



MEASURING THE EFFECTIVENESS OF HEALTH MEDIA IN THE SOCIAL MEDIA DURING THE CORONA PANDEMIC A SURVEY STUDY OF SOCIAL MEDIA USERS

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| Article history: | Abstract: |
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| <p>Received: November 8th 2021 Accepted: December 8th 2021 Published: January 22th 2022</p> | <p>The current research seeks to identify the measurement of the effectiveness of health media in social media sites during the Corona pandemic, where the problem of the research was in seeking to know the effectiveness of press media on social media during the Corona pandemic and the extent of the commitment of this type of media in directing public opinion properly.</p> <p>The research problem of the current study was to measure the effectiveness of health media in social media sites during the Corona pandemic.</p> <p>In order to achieve the goal of the current research, the researcher followed the steps of the descriptive approach by constructing a questionnaire to collect data and information from a sample of followers of social media sites for media organizations, where the sample reached (100) individuals and applying the tool to the sample, the research reached the results that included the following:</p> <ol style="list-style-type: none">1- The media is interested in dealing with and disseminating information to viewers about the Corona pandemic.2- The media coverage in the media focuses on preventive measures that help prevent infection.3- The media uses applied methods and models to warn of infection with the Corona virus.4- The media sometimes cares about people with chronic diseases and tries to prevent them from getting infected.5- The media promotes products that help prevent infection. |

Keywords: health media

INTRODUCTION

The media is the tongue of the society expressing its different desires and needs and for all its layers. It has a fundamental and important role in studying and knowing the characteristics and needs of the public through targeted information and awareness campaigns that lead to an increase in citizens' awareness of the various problems while highlighting the effective role that society can play in dealing with its problems through his various media.

The media, in its various forms, is today the backbone of international communication, and it has also become one of the topics of interest to decision-makers and public opinion everywhere, as communication through the media leaves its negative and positive effects on every aspect of life.

Education through health media aims to develop the health level at the level of the individual and society as a whole, as it aims to guide community members to follow healthy behavior, correct and change misconceptions about health, and provide them with a sound health culture.

Health media contribute to the transfer of global experiences and highlight health experiences to benefit from them, in addition to their role in acquiring knowledge while obtaining health information from health workers. The most important role that health media can play is to discover medical errors and monitor health achievements at national levels. regional and international

There is no doubt that the Corona pandemic crisis represents a great challenge for the various media, as the credibility and effectiveness of the media and its destructive tools have become, whether these tools are satellite channels, newspapers, magazines, or social media sites, continuous coverage with high credibility and great objectivity regarding the developments of this pandemic and the possibility of directing the public to the right interface.

Social media sites have imposed their presence in the reality of traditional mass media, so the individual can no longer follow and know what is happening in the world by following newspapers and television channels only, but

he can read, follow and share political events using various social media sites on the Internet, and get Information and news at any time and with minimal effort and cost.

RESEARCH METHODOLOGICAL FRAMEWORK

First: Research Problem and its Questions: The public follows up on social media and the news and continuous coverage that is published through them about the latest developments of the Corona pandemic, where news is published regarding the number of injuries and deaths, the latest news about vaccines and their effectiveness in aspects and their problems in other aspects.

The researcher, through his follow-up and monitoring of a sample of social media sites belonging to media and professional institutions, noted that their effectiveness in monitoring the developments of the Corona pandemic varies, some of them depend on personal analysis and others publish information according to the results and statistics of the virus in the country, so the current study came to measure the effectiveness of health media on social media during the Corona pandemic.

The research problem can be summarized in the following questions:

1. What is the concept of health media?
2. What is the usefulness of the effectiveness of health media in social media sites?
3. What is the credibility of the health media in transmitting news?

The Research Importance: The importance of the research lies in the following: the media in health institutions, which is within two levels: a collaborative level that is reflected in the media, where health programs are produced and published, and the media are employed to spread health and preventive culture, and the second level is a functional level, which is reflected in the health institution where it is assumed that health institutions adopt multiple health plans

Regarding the importance, it is reflected in the extent of the study's ability to draw the attention of officials in the field of media about the effectiveness of the media and its tools in following up on the latest developments of the Corona epidemic and its impact on the health awareness of followers and the public.

Third: Research Objectives: The research aims to achieve the following objectives:

1. Knowing the concept of health media?
2. Knowing the effectiveness of health media in social media sites?
3. To reveal the extent of the credibility of the health media in conveying news?

Fourth: Research Methodology: The descriptive approach is a form of phenomenon analysis, because it works to explain the phenomenon under discussion accurately, and tries to classify, analyze and subject it to a careful study, as it does not seek to describe the phenomenon or reality, but rather arrives at a set of conclusions that contribute to a correct understanding and development Reality (Imam: 123,1990).

