए कितने समय मे मनोरंजन माते गाये थे?
620 responses

<table>
<thead>
<tr>
<th>Time Duration</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One to two hours</td>
<td>202</td>
<td>32.6%</td>
</tr>
<tr>
<td>Two to three hours</td>
<td>148</td>
<td>23.9%</td>
</tr>
<tr>
<td>Three to four hours</td>
<td>125</td>
<td>20.2%</td>
</tr>
<tr>
<td>More than four hours</td>
<td>149</td>
<td>24%</td>
</tr>
</tbody>
</table>

Data Analysis

Out of 620 respondents, 32.6% respondents spent One to two hours of time with digital gadgets. Whereas 23.9%, respondents spent two to three hours and 20.2 % respondents spent three to four hours on gadgets for entertainment. Only 24% respondent preferred to spend more than four hours of time on digital entertainment.

Takeaway findings: Online music, singing, reality shows and online live-in-concerts engaged people more on digital platforms. Probably, first time in Bollywood some Hindi movies including *Gulabo Sitabo*’s teaser is being released on Amazon Prime Time on 22nd May 2020 and OT premier of the movie will be on 12th June 2020.
8. Reasons for Using Digital Media:

Chart -10: Reasons to Use Digital Media

Data Analysis

Out of 630 respondents, 80.5% respondents said they use digital media for ‘getting information’, work 63.5% use it for work and 61.1% use it for entertainment purpose, only 27.6% of the respondents replied that they used digital media for ‘time pass’ purpose.

Takeaway findings: Again here it’s proved that why digital media is ahead of everything else. People are now dependent on media communication technology. Information is being used at both media and marketing end.
9. Online Activities Performed by Respondents During Lockdown:

Out of 625 respondents, 51% were doing online courses, 44% were attending webinars and giving 37.5% were giving online lectures. Thus they were engaged in various learning processes. 49.6% were Watching movies and 45.5% were listening music. Mainly these activities have grabbed more attention in which people have engaged themselves to stay at home in lockdown.

**Takeaway findings:** This is what exactly happened when people suddenly stopped doing physical activities outside home. Following government guidelines to stop coronavirus, people had only option go digital to coordinate with work space & do assigned task. Online activities were synchronised with work and made time spending a pleasure.
10. Preference of Social Media Uses During Lockdown:

Chart -12: Preference of Social Media Uses

Data Analysis

Out of 630 respondents, 93.5% used WhatsApp, 69.5% used YouTube, 59.7% used Facebook while 47.5% used Instagram to stay connected virtually with the family and friends. With 4.8% Snapchat and 7.3% TikTok is struggling to grab attention as an online communication tool.

Takeaway findings: Social media apps are most popular in India for online communication purpose. Video conferencing apps like Zoom & Stream Yard are also used immensely in this pandemic crisis.
11. Trustworthiness of Media During Lockdown:

Chart -13: Media Trustworthiness

Q 11. Which medium you found most trustworthy for Covid 19 updates? (COVID-19 अंगेना समाचारो मेजबवा माटे कयू माध्यम सकूडी वधू विश्वासपूर्ण लागे छे?

Data Analysis

Out of 623 respondents, 69 % preferred Television and 48 % preferred Newspaper as trustworthy news medium in this crisis period. With 10% Radio and with 2.4 % other Interactive Medium are still not popular and need efforts to find the place among the audience.

Takeaway findings: Again it’s safe to say that when it comes to build the credibility, television news channels and newspapers are popular among the respondents. Credibility is still concern in context of social media, radio and interactive voice services as the respondent opined. It is believed that in this lockdown period
television news channels have shown many important events live to spread the word about the pandemic, this could be the one reason that people have voted television news channels as a more credible medium compare to newspapers. As far as newspapers are concerned, sharp drop in circulation due to health issues might have caused the damage.

