International Research Journal of Innovations in Engineering and Technology (IRJIET)

ISSN (online): 2581-3048
Volume 6, Issue 3, pp 120-131, March-2022
https://doi.org/10.47001/IRJIET/2022.603017

The Effect of Covid-19 on Technology Y Worker Belief: Facts Function of Messenger Services and Social Networks: A Survey from Bangladesh

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***Abstract* - Throughout history, there are always descriptive moments in different generations. The rapid migration of digital technology driven by the epidemic has gripped the world by 2020. The global COVID-19 epidemic will affect all generations and especially consumers of Generation Y which is the main focus of this study. Considering the recent challenges, the role of messenger services and social media relationships becomes a life-changing issue. Companies understand that building customer relationships through a social media platform and the way these channels are managed is an important factor in product success. Therefore, the study attempts to determine how the 23-35-year-olds perceive social networking sites, by examining the combined use of popular SNS lists, including Facebook, Twitter, Myspace, Instagram, Tumblr, LinkedIn, and Google Plus. Sixty participants, ages 20 to 35, participated in an online study that used open-ended questions to ask how participants described and used different SNSs. To achieve this goal, the research uses a variety of methods that include descriptive/interpretive studies of literature and previous studies by academics and industry institutions. It also uses the quantitative survey taken from participants. The findings of this study suggest that researchers should consider how people use SNS collectively as this affects the decisions people make about which SNS accounts they use and how they present themselves on these sites.**

Keywords: Messenger Services, SNS, Generation Y.

I. INTRODUCTION

The Covid-19 epidemic is a recent phenomenon, and research is limited. The COVID-19 epidemic has made us more receptive to today's most important global concerns (Sakketa and Koebner, 2020; Sumner et al., 2020). Since the outbreak of the COVID-19 epidemic, the communications platform has grown exponentially as a tool for information development, dissemination, and usability. Most Generation Y-ers rely heavily on social media. Facebook, Twitter, Trip Advisor, Google+, LinkedIn, and Pinterest are all important parts of the lives of many young people.

Over the years, communication platform has become a powerful technological tool in the BANGLADESH; and a communication channel for BANGLADESH people. Its importance has received additional recognition because the government has used the lockdown policy to control the spread of the Covid-19 virus. The COVID-19 epidemic has pressured policymakers, university leaders and teachers of tertiary institutions to look at alternatives to a traditional body-based curriculum. Institutions have encouraged their smart members to communicate with their readers through official pages and groups on social networking sites (SNSs), such as Facebook and WhatsApp (Sobaih et al., 2016).

II. LITERATURE REVIEW

A) Communication platform

There is a growing body of social media books. The Internet refers to the electronic network or networks that connect (people) to people and information about computers and other digital objects, allowing for personal communication and retrieval of information (DiMaggio et al., 2001). Social media are, in general, a collection of web-based websites and forums that allow for multiple interactions, chat, and sharing between network users (Murphy, 2013).

Social Media refers to a variety of forums and online applications that enable users to communicate, collaborate, engage, and share information. As a result, social media refers to easily accessible web tools that people can use to talk about, engage, create, recommend, and benefit from information, and pay for online comments on what's happening around them (Murphy, 2013)

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1. Use of Social Media in Higher Education

Social media has emerged as the leading platforms for improving student learning, accelerating interactions between students and their teachers and their peers, and involving them in a remote learning environment (Sobaih and Moustafa, 2016; Manca, 2020). Research has also shown that genius members use social media for professional and educational purposes (Awidi et al., 2019). Numerous studies have noted that social media has many benefits for higher education (Valenzuela, et al., 2009; Durak, 2019). Studies have shown the value of human communication the media practice of student engagement and the promotion of student self-awareness (Awidi et al., 2019; Dyson, 2015).

2. Student Ideas for the Use of the Social Media Education Forum

Several studies (Awidi et al., 2019, Bowman and Akcaoglu, 2014) have been conducted to measure the effectiveness of social media tools to illuminate student access to higher education. Research has shown that social media, such as Facebook, appears to be an effective tool for developing student performance (Bowman and Akcaoglu, 2014, Sarapin and Morris, 2015), which increases student engagement (Awidi et al., 2019) and refinement of student awareness. of their learning experiences (Sarapin and Morris, 2015; Sheeran and Cummings, 2018). In addition, there is a direct relationship between student academic performance and Facebook level of reading habits (Sarapin and Morris, 2015). However, other studies (Sarapin and Morris, 2015, Sheeran and Cummings, 2018) have shown that Facebook is linked to student academic misconduct. Excessive use of Facebook has been a negative translator of student engagement (Junco, 2015). Another study (Awidi et al., 2019) showed that Facebook use in learning produced a positive learning experience for students. Research on the effectiveness of SNSs to improve reading knowledge has shown that students find a platform for communication as it promotes their learning and promotes effective interaction with colleagues and academic staff (Rasiah, 2014).

3. Comments of a member of the Faculty of Education for Social Media Education

Studies (Awidi et al., 2019; Durak, 2019; Junco, 2015; Van Den Beemt et al., 2020) have found that using SNSs has a profound effect on learning outcomes as they allow genius members to engage their students, create information, share and participate. with each other. Although intelligence members have recognized the potential importance of SNSs in educational communication, their practical use has been meaningless due to a few obstacles or challenges (Sobaih and Moustafa, 2016). These barriers vary and include digital fragmentation, proximity and security, loss of control and monitoring, limited institutional support, limited responsiveness to the role of the SNS as a learning platform and expert members' expectations about SNS competency in learning drives and other IT support and support resources. institutions (Sobaih and Moustafa, 2016; Manca and Ranieri, 2016).

B) Generation Y

Generation Y (Gen Y), also entitled "Millennials," is a genus that refers to those born between the early 1980s and 2000s, thinking of Western perspective (Scully-Russ et al., 2015). Generation Differences in the Use of Communication Resources during the COVID-19 Pandemic Generation Y (so-called “digital natives” and “millennials”) refers to the first generation to spend their entire lives in the digital environment, their health and work intensified. affected by information technology and experienced long periods of economic prosperity and rapid development of communication technologies, social media, and global trade (Libur).

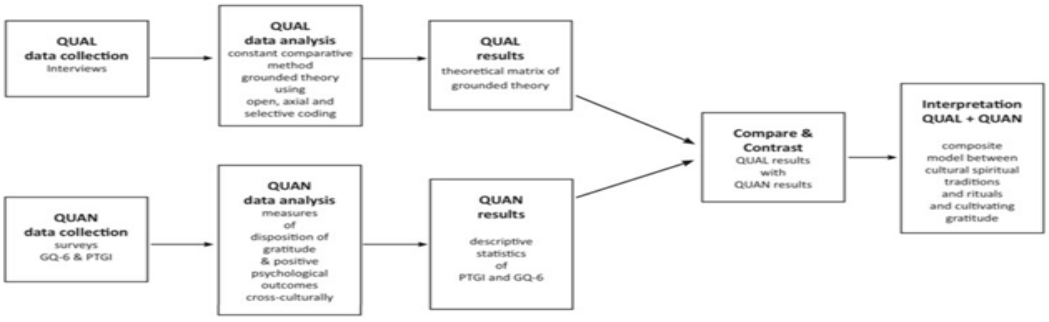

Figure 1: Mixed methods triangulation design: Convergence model

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Since the purpose of the plural component was to assess the role of messenger services and social networking relationships within a group of participants, the method used was descriptive assessment. In the current study, the experience gained to understand mainly the role of courier services and social networks (SSN's). Mathematical data processing was enhanced by the IBM SPSS mathematical system (episode 23) - a computerized mathematical data processing system. The critical value range was selected to be 0.05. A research method was used in this study. A 24-item survey involving four buildings was used. The six survey questions cover each of the following formats: socio-demographic; using a smartphone; uses social networks and relationships to use social media. Responses were based on the Liker type six-point scale and the middle answer was omitted. Respondents selected one of the following answers to each question: strongly disagree: 1; disagree: 2; slightly disagree: 3; slightly agree: 4; agree: 5; strongly agree: 6.

Data were collected from a group of study participants. Statistical statistics for part of the majority of this study included 100 male and female participants. Based on the Cochran formula, a sample size of 75 people was obtained, and a list of 70 questionnaires was distributed using randomly stratified samples. A total of 81 completed questions were returned, which is a return rate of 87.14%. An online research method has been used. All data collected was in the researcher's condition. Participation was voluntary and no personal or identifiable information was collected to ensure confidentiality and a high level of participation. The number of respondents is summarized in the tables below.

Gender		Frequency	Percent
	Male	56	75.41
	Female	25	24.59

Age		Frequency	Percent
	18-24	50	64.52
	25-34	28	29.03
	35-44	3	6.45

Education		Frequency	Percent
	Attended High School	7	8.20
	Attended College	10	22.95
	Graduated High School	28	29.51
	Graduated College	28	29.51
	Post-Graduate Degree	8	9.84

A list of questions included using social networks, apps and expectations as given in the tables below.

Do you use social networking apps?		Frequency	Percent
	Yes	81	100.00
	No	0	0

Which social networking apps do you use?		Frequency	Percent
	Facebook	70	24.99
	WhatsApp	64	22.88
	LinkedIn	30	8.47
	Instagram	40	21.19
	Skype	20	4.24
	Twitter	49	16.53
	Snapchat	43	18.22
	Other	3	1.27

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The results were then used to discuss the findings in a number of ways:

- First and foremost we used it to identify potential features, influencing the Y-generation of consumers after the COVID-19 epidemic.
- How these things relate to the challenging role of messenger services and social media relationships.
- How can these findings be incorporated into the way users present themselves on SSNs.

III. EFFECTS

The findings of the first section of the survey tool are presented in the following Tables 1 - 5.

Quality Analysis

The most important research question was: what is the user's experience in using social networking apps? To answer this question, the theme was analyzed to analyze the themes (SSN role) extracted from the interview questions. Contextual analysis is the process of identifying, analyzing and reporting descriptive patterns in quality data. This method is the process of analyzing text data, and then converting scattered and varied data into rich and detailed data (Braun and Clarke, 2006). Likewise, the interview documents were carefully processed, and all the themes were removed from the manuscripts. In the first phase, interviews with selected participants were analyzed and basic semantic codes were released. Next, the resulting semantic codes are converted to basic themes. At this stage, 10 basic themes were excluded from participant discussions (Table 1).

More Analysis

Chi-square tests and Logistic regression were used in this study. The Chi-Square survey is very useful in analyzing the various survey data tables. The relationship between the two variables in the nominal or ordinal scale is assessed using the Pearson Chi-square test which assesses whether there are significant differences between the observed or expected frequencies. When the Chi-square test was performed, two independent variations of the emergency table were assessed, and as a result, your dependence on both variables was determined indirectly. The null hypothesis states that the two variants are considered equally independent when the frequencies seen in cells correspond to the expected frequencies. If the observed and expected frequencies differ statistically, then the null hypothesis is rejected and another hypothesis is accepted, stating that two variables are dependent on each other.

This test was examined in all questionnaire questions. Key questionnaire questions were associated with respondents' social characteristics such as gender, age, education, marital status, and number of children in the family. Thus, this test was performed 100 times. In this case, 12 tests showed a statistically significant effect. Respondent gender indicated a relationship with the question of which SNS service respondents choose to use when planning their vacation. Female participants for example prefer to use blogs for this purpose. They are also accustomed to receiving special promotions.

	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	14,356a	3	.002
Likelihood Ratio	5.111	3	.164
Linear-by-Linear Association	1.985	1	.159
N of Valid Cases	81		

Standardized Residual

		Marital status			
		Married	Single, Never Married	Separated or Divorced	Widowed
Do you have Smartphone?	Yes	.1	.1	-.7	.0
	No	-.5	-.5	3.6	-.3

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Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23,186a	6	.001
Likelihood Ratio	9.473	6	.149
Linear-by-Linear Association	8.797	1	.003
N of Valid Cases	81		

What is the frequency of using social networking apps? * Marital status Cross tabulation

Standardized Residual

	Marital status			
	Married	Single, Never Married	Separated or Divorced	Widowed
What is the frequency of using the soc Everyday	.3	.1	-.6	-.6
Once a week	-.7	-.2	2.8	-.3
Once a month	-.5	-.5	-.3	3.6

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9,977a	4	.041
Likelihood Ratio	8.483	4	.075
Linear-by-Linear Association	5.009	1	.025
N of Valid Cases	78		

How do online networking apps affect your social life? * Age Crosstabulation

Standardized Residual

		Age		
		18-24	25-34	35-44
How do online networking apps affect	Does not have an effect on face to face communication	1.0	-1.2	-.6
	Has somewhat effect on face to face communication	-.9	1.4	-.5
	Replaces most face to face communication	-.4	-.3	1.9

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33,011a	12	.001
Likelihood Ratio	13.462	12	.336
Linear-by-Linear Association	2.322	1	.128
N of Valid Cases	77		

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a. 17 cells (85,0%) have expected count less than 5. The minimum

Do you think social networking apps are important? * Marital status Cross tabulation Standardized Residual

	Marital status			
	Married	Single, Never Married	Separated or Divorced	Widowed
Do you think social networking apps a Strongly agree	.0	.2	-.5	-.7
Agree	-.5	.3	-.7	.1
Fair	.9	-.5	1.4	-.7
Disagree	-.6	.3	-.2	-.3
Strongly disagree	-.4	-.9	-.1	5.2

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29,865[a]	16	.019
Likelihood Ratio	31.533	16	.011
Linear-by-Linear Association	.033	1	.855
N of Valid Cases	76		

Do you have more friends on your social networking sites than you do in your real life? * Education Cross tabulation

Standardized Residual

	Education				
	Attended High School	Graduated High School	Attended College	Graduated College	Post-Graduate Degree
Do you have more friends on your soc Strongly agree	-.6	.5	-1.2	-.2	1.7
Agree	2.6	-.2	.6	-1.6	.7
Neutral	-.9	.8	.3	-.1	-1.2
Disagree	-.9	-.9	-.8	2.1	-.4
Strongly disagree	-.4	.0	1.7	-1.0	-.5

Respondents aged 35-44 are more likely to switch to real communication and communication using social media platforms. People aged 25-34 have expressed additional disagreements about whether privacy policies apply to social media platforms.

Respondents with a higher level of education expressed additional disagreement that privacy policies apply to social media platforms. High school graduates strongly agree with this statement. Only high school graduates often admit that they have more friends on social media than in real life. We are therefore more likely to agree with a Post-Graduate graduate. Meanwhile, college graduates responded with further disagreement on the issue.

Large numbers of important mathematical tests of marital status. Part of the split responders do not have a Smartphone. Divorced and bereaved persons are less likely to use the Smartphone than single and married individuals. In addition they have expressed disagreement over the importance of social media.

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Divorced respondents prefer to use Myspace when planning their vacation. Respondents with more than 8 children, as well as those with 4-8 children, spend more than 6 hours a day using a smartphone. Within this category of respondents, there is a great deal of disagreement that social media is important.

Table 1: Statistically significant results of the Chi-square test

	Gender	Age	Education	Marital status	Children under the age of 18	**The number of tests on the main questions of the questionnaire**
Do you have Smartphone?						1
What is the frequency of using the social networking apps?						1
What is the time you spend on social Networking apps per day?						1
How do online networking apps affect your social life?						1
Do you think social networking apps are important?						2
Do you think privacy policies are effective in social networking apps?						2
Do you have more friends on your social networking sites than you do in your real life?						1
What social media sites do you use the most when planning your holiday?						2
What are your expectations on Social Page (Facebook, Tweeter, other)						1
The number of tests for socio- demographic characteristics	2	2	2	4	2	12

To observe which of the response categories contribute to the relationship between variables, it is necessary to calculate the standardized residuals. These residuals are a measure of how much the observed and expected frequencies deviate from each other. Fields with higher standardized residuals contribute more heavily to the numerical value of the chi-square test and, therefore, to a significant result. It is considered that there is a significant difference between the observed and the expected frequency if the normalized residual is greater than 2 in absolute value. The sign that has such a standardized balance is also important: plus means an overabundance, and minus a deficit.

Formula for calculating standardized residuals, where ∫_o- is the observed frequency and ∫_e is the expected frequency. The expected frequencies are calculated as the product of the corresponding row and column sums divided by the total frequencies.

$$\frac{fo - fe}{\sqrt{fe}}$$

Normalized residual	Significance level
> = 2,0	p < 0,05
> = 2,6	p < 0,01
> = 3,0	p < 0,001

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Logistic regression

We tested the assumptions about the influence of various variables on the question of whether respondents are dependent on social networks.

To identify such a relationship, a logistic regression was examined by the method of stepwise selection of variables. A binary variable with 2 response categories was selected as a dependent variable:

- 1 - Yes, 2 -No.

The following were selected as independent variables:

- X1:Gender
- X2: Age, years
- X3: Amount of time spent on social media
- X4: Frequency of time spent on social media
- X5: The importance of social media
- X4: Attitude towards advertising
- X5: Attitude towards privacy
- X6: Attitude towards friendship on social networks relative to a friendship outside the network
- X7: Frustration due to inaccessibility to social media
- X8: Preference for communication on social networks over communication outside the network
- X9: Stress and irritation caused by using social media

In total, the influence of 9 variables was analyzed on a sample of 60 respondents.

The application of dichotomous logistic regression will show which questionnaire questions really affect the presence of addiction to social media. This issue is very relevant due to the great popularity of social networks among Internet users, and in particular among Smartphone users. As a result of the selection of various models and enumeration of all independent variables using the stepwise selection method, the choice was made on the model, which included 3 statistically significant variables as statistically significant independent variables.

The prevalence of friends on social media than in real life, frustration due to the inaccessibility of social media and stress due to the use of social media are three variables that positively influence respondents' dependence on social media.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Frustrated unavailable	1.359	.387	12.315	1	.000	3.893
	Constant	-4.029	1.159	12.091	1	.001	.018
Step 2[b]	Frustrated unavailable	1.509	.436	11.971	1	.001	4.520
	Feel stressed	1.123	.421	7.108	1	.008	3.074
	Constant	-8.043	2.209	13.259	1	.000	.000
Step 3[c]	Friends	.820	.405	4.095	1	.043	2.270
	Frustrated unavailable	1.419	.440	10.395	1	.001	4.134
	Feel stressed	1.008	.467	4.668	1	.031	2.741
	Constant	-9.984	2.722	13.457	1	.000	.000

a. Variable(s) entered on step 1: Frustrated unavailable.

b. Variable(s) entered on step 2: Feel stressed.

c. Variable(s) entered on step 3: Friends.

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Classification Table[a]

Observed			Predicted		
			Addicted		Percentage Correct
			Yes	No	
Step 1	Addicted	Yes	29	12	61.3
		No	13	31	87.5
	Overall Percentage				72.7
Step 2	Addicted	Yes	38	3	90.3
		No	8	16	66.7
	Overall Percentage				80.0
Step 3	Addicted	Yes	36	5	83.9
		No	5	19	79.2
	Overall Percentage				81.8

a. The cut value is,500

The significance level of these variables did not exceed the critical level of 0.05. In this case, the three selected variables belong to ordinal variables with a 5-point Likert scale, where 1 is strongly agreed, and 5 strongly disagree.

Table 2: Table Variables in the equation

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 3[a]	Friends	.820	.405	4.095	1	.043	2.270
	Frustrated unavailable	1.419	.440	10.395	1	.001	4.134
	Feel stressed	1.008	.467	4.668	1	.031	2.741
	Constant	-9.984	2.722	13.457	1	.000	.000

a. Variable(s) entered on step 3: Friends.

Let us examine the quality of the resulting model and finally use it to predict the existence of dependence among respondents. Some of the quality indicators of the model are built on verification steps: R Cox Snell square and Nagelkerke R Square, which is an analogue of the R-square of the retrospective models. They also show the part of the dependent variance that can be explained by the model. At the same time, the Nagelkerke R Square index is very complete, indicating that the resulting model can explain the variance behavior of 62.2%. The value of this indicator shows a good ability to accurately predict the presence of respondents' dependence on social media by the values of the selected indicators.

Model Summary

Table 3: Summary of certainty measures for models

-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
41,072	,464	,622

The following classification table can also be called a measure of the quality of the constructed model. It shows the number and percentage of correctly predicted dependent variable values. For the resulting model, the percentage of correctly predicted values was81.8%.

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Classification Table[a]

Table 4: Percentage of cases correctly predicted by the model

Observed			Predicted		
			Addicted		Percentage Correct
			Yes	No	
	Addicted	Yes	36	5	83,9
		No	5	29	79,2
	Overall Percentage				81,8

a. The cut value is, 500

According to the table with the calculated regression coefficients, we settled on a three-factor model.

Y= -9,984 + 0,820*X6 + 1,419*X7 + 1,008*X9

Let's make a forecast using the resulting model. The predicted value is determined by substituting the corresponding values of the independent variables into the regression equation.

If we take the values of three independent variables for the resulting model for the third respondent from our database, we get:

Y= -9,984 + 0,820*1 + 1,419*1 + 1,008*3

For these values of the explanatory variables, the Y value is -4.72. This value must be substituted into the logistic function, which has the following form:

$$p = \frac{1}{1 + e - y}$$

Substitute the resulting value -4.72 into the formula

$$p = \frac{1}{1 + e4{,}72}$$

As a result, we get 0.00883. This value indicates the likelihood that the respondent is addicted to social media.

Thus, as a result, a three-factor logistic model was obtained, which showed good predictive properties and which can be used to predict the presence of addiction to social media in Smartphone owners.

IV. DISCUSSION AND CONCLUSION

The current study is a multidisciplinary study. In the majority section, the participant answered the researcher's measure of acceptance of mobile learning (six sides: socio-demographic; using a Smartphone; using social media and relationships to use social media). The results mean that smart members believe that cell phone use is not good enough for learning, and that your use is limited, albeit beyond measure in terms of Easy Use and Personal Performance (According to Brown, 2018). On the other hand, they believe that mobile reading goes hand in hand with many challenges and obstacles, which are beyond measure. These findings are consistent with the research of Kaliisa and Picard (2017).

Part of the quality of the study involved participants who lived through the use of social networking applications. Based on the findings of this section and its compiling and summarizing procedures, 10 basic themes were excluded from discussions with potential study participants.

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Generation Y - people born after 1981. This is the first generation to be deeply involved in digital technology. But they also find the era before the spread of the internet: their childhood has passed mostly without smartphones and social media. High levels of reliability on mobile devices and social media platforms reflect this generation and help brands market their products. 53% of the 1,000-year-old participants admitted that they would rather let go of their sense of smell than modern technology. More than 80% sleep with their smartphones. The top millennial apps are Facebook, Gmail, and Amazon shopping platform. The purpose of this study was to examine instant messaging and social networking sites for Millennials who have become a major potential for promoting social entrepreneurship. Unlike their older brothers and sisters, they are very familiar with modern gadgets and actively use social media and shopping. Purchasing power of the "Y" generation is too large. Consumers regularly and increasingly prefer to shop online. However, hypermarkets and supermarkets are still popular places for offline shopping and entertainment. A new report from market research firm GfK found that although 71 percent of thousands of years view their cell phone as their most important purchase tool, just 21 percent of boomers feel the same way (Adweek, 2021).

Before buying a product online, representatives of the Y generation are reading reviews looking at photos, visiting company pages on social media, comparing prices and looking for discounts. For thousands of years, they have bought on the go, listening to music, chatting with friends, and going to work. Therefore, it is important to them that the site interface is simple and straightforward.

The global COVID-19 epidemic has swept across the globe, changing the normal course of life for individuals, communities, and organizations. During the crisis both government officials and business leaders had to make many important new decisions. These decisions led to serious moral problems that would affect society in the future. What is "new standard"? What new processes have been developed and standards that guide consumers? How do markets change in response to a changing world?.

The switch to digital usage creates new consumer trends: customers find information online and can make informed decisions. At the same time, the diversity of these options opens up many opportunities, and competition often forces retailers to lower prices. Aside from the fact that the epidemic is not slowing down, and the incidence of new corona infections in early autumn began to rise and in many countries around the world, it is important to understand which of these practices the answer to time problems is, and which have the potential to remain stable.

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ISSN (online): 2581-3048
Volume 6, Issue 3, pp 120-131, March-2022
https://doi.org/10.47001/IRJIET/2022.603017

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Citation of this Article:

Mr. SK. Kamrul Hassan, "The Effect of Covid-19 on Technology Y Worker Belief: Facts Function of Messenger Services and Social Networks: A Survey from Bangladesh" Published in *International Research Journal of Innovations in Engineering and Technology - IRJIET*, Volume 6, Issue 3, pp 120-131, March 2022. Article DOI https://doi.org/10.47001/IRJIET/2022.603017

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