

Subject: Week 118 learnings - What are people doing in the lockdown?
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Dear All

A third of humanity is under lockdown. The first lockdown was on January 23, when Wuhan was locked down.

I've been chatting with a lot of people and here's my take on what people are doing.

1. The return of family time.

Many families are rediscovering their talents and their togetherness. The family dinner which had died a steady death or had become an event with the smartphone in the left hand and spoon in the right hand is making a comeback. That is good for the family.

2. Everyone in the family doing house work.

Men and boys are helping around the house, an activity most male members of a household have shunned for many years. Everyone is chipping in on cleaning the home, cooking and washing up.

3. Families spending time without spending money

It is great to see families return to board games, watch movies, listen to music, seeing old albums, reminiscing about a romantic past.

4. Watching news to the right limit.

News in a crisis tends to be more and more despondent. Hence most families have news time on their calendars and move on after picking the important points of the day.

5. Return of hobbies

People are rediscovering the hobbies they have buried due to time constraints. People are picking up their old music instruments, listening to music, watching their favorite genre of movies etc.

In Spain, a fitness trainer is running free classes from a rooftop. In Italy people are using whatever is around them to produce music.

6. Digital education

People are logging onto the galaxy of free online content available. People are picking up the nuances of new capabilities and are in a mood to relearn.

7. The photo boom

Families are clicking as many pictures as they can and are sharing with friends and family. In some countries people are even posting pictures of home deliveries like McDonald's and Starbucks. An aligned activity is the enthusiasm to share memes, jokes, content. This has reached a whole new stratosphere.

8. Speculation on return of normalcy.

This is the big question on everyone's mind. People are wildly optimistic or vaguely pessimistic. No one knows but this guessing and spreading misinformation on this topic is rampant.

9. The zoom connection to a wider family circle.

People are planning wider family dates, either to just share stories or to celebrate birthdays, anniversaries, etc. This gives them an opportunity to dress up and put themselves in a party mood.

10. The lonely singles

The lockdown has been most tough on people living on their own. They now feel like a Swiss Army knife, where they need to be a one man band or one woman band. They are unsure as to whom they can reach out to. While it is tough for these singles, it's tougher for their families.

The lockdown in most countries started as a welcome break, moved to boredom, in some cases frustration and in many cases a silent everyday prayer for normalcy to return soonest.

Am sure you gave your own story to share.

Feedback welcome

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