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<b>Article:</b>	<b>Role of Pakistani Mainstream and Social Media all through Contagion of Covid-19</b>
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### **Abstract**

The main purpose and objective of the study is to examine the role of mainstream and social media during corona virus scourge in Pakistan. The study used the media dependency theory for analysis and used the survey method for the data collection. The researcher collects a sample of 200 men and women by using purposive sampling. Study advocates that most of the respondents believe that mainstream media provides the needed awareness and authentic information for the prevention and control of Covid-19 they believe that mainstream media is reliable to acquire knowledge about corona virus as compare to social media study reveals that there is a need to improve the standards of communication of social media because results of the research suggest that social media not proving itself responsible to play a part for the prevention and control of deadly corona virus research it spreads fake news, misinform about corona and propagate conspiracy theories as well.

**Keywords:** Pakistani Mainstream Media, Social Media, effects, Dependency Theory

## Introduction

The existing Covid pandemic is spread by a Coronavirus named SARS-CoV-2. CoviDs (CoVs) are a gigantic gathering of contaminations, a couple of which cause respiratory ailments in individuals, from the fundamental infection to more surprising and certified ailments, for instance, the Genuine Extreme Respiratory and the Middle East respiratory condition the two of which have high passing rates and were recognized unprecedented for 2003 and 2012, independently. Covid family is isolated into four genera: alpha-, beta-, gamma-and delta-corona. All Corona viruses as of now known to cause disease in individuals have a spot with the alpha-or the beta-CoV. Countless these CoVs can pollute a couple of animal creature assortments too. SARS-CoV spoiled civet cats additionally, polluted individuals in 2002 and MERS-CoV is found in dromedary camels and sullied individuals in 2012. A contamination that is regularly sent from an animal to a human is known as a zoonotic disease. Right when a contamination passes from animals to individuals strangely It is known as a flood event. (WHO 2021).

### What is covid19?

CoviDs are a sort of disease. There are a ample variety of sorts , and a few cause virus that causes a disease in 9crown tainted individual nose, sinuses, or upper throat and A newly documented Corona SARS-CoV-2, has root an in general deadly disease of respiratory ailment, known as Coronavirus. (Hopikns, 2020)

### History of Corona virus

At first when the infection is analyzed by means of magnifying instrument gadget so the main appearance recommends that the Coronavirus infections are wrapped RNA with a breadth of 60 to 140 mn and having spikes on outside surface and its name Coronavirus that is condensing of Covid disease 2019. Four infections with their logical names HKU1, NL63, 229E and OC43 uniquely are normally established in the contaminated patients that is demonstrate that these are more predominant that cause viral sickness. At the point when we think back in past 20 years we can understand that creatures are the primary spreaders of infection in individuals for multiple times without precedent for early long stretches of twentieth century and variation infection of respiratory condition was headed out through Bats to people and generally individuals of China and Hong Kong were influenced to this infection where in excess of 8 thousand individuals were tainted and in excess of 9 hundred passings were recorded by a variation Covid. after 10 years in another district of the world another infection (MERS-COV) of crown family found that was gone by camels with the starting point of Bats to people on the place where there is Saudi Arabia and several thousand individuals were contaminated and many them discovered dead (Strekalova,2017)

### Role of Mainstream Media and Social Media

One of the vital elements of the media in any general public is wellbeing correspondence. The media are outright wellsprings of wellbeing data and can assist with forming the manner in which individuals act and respond towards medical issues. All the more noticeably, the media help to make information and prepare individuals from the general population to help out wellbeing experts in the battle against pandemic at some random time. This work along these lines looks to inspect the Impacts of standard and online media in Coronavirus pandemic in Pakistan. It likewise tries to break down what media is more powerful either traditional press or web-based media with the end goal of setting up the job of the media in mindfulness, avoidance and control of the scourge. Today overall media is considered as a fourth mainstay of state which implies media is mindful to cover every part of society, it likewise fills in as a guard dog in various organizations to examination whether they are playing out their obligations properly in the event that not, media features those zones through their substance and uphold the administrative bodies to explore the issues. On

account of legislative carelessness of medical services in underdeveloped nations, news media is a definitive establishment which can achieve mindfulness as for infections, avoidance, fix and confusions (VOA, 2020).

