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Research Paper

Content Consumption Preferences of Indians amidst the 21-Day lockdown owing to COVID-19

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Abstract

The first case of COVID-19 in India was registered on 30th January 2020 in Kerala. As per the latest figures from the Ministry of Health, there are 4,789 confirmed COVID-19 cases as of 8th April 2020. In the midst of escalating cases of infection, Prime Minister Narendra Modi had announced a 21-day lockdown in India with effect from 25th March 2020.

One of the major consequences of the 21-Day lockdown in India is the astonishing surge in content consumption on various media platforms. In the following research, we have made an attempt to comprehend the Content Consumption Preferences of Indians of different age groups, gender and occupations during the 21-Day lockdown on account of COVID-19 Pandemic.

Survey method was employed in carrying out the following research. It is a Basic research with Primary information compiled on Simple Random Sampling basis. A Statistical analysis of the Quantitative data was performed to deduce an inference.

The research unfolds how the Over the Top (OTT) service providers are rendering an extensive range of content to keep the audience engaged during the 21-Day quarantine period.

Introduction

The first human case of COVID-19 was detected in Wuhan City of China in December 2019. The virus then spread like a wildfire across the globe. It had not been very long since Australia had faced a blow against the environment due to the Bushfire which had a devastating ecological impact when the novel Coronavirus broke out in the market of Wuhan City. The outbreak of the virus was amplified to the extent of becoming a global Pandemic.

At this juncture, there are no specific vaccines for COVID-19 which makes it crucial for the Public Authority to enforce social distancing among the fellow citizens. Our honourable Prime Minister, Shri Narendra Modi, quite rightly pointed out, "Social distancing is the only way to break the cycle of infection". This statement was followed by a carefully crafted action plan of a 21-day Lockdown in India. "Every state, every district, every lane, every village will be under lockdown," PM India asserted. This was a precautionary measure to break the chain of local transmission of COVID-19.

Consequently, the daily routines of people got disrupted due to "work from home", closed schools and universities and social distancing. There is a significant change in the lifestyle of people.

One of the major knock-on effects of the 21-Day lockdown in India is the remarkable surge in content consumption by Indians through various media. CSC e-Governance Services India, which holds the license for providing internet services, recorded an increase in data consumption to 4.7 terabytes as on 30th March 2020 from 2.7 TB on 10th March 2020. (Press Trust of India, 5th April 2020). This research attempts to comprehend the Content Consumption Preferences of Indians of different age groups, gender and occupations.

Research Methodology

This section is an outline of the tools used to carry out the research process. This research was conducted with a Basic research aim. The research aim was to comprehend the preferences of content consumption of people from different walks of life during the 21-Day lockdown in India with effect from 25th March 2020.

At present, there are no specific vaccines for COVID-19. This has led to the enforcement of social distancing among fellow citizens. One of the major consequences of the 21-Day lockdown in India is the significant surge in content consumption on various media platforms. Novel Coronavirus has resulted in an

unusual situation of social isolation which has led to the increment in content consumption. This is Exploratory research with an effort to examine the aspects of the underexplored topic. The inductive research approach is used to develop the hypothesis of this research paper.

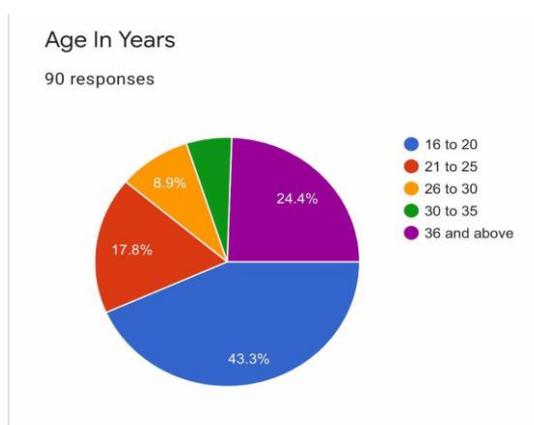
Primary data has been collected through the Survey method. The primary information was compiled on Simple Random Sampling basis. This is Cross-sectional research as the study focuses on examining the current situation with a timescale of 21 days. The online questionnaire was accepting the responses of people for only 24 hours on 4th April 2020.

The Survey comprised of 17 Multiple Choice Questions which aimed to examine the inclination of people towards different media and the type of content that they preferred to consume during the quarantine period. The questionnaire was prepared with the help of Google forms. It was circulated online among different Whatsapp groups and contacts. Around 130 people were provided with the questionnaire, out of which, there were around 100 respondents. Statistical analysis of the Quantitative data was performed to deduce the inference. The questionnaire used to compile the data has been attached in the appendices section for further reference.