To achieve the objectives of the research, the researcher used in the current research (the descriptive survey method) because it is compatible with the current study, the procedures followed and the objectives sought by the study, as the descriptive survey method is among the most common and widely used methods in social research.

Fifth: The Research Community and its Fields: This research was based on the method of a systematic random sample in selecting samples within the framework of non-probability samples. The sample included (100) a sample of users of social media sites

Sixth: Research Limits:

1. Human Frontiers: A Sample of Social Media Audiences
2. Time limits: the research preparation period (5-7-2021 to 5-8-2021)

Define Terms

First, the health media

1. It is a set of media, communication, sensitivity, and educational activities, which usually aim to create health awareness among different members of society, in addition to warning people of the danger of disease and epidemics, and educating community groups on health values inspired by the culture and faith of society, and reducing the incidence of disease. disease, mortality, and disabilities, as well as improving the quality of life for both the individual and society." (Taylor, 2008: 56)

2. It is a specialized media that shares many characteristics with the public media, but it is distinguished by its focus and specialization on the health field, including news, data, information, health statistics and awareness programs with the aim of serving the public health of the community as a whole" (Hamami, 2016: 32).

Second: Social Media Sites: Web-based technological applications that include communication and interaction between users, which allow the transfer and exchange of electronic data easily and are not newspapers or official media sites. It includes social media sites such as Facebook, Twitter, WhatsApp, LinkedIn, etc., and includes social forums that allow users to share and interact freely.

Third: the corona pandemic

"Covid-19 is the name given by the World Health Organization to the virus known as (Corona) and declared by the World Health Organization as a global pandemic where the disease affects people differently, with most cases showing mild symptoms, especially in children and young adults. However, some cases It can appear severe and dangerous, and some patients need medical care in the hospital.

RESEARCH THEORETICAL FRAMEWORK

First: Health media: a means of communicating with the general public as it provides it with information on health topics, including the definition of diseases and epidemics and ways to prevent them. This type of media also seeks to highlight health achievements in the field of discovery and treatment" (Smadi, 2013: 32).

The role of the media in health education and awareness:

The media in the current era is characterized by its ability to influence the various segments of society, and it has done so. The ability to change the behavior, expectations and practices of community members can be communicated through various media that work to educate the individual and society through appropriate healthy behavior (Marshall, 2007: 27).

The media has many advantages, the most important of which is the wide spread, as it has a strong influence due to this spread and has a significant impact on changing the behavior of individuals, their attitudes and practices, as good media can develop health trends that are useful in building programs and services, introducing them, raising awareness of them, and supporting them psychologically at the social, financial and national level, the media bear national responsibilities towards the individual, family and society.

Secondly, social media sites

It is a network of a group of individuals who have the same interests, tendencies, and desire to make some friends through the use of the Internet (Mazeed, 2012: p. 34).

Social media sites can also be defined as "a system of electronic networks that allows the subscriber to create his own site, and then connect it through an electronic social system with other members who have the same interests and hobbies."

Social media sites can also be defined as a social café that brings together some individuals to exchange information among themselves, with the difference between a real café and a tech café, that you can carry this tech café wherever you are (Rahma, 2007:43).

They are also defined as online virtual communities that bring together a group of individuals with similar interests and exchange experiences and information among themselves through a specific program or application framework that they all share.

Types of social media sites:

As a result of the spread of many social media sites, it is difficult to list all the sites for this activity - social media - but despite the multiplicity of these sites, there are still some of the most prominent sites in this field, namely::

1. Facebook

It is a social media site that allows subscribers to communicate with each other using the site's tools and to form good links and friendships through it. It also allows natural persons in their real capacity or legal persons such as companies, bodies and organizations to pass through it and open new horizons for society to define their identity (Khalifa, 2016: 114).

2. Twitter

It is one of the social media sites that have contributed greatly to some important political events in the recent period in many countries, whether Arab or foreign. It is a site dedicated to sending small tweets that have had a significant impact on the events that have occurred on the scene in recent times. Twitter micro text messages are up to 140 characters long per message.

3. Youtube:

Although some opinions differ about whether YouTube is a social media site or a site to download video files, there is an opinion that it is a site that combines the two activities, which distinguishes it from others, as a result of the tremendous pressure to watch the videos published through it, which urges some subscribers to participate from By giving their opinions and making comments on the posted video, opening the way for social media with other followers of the same video (Khalifa, 2016: 118).

Forms of health media treatment of the Corona crisis

1. Exciting treatment: It is a type of treatment that relies on exaggeration in conveying news and information by presenting inflated, inaccurate and superficial information in order to attract the largest possible number of followers to the coverage of the media organization.