12. Following Government Guidelines and Announced on Various Social Media During Lockdown:

Chart -14: Following Government Guidelines

Q 12. For Covid 19 guidelines/updates from government agencies which social media platform you found most trustworthy? (Covid-19 अभियान के संबंध में सरकार के सहायक संसाधनों में से जिसकी सबसे अधिक यथार्थता की मान सकते थे)

612 responses

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites</td>
<td>400 (65.4%)</td>
</tr>
<tr>
<td>Twitter</td>
<td>222 (36.3%)</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>127 (20.8%)</td>
</tr>
<tr>
<td>Facebook</td>
<td>88 (14.4%)</td>
</tr>
<tr>
<td>Instagram</td>
<td>47 (7.7%)</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>22 (3.6%)</td>
</tr>
</tbody>
</table>

**Data Analysis**

Out of 612 respondents, 65.4 % preferred Websites ,36.3 % Twitter ,20.8 % WhatsApp ,14.4 % Facebook, 7.7 % Instagram and 3.6 % preferred LinkedIn for consuming & following government guidelines.

**Takeaway findings:** Websites and twitter have emerged as most reliable sources for the government and public to disseminate the information, WhatsApp is popular amongst general public and many a times authentic information is disseminated using WhatsApp.
13. Understanding Fake Contents:

Chart -15: Fake Contents

Data Analysis

Out of 596 respondents, 78.4% preferred to verify bogus and fake information from the reliable website/portals. 21% preferred fact checking tools. While 31.2% respondent felt getting it confirmed from an expert.

Takeaway findings: Fake contents emerged as an infodemic in this global health crisis. Government and other independent agencies are constantly verifying fake contents to burst the myths and malafied motives behind it.
14. Self-Declaration Applicable to Respondent:

Chart -16: Self-Declaration

Q.14 Which of the following sentence apply to you during lockdown? (लोकडाट दरमियान नियेनामाळी कसे वाक्य तमने लागू पडे छे?)

627 responses

- I am always online (केही केही ऑनलाइन...): 201 (32.1%)
- I go online when I want something (...): 404 (64.4%)
- I am hardly online (केही मुळे जस ऑनलाइन...): 38 (6.1%)

Data Analysis

Out of 627 respondents, only 6.1% respondents felt that hardly they go online, it means, majority of the respondent admitted that Yes they are always ready to go online to stay connected, to check status who said what to whom.
Takeaway findings: It is understood here that stay online is the only next reason to believe in this digital era. Data clearly indicate that people prefer to stay online more frequently to stay connected and stay informed.

15. Respondents take on Before Covid (BC) Online Time Spending Pattern:

Chart -17: Online Spending Before Covid

Q.15 How much time (of the DAY) you used to spend online BEFORE lock down? लॉकडाउन पेश करने वाले समय तक आपने कितना समय ऑनलाइन स्थिति में बिताया?
(Choose ONE—एक पिछली करें)

628 responses

- 90%: 36 (5.7%)
- 50%: 158 (25.2%)
- 30%: 279 (44.4%)
- 10%: 164 (26.1%)

Data Analysis

Out of 628 respondents, 44.4% respondents were spending 30 % time before Covid.19, while 26.1%, respondents spent 10%, 25.2% spent 50 % and 5.7% spent 90% time online before Covid.
**Takeaway findings:** This data indicates that before Covid19 era extensive outdoor, physical and online movements were there, therefore 70%-time consumption went physical engagement and 30% online.

16. Data Consumption Pattern to Remain Online During Lockdown:

**Chart -18: Data Consumption Percentage During Lockdown**

![Chart showing data consumption percentage](chart.png)

**Data Analysis**

Out of 626 respondents, 44.2%, respondents spent 50% time online in a day during Covid19 lockdown period. 27%, spent 90% time, while 23.5% spent 30% and 7.2% spent 10%.

**Takeaway findings:** Little jump here in the data suggests that 44.2% people preferred to spend 50% time in a day in this lockdown period. Here, this can be decoded that India being the culture based society, this pandemic has created another opportunity to 're-unite' nucleus families. Friends and relatives relationships have become stronger.

**Conclusion:**
This study is conducted to understand media consumption pattern of Indian citizens spending their time in homes during lockdown. It was assumed that youth & professionals must’ve spending their time on social media or on digital platforms for leisure only, but this study broke the myth its data revealed a pleasant truth. We intended this study to find out how much changes in main stream media as well as social media consumption has changed. Data again revealed some shocking truth especially regarding reach of print media in this difficult times. We have tried to make this study trustworthy, though we have limitations of resources. We expect that this study will be a representative survey for media field & professionals associated with it.

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