Data Analysis

Figure 1

This pie chart shows number of people research belong to 20 years and the from 31-35 years of age largest pie who are content creation, consumption and dissemination process using modern media tools.



that the maximum involved in the the age group of 16- least numbers are age. New youngster have covered the actively involved in

Gender

90 responses

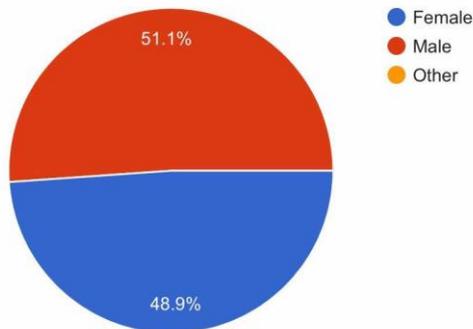


Figure 2

This pie chart evidently shows that of the 90 respondents, 44 are female participants and the are 46 male participants. Here, again female percentage are more in terms of giving response related to content consumption.

Your occupation

90 responses

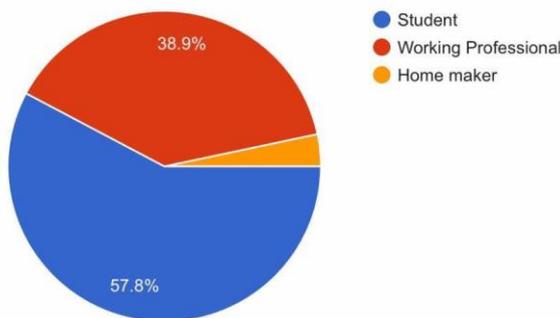


Figure 3

Here, we can see that maximum participant being 52 are students. The next highest number of respondents belong to the working class 35 and 3 of the respondents are homemakers. These days everybody is staying at home and doing the things. Students and professional respondent are more engaged in content creation and

dissemination by using technical skills.

How much time you spend on Print media

90 responses

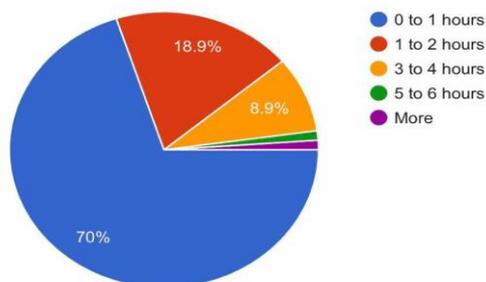


Figure 4

Here, we asked about spending time on Print Media that maximum participants being 63 are only spending one hours maximum and by following 17 participants are spending one to two hours on Print Media and only 8 participants are spending time between three to four hours on Print Media. Daily newspapers are available only through pdf, e-copy to the readers and that might be

the reason spending less time on reading.

How much time you spend on social media

90 responses

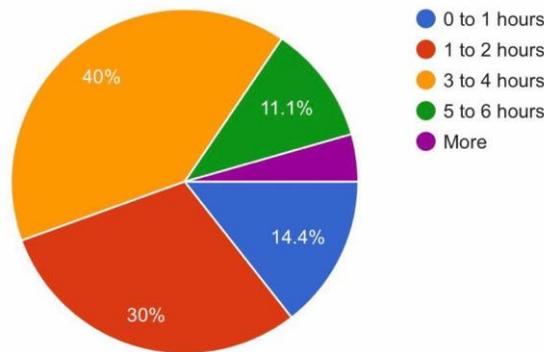


Figure 5

Here, we asked about spending time on Social Media that maximum participants being 36 spending three to four hours are spending their time on Social Media and by following 27 are spending one to two hours time Social Media, 10 participants are spending their time on Social Media in between five to six hours. 40% and 30% is the

largest percentage in the pie where users spending more than 3 hours on regular content consumption.

How much time you spend on Tv

90 responses

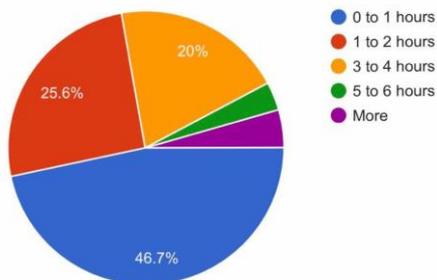


Figure 6

Here, we asked about spending time on TV with maximum participants being 42 are only spending one hours maximum and by following 23 are spending one to two hours on TV and 18 participants are spending their time on TV is three to four hours daily.