2. Deficient treatment: Although this type of treatment is related to the previous one, it differs from it in presenting the issue in a deficient, truncated or incomplete manner. It must be pointed out that the criterion of objectivity is lost in both the first and second treatments, and both treatments seek to mislead the general opinion

3. Integrated treatment of the crisis: It is the treatment required in the field of objective media professional work, as it seeks to address the crisis in a scientific way, away from personal bias or false information, and it is the treatment that media organizations seek to achieve among their employees (Buloufa and Badani, 2018: 244).

Research Practical Framework

In this part of the chapter, the researcher will present the results of applying the questionnaire to the research sample in order to demonstrate the effectiveness of health media through social media sites in light of the Corona pandemic. The results of the practical study of the research came as follows:

First: First: Demographic information:

1- Gender: the respondents participating in answering the research form were distributed within the selected sample of users of social media sites. The total number of respondents was (100) respondents distributed according to the gender variable:

A- Males: The answers of the respondents came at the rate of (69) male respondents, whose percentage reached (69%) in the first rank of the total size of the research sample.

B - Females: The female category came with (31) respondents, and (31%) of the total sample size.

2- Age groups: The age rates of the respondents were distributed among different age groups according to the following:

A- Category (30 or less): This category ranked first, with (30) respondents and a percentage of (30%).

B - Category (40-30 years): This age group ranked second, and the number of those aged within it reached (20) respondents, who constituted a percentage of (20%).

C- Category (41-50 years): This age group ranked third, and the number of those whose ages fell within it reached (22) respondents, constituting a rate of (22%).

D - Category (60-51): This age group ranked fourth, and the number of those whose ages fell within it had reached (15) respondents, constituting a rate of (15%).

E- Category (60 and over): This age group ranked fifth, and the number of those aged within it reached (13) respondents, constituting a rate of (13%).

3- Academic qualifications

A- Category (Bachelor): This category ranked first, and the number of those who obtained this qualification was (65) surveyed, forming a rate of (65%).

B- Category (Masters): This category came in second place, and the number of those who obtained this qualification was (20) respondents, forming a percentage of (20%).

C- Category (PhD): This category came in the third rank, this category came in the second rank, and the number of those who obtained this qualification was (10) respondents, forming a percentage of (10%).

D- Category (High Diploma) This category ranked fourth and last, and the number of those who obtained this qualification was (5) respondents, forming a percentage of (5%).

Table (1) Age-specific demographic variables

| Gender | Frequency | Percentage |
|---------|-----------|------------|
| Males | 69 | 69 % |
| Females | 31 | 31% |
| Total | 100 | 100% |

| Age | Frequency | Percentage |
|------------|-----------|------------|
| 30 or less | 30 | 30% |
| 40-30 | 20 | 20% |
| 50-41 | 22 | 27% |
| 60-51 | 15 | 15% |
| 60 or more | 13 | 13% |
| Total | 100 | 100% |

| Qualification | Frequency | Percentage |
|---------------|-----------|------------|
| Bachelor | 65 | 65% |
| High Diploma | 5 | 5% |
| Master | 20 | 20% |
| PhD | 10 | 10% |
| Total | 100 | 100% |

Second: practical questions for the study

1- Are the media interested in handling and publishing information about the Corona pandemic?

Table No. (2) shows the respondents' answers about the media's interest in dealing with and disseminating information about the Corona pandemic.

| Choices | Frequency | Percentage |
|-----------|-----------|------------|
| Yes | 60 | 60% |
| No | 25 | 25% |
| Sometimes | 15 | 15% |
| Total | 100 | 100% |

It is clear from Table No. (2) that the 'Yes' category ranked first with a rate of (60%), and the "No" category came in the second rank with a rate of (25%), while the category of "Sometimes" ranked third and last at a rate of (15%),

and this means that the majority of the sample believes that the media are interested in transmitting and disseminating information of interest to the Corona pandemic.

2- Does the media coverage focus on the important preventive measures that help prevent infection?

Table No. (3) shows the respondents' answers about the focus of media coverage on important preventive measures that help prevent infection.

| Choices | Frequency | Percentage |
|-----------|-----------|------------|
| Yes | 70 | 70% |
| No | 10 | 10% |
| Sometimes | 20 | 20% |
| Total | 100 | 100% |

It is clear from Table No. (3) that the "Yes" category ranked first at a rate of (70%), and a category "sometimes" came in second at a rate of (20%), and the "No" category ranked third and last at a rate of (10%), and this means that the majority of the sample believes that the media are interested in focusing on preventive measures to prevent infection.

3- Do health programs use the mass media as applied methods and models to warn of infection?

