LOCKDOWN INCREASING IMPACT ON SOCIAL AND MOBILE NETWORK AMONG THE CONSUMERS

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Abstract - *This paper elaborates about the impact on the usage of social and mobile network at the time of the world has been locked indoors due to the ongoing Covid-19 pandemic. The rapid changes happened on the utilization on mobile networks for sharing information and the network providers also announced various offers to make the consumers to effectively use their brand network. This pandemic situation has made the consumers on the internet usage rapidly.*

***Key Words*:** Social Distancing, Digital society, Lockdown, Privacy, Disease control, Covid-19, Bandwidth, telecommunication, Social media, pandemic management, Quarantine

1. INTRODUCTION

India is a significant market of network consumption. [1]Currently, the country is under complete lockdown whereas the social media volume doubled in the same period. Remote working, video conferencing, and live streaming technology have suddenly developed as an ultimate key for providing business services in all possible aspects during this lockdown period. "work from home" and "social distancing" have become the sound bite in today's digital society.

2. SOCIAL AND MOBILE NETWORKING PHENOMENON

[3][10]As socially inculcated creatures, human beings have enfolded technology that connects us with others. Every year, there is a huge number of people signing up for using social media such as, Facebook, Instagram, Whatsapp, Youtube, Telegram, TikTok, Twitter, Tumblr, LinkedIn, Snapchat, WeChat, NetFlix, etc., we're using apps in almost all the aspect of our daily activities, whether to be in touch with family and friends, relaxing by using entertainment apps, managing our trades and finances, getting fit and healthy, or even finding life partner by using matrimonial applications and also using online shopping carts. Privacy remains a dominant issue for internet users around the world. In general, social media platforms, which collects and stores immense amount of personal information of the users. These huge privacy deals with result in advocacy for compressed regulations. Moreover, the companies responsible for protecting user data under massive scrutiny.

3. NOVEL CORONAVIRUS (COVID-19) SITUATION

[4][5]Coronaviruses (CoV) are a massive family of viruses that causes infection extending from the common cold to more severe diseases. A novel coronavirus (nCoV) is a new strain that has not been previously identified in humans. The new virus was subsequently named the "COVID-19 virus". Social networking sites also acts as a way for pandemic management, outbreak prevention, and emergency response staff to easily communicate and access critical information collected by organizations like the WHO and the Center for Disease Control. [3]On the other hand, social media have always been the major area for spreading misinformation which includes disease statistics, medications, methods of prevention, nutritional guidelines, and methods of transmitting the virus.

4. IMPACT OF LOCKDOWN IN TELECOM SECTOR:

[2] In the period of social distancing, massive effort has made to stay digitally connected but physically apart. The telecommunication sector is the shadowy impact behind the social distancing. The COVID-19 pandemic has created a prodigious set of constraints where people are transforming to modern forms of working and social practices.[7] The spring up in the use of digital tools, including video-conferencing, cloud computing, and electronic payments puts the telecommunications sector in the peak. The period of lockdown has created an outbreak and made the telecom industry as an essential service in this digital society of 2020. With the massiveness of population home-bound, schools and businesses globally turned to emergency plans that motivates distance learning and work from home. [3] In addition to that, bandwidth requirements have raised massively and so the usages of online television, live streaming, video games, video calls have become essential. These changes could provide new opportunities for telecom industries. The coronavirus-driven lockdown and social

distancing measures have made to increased dependence on digital tools, which in turn of using telecom services.

5. CONSUMER DEMAND ON SOCIAL AND MOBILE NETWORKING IN LOCKDOWN:

[1][9]The global information technology-based companies have a massive share of the Indian market such as Google, Facebook, Twitter, etc., The extension of the lockdown have made increased usages of social media among all the age group people. [10] People realize the great value of social and mobile networking now. Consumer behavior have experienced a sudden change in lifestyles of digital society during this lockdown period. [2]Quarantines around the world have made people more dependent on the internet to communicate, work, learn and stay entertained. [10]But as the use of YouTube, Netflix, Zoom video conferencing, Facebook calls and video gaming has emerged to new heights, the stress on internet infrastructure is starting to show in and the traffic is most likely a long way from its peak.

6. INCREASING PRIVACY RELATED CYBER THREATS ON SOCIAL NETWORKING

[7][8] Social Media Accounts that are conventionally targeted on personal data which is stored by the user. The public search option is used in every social networking sites and it enables the personal information of the users to be accessible and visible to anyone who attempts to search any individual's personal information like email id, date of birth, pictures, videos etc., which has been posted by the user. [6]Fraudulent Transaction and Manipulation is especially done by sending messages fabricated with some virus which contains a link which is prompted to the user to be open the links then it injects viruses into the user's system. The hackers do a research about the targeted person and by this kind of loop holes, they try to hack the general public's social media accounts for their gain. [7]Another predominant problem that has arisen is fake news, mis information or rumors that have been outspreaded using social networking. Moreover, the increasing amount of fake news is identified by circulating false information and unjustified information on social media relating to COVID-19. People were asked to provide their permissions to access their personal data quickly available on their mobile phones, laptops and/or social media accounts at the time of using the services provided by the applications.

Government or the private organization should be made with certain security polices for using social media accounts which should contain network security guidelines which will educate about the usage of social media. [11]Many organizations are not able to identify certain cyber threats due some inefficiency in their detecting approaches

towards data protection, insufficient security components, etc. Every organization should have a detection mechanism to monitor the network traffic and its vulnerabilities, reviewing of security protocols, inculcating Intrusion Detection System (IDS) can enhance your data protection and it minimizes the cyber threats and scams.

CONCLUSION:

[7][8] With the current technology advancements and updated standards, we have universal, enlightened connectivity – from our home networks or personal networks, Local Area Networks and worldwide access. The brand-new networking technologies are ready to face the threats and scams in real time. This lockdown period has raised stress, depression, and economic problems in the daily lifestyle of people. [5]And many people from all over the country were providing motivational videos, songs, and poetries to help those who are in psychological issues. The first-row angels like doctors, nurses, sanitizing labours, technicians and also the people who were fighting against Covid-19 are appreciable in this situation. Let us pray for the bright and healthy future.

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