At the point when the social orders confronted sudden and startling wellbeing crises individuals needs quick and trustworthy news about infection and look for information to control it. In present days web-based media locales are so brisk and productive medium to examining, giving out and spreading wellbeing crisis news to the normal clients. What's more these social mediums can uphold general society to featuring or separate the phony news that have not been suggested by the wellbeing authorities and by the concerned branch and uncover news that should danger to consecrated lives. Then again this medium likewise dubious in with deception, bogus proclamations and plot or planted speculations about the cause of infection this is about current social destinations. Notwithstanding rush for the fast way to deal with the news in crisis, fragmented, overstated and counterfeit information and unauthentic news drives the general public towards disarray that makes conditions all the more most exceedingly awful (Sahni & Sharma. 2020)

### **Objectives of the Study**

- To know the Role of mainstream media in COVID19
- To know the role of Social media in COVID 19

### **Statement of the problem**

Covid-19 is proving fatal disease in every corner of the world and in Pakistan too there are currently 354461 Corona infected cases reported and almost 7109 died and increasing day by day in this study we will analyze the Effects of main stream media and social media a case study of covid-19 and how to improve the health communication.

### **Rationale**

I chose this topic to analyze the effects of mainstream media and social media regarding Covid-19 crises because no one worked before on this topic in Pakistan and the issue of fatal covid-19 is still remaining that is one of my reasons to work on it and also medium of mainstream media and emerging social media sites is always proved sufficient to inform the people briefly and cheaply in every emergency that faced the country in history so after this study we should be able to improve our areas where we lacks.

### **Significance of the Study**

Covid-19 is one of the fatal pandemic of the history and Pakistan suffering a lot during this pandemic public is confused and rushing towards the information related to Covid-19 where they found so the main stream media and social media is a big source of news and information and people always shows some trust on media outlets so news channels and social sites plays a vital role in news dissemination that's why I want to search out the effects of top news channels of mainstream and social media no one worked on this topic before in Pakistan so I feel that's why this area should be researched.

### **Literature Review**

In the past it has demonstrated that media assumes an imperative part while dispersing the report about pandemics to modify the information and have the capacity to shape the personalities of public in like manner. An examination that was led by Yan et all (2016) contemplated the how media give inclusion and emergency clinic notices have any Connection and ideal media sway span to handle with a destructive sickness. The investigation shows that the public had revenue in news and the adjustment in their conduct shows that the crowd is prepared to have an impact in counteraction of pandemic. Moreover media ought to have remembered that how reports can have an influence to change the conduct of public to control the pestilence in emergencies circumstances or in crisis.

An examination that was directed by Liu & Kim (2011). How concerned offices structure 2009 pig influenza harmful sickness by means of social and customary media

Suggestions for US wellbeing communicators. In that review the discoveries recommends that in wellbeing crisis the concerned offices shows more trust on traditional press that long range informal communication media destinations. Be that as it may, when there is a mayhem of pandemic sickness they utilize social locales all the more frequently. Also when the associations need to scatter some enthusiastic missions then they utilize established press rather than web-based media.

With the headway of the innovation online media destinations had demonstrating it selves the best option close to the clients while discussing in the wellbeing calamities on the opposite side traditional press stayed second decision and the what sort of data is to be spread in catastrophe. An investigation that was directed by Freberg et all (2013) Overseeing and giving out H1N1 catastrophe data with the utilization of social locales bookmarking administrations subsequent to investigating the bookmarks identified with H1N1 pandemic the examination uncovers that Albums was demonstrated the most appreciated stage for news identified with H1N1 and more individuals like to utilized the sites for documentation references and twitter.

Cuello-Garcia et all (2020) led an examination Web-based media can affect how we oversee and explore the Coronavirus pandemic the motivation behind this investigation was to inspect the utilization of online media during the coronvirus pandemic and the objectivity of the news identified with Covid either right or phony that impacts the many thousands individuals and simultaneously gives them accommodating news in regards to pandemic and another goal was to comprehend that social mediums utilized as wellbeing apparatus instrument that ideals more exploration intercession or device that merits more exploration to liven up the information about Covid. The investigation shows that lion's share of the wellbeing experts and the specialists utilized the web-based media to educate the web-based media clients about pandemic counter plans and suggest them security precautionary measures about Covid. As indicated by the discoveries of this examination that online media isn't fix stage yet it is generally utilized during Coronavirus catastrophe.