How much time you spend on Radio

90 responses

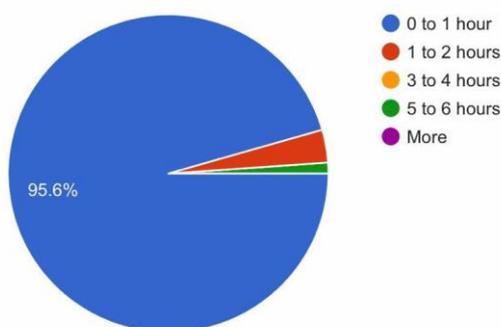


Figure 7

Here, we asked about spending time on Radio and with maximum 86 participants which are only spending one-hour maximum on Radio. Video contents are more likable and viewable to the users compare to audio contents. Data clearly indicating that people are less likely to spend and listen radio.

How much time you spend on OTT (like Netflix, etc)

90 responses

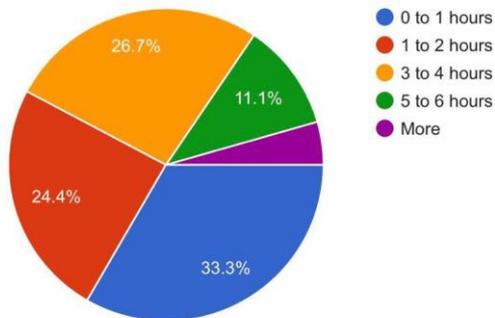


Figure 8

Here, we asked about spending time on OTT platform (Like Netflix, etc.) with maximum participants being 30 are only spending one hour maximum followed by 24 are spending three to four hours, with 22 participants are spending one to two hours time on OTT platform and 10 participants are spending five to six hours on OTT platform.

Your content preference in Media (a) news

90 responses

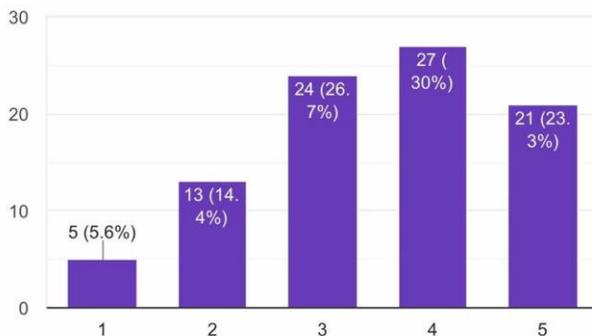


Figure 9

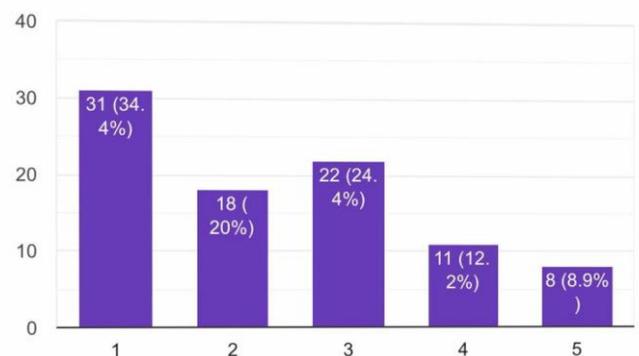
33% respondent preferred more than average on news selection. People still favoring news and like to read.

Figure 10

Serials were least preferred by the respondent that is around 34 %. Indian people like entertainment contents and due to cross content sharing platform on OTT.

Your content preference in Media (b) Serials

90 responses



Your content preference in Media (f)

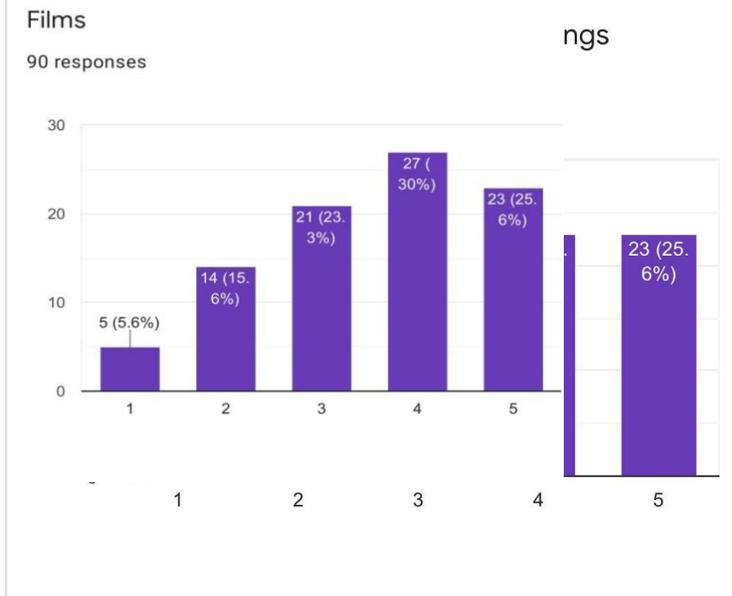


Figure 11

More than 50% respondent preferred song as content during the lockdown. Music is all time favorite to Indians. Many mobile apps these days promoting to listen and download music free and on subscription basis.

