How did COVID-19 pandemic regulations affect relationships and technology usage?

Shanna Adam

Olivia Hinn

Sidney Hart

Maddie Boylston

Madison McEwen

TAKING A LOOK AT THE DATA

Data Background

10/50 questions used

April 2021 Pew Research Center for the People & the Press
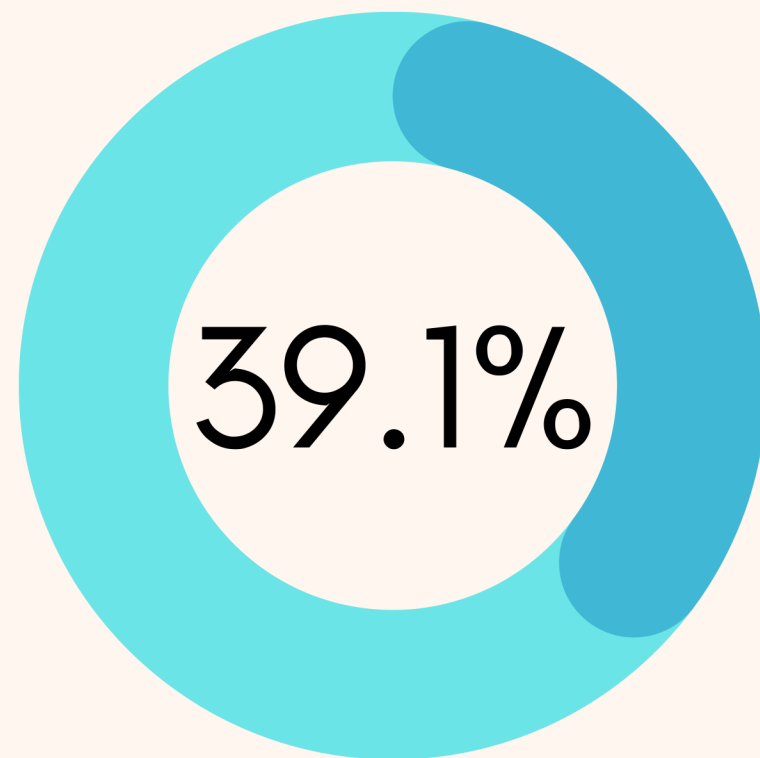
Web-based survey only in the United States

Sample Size
4623 national adults

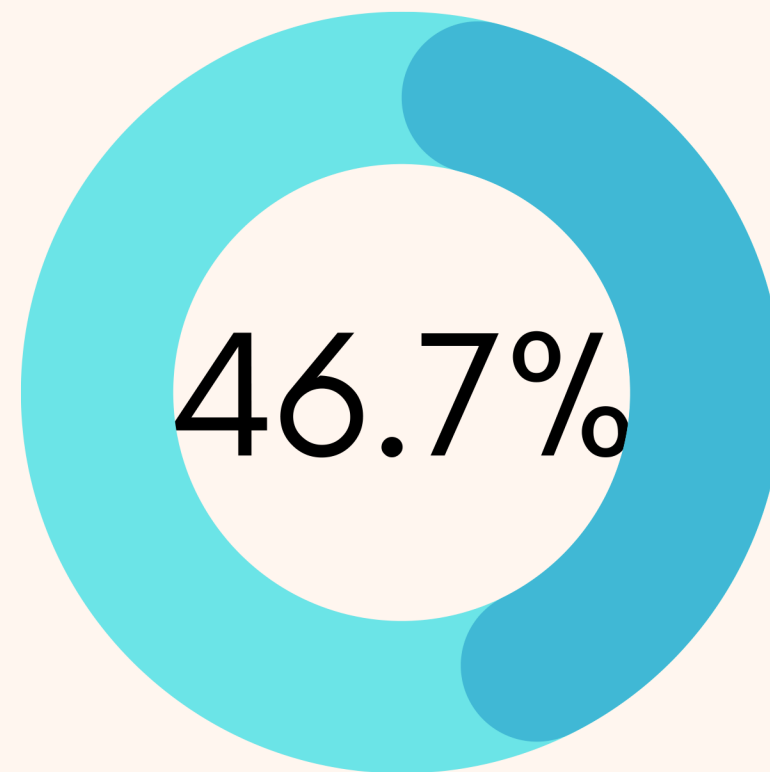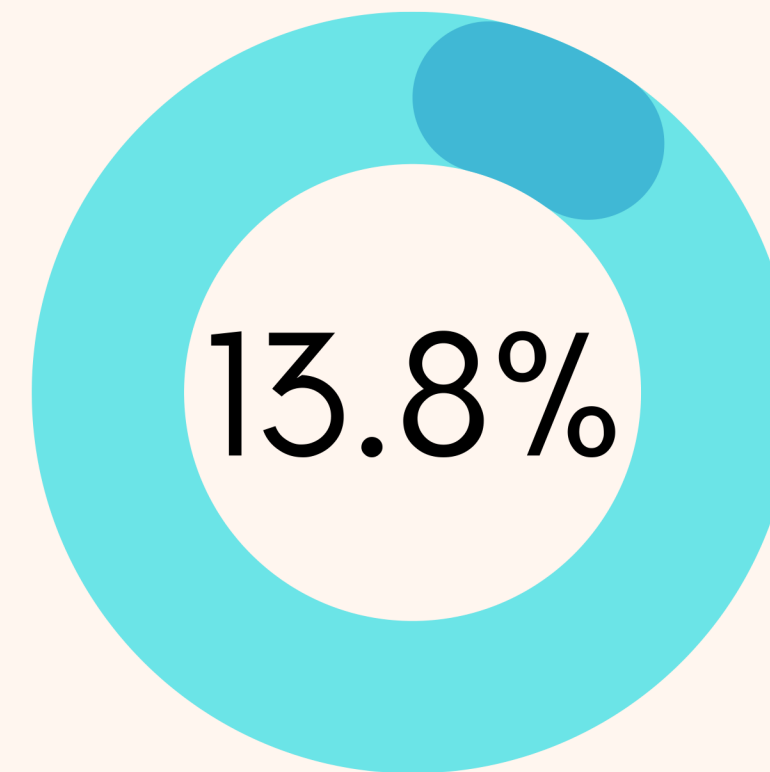Margin of Error: 2.2% at 95% confidence.