### Research Questions

1. Is there mainstream media have any effects on public in health emergencies?
2. Is there social media have any effects on its users during covid-19?
3. Does the information that is disseminated via mainstream and social media is helpful to control the covid-19.
4. How much information people get regarding covid-19 from mainstream and social media.
5. Is there social media create panic and fear in public about covid-19 and causing problem in health emergencies?

### Theoretical Framework

#### Media Dependency Theory

This research work deals with the Ball-Rokeach and Defleur's Media dependency theory that explains the relationship of individual and the effects of media and social media or internet and the dependency of an individual.

### Research Methodology

In this research, the researcher chooses a quantitative study in which survey research is used.

### Data Presentation

Options	N	Mean	Std. Deviation
Gender	200	1.48	0.715
Age	200	0	0
Employment	200	1.47	0.5
Education	200	3.29	1.278
Marital Status	200	1.49	0.501

Watching news channels on TV is part of your daily life?	200	1.91	0.439
For how many hours do you watch news programs?	200	1.04	0.652
Which is your favorite current affair program?	200	1.32	0.456
Which is your favorite news channel?	200	1.91	0.764
Does Programs of mainstream media News Channels give coverage to Covid-19?	200	1.96	0.466
Does News Programs shares health related information?	200	1.08	0.460
Does a News program give authentic information about Covid-19?	200	1.89	0.563
Do you feel that information of Covid-19 that is shared via Mainstream media is reliable?	200	1.84	0.867
Do you feel that mainstream media serve as the important source of empowerment and direction in cases of health emergencies?	200	1.02	0.433
Do you feel that mainstream media create panic and fear regarding Covid-19	200	1.07	0.415
Does mainstream media misinform regarding Covid-19?	200	2.07	0.764
Do you feel that mainstream media have effects on prevention or control of Covid-19?	200	1.35	0.439
Do you feel that mainstream media have positive effects on you in Covid-19?	200	1.11	0.422
News of media channels are able to take your interest regarding Covid-19?	200	1.35	0.505
Does mainstream news channels gives you desired knowledge and information regarding Covid-19?	200	1.27	0.441
Do you feel that mainstream media is more reliable than social media?	200	1.65	0.425
Does mainstream media aware you about Covid-19?	200	1.62	1.006
Is that mainstream media propagate the conspiracy theories about Covid-19?	200	1.77	1.02
Do you feel that news on mainstream media is biased about Covid-19?	200	1.60	0.636
Do you feel that social media is a part of your daily life?	200	1.24	0.466
For how many hours you spend on Social media sites daily?	200	1.43	0.521
Do you feel that information related to Covid-19 has been shared on social media?	200	1.36	0.332
Which is your favorite social media site?	200	1.69	0.465
Do you feel that social media have any effects on you during Covid-19?	200	1.22	0.747
Do you feel that health related information has been shared on social media sites?	200	1.14	0.804
Does social media gives you desired knowledge and information regarding Covid-19?	200	1.06	0.894
Do you feel that social media have positive effects on you in Covid-19?	200	1.07	0.432
Do you feel that social media have negative effects on you in Covid-19?	200	1.03	0.462
Do you feel that social media have effects on prevention or control of Covid-19?	200	1.35	0.489
Do you feel that social media is able to serve as the important	200	1.11	0.422

source of empowerment and direction in cases of health emergencies?			
Do you feel that social media is more reliable than mainstream media?	200	1.63	1.00
Do you feel that social media sites misinform regarding Covid-19?	200	1.24	0.840
Do you feel that mainstream media have negative effects on you in Covid-19?	200	1.04	0.456
Posts of social media are able to grab your interest regarding Covid-19?	200	1.49	0.172
Social media propagate conspiracy theories about Covid-19?	200	1.96	0.766
Do you feel that social media creates fear and panic regarding Covid-19?	200	1.09	0.435
The information of Covid-19 shared via social media is more reliable than mainstream media?	200	1.16	0.851
Do you feel that news on social media is biased regarding covid-19?	200	1.35	0.179

