

THE JOURNAL REPORT
COVID-19: New Era In Streaming

Submitted as a Partial Fulfilment of the Requirements for
Achieving Associate Expert (Ahli Madya) Degree



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I hereby declare that the journal report is the result of my own work and not plagiarism of another work, the contents has become my responsibility. All the sources of my research and quoted or referenced have been stated correctly.



Jakarta, 1 April 2021



(Rosa Rizki Amalia)

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Dean Faculty of Language and Culture

Head of English Diploma

Dr. Eko Cahyono

Alia Afiyati, SS., M. Pd

Counselor of The Journal Report

Fridolini, SS., M. Hum

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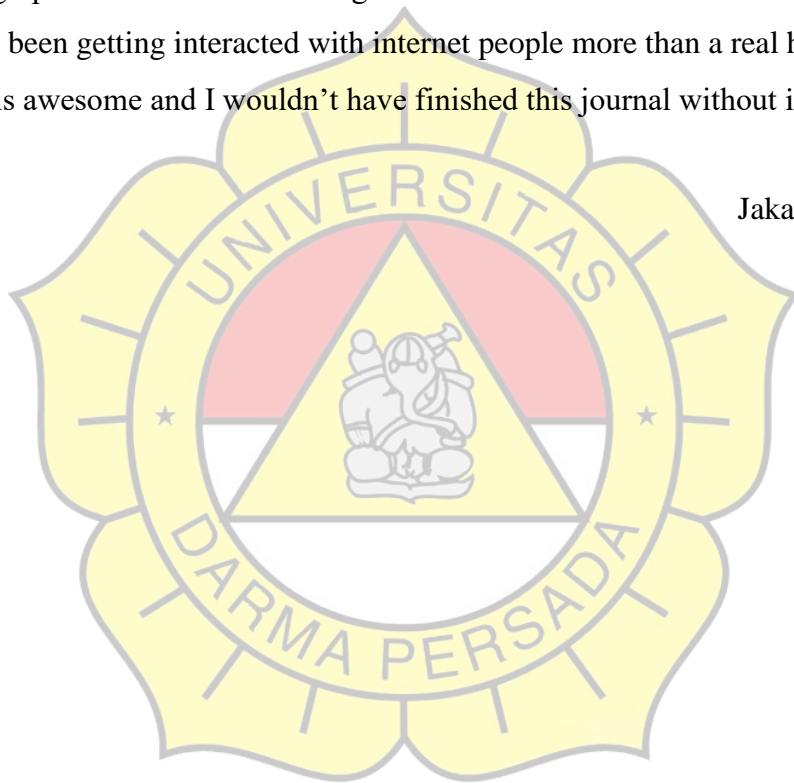
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Writer,
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COVID-19: NEW ERA IN STREAMING

Rosa R. Amalia

Darma Persada University rosarizkiamalia@gmail.com

Abstract

The primary objective of this journal is to discuss the examination of the role of satisfaction and addiction to the consumption of streaming service, gaining a higher understanding on how COVID-19 played a big role in how streaming platforms are being consumed during the pandemic and delving into advantages and disadvantages of streaming service. With the impact of streaming services during the pandemic as case study, the journal concludes how streaming platform is metaphorically uniting all the industries and helping people in doing something.

Keywords: streaming platform, COVID-19, addiction, advantages, disadvantages

Abstrak

Tujuan utama dari jurnal ini adalah tentang mengamati peran dari kepuasan dan kecanduan terhadap penggunaan layanan streaming, mengumpulkan pemahaman lebih akan bagaimana COVID-19 mengambil peran besar terhadap bagaimana platform streaming dikonsumsi selama pandemik dan menggali keuntungan dan kerugian akan layanan streaming. Dengan dampak dari layanan streaming selama pandemik sebagai studi kasusnya, jurnal ini menyimpulkan bagaimana platform streaming secara metafor menyatukan seluruh industri dan membantu orang-orang dalam melakukan sesuatu.

