



Digital Trends Report March 2020

LinkedIn the Moment

LinkedIn has responded to the impacts of the COVID-19 pandemic by providing six free courses focusing on mental health and mindfulness guidance. The idea of this is to aid those working from home to adjust to their new work/life balance, with results showing that many more people participated in these courses in March than in the previous month. LinkedIn believe it's because people are finding it hard to navigate this new normal and are looking for guidance now that the boundaries between work and personal are more blurred than ever. With the usual coffee shops and gyms closed (our places to release stress and recharge), this is a fantastic way for workers to still maintain their mental well-being whilst staying productive.

What's Up with Whatsapp

Whatsapp has announced a new restriction on message forwarding in order to combat the rise of misinformation campaigns flowing through the app. Instead of allowing users the ability to send messages through a chain of five or more people, they can now only be forwarded to a single user. Particularly amid the COVID-19 pandemic, Whatsapp seems to have become a weapon of choice for misinformation campaigns which have the risk of being damaging to readers. For example, an article claiming that '5G signals amplify the spread of coronavirus' was shared broadly through the app, and as Whatsapp is by far the leading messaging app and is therefore essential throughout this pandemic, it must clamp down on the way misinformation can be shared.

Zoom From Your Room

Zoom, an increasingly popular video meeting app, is focusing on improving security amid massive user growth. Since the COVID-19 lockdowns, the multi-participant app has seen a massive surge in usage, with everyone from teachers to celebrities using the platform to connect with their respective audiences and maintain some level of social engagement. Although the rising demand has exposed some flaws in Zoom's system, the app has committed all their efforts in March to improving its systems and protecting user security, whilst also working to cater to the massive increase in meetings.

Tik Tok Domination

Tik Tok has seen a spike in users and downloads in March, with the video app seeing an 18 percent increase in download. Statistics show it was downloaded 2 million times between March 16th and March 22nd, thanks to people self isolating. Thanks to this global behavioural shift, many trends have appeared on the app, such as #DistanceDance, a trend of simple, light hearted videos of people dancing whilst self isolating, or use of the hashtag #boredathome to show just how they're passing the time while bored stuck in the house. The trend uses Curtis Roach's song "Bored in the House," an earworm that just repeats what so many of us feel and has catapulted tiktok to a household entertainment app for users of all ages.