Frequencies
personal life change due to COVID-19

39.1%

Changed in a major way

46.7%

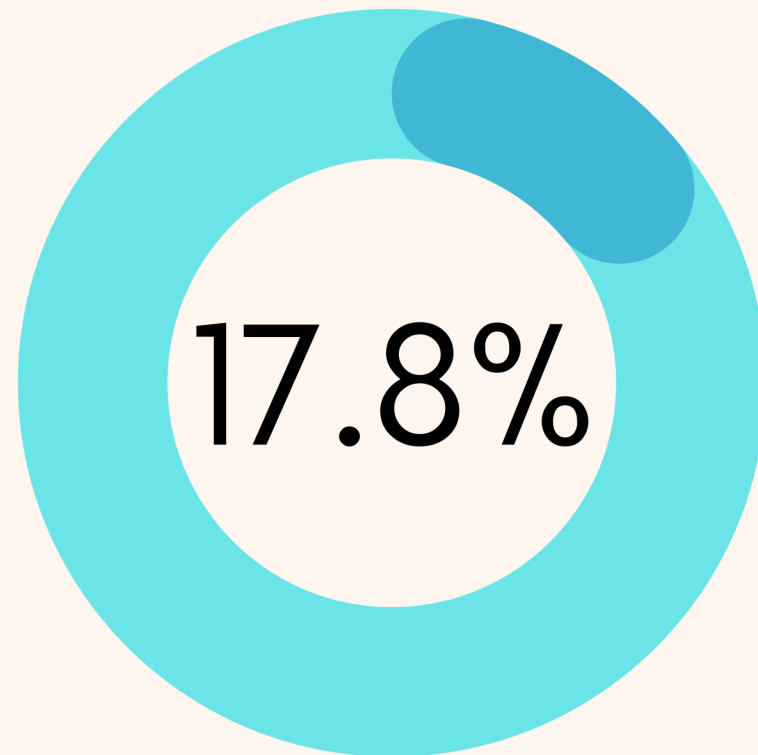Changed a little bit

13.8%

Stayed the same as before the pandemic

13.8%
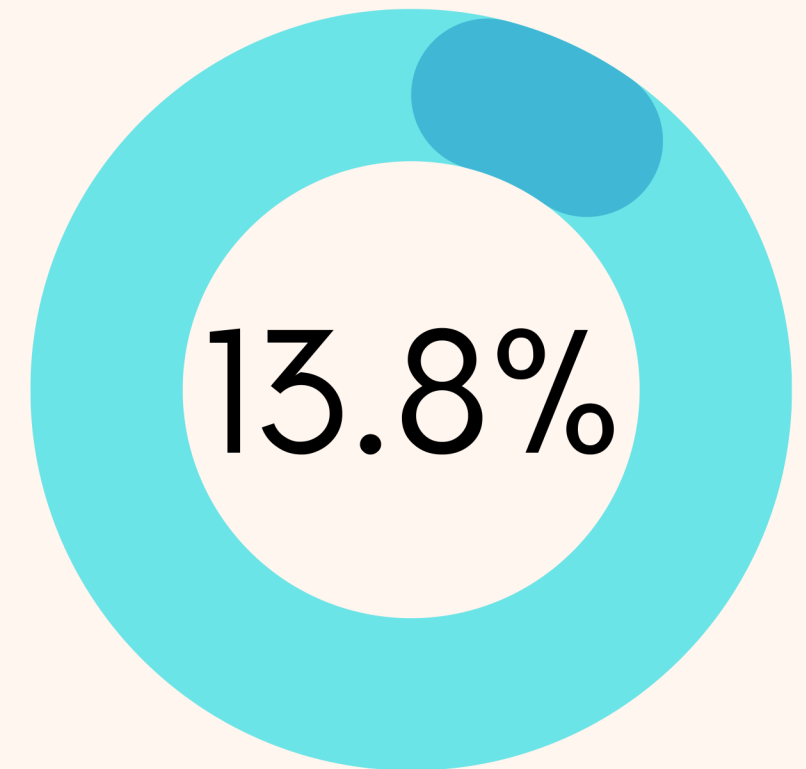
Refused to answer

Frequencies
worked from home

17.8%

all the time

12.8%
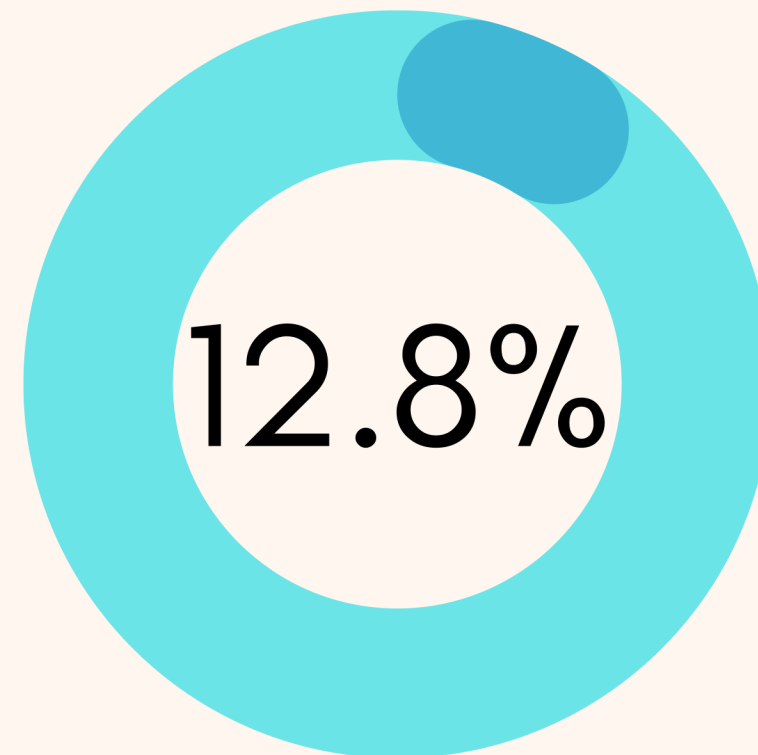
most or some of the time

31%