Kata kunci: platform streaming, COVID-19, kecanduan, keuntungan, kerugian

1. INTRODUCTION

COVID-19, also known as, Corona Virus Disease has been succesful in shocking people, also build the fear of getting affected with it. It has been also the biggest pandemic the world has seen. According to World Health Organization (WHO), this disease causes illness and respiratory infections in human beings through physical contact transmission and reportedly there hasn't been a medicine or treatment to cure people from it. The only way to

protect ourselves is to wear a mask frequently wherever we go in hope to decrease the high infection rate which can be seen in the number of confirmed case in the world.

Recently, there is a new virus variant reportedly happening in India. The second wave has absolutely frightened everyone in the world. All health organizations and companies all over the world apparently never stops making a vaccine in order to destroy or at least have a medicine to treat this disease. They have been putting in great effort to save the world. This has been seen in the improvement of their work in several countries. Most countries which have seen the lowest confirmed case have reopened schools and companies. Although some of them still doubt and prefer to do activities at home in the end, it is plain to see that there is a high chance for us to get back to normal life eventually. Time will tell.

And yet, if we take a look back then in a year ago, COVID-19 has effected everyone in a way and been an on going threat for us whether through finances, jobs, loss of family members, or supplies. Like in the US, unemployment has reached it highest level since 1948 with more than 20.5 million people who lost their jobs only in April, most schools in the world are also closed because of the fear of exposure to Covid-19, most countries have also closed down their airports to all tourist until further notice even sports leagues were forced to shut down due to the numerous cases of COVID-19 in the area and not to mention that companies had to be moved to online that forces people to spend a great amounts of time at home. This period of time has resulted the rise in internet utility. It seems that not only has this happened in some country, but also almost all countries in the whole world. Almost all activities have been done at home, starting from learning, working, to selling. Not counting that many entertainment industries created a way to keep us entertained by providing popular streaming service.

In this study, I hope I can share with scholars about the examination the role of satisfaction and addiction of the consumption of streaming service, help them with gaining more understanding on how COVID-19 took a big role upon how streaming platform is being consumed during the pandemic and guide them in delving into advantages and disadvantages on streaming service.

2. THEORITICAL FRAMEWORK

2.1 COVID-19

In the latest 2019, pneumonia case regarding to a new disease which is transmissible through physical contact appeared. The cause of this disease is not yet certain but the first case appeared in Wuhan, China in December 2019. Firstly, the disease named as 2019 Novel Coronavirus (2019-nCoV), but then WHO announced a new name on February 2020: Coronavirus Disease (COVID-19) which is caused by a virus of Severe Acute Respiratory Syndrome Coronavirus-2 (SARS-CoV-2) (Aditya S, 2020). This virus is classified as a contagious disease which already spread in China and more than 190 countries and other areas. In March 2020, WHO announced this disease as a pandemic as more than 500,000 confirmed cases found with higher death rate in all over the world.

2.2 Technology

As we know, technology is simply always related to machine and/or science e.g wash machine, laptop, phone and television. We always think that technology is something visible or even touchable since we unknowingly have engrained anything is linked to electronic counted as a technology. Basically technology is a thing to get everyone easier in doing something, however, in the latest year, technology could also help us with sharing and getting information in all forms. In 2003, information technology was summarized as all the technology that is used by an organisation to collect, process, and disseminate information in all its form. Therefore, the component of IT will include hardware (computer, printer, scanner, etc), software (operating systems, application development language, office application, etc.), and telecommunication devices (modem, networking hub, network interface card, etc) (Sarosa & Zowghi 2003). As written by Britannica encyclopedia, technology is also believed able to manipulate human environment, but technology is viewed as an important catalyst of corporate success and national economic growth in terms of a developing country (Milman, 2001). It depends on what kind of technology is used since we know technology is divided in to a number of types such as communication technology, construction technology, product technology, medical technology, architecture technology, business technology, educational technology, information technology, space technology, artificial technology, robotics technology, superintelligence, agriculture technology, assistive technology, operation technology and

entertainment technology. Every kinds of technology has its own function in guiding people to accomplish something and anything.