Figure 12

Around 50 % respondent was busy in Chat on various social media.

Your content preference in Media (d) Chat

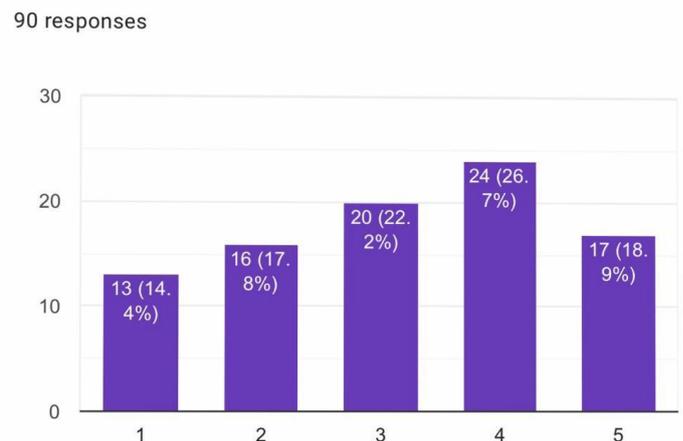
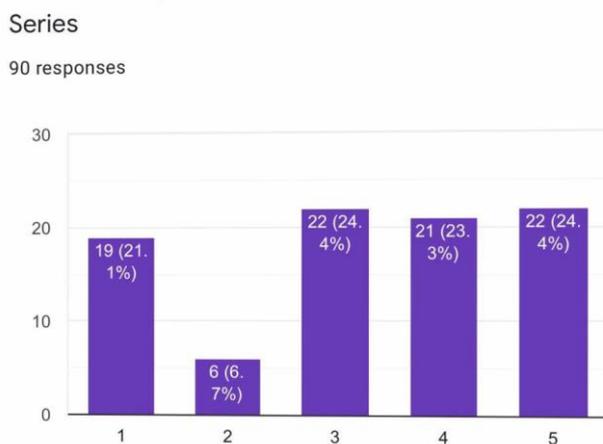


Figure 13

Web series were high preferred among rating by respondents. OTT platforms now a days are popular among digital users. Classic and old movies are also premiering on OTT platforms.

Your content preference in Media (e) Web Series



Your content preference in Media (g) Fiction Reading & Non- Fiction

90 responses

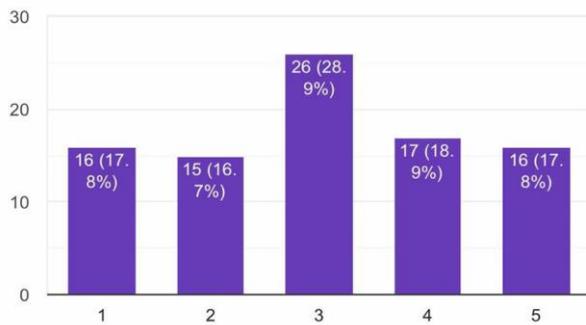


Figure 14

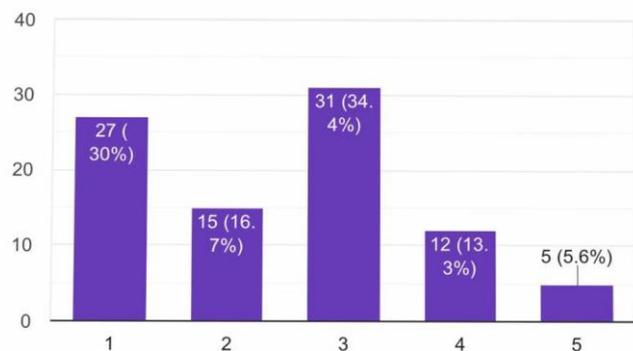
More than 55% of respondent preferred watching films during the lockdown.

Figure 15

Around 17% were least preferred the reading of fiction and non-fiction during the lockdown

Your content preference in Media (h) Others

90 responses



Results and Discussion

Among 90 respondents, Films were preferred highest followed by listening to songs during the lockdown. The news was rated less preferred. People spent max time on social media over other mediums

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