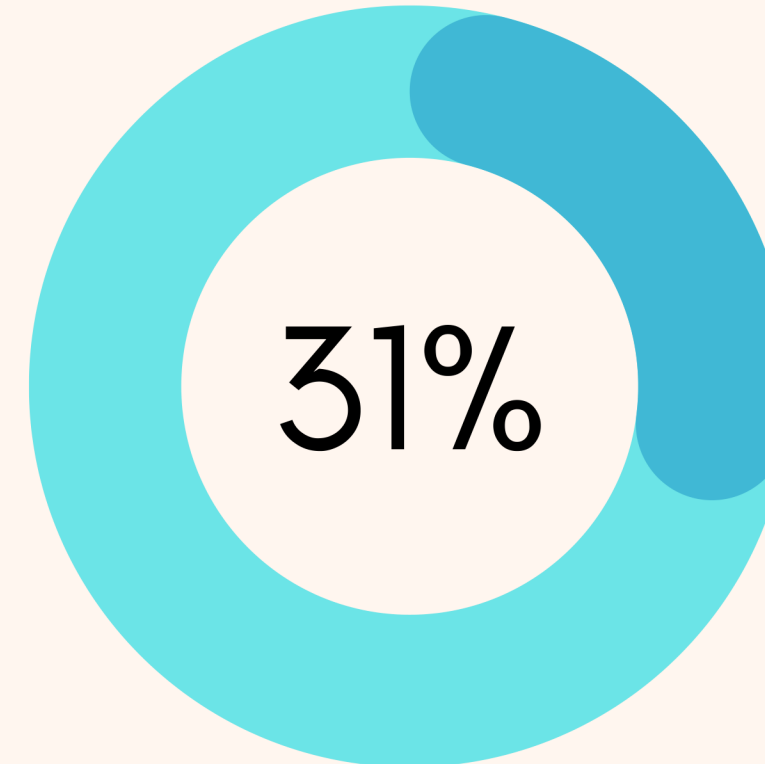
rarely or never worked from home

0.2%

refused to answer

Frequencies
own a smart phone

93.6%

owns a smart phone

6.3%
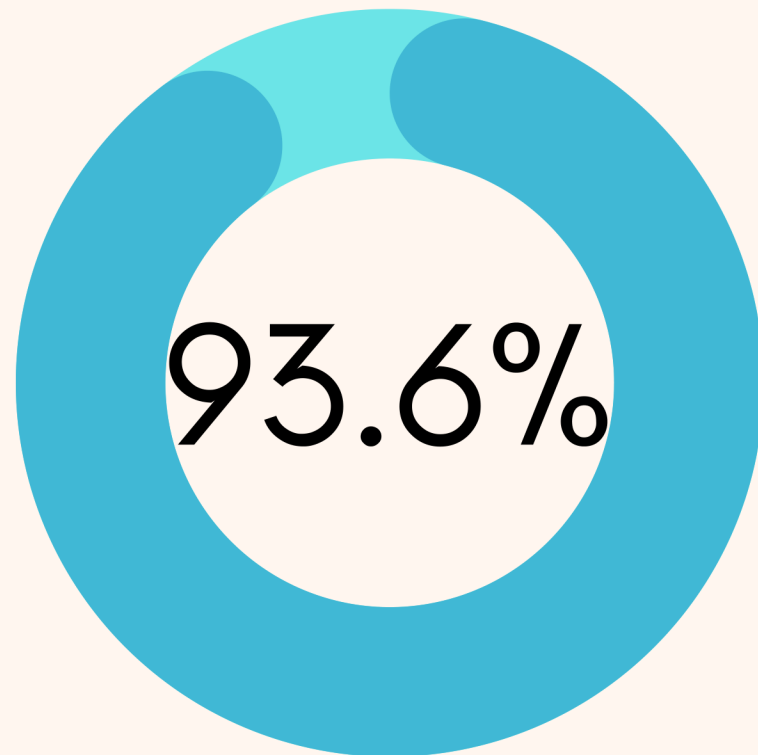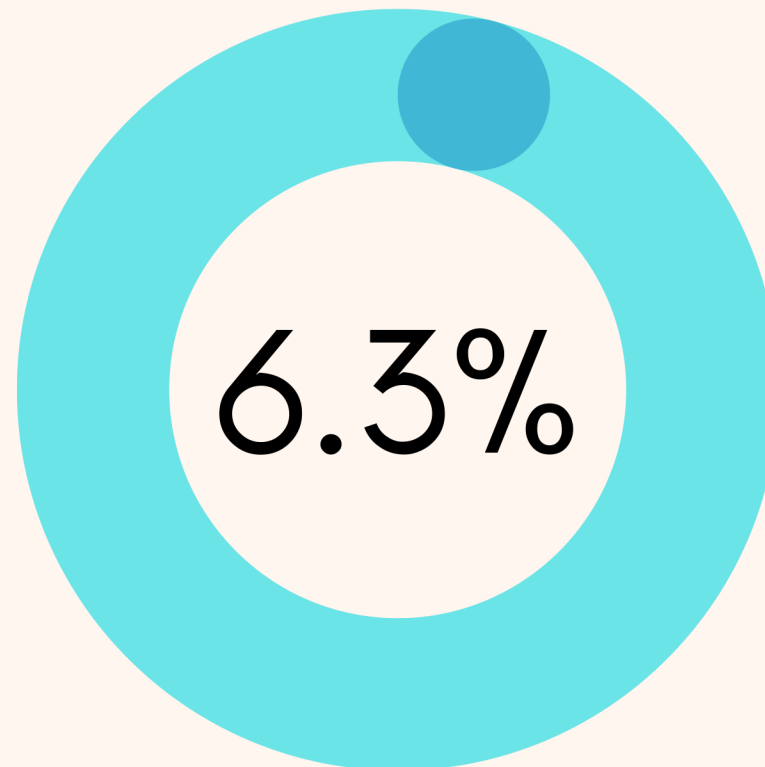
does not own a smart phone

0.1%

refused to answer

Frequencies
employment

61.8%
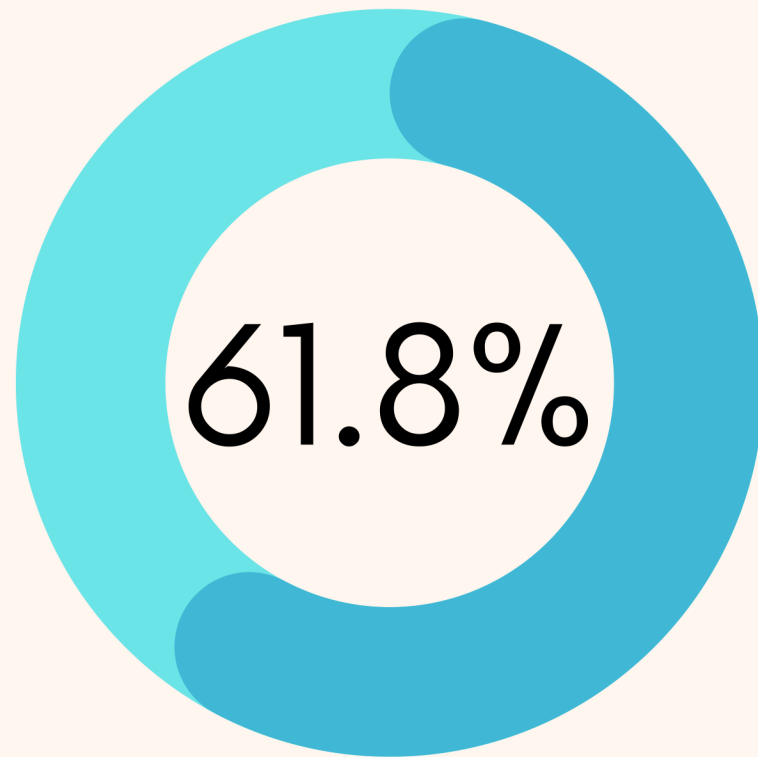
employed (full time and part time)