2.3 Internet

Different patterns of internet use influence the life chance of a user; the more capital he/she can accumulate using the internet, the more he/she benefits from web use (Zillier, Hargien 2009). Internet stands for interconnected network in a huge aspect. It means an invisible network connection which connects your device to share pictures, videos, or information to million people around the world.

2.4 Streaming

Digital streaming always has a correlation between internet and a device. Streaming itself is considered as several kinds technology from entertainment, educational, business, communication to information ones. Streaming platform has always been having a place in everyone's life. The way it contributes in people's activity sometimes gives us a different perspective. In today's world, all can be done in a device. Mobile phone, television, laptop or computer have taken an essential part in helping us to access it.

The rapid growth in number of connections, a number of innovation technologies, and better networks has resulted a big change regarding the emerging of popular streaming service. This case unknowingly shapes us in how the way we consume it and what kind of user we are. Time flies so fast that we currently do not need a hard disk for watching movies, listening to music or even go to a recorder studio to record a music demo since apparently, it is all able to be done at home with using our smart device either by being a paid subscriber monthly, annually, or signing up on a certain platform and creating a big debut on it.

This particular change in technology is just one of many in the history of streaming media. According to Pace Technical website, it started with a live internet video by some tech company nerds in 1993. It was a poor attempt that used up half of the available bandwidth of the entire internet. In 1994, the New York Times referred to the Rolling Stones as "the first

major rock band in cyberspace” streamers. As you can imagine, there was some controversy about who was first and what should have been written in Rolling Stones’ press releases. Fast forward to 2005, Saturday Night Live (SNL) released its first video short on YouTube, right around the time that the service started becoming popular.

In the meantime, streaming platform has been through a huge changing. The population people in media social becomes larger than in real life since the coming and transformation of popular streaming platforms.

3. RESEARCH METHOD

Research method is an explanation of how the writer sought the information and compiled every piece of them they got into one plate. An online questionnaire was spread on google forms, G-mail, WhatsApp, and LINE application to collect accurate and primary responses as many as possible. This research mostly used a quantitative, based off people’s view of streaming services and their experience in utilizing it during the pandemic. The data was taken for more than a week as there is no direct response in person and the source is definitely based on people’s perspective. For detail information, I collected it from web and journals I read.

3.1. Participants

Either students or workers were the target population of this study. Twenty people randomly mixed selected workers and students were considered candidates for this study. Five people of workers and students refused to participate and three people were excluded because their scales were incomplete. Thus, in total, 8 males, 12 females were included in this study.

3.2. Procedure

I used a padlet to compile every information I got and then made a pie chart and bar chart for analyzing data to know what is the percentage of people using the certain streaming services during the pandemic and what streaming service people use the most in daily life basis. With range of age about more than 20s and under 40s, I asked for their willingness to answer a few of my questions.

Questionnaire on google forms was divided into four board sections. The first section was an introduction of my questionnare. I informed the participants about what I was researching. The second section I asked for their personal background and information just so I could learn more about them. The third section sought information linked to subscribers' chosen digital sreaming and frequency of streaming platform consumption especially to their personal characteristic. Also this section included statements for satisfaction that related to users' habitual of addicting digital streaming services during the current situation of coronavirus lockdown. The fourth section I thanked people who have participated in filling out my questionnaire. It meant the world to me that I know there are several people out there willing to help me out.

