THE INFLUENCE OF SOCIAL MEDIA APP DURING COVID-19 LOCKDOWN IN THE WORLD

Junior Ulrich Mickael Cofie, Yu Bo

Abstract: **Today, it is crucial to determine the influence of social media during the lockdown for the people. Technology is booming rapidly from year to year, and the older and younger generations are the ones caught in this rapid change. Questionnaires were distributed through Facebook, Instagram, snapchat, tiktok, wechat and alipay , to find out whether how the lockdown is impacted by social media , this is clearly projected in their overall grade average.**

*Keywords***: social media, infodemic, fake news, lockdown, COVID-19, information, world people.**

I. INTRODUCTION

Social media is an online platform which people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections . Social media has played a very important role in relaying information on the progress of COVID-19 worldwide. It is with an oceans of responsibilities and a huge power over the distribution of information, many platforms quickly give themselves the mission to do what they can to help the planetary population, in particular, by taking strict measures to prevent the spread fake news and sharing some tips to businesses. The social media on their entire platform take their role during the crisis seriously and deploy in daily terms new measures for in the first place, not only to raise awareness on the harmful impact of the and that COVID-19 has on the world, but also fight against disinformation about the pandemic.

During the lockdown Social Media has created an innovative idea with a very brilliant opportunity with additional scope for advancements. With the advancement of social media many organizations are making use of this medium to better their practices. With the use of social networking we can advertise or communicate in a more efficient way. Likewise people don't have to rely on the media or TV to get their daily dose of news it can all be obtained from a social networking site or app. People can track or get information from all over the world. Just like the various companies that have mobilized to help their employees or their communities, social media have multiplied in various ways. Here is some overview of the different initiatives taken and implemented by social media platforms.

II. POPULAR SOCIAL MEDIA APP (CASE STUDY TIKTOK, INSTAGRAM , WECHAT , ALIPAY)

- TIKTOK

Founded in 2012 by Chinese entrepreneur Zhang Yiming, TikTok is one of the most popular video-sharing apps in the world, TikTok known in China as Douyin (Chinese: 抖音; pinyin: Dǒuyīn), is a video-sharing social networking service owned by Chinese company ByteDance.[4] The social media platform is used to make a variety of short-form videos, from genres like dance, comedy, and education, that have a duration from 3 seconds to 1 minute (3 minutes for some users).[5][6] TikTok is an international version of Douyin, which was originally released in the Chinese market in September 2016.[7] Later, TikTok was launched in 2017 for iOS and Android in most markets outside of mainland China; however, it only became available worldwide after merging with another Chinese social media service, Musically, on August 2, 2018.

-INSTAGRAM

Instagram is a visual online networking stage. The site has more than 400 million dynamic clients and is possessed by Facebook. A significant number of its clients utilize it to post data about travel, form, sustenance, workmanship and comparable subjects [2]. The stage is likewise recognized by its remarkable channels together with video and photograph altering highlights. Right around 95 percent of Instagram clients additionally utilize Facebook , Instagram (commonly abbreviated to IG or Insta)[7] is an American photo and video sharing social networking service owned by Facebook, created by Kevin Systrom and Mike Krieger and originally launched on iOS in October 2010. The Android version was released in April 2012, followed by a feature-limited desktop interface in November 2012, a Fire OS app in June 2014, and an app for Windows 10 in October 2016. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations and view trending content. Users can like photos and follow other users to add their content to a feed, a function that seems to be discontinued as of September 2020.

- WECHAT

WeChat (Chinese: 微信; pinyin: Wēixìn (About this soundlisten); lit. 'micro-message') is a Chinese multi-purpose messaging, social media and mobile payment app developed by Tencent. First released in 2011, it became the world's largest standalone mobile app in 2018,[2][3] with over 1 billion monthly active users.[4][5][6] WeChat has been described as China's "app for everything" and a "super app" because of its wide range of functions.[7] WeChat provides text messaging, hold-to-talk voice messaging, broadcast (one-to-many) messaging, video conferencing, video games, sharing of photographs and videos, and location sharing. User activity on WeChat is analyzed, tracked and shared with Chinese authorities upon request as part of the mass surveillance network in China.[8][9][10][11][12] WeChat censors politically sensitive topics in China.[13][14][15][16] Data transmitted by accounts registered outside China is surveilled, analyzed and used to build up censorship algorithms in China.[12][17].