38.3%
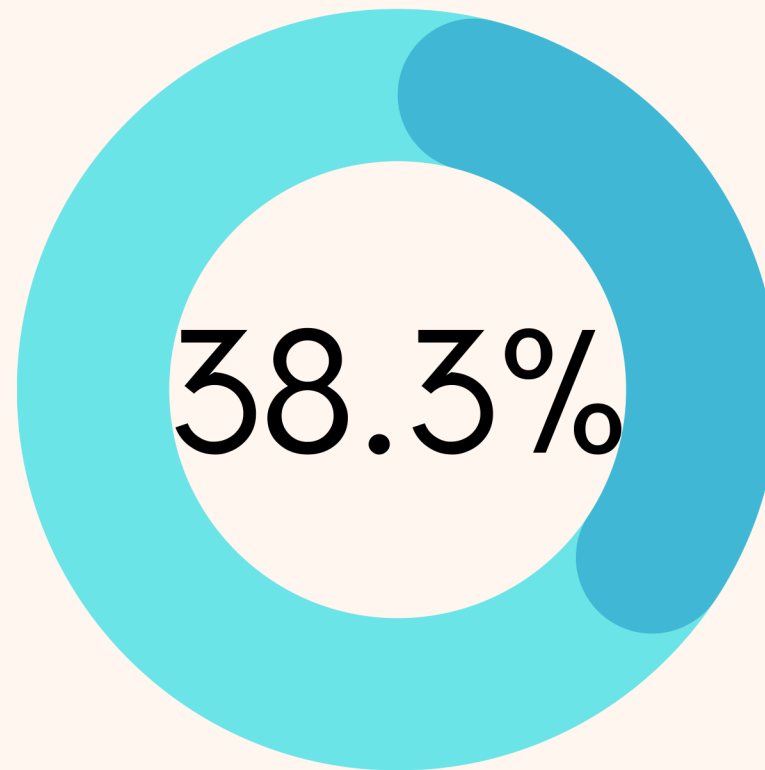
not currently employed

0.5%
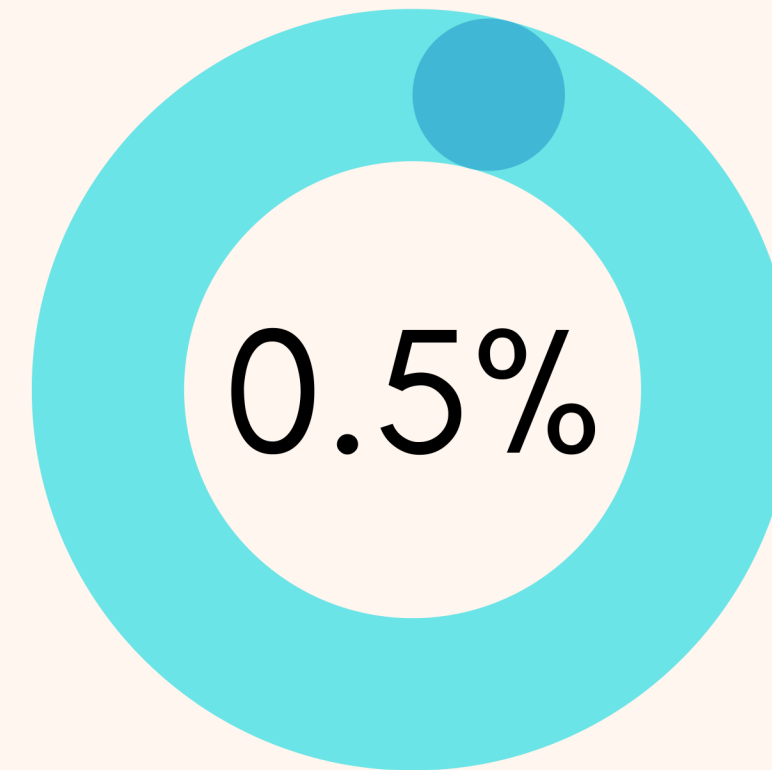
refused to answer

Full Data Correlations

Correlations

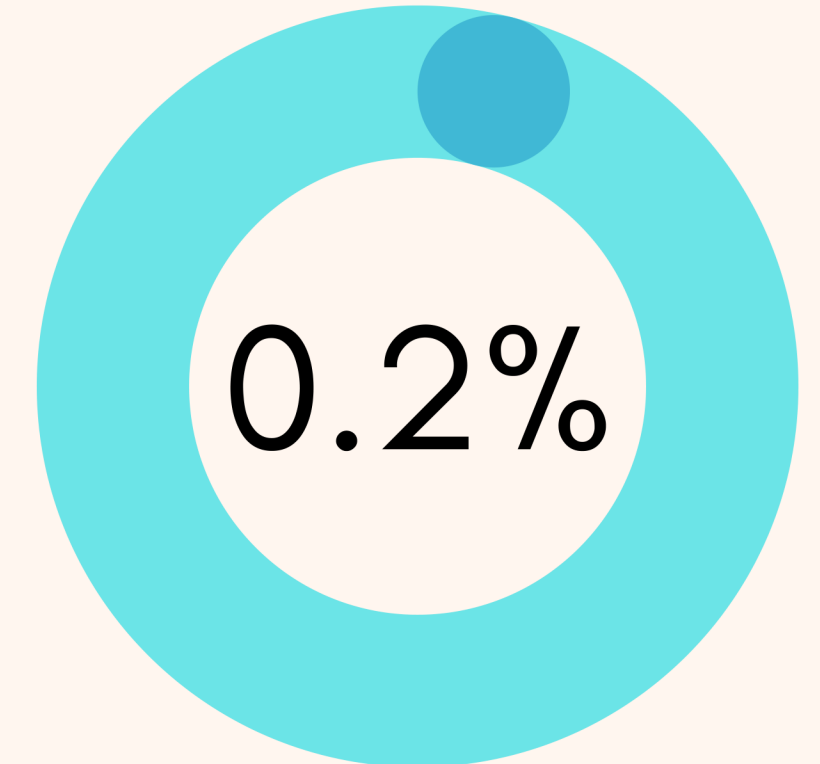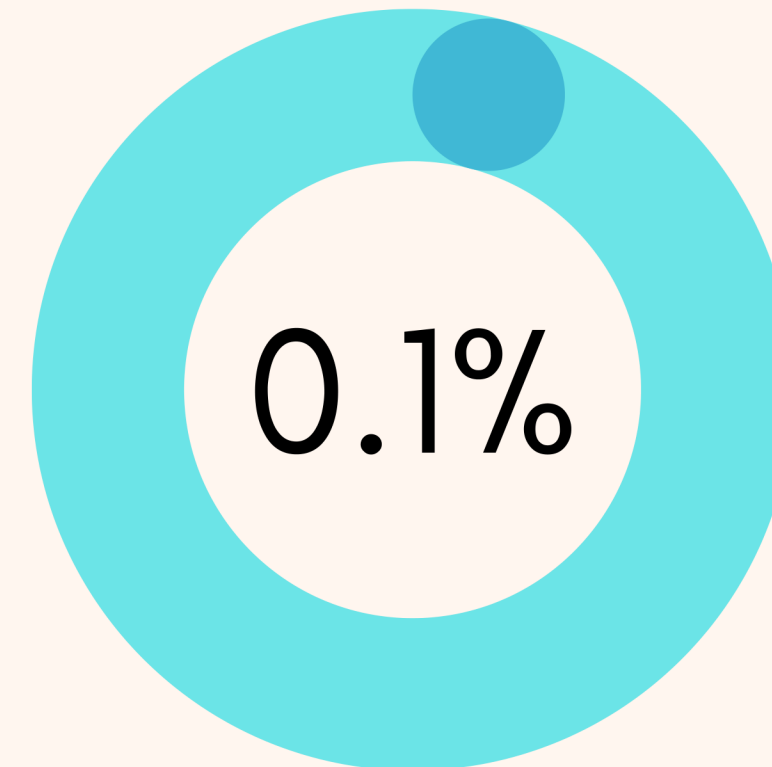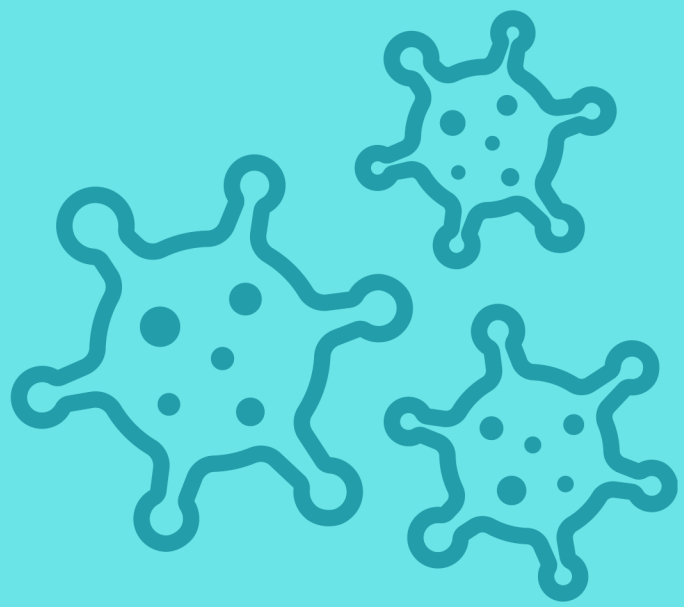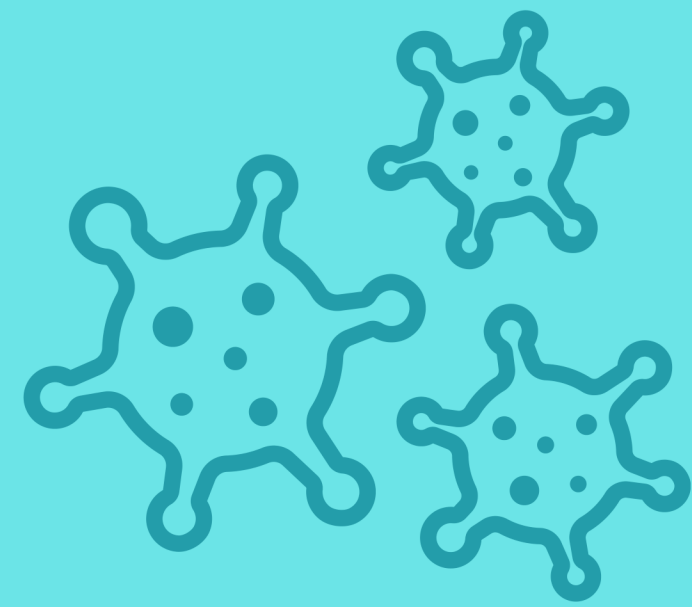|		Internet importance	Employment	WFH	Personal life change	Closeness to family members	Closeness to friends	Closeness to casual acquaintances	Do you own a smartphone?	Used digital differently	Ofteness of video call	Cut back on internet or smartphone
Internet importance	Pearson Correlation	1	.090**	.033	.010	.010	.120**	.009	.006	.009	.038*	.078**
	Sig. (2-tailed)		<.001	.075	.483	.500	<.001	.563	.702	.529	.010	<.001
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623
Employment	Pearson Correlation	.090**	1	.028	.050**	−.003	.003	.000	.095**	.110**	.030*	.003
	Sig. (2-tailed)	<.001		.135	<.001	.862	.844	.992	<.001	<.001	.040	.838
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623
WFH	Pearson Correlation	.033	.028	1	.004	.009	.008	.007	.002	.002	.088**	−.002
	Sig. (2-tailed)	.075	.135		.845	.649	.654	.693	.905	.905	<.001	.909
	N	2855	2855	2855	2855	2855	2855	2855	2855	2855	2855	2855
Personal life change	Pearson Correlation	.010	.050**	.004	1	−.001	.002	.004	.002	.074**	.018	.046**
	Sig. (2-tailed)	.483	<.001	.845		.920	.909	.774	.913	<.001	.213	.002
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623
Closeness to family members	Pearson Correlation	.010	−.003	.009	−.001	1	.111**	.120**	.000	−.006	.021	−.002