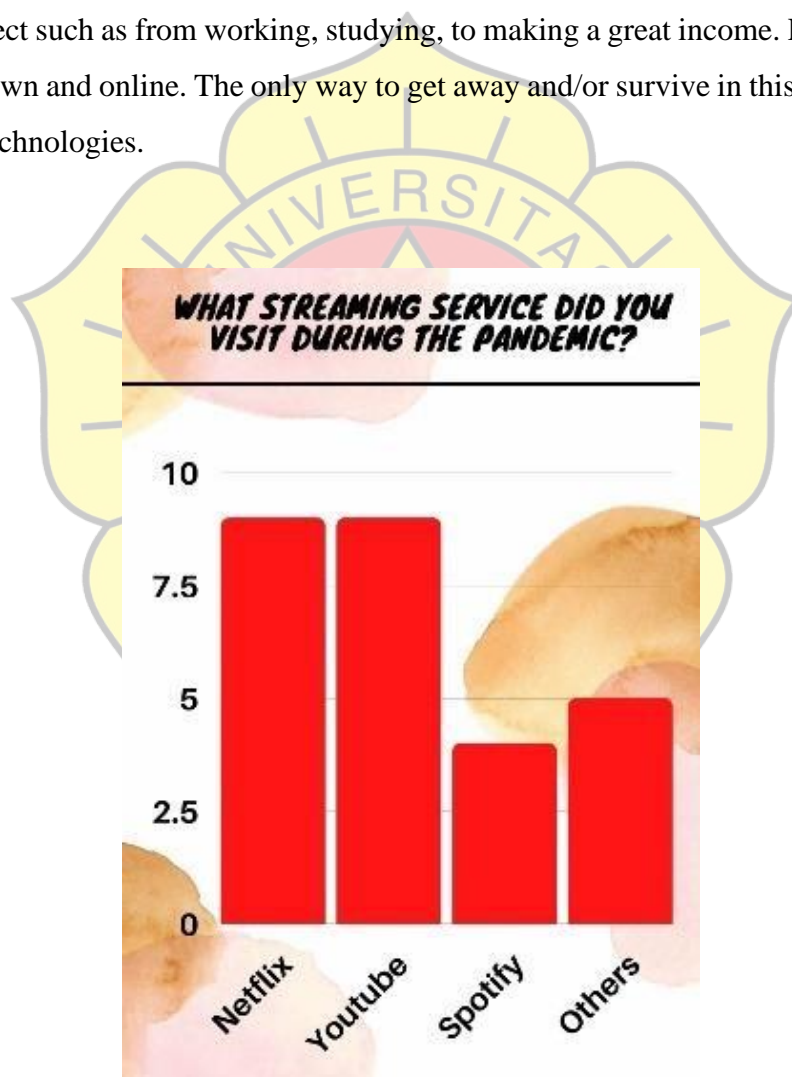
4. DISCUSSION

4.1. COVID-19 Took A Big Role Upon How Streaming Platform Is Being Consumed

When millions people were forced to quarantine at home in mid March 2020, streaming platform has taken an essential part in everyone's day to day. People's activity and happinnes for a while relied on the streaming platform unknowingly started from personal stuff, educational to business in an endless amount of time. While most industries are facing financial hardship due to the pandemic and an economic recession, Internet streaming platforms have benefitted (Shayna K, 2020). According to BBC News, 12 million customers signed up to new services such as Netflix. Teenagers to adults mostly spend nearly 45 hours a week watching TV online during the pandemic. As everything is done online and being stuck on a lockdown are the main reason for this problem, people could not help but binge watching TV series. Netfflix might be the most famous used after Youtube, Spotify and other platforms. It broke its record for the number of new second-quarter subscribers at 10.1 million, compared to 2.7 million in 2019 (Barney, 2020). This may be the case because streaming television is an easier and cheaper option than going to a movie theatre. Even as the world eventually returns back to normal, the COVID-19 pandemic has ultimately accelerated a cultural shift from live television to one that prioritizes Internet streaming (Shayna K, 2020). A lot of people say it helps them reduce stress as long as they were on a lockdown and were unable to go anywhere. Other platforms might as well help them out in some way but online movie streaming could be the most used.

Average daily consumption on Netflix and Youtube has doubled, as we can see below, during the pandemic. Participants were asked what streaming platforms did they visit the most during the pandemic. They mostly answered Netflix and Youtube as they could not go to the cinema, they were more likely streaming at home more.

Participants were asked how they consumed streaming services during the pandemic, I draw a conclusion that they would love to use streaming platform more during the pandemic because it is the best way to kill the time and forget that they were on a lockdown. Having a daily communication with loved ones can solve the problem but they prefer not to do it every day since they do not want to build a boredom between each other. Streaming service does help us in every aspect such as from working, studying, to making a great income. Pandemic always relate to lockdown and online. The only way to get away and/or survive in this current situation is with using technologies.



