

Social Media: A Corona Warrior

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Abstract

We also know that currently the whole world is fighting against the worldwide pandemic Covid-19. Since most of us are using social media platforms on a daily basis, they can serve as platform to share useful precautions, instructions and other informations. Therefore, this study was carried out with the aim of examining the use and impact of social media on the lives of individuals during the corona crisis. In order to measure the impact of social media platforms a questionnaire was developed based on past literatures. The different variables include appropriateness, reach, time duration, access and a lot more. This research adopted descriptive and explanatory research design. It also employed the use of a cross sectional survey method using survey questionnaires that contains 25 different questions. The answers to these questions were collected from several people using a convenient sampling method. The data collected was analyzed using description means and regression via SPSS 21. It was also found that a lot of individuals were misusing the same to spread misinformation to create chaos and panic. While some of them could not judge the appropriate of the information shared. Thus considering the use of Social media platforms by people, it is expected that Universities, schools and colleges in India will educate their students to positively use these platforms for educational and information purposes which will eventually result in a positive impact on the society.

Introduction

In today's society, the use of social media has become a necessary part of everybody's day to day life. Social media is typically used for social interaction and access to news and information, and decision making. It is a valuable communication tool, both locally and worldwide, as to share, create, and spread information.

Social media has changed the way people communicate unlike the way it was before. In the past, people were used to one-way conversation via phone or message. After the internet was discovered, people began to develop the culture of collective information communication. They feel that it is now part of their lives that according to CNBC, people in the US spend on average 30% of their time on social media every day (Popkin, 2012). People can input, share, and give feedback freely with others who share similar interests worldwide. Recently, many of them have joined the trends of sharing travel-related contents in social media that is supported with geographical-tagging (Stefanidis, 2011). The creation of this user-generated content is not only beneficial for other users from information sharing, but also for travel sites from high ranking in search engines. Hyperlinks from constant posts and reviews through social media will positively affect the rank of travel-related content in search engines. Since nowadays tourists use online search for traveling purposes a lot, travel site's position in search engines has become more important and social media has created an advantage for them (Gretzel, 2006). Besides personal use, social media can be utilized for company or organization use as well. Marketers thought that making a social media account is more

effective than developing a website. Since not everyone is able to develop a website, companies often hire web-designers with a cost. While with social media, cost can be minimized since hiring a developer is not necessary in making an account. Companies also believe that after engaging in social media, their brand recognition has increased, relationship with customers has become closer and wider (Rooney, 2011). Social media can be included in promotional mix as an integrated marketing communications (IMC). IMC manages collaboration between various marketing tools to create unified communication of marketing strategy to target markets (Boone & Kurtz, 2007). Unlike social media, traditional promotion mixes engage in a controlled one way communication, such as public relations, advertising, direct marketing, etc. (Mangold & Faulds, 2009). Meanwhile, many aspects of consumer behavior have changed along with the development of online communication (Mangold & Faulds, 2009). Therefore promotion mix in traditional IMC has to be upgraded with social media, enabling broader ways of marketing communication. Much research on social media has been done in the context of the business community. The question has been raised regarding the applicability of social media as a marketing