	Sig. (2-tailed)	.500	.862	.649	.920		<.001	<.001	.990	.704	.149	.874
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623
Closeness to friends	Pearson Correlation	.120**	.003	.008	.002	.111**	1	.226**	−.001	−.006	.017	.060**
	Sig. (2-tailed)	<.001	.844	.654	.909	<.001		<.001	.958	.672	.251	<.001
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623
Closeness to casual acquaintances	Pearson Correlation	.009	.000	.007	.004	.120**	.226**	1	.000	−.006	.022	−.003
	Sig. (2-tailed)	.563	.992	.693	.774	<.001	<.001		.987	.707	.129	.851
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623
Do you own a smartphone?	Pearson Correlation	.006	.095**	.002	.002	.000	−.001	.000	1	.069**	.166**	.080**
	Sig. (2-tailed)	.702	<.001	.905	.913	.990	.958	.987		<.001	<.001	<.001
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623
Used digital differently	Pearson Correlation	.009	.110**	.002	.074**	−.006	−.006	−.006	.069**	1	.201**	.197**
	Sig. (2-tailed)	.529	<.001	.905	<.001	.704	.672	.707	<.001		<.001	<.001
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623
Ofteness of video call	Pearson Correlation	.038*	.030*	.088**	.018	.021	.017	.022	.166**	.201**	1	.221**
	Sig. (2-tailed)	.010	.040	<.001	.213	.149	.251	.129	<.001	<.001		<.001
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623
Cut back on internet or smartphone	Pearson Correlation	.078**	.003	−.002	.046**	−.002	.060**	−.003	.080**	.197**	.221**	1
	Sig. (2-tailed)	<.001	.838	.909	.002	.874	<.001	.851	<.001	<.001	<.001	
	N	4623	4623	2855	4623	4623	4623	4623	4623	4623	4623	4623