The total of 200 sample of men and women collected through online questionnaire by using goggle and findings of the research show most of the respondent belongs to the age group of 18-25 which is 87 (43.5%) followed by the age group 26-30 which is 57(28.5%) then comes the age group of 31-35 with 21(10.5%) and 19 (9.5%) respondents are less than 18 years of age that 16(8.0%) respondents fall in the age group of 36 and above Most of the respondents are males 129 (64.5%) in gender 49 (24.5%) respondents are females there are 20 (10%) respondents who prefer not to say and only 2 (1%) respondents are those who are transgender

Most of the respondents 106 (53%) are employed and 93 (46.5%) respondents who are unemployed and only 1 (0.5%) respondents left this question blank Most of the respondents 98(49%) having education of Masters followed by 57 (28.5%) respondents are having education of Graduation 12(6%) respondent have the education of Matriculation 11 (5.5%) respondents who select the option of education PhD and 7 (3.5%) of the respondents are having the education of M.phil

Most of the respondents which are 103 (51.5%) who are married and 97 (48.5%) respondents those who are unmarried out of 200 hundred respondents Most of the respondents 160 (80%) agreed that they watch news channels on TV 29 (14.5%) respondents strongly agree with the statement of watching news channels on TV and 11 (5.5%) respondents are replied neutral to watching news channels on TV.

Most of the respondents 99 (49.5%) who watch news programs 1-2 hours followed by 57 (28.5%) of the respondent who watch news programs 2-4 hours there are 29 (14.5%) respondents watch news programs more than 4 hours and 15 (7.5%) respond that they never watch news programs.

Most of the respondents 72 (36%) respond that their favorite news Channel is ARY News 53 (26.5%) of the respondents favorite news channel is GEO News 42 (21%) respondents replied that their favorite news channel is Express News 25 (12.5%) respondents favorite news channel is SAMAA news and 8 (4%) respond other news channels.

Most of the respondents 111 (55.5%) favorite current affair program is 11<sup>th</sup> Hour 30 (15%) respondents favorite current affair program is News Beat 29 (14.5%) respondents favorite current affair program is Aj Shahzaib Khanzada k sath 26 (15%) respondents favorite current affair program is Kal Tak and 4 (2%) respondents other news programs.

Research shows that 80 (40%) respondents strongly agree that News channels gives coverage to Covid-19, but most of the respondent 101 (50%) agree that News channels gives the

coverage to the issue of Covid-19, 14 (7%) respondents stay neutral that News channels gives the coverage to Covid-19 and 5 (2.5%) of the respondents disagree that News channels gives coverage to corona virus

Results shows that 39 (19%) respondents strongly agree that mainstream media create panic and fear regarding Covid-19, in which most of them 48 (24%) responded agreed it that mainstream media create fear and panic regarding covid-19, 33 (16.5%) respondent are neutral about the statement 59 (29.5%) respondent disagree that Mainstream media create panic and fear regarding Covid-19 and 21 (10.5%) respond strongly disagree about the statement.

Results of the study indicates that 74 (37%) respondents strongly agree that mainstream media misinform regarding Covid-19, and most of them 98 (49%) agree the statement that mainstream media misinform about Covid-19, 17 (8.5%) respond Neutral on statement 10 out of them respond disagree that statement and only 1 (0.5%) respond strongly disagree.

Results point out that 43 (21.5%) respondents strongly agree the statement that mainstream media propagate conspiracy theories about Covid-19, 64 (32%) respondents agree the statement that mainstream media propagate conspiracy theories 52 (26%) answer it neutral 29 (14.5%) respondents disagree the statement that mainstream media propagate the conspiracy theories and 12 (6%) of them strongly disagree it.

This study indicates that 21 (10.5%) respondents strongly agree that news on mainstream media is biased about Covid-19, 80 (40%) respondents agree it that mainstream media is biased about corona virus 54 (27%) respondents answer are neutral on this statement 35 (17.5%) respondents disagree the statement that mainstream media is biased about corona and 10 (5%) strongly disagree the statement that mainstream media is biased about Covid-19. Table 25 of the research shows that 193 (96.5%) of the respondents out of 200 strongly agree that social media is part of their life 4 (2%) also agree it and 3 (1.5%) of them stay neutral . The study advocates that shows that out of 200 respondents 75 (37.5) respondents spend more than 4 hours on social media daily 74 (37%) respondents spend 2-4 hours daily on social media 48 (24%) respondents spend their time 1-2 hours daily on social sites and 3 (1.5%) respondents answer it never spend their time on social media sites.