Table No. (4) shows the respondents' answers about the use of the media, methods and applied models to warn of infection.

| Choices | Frequency | Percentage |
|-----------|-----------|------------|
| Yes | 65 | 65% |
| No | 20 | 20% |
| Sometimes | 15 | 15% |
| Total | 100 | 100% |

It is clear from Table No. (4) that the "Yes" category ranked first with a rate of (65%), and the "No" category came in the second rank (20%), and the category sometimes came in the third and last rank (10%), and this means that the majority of the sample believes that the media use applied methods and models to warn of infection.

4- Do the media programs pay special attention to those with chronic diseases and try to prevent them more than others?

Table No. (5) shows the respondents' answers, the interest of media programs in particular with chronic diseases and ways to prevent them from infection.

| Choices | Frequency | Percentage |
|-----------|-----------|------------|
| Yes | 30 | 30% |
| No | 20 | 20% |
| Sometimes | 50 | 50% |
| Total | 100 | 100% |

It is evident from Table No. (5) that a category "Sometimes" ranked first at a rate of (50%), and the "Yes" category came in the second rank with a rate of (30%), and the "No" category came in the third and last rank at (20%), and this means that the majority of the sample sees that the media programs are interested in a special image of the owners of chronic diseases and ways to prevent them from infection.

6- Do the media promote products that are part of epidemic prevention?

Table No. (6) shows the respondents' answers about the media's promotion of products that are considered part of epidemic prevention.

| Choices | Frequency | Percentage |
|-----------|-----------|------------|
| Yes | 55 | 55% |
| No | 35 | 35% |
| Sometimes | 10 | 10% |
| Total | 100 | 100% |

It is evident from Table No. (6) that the "Yes" category ranked first at a rate of (55%), and the "No" category came in the second rank with a rate of (35%), and the category "Sometimes" came in the third and last rank at (10%), and this means that the majority of the sample believes that media programs promote some products that are part of epidemic prevention.

7- Do the media rely in their programs on the instructions of the World Health Organization regarding the epidemic?

Table No. (7) shows the respondents' answers about the reliance of the media in their programs on the instructions of the World Health Organization regarding the epidemic.

| Choices | Frequency | Percentage |
|---------|-----------|------------|
| Yes | 75 | 75% |

| | | |
|-----------|-----|------|
| No | 20 | 20% |
| Sometimes | 5 | 5% |
| Total | 100 | 100% |

It is evident from Table No. (7) that the "Yes" category ranked first at a rate of (75%), and the "No" category came in the second rank at a rate of (20%), and the category "Sometimes" ranked third and last at a rate of (5%), and this means that the majority of the sample believes that the media depend in their programs on information received from the World Health Organization about the epidemic.

8- Do the media host in their programs people specialized in the field of epidemics to talk about this?

Table No. (8) shows the respondents' answers about the media's hosting of their programs, people specialized in the field of epidemics to talk about that.

| Choices | Frequency | Percentage |
|-----------|-----------|------------|
| Yes | 50 | 50% |
| No | 35 | 35% |
| Sometimes | 15 | 15% |
| Total | 100 | 100% |

It is clear from Table No. (8) that the "Yes" category ranked first at a rate of (50%), and the "No" category came in the second place at a rate of (35%), while the category "Sometimes" came in the third and last rank at a rate of (15%), and this means that the majority of the sample believes that the media hosts in their programs people who are specialized in the field of epidemics to talk about this.

RESEARCH RESULTS

Through the previous results, the researcher can conclude the most important findings of the research:

- 6- The media is interested in dealing with and disseminating information to viewers about the Corona pandemic.
- 7- The media coverage in the media focuses on preventive measures that help prevent infection.
- 8- The media uses applied methods and models to warn of infection with the Corona virus.
- 9- The media sometimes cares about people with chronic diseases and tries to prevent them from getting infected.
- 10- The media promotes products that help prevent infection.
- 11- The media depend on the information of the World Health Organization in their programs.
- 12- Social media hosts specialized people to talk about the Corona virus in its programs.

RECOMMENDATIONS:

Based On All of The Above, The Researcher Can Submit the Following Treatments to The Competent Authorities:

- 1. Legislate a special law that clarifies the conditions for publishing and dealing with the current epidemiological crisis so that media work is carried out in media institutions.
- 2. Activating the work of civil society organizations in supporting society to confront the epidemic crisis.
- 3. Work on creating an appropriate media message warning the public of infection with the epidemic.
- 4. Educate the community towards good handling of the current conditions and the selection of good media in order to follow it and stay away from rumors that disrupt media work.
- 5. The media should select specialized guests to talk about the epidemic to be true information.

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