A bar chart of what streaming platform the most used during the pandemic

Netflix and YouTube almost have same percentage in what streaming platform they visited the most during the pandemic. Both streaming service could have the biggest impact on

how they have changed people's life. Netflix, as we know, is known for digital movie streaming that everyone is willing to stay up for finishing watch a TV series, whereas, Youtube is an online platform that anyone could share a weekly or even daily video in border aspect such as education, culinary, entertainment and traveling.

Before the pandemic, consumers were spending an increased amount of time streaming television, rather than watching it live. COVID-19 seems to be a catalyst for this trend. The 156.1 billion total minutes of usage on streaming platforms for the week of March 16th more than doubled that of the same week in 2019 (Barney, 2020).

4.2 Being Addictive And Distracted In Using Of Streaming Service During The Pandemic

Social media platforms have long been recognised as major disseminators of health misinformation (Allington D, Duffy B, Wessely S, Dhavan N, Rubin J, 2020). Excessive use of the internet during these psychologically trying times, fueled by physical isolation as a result of lockdowns, has translated into dysfunctional behaviors (Hashir A, Alifiya A, Mufaddal D, Irfan U, Victor S, Rodrigo R, Laura O, Renato F, Margaret I. O, Ramdas R, Aftab K. V and Sanya V, 2021). COVID-19 has built a lot of emotions in our mind and body and those mental health could appear unknowingly.

Internet addiction, also referred to as “pathological internet use” or “problematic use of internet” (PUI), has been defined as “a psychological dependence on the internet” (Kandell JJ, 1998) where users have relied their life or even happiness on the internet.

A simple conceptualize on streaming service being consumed is formed following:

QUALITY OF SERVICE ➡ SATISFACTION ➡ WILLINGNESS TO SUBSCRIBE ➡ HABIT

a) Quality of Service

If a company wants to keep their customers returning to them, they need to provide them with a better quality service experience that gets them to keep returning. This experience is the

result of the fulfilment from customer's expectations. They are probably willing to pay higher if the quality of service provided is like what they expect to be.

b) Satisfaction

This could be categorized as a summary psychological state, as stated by Oliver, R. L., when the emotions and the expectations are mixed with the customer's feeling about consumption experience, the emergence of satisfaction would be there. People usually get satisfied with something when something they expect is fulfil their expectations.

c) Willingness To Subscribe

The impact of satisfaction would trigger customers to be willing to subscribe the streaming service after. This could be a great trigger for any firms and companies for their income. Human feelings and emotions surely do it as soon as they feel and/or get affected the better quality of service provided. It is even possible to get them to pay higher for it.

d) Habit

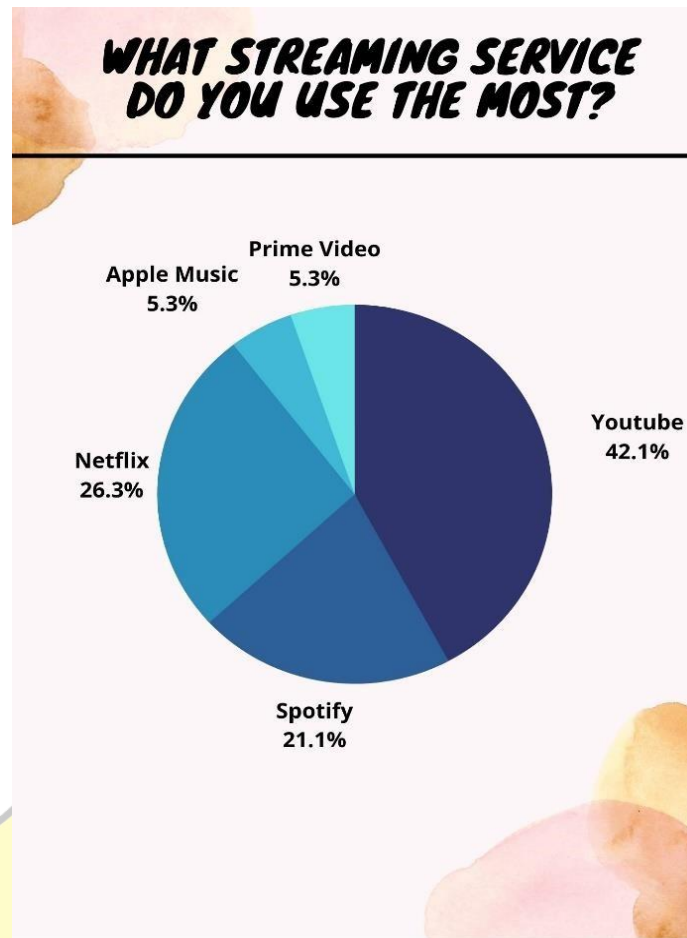
A simple definition of habit is 'a behavioural tendency to repeat responses given a stable supporting context' (Oullette & Wood, 1998). It means that those phases I mentioned earlier can form a motivation repetition of behaviour. People tend to have or make a good or bad habit when they get used to something. In the end, habitual could definitely be formed by people themselves.