**. Correlation is significant at the 0.01 level (2-tailed).

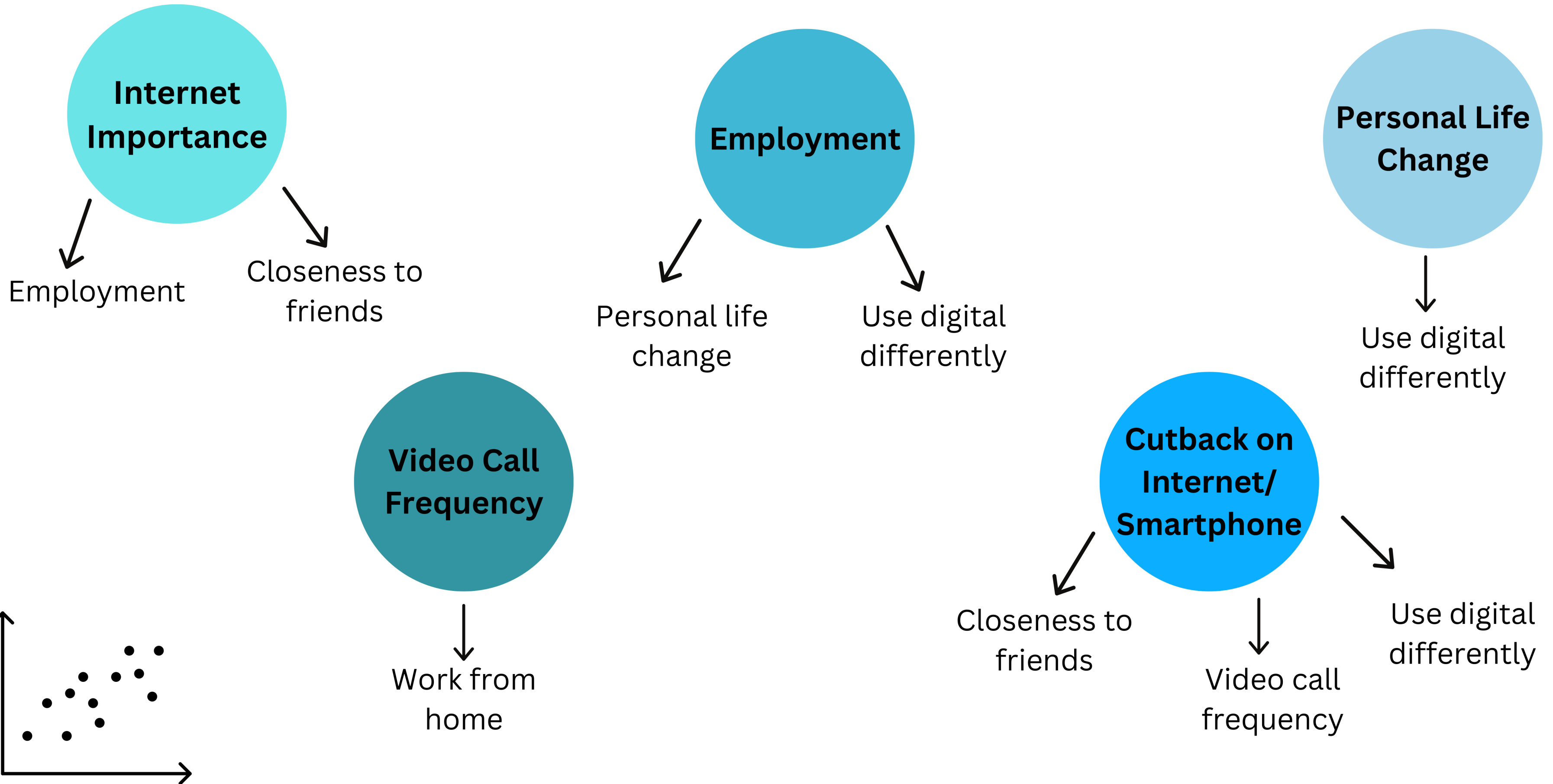*. Correlation is significant at the 0.05 level (2-tailed).

Significant and Positive Correlations

- Internet importance and employment
- Internet importance and closeness to friends
- Internet importance and cutback on internet and smartphone use
- Employment and personal life change
- Employment and do you own a smartphone
- Employment and use digital differently
- Work from home and frequency of video call
- Personal life change and use digital differently
- Closeness to family members and closeness to friends
- Closeness to family members and closeness to acquaintances
- Closeness to friends and internet importance

- How often video call and cutback on internet or smartphone
- Cutback on internet and smartphone and internet importance
- Cutback on internet and smart phone and closeness to friends
- Cutback on interview and smartphone and do you own a smartphone
- Cutback on internet and smart phone and use digital differently
- Cutback on internet and smartphone and oftenness of video call
- Use digital differently and do you own a smartphone
- How often video call and working from home