-ALIPAY

Alipay (Chinese: 支付宝) is a third-party mobile and online payment platform, established in Hangzhou, China in February 2004 by Alibaba Group and its founder Jack Ma. In 2015, Alipay moved its headquarters to Pudong, Shanghai, although its parent company Ant Financial remains Hangzhou-based [1]. Alipay overtook PayPal as the world's largest mobile payment platform in 2013.[2] As of 31 March 2018, the number of Alipay users reached 870 million. It is the world's number one mobile payment service organization and the second largest payment service organization in the world. According to the statistics of the fourth quarter of 2018, Alipay has a 55.32% share of the third-party payment market in mainland China, and it continues to grow [3][4][5].

III. THE INFLUENCE OF SOCIAL MEDIA DURING THE COVID-19 LOCKDOWN

-TIKTOK

Considering the wide visibility in Asia, TikTok was one of the first social media to issue warnings in order to seek source information on COVID-19 on all the videos broadcast had a reference to the virus. As a result, tik tok works closely with WHO, which supports hosting city-style live broadcasts where millions of users can interact directly with health experts. But to keep their community entertained while keeping them informed during the lockdown period, TikTok also organized daily #HappyAtHome livestreams with starts like Arnold Schwarzeneger, Alicia Keys and DJ Khaled and so on. Entertainment was essential to get the news and help keep morale high during the lockdown. TikTok has understood its role to play on this front and has implemented all the means in its field to achieve balance and objectives, by slightly incorporating educational content in the channels to keep the public attentive to what is going on bypass them. Still continuing its partnership with the WHO, TikTok understood the economic impact of COVID-19 on the world and therefore pledged to donate $ 10 million to support WHO during this COVID-19 pandemic.

- INSTAGRAM

Instagram to choose and base its fight for covid-19 on the promotion of self-isolation and social distance. The Instagram platform also decides to take strict measures to inform about the spread of COVID-19 by prioritizing the algorithm of its flow in favor of reliable sources of information. They also highlighted the severity of the global pandemic by banning the

search for AR effects linked to COVID-19. People who search for information related to the coronavirus or COVID-19 on Instagram will start to see an educational message connecting them to resources from the World Health Organization and local health ministries. We are working quickly to make this available globally over the coming weeks. We're also launching new stickers to help people share accurate COVID-19 information in Stories. These new features include reminders to wash your hands, distance yourself from others and more. These will be available in the camera in the coming days. Over the past few weeks we've added a notice at the top of feed for countries affected by COVID-19. The notice includes reliable resources from expert health organizations. In addition, we've been highlighting resources from these organizations when people view related hashtags.

We will also start to down rank content in feed and Stories that has been rated false by third-party-fact checkers.This is in addition to our existing policies on misinformation. If posts are rated false by third-party-fact checkers, we remove them from Explore and hashtag pages. We also remove false claims or conspiracy theories that have been flagged by leading global health organizations and local health authorities as having the potential to cause harm to people who believe them.

-WECHAT AND ALIPAY

One of the best Chinese app in the world after alipay joins other global tech giants looking to develop new software to fight the COVID-19 pandemic. WeChat has gone hand in hand with a global vision to the World Health Organization (WHO) for a hackathon in order to go as quickly as possible to the development of software to fight the pandemic of COVID-19, as well as others tech giants like Facebook, Microsoft, Twitter and Slack. But before that wechat had already created in the most difficult moment during the lockdown of the pandemic due to covid-19, and this was done by a daily alert on the number of people reached and cured of covid-19 by province in city and district.