Study reveals that 66 (33%) respondents favorite social site is Facebook 61 (30.5%) respondents favorite social media site is Instagram 25 (12.5%) respondents favorite site is twitter 39 (19.5%) respondents favorite social media site is You Tube and 26 (13.5%) respondents answer the statement with other.

In this Table 37 indicates that 19 (9.5%) respondents strongly agree it that social media is able to grab the interest regarding corona 84 (42%) respondents also agree with statement there are 36 (18%) respond with neutral answer 46 (23%) disagree that social media is able to grab their interest and 15 (7.5%) respondents are strongly agree with this statement.

### **Suggestions**

Media in Pakistan is so dominant especially News channels of mainstream media to inform people about Covid-19 so these mediums can improve health communication and also play a part in prevention and Control. There are many suggestions are as follows

1. Giving extra time and screen to the issue by the mainstream media
2. By developing much more campaigns and public service messages
3. Electronic media can play a part by giving extra time to health officials
4. There is a need that news channels had to broadcasts live transmissions on daily basis about control and preventions of Covid-19
5. There is a need to produce short stories and documentaries on Corona and on air them on national news channels including social media on regular basis



6. There is a need that government should take serious steps to control social media
7. Both mediums had to only authentic news about corona virus
8. There is a need of not to create panic and fear about Corona virus
9. News channels need to conduct Interviews of recovered patients of corona virus
10. Top social media influencers and content creators need to create content on Covid-19
11. News channels need to report on regular basis about vaccination facilities and vaccine progress
12. There is a need that government generate more content on social media and viral them officially
13. There is a need news channels had to assign more correspondents by giving them special beats of corona
14. There is a need that government must take actions against fake news accounts of social media
15. There is need that government must facilitate with vaccination not only in cities but also in remote areas as well
16. Government can on aired live transmission of National news channels on corona and public service messages by using big screens in public places

### **Conclusion**

The role media is very vital to inform the people and notify them what is happening around them even about every aspect of life its works as a teacher who teach the ways how to live how to manage and how to protect our lives from disasters and much more but when media is not playing its role well it create disorder and lots of loss in any form for that community but in 21<sup>st</sup> century and specially a developing country like Pakistan the significance and responsibilities of media either mainstream or social media are even more amplified and necessary. An inclusive sympathetic of the special effects of mainstream media and social media during virulent disease of corona can help in promoting civic health communication policies and virus alleviation measures. Media have some effects positive, negative, helpful , harmful but If we talk about the existing threat of Corona virus mainstream media is playing its role well study reveals that mainstream media is proving itself cooperative source to empower the government and health officials to counter against the deadly corona virus and helping in prevention and control. Research concludes that mainstream media is giving authentic news and information about corona virus as compare to social media sites research also conclude that social media is not playing its part in prevention and control of the virus even it has negative impacts on its users and spread fake news and misinformation about corona virus and also affecting the cause of prevention that means government had to take serious steps to take some control or scrutiny of social media sites because study reveals that there are so many users of social media sites that are depending on these site in Pakistan including Facebook, twitter , instagram and youtube also people believe that if government take the responsibility and only government officials share information is disseminated via mainstream and social media then it will be more helpful the study also reveals that by using health improving supplements and implementation of standard operating procedures well in public it will also help out to control Covid-19 conclusion of the study also suggest that it needs more standard communication about health specially Covid-19 because public is quarantined mostly stayed at their homes and they are monitoring the News Channels and acquiring the information from mainstream media and they rushing towards information that is shared via mainstream or social media in this condition the role of media is more important to help out to protect their lives from corona virus. We can overcome on Covid-19 if mainstream media give more time and screen to the issue, more campaigns and service messages about corona virus , by broadcasting live sessions on daily basis, by creating short stories and documentaries about covid-19 , by

controlling social media, by conducting interviews of recovering patients, and giving rapid facilitation of vaccination of Covid-19 in every corner of the country.

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