Being distracted, for example, of streaming platforms always happens. As I have been working as a tutor for kids, and I have mostly been watching over students I teach for nearly 2 years, I could see how streaming platform has changed their life. To be fair, distraction and addiction are not only happening to kids or teens, but also it happens to adults. Mostly adults I have interviewed sharing that the only way to overcome being addictive on something is doing another thing to get them distracted, however, if we are in a situation which we can only spend time with internet and device, what else we could do other than consume streaming services to keep us entertained?

With kids, they almost spend the day in front of computer. Having an every day online classes is stressful for them as they could not see their friends and teachers in person. It is not

happening to kids but also myself and my friends who have been spending the half of our life online. Online classes and online meeting are the usual activity we have always been doing but do we have another choice? I could tell people who mostly spend their activity with their device normally would have a huge impact of distraction and addiction. People would open so many tabs in their web during zoom or google meeting. I never do it but I know several people do it. They are in the middle of meeting but they still open another tab like YouTube to keep them out of boredom. As we see the percentage of YouTube and Netflix are almost same, but if I could choose side, YouTube might be the most powerful.

YouTube provides lots of different contents every day. We could watch them in every different region even. Teachers are explaining something, I can see kids I have been teaching open another tab to watch YouTube and once dismissal, they turn on TV and watch Netflix. It happens also to adults I have interviewed. They mostly pay attention more to the another tab they open and even if they turn the camera on, they still watch the other tab. One of them say to keep them awake because it would be more impolite to sleep during the meeting. “People are more glued to their devices than ever,” said Doreen Dodgen-Magee, Psy.D., that we don’t realize we have a pandemic screen addiction. A study conducted on subjects older than 60 showed significantly increased internet use with a 64.1% rise in usage of online communication applications like Zoom/WhatsApp and a 41.7% rise in using the internet for daily errands, showing how even middle-aged subjects and older adults who were not spending a long time on the internet previously, have been quasi-forced to adopt online activities because of multiple pressures such as conversion of on-site workplaces to internet-based work-from-home environments and the need to stay updated with COVID-related news and family (Nimrod G. 2020). Lockdown lead us into a waste time spending time online with no definite purpose and even drive them into online pornography. Participants who I met also shared with me that being stuck on a lockdown triggered them to watch porn. The pandemic seems to have caused an even sharper and more noticeable surge in traffic on pornographic websites. A study employing Google Trends and joint point regression analysis demonstrated a significant rise (compared to last 4 years) in interest for pornographic websites in countries with “stay at home orders” (Zattoni F, Gül M, Soligo M, Morlacco A, Motterle G, Collavino J, et al. 2020).