Relevant Correlations

Internet Importance

→ Employment

→ Closeness to friends

Employment

→ Personal life change

→ Use digital differently

Personal Life Change

→ Use digital differently

Video Call Frequency

→ Work from home

Cutback on Internet/ Smartphone

→ Closeness to friends

→ Video call frequency

→ Use digital differently

CROSSTABS

Cut Back on Internet/Smartphone Usage

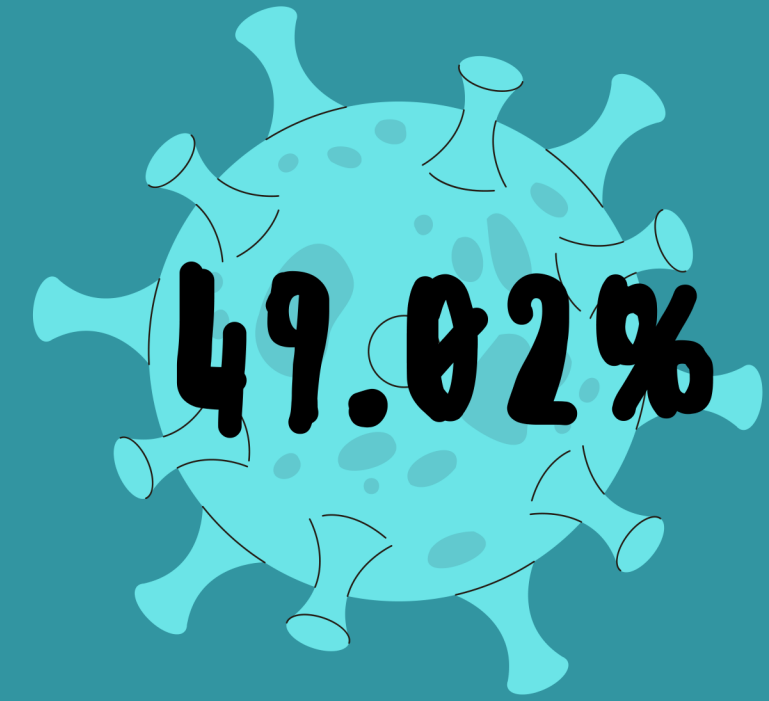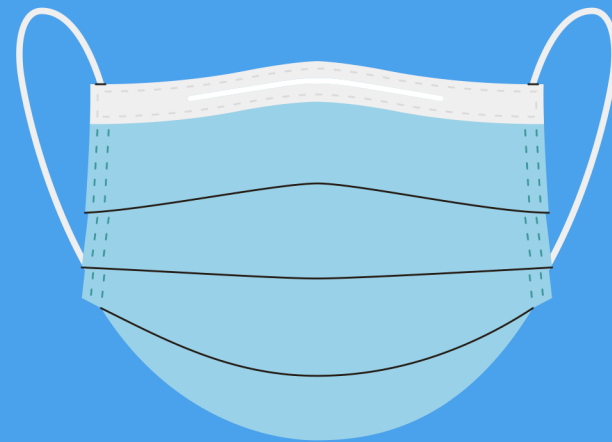|	Yes, Have Done This	No, Have Not Done This
All of the Time	**40.65%**	59%
Most of the Time	**49.02%**	50.58%
Some of the Time	**46.08%**	53.92%
Rarely	43.14%	56.58%
Never	34.26%	**65.46%**

WFH
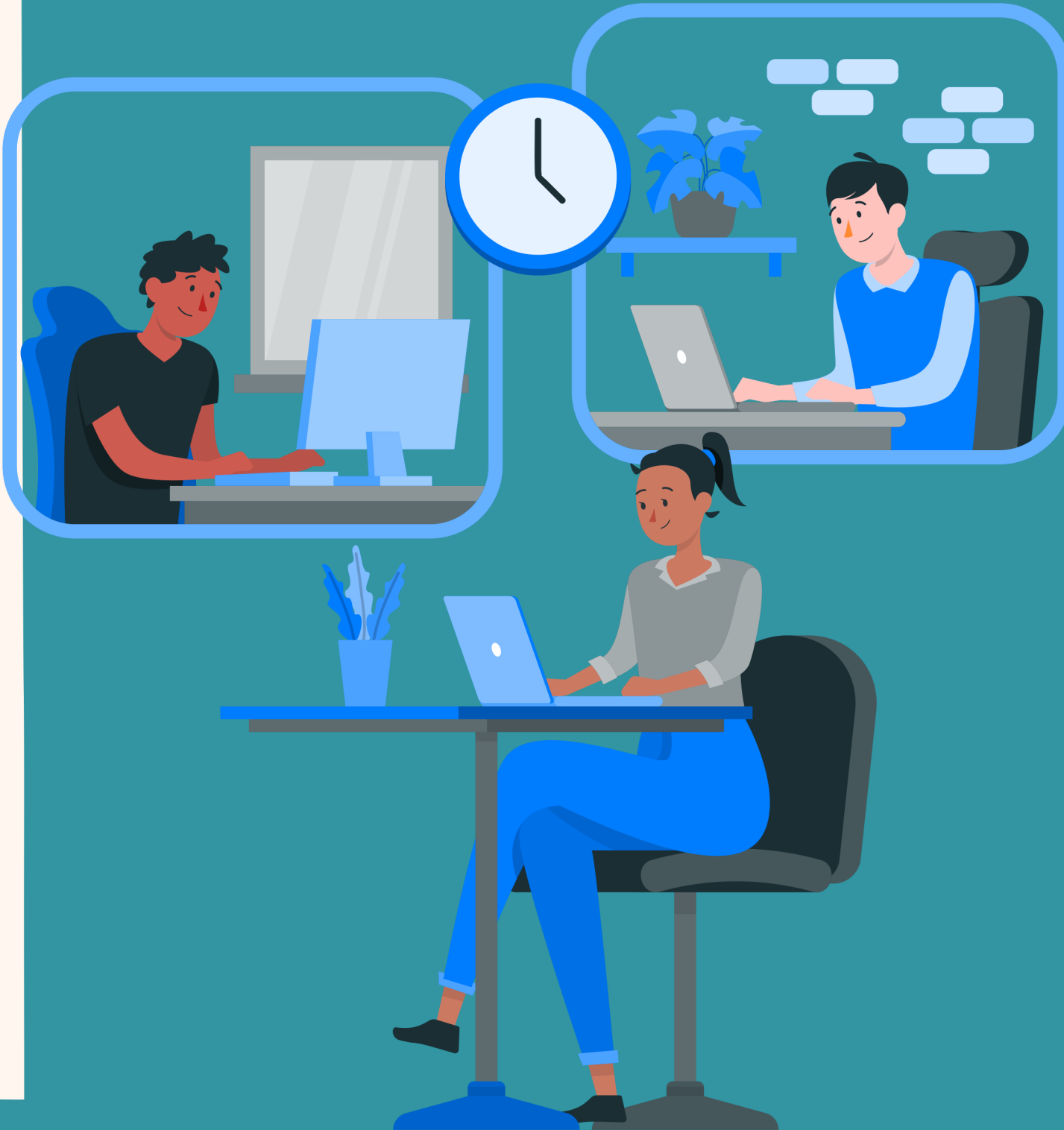
65.46% who have **NEVER** worked from home, did **NOT** cut back
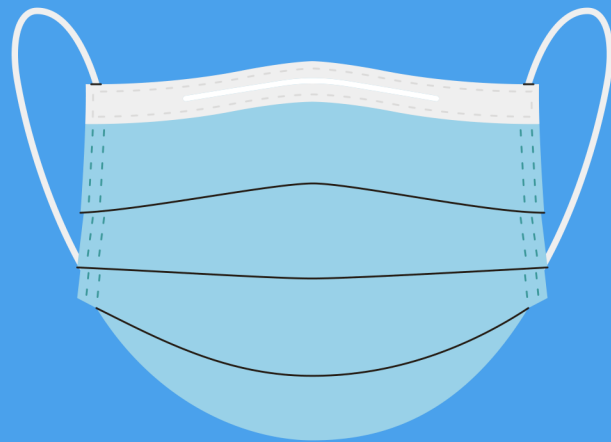
40.63% who work from home **FULL TIME**, **DID** cut back