As millions of people in China emerge from weeks of lockdown, their freedom of movement is largely dependent on phone apps. The "health code" service – run on the ubiquitous platforms Alipay and WeChat and developed for the Chinese government – give users colour-coded designations based on their health status and travel history, and a QR code that can be scanned by authorities. The apps are specific to each city or province, but generally people given a green code are allowed to travel relatively freely. A yellow code indicates that the holder should be in home isolation, and a red code says the user is a confirmed Covid-19 patient and should be in quarantine. The apps have become an integral part of Chinese authorities' management of people and their movements in and out of affected areas. When lockdown restrictions in Hubei province were lifted last week, the government allowed residents with a green code to travel within and out of the province.

China gets mixed results in its attempt to lift lockdown some restaurants, shops, hotels and other establishments ask for patrons to show their codes before entering. In Wuhan, only those with a green health code are allowed to take public transport. However, the technology has raised concerns about their reach into people's private lives and data. There have been complaints by Chinese social media users about a lack of transparency over how the app works and what data it is storing. Some have reported being unable to change erroneous "red" designations, and questioned the reliance on internet connection and surveillance.

The alibaba group to cope with the flow of displaced people in this difficult period of physical control had to innovate by publishing a qr code system that can be read by smartphones and determine which people have been in risk (infected) areas and can generate risks for public health and also determine whether they should be quarantined or, on the contrary, could be authorized to use public spaces / transport. However, this technology plays a very important role in maintaining the flow of travel in the country as it tries to get back on its feet, ant's qr-based health code system assigns each user one of three colors (green, yellow, or red) based on their location, basic health information, and travel history. Green allows freedom of movement, while yellow and red indicate that a specific citizen must self-quarantine or enter a monitored quarantine facility, respectively. the color qr code, which is already deployed in more than 200 cities, is obtained by entering information such as name, national identity number, current location, recent travel history and checking a box to ask if the person has been in contact with a covid-19 outpatient or anyone hospitalized in the past 14 days. Once the online survey is completed, a code is automatically generated. In addition, each code is refreshed at midnight. Cafes, restaurants and malls across china ask to confirm the green qr code before granting permission to enter. Since these health codes were first deployed by alipay on February 11, 2020 in Hangzhou, adoption by traders and businesses has been rapid across the country with a practical plan for wider deployment, according to ant financial.

IV. CONCLUSION

From the start of the pandemic, there was particularly any relevant information about it. However, when there was in fact information, the authenticity remained blurry. Social media has played an important key role in spreading anxiety about the COVID-19 outbreak in the world to fight the virus. Given that everyone was going into lockdown, the only means of distraction was the internet, more precisely social media. Due to the dramatic increase of their various audience, these social media decided to work with **WHO (World Health Organization)** for a better prevention and to help spread statistics on the virus and the pandemic. Not only did it impacted social media, it had an effect on E-commerce as well, resulting a massive boost leading to the best era of its kind.

REFERENCES

[1] Abhimanyu Shankhdhar, JIMS / Social media and business /

[2] Mahmoudi Sidi Ahmed et al., "Detection of Abnormal Motions in Multimedia", Chania ICMI-MIAUCE'08 workshop, Crete, Greece, 2008.

[3] S.Shabnoor,S.Tajinder,Social Media its Impact with Positive and NegativeAspects IJCATR, Volume 5– Issue 2, 71 - 75, 2016

[4] Bin Zhao et al., "Online Detection of Unusual Events in Multimedia via Dynamic Sparse Coding", 2011.

[5] Nagar, Himanshu, Chetna Dabas, and J. P. Gupta. "Navie Bayes and K-Means Hybrid Analysis for Extracting Extremist Tweets", ACM Conference, pp 27-32.

[6] S. Willium, "Network Security and Communication", IEEE Transaction, Vol.31, Issue.4, pp.123-141, 2012.

[7] A.T.M Shahjahan, K.Chisty, "Social Media research and its effect on our society" International journal of Information 7 communication Engineering , Vol:8, No:6,2014

[8] W.Tariq, M.Mehboob, M.A.Khan, F.Ullah "The Impact of social Media and Social Networking on education and Students of Pakistan" international Journal of Computer sciences issues, Vol:9,No:3,July 2012