A pie chart of what streaming platform the most used

In the pie chart above, YouTube is in the first place on how people use streaming platform in a daily life basis. Endless lockdown is currently happening in some country in Asia. YouTube seemed to have reached its achievement in helping people with making income. When many people lose their job because of COVID-19 sudden lockdown, this platform offers us to earn money. Not surprisingly YouTube becomes the most impact platform in a positive way. YouTube allows everyone to be creative in expressing their hidden talent and make its way in producing millions creative content creators. However, it drives people to have a screen addiction.

4.3 Overcoming Pandemic Screen Addiction

Dodgen-Magee said technology overuse can lead to a decreased capacity to focus on one thing at a time, inability to resist distractions, and increased difficulty returning to a calm state of mind. Screen addiction can also contribute to physical issues, including chronic headaches, eye strain, and posture problems (Hannah P, 2021). Most people don't learn how to

step away from the screen entirely but the experts believe there are some ways to restore a balance and use technology in healthier way.

a. Recognize The Issue

Just as with other addictions, the first step to beating your screen viewing compulsion is admitting you have a problem. Dodgen-Magee recommends dealing with a screen addiction in a similar way as you would an eating disorder. We have to eat in order to live, and we need to use technology to function in the world. Instead of trying to go without technology entirely, she recommends setting your wireless router to turn off and on at certain times of the day, putting a passcode on your phone or laptop, organizing your cell phone so there aren't a bunch of apps cluttering your home screen, and turning off all unnecessary phone notifications (Hannah P, 2021).

b. Delineate Your Workday

Colier recommends turning off all technology for the first half hour of the day in order to set your own intentions rather than allowing your inbox or the news cycle to dictate your day. She also urges people to shut down all devices including televisions for the last hour of every day and pick up a book, simply be quiet, or listen to relaxing music to allow your body and mind to calm down (Hannah P, 2021). If you don't know what to do during the day, make a list and stick to it. If you feel bored with the same routine or you're an extrovert, you can do workout or meditate yourself by doing a yoga or if you want to express yourself, you should draw something.

c. Have A Clear Purpose To Your Screen Time

Internet rabbit holes can easily eat up hours of the day if you're not careful. In order to avoid mindless scrolling, make sure you have a clear purpose every time you check your inbox, open a tab, or pick up your phone (Hannah P, 2021). Apparently the easy way to do this is you should not put your phone on silent. This method could get you not to glue to your phone since you just want to open your phone when you hear the notification alert. If your phone do not alert you, you should not open it. If there is no apparent reason to check your phone, you should spend time with people around.

d. Devote Some Time To Silent

Research has shown that 10 minutes of meditation a day can have an outsized influence on many aspects of our lives. Those 10 minutes don't have to look the same for everyone. You can spend them practicing mindfulness meditation, directed boredom, or even just sitting quietly. Regardless of how you spend that time, the practice has the potential of reducing stress and increasing the gray matter in the regions of the brain that are being depleted by screen use, according to Dodgen-Magee (Hannah P, 2021).

5. CONCLUSION

As we know the new Delta variant has appeared, people across the globe have to return to being online. Lockdowns are reimposed that requires us to do anything and everything at home again. All health organizations and companies all over the world apparently never stops making a vaccine in order to destroy or to treat this disease. They have been putting in great effort to save the world. This has been seen in the improvement of their work in several countries. Most countries which have seen the lowest confirmed case have reopened schools and companies, but in the end, their activity should be at home again as cases keep increasing in a day.

Internet, streaming services, and devices have been a major impact on how people keep surviving during the pandemic. Netflix, YouTube, Spotify are some of streaming services that have helped us a lot during the pandemic starting from keeping our income steady, catching up with lessons at school, to keep us entertained and always being close to our loved ones in the other planet that we never know when we will see them again in person. That is supposed to be good in order to get rid of boredom staying at home in the period of long time, however, we cannot always be living in online life. Physical contact and interactions are important. The lack of a physical meeting makes someone become addicted to gadgets and distracts to other stuff when we are in the middle of something. It also ruins our sleeping schedule as well as making us more introverted.

We should use this opportunity to spend time with family rather than electronic items. Lockdown does not mean you have to glue on your device all the time, you could still use this time to explore more about yourself, learn new thing and skills.

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