49.02% who **MOSTLY** work from home **DID** cute back

CHI-SQUARE

	Value	df	Sig.
Chi-Square	31.919	10	<.001
Likelihood Ratio	32.861	10	<.001
Linear-by-Linear Assoc.	.013	1	.909

Statistically Significant ✔

CROSSTABS

Used Digital Differently

Personal Life Changes	Yes, I Have Done This	No, I Have Not DoneThis
Changed in a Major Way	**59.03%**	39.8%
Changed, but Only a Little Bit	44.28%	55.34%
Stayed the Same	27%	72.3%

REC

59.03%

said the **DID** use digital differnently, **AFTER** their life changed in a **MAJOR** way

CHI-SQUARE

	Value	df	Sig.
Chi-Square	254.415	6	<.001
Likelihood Ratio	240.237	6	<.001
Linear-by-Linear Assoc.	25.617	1	<.001

Statistically Significant ✔

CROSSTABS

Closeness to Friends

WFH	More Close than Before	Less Close than Before	About as Close Before
All of the Time	16.06%	**43.80%**	40.02%
Most of the Time	18.29%	**41.25%**	40.47%
Some of the Time	13.25%	40.96%	**45.78%**
Rarely	15.41%	38.66%	**45.94%**
Never	11.51%	35.84%	**52.46%**

43.80%

of participants who worked from home **ALL** the time felt **LESS** close to their friends

52.46%

of participants who **NEVER** worked from home the time felt the **SAME** level of close to their friends

CHI-SQUARE

	Value	df	Sig.
Chi-Square	38.657	15	<.001
Likelihood Ratio	39.538	15	<.001
Linear-by-Linear Assoc.	.201	1	.654

Statistically Significant ✔

CROSSTABS

Closeness to Family Members

WFH	More Close than Before	Less Close than Before	The Same as Before
All of the Time	29.5%	24.08%	46.2%
Most of the Time	28%	23.3%	48.6%
Some of the Time	23.4%	30.12%	46.3%
Rarely	21.2%	26.6%	51.26%
Never	20.3%	25.5%	53.8%

29.5%

of participants who worked from home **ALL** the time felt **MORE** close to their family members
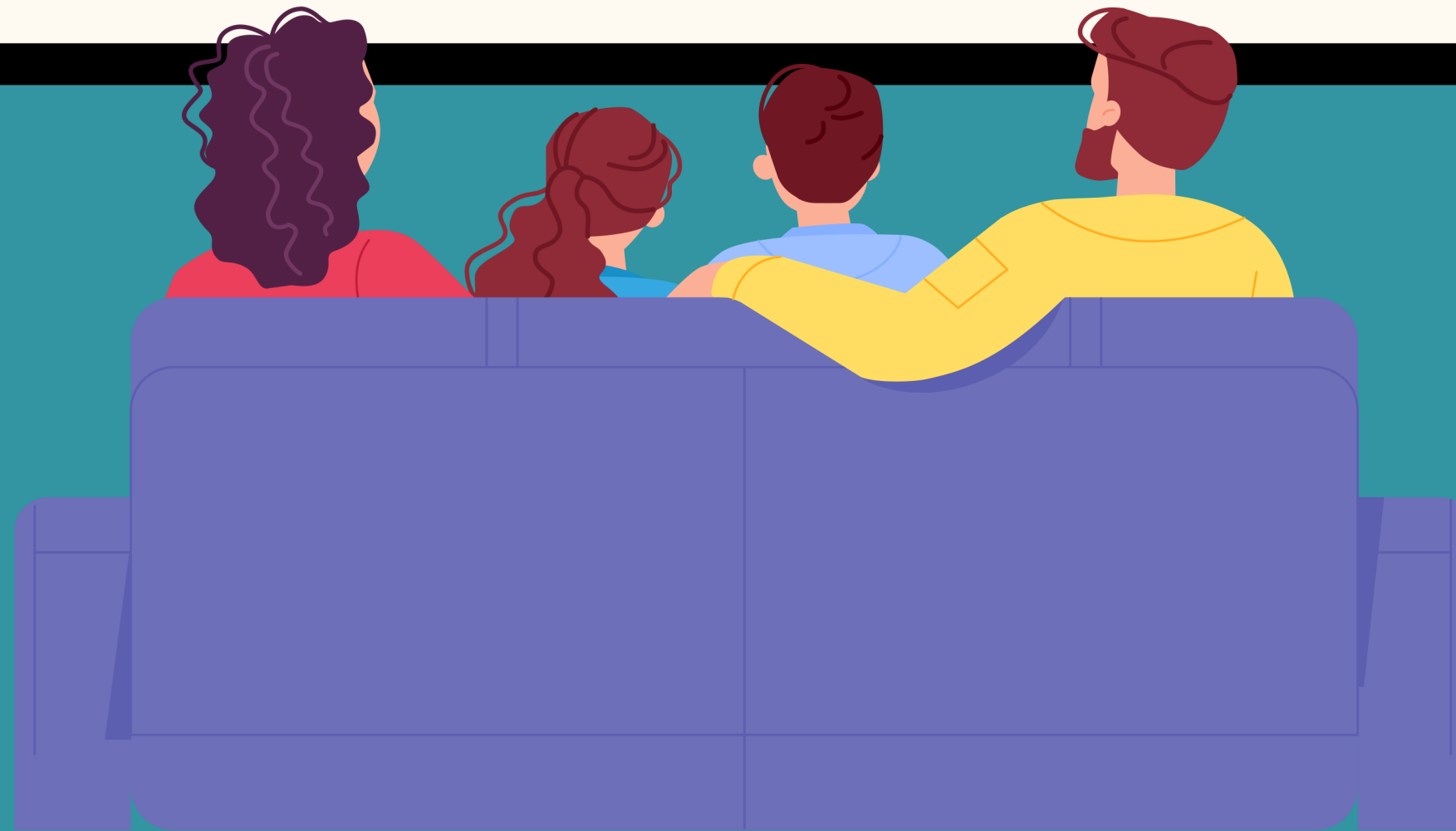
30.12%

of participants who worked from home **SOME** the time felt **LESS** close to their family members

24.08%

of participants who worked from home **ALL** the time felt **LESS** close to their family members

*For this data set, we chose to only look the those who did have a change in connection

CHI-SQUARE

	Value	df	Sig.
Chi-Square	35.199	15	.002
Likelihood Ratio	35.698	15	.002
Linear-by-Linear Assoc.	.207	1	.649

Statistically Significant ✔

Marketing Recommendations

Zoom

↓

a way to be closer with friends and not just for work
- long distance friendships

Apple

↓

"Do Not Disturb"
- changing with you

Marketing Recommendations

Recruiters

↓

a chance to be closer with
their family members
- inclusivity

HR

↓

"Lunch and Learn"