

## THE ROLES OF DIGITAL MEDIA AND APPS IN MITIGATING PANDEMIC

No hesitations. COVID-19 has led to the inevitable usage of digital technologies and platforms due to social distancing protocols, quarantines and nationwide lockdowns. The use of various gadgets and technical equipment apart from what we have at home like televisions, radios etc. somewhat ease the loneliness we experienced at home in our most solitude moments concerning our health and safety. With the implementation of Online Classes up to the Working from Home set-up, there is no doubt that the internet is a must to every household just to have communication from a worldwide perspective plus advancing our livelihoods in extent of using media platforms just to survive this crisis. People and different organizations have had to adjust to this new way of work and life to what they called "new normal".

The lockdown has taken into consideration the use of the internet in our daily activities as well as the way we interact and communicate to the world. As for Branscombe 2020, internet services had risen above into service calculating 40% - 100% of its actual usage per site depending on how it is in demand towards the market just like Facebook, Twitter and Instagram. With the surge of digital usage, you can already see how important it is for us to coexist with technologies during this time.

In addition to this, it is not only the internet itself that is imperative. Since we are fond of using our Smartphones as the quickest way to get information and to share knowledge, it is collectively specified to have some application installed to our phones that can help us survive the boredom of being in quarantine or stuck at home. Listed are the apps we enjoyed the most:

Capcut - This is an application where you can edit photos and videos professionally. It is innate to Filipinos having the best smile in the world and we even capture it as memorabilia to keep the memories and bond alive in portraits. Since we are together with our Families or loved ones, we love to take some selfies and nasty videos as a souvenir.

Press reader - A free app that will give us access to publications and newspaper copies around the Globe. Keeping an intact communication on what is happening around us is already in our nature. Many tabloids and broadsheets that keep fresh updates on COVID-19, lifestyles, politics and many more have already subscribed on this platform.

Online Payment Apps like Gcash and PayMaya- Since we are in a different phase of lockdowns in various cities in the Philippines, transactions involving money are also affected. Checking out bank accounts, withdrawals and deposits, paying bills, essential needs and many more is a one click away. Just to ensure our safety, these apps really are reliable.

Group Chats and Video Conferencing like Microsoft Teams and ZOOM - With the implementation of employees working from home set-up to having student's online classes, it is important to have these apps to still communicate towards workmates, bosses, managers, teachers, co-students even family members in different places.

Online Shopping Apps like Lazada and Shopee - In the middle of lockdown series and phases, we are also in need to satisfy our cravings, needs and wants to reward ourselves in serious hard work. These apps help us to make these things still reachable without the hindrance of pandemic. With the help of hardworking parcel drivers, they will ensure that we can get these things successfully even without going

out so as to not be infected with the virus. This will provide us enormous help getting the essential things we need the most without compromising our health and safety.

Delivery Service Apps like Grab Food, Food Panda and Lalamove - Pandemic also caused a saddening impact towards sellers of goods, restaurants, food chain facilities and many more. Because of this crisis, they cannot open their stores to get the food cravings or even the things we need the most also. Thanks for the courage of Drivers who will make sure that we can get what we want even if there is a danger outside.

Tiktok - Tired of being bored at home? If you are a talented person, having or wanting to share something you have with people, and want to interact the most this application proves that pandemic is not a barrier. It possibly gives you happiness to make yourself connected to people by means of sharing what you want. Creating contents that inspire and educate. Resonating happiness even when you're at home. This app makes everything possible.

Netflix Apps - Another way to ease your boredom and be relaxed by making yourself at home after a tireless work is watching your favorite movies or series. This really helped us a lot by making yourself subscribed to their service. This is a serious life-saver.

Digital technologies have made a huge contribution to our daily lives since it was developed. Moreover, it also gave us sanctuary when the Pandemic happened. We are being saved by it in many ways possible. In most ways, we tend to abuse the use of it but we can still admit that we are in an era where we cannot live without it. It is already a part of this generation and positively in most of the future too. It is for a fact that as a responsible user, we must know basically the use of it as it is helpful to enrich our lives.

References : (<https://mb.com.ph/2020/05/03/5-mobile-apps-that-are-helpful-during-the-covid-19-extended-enhanced-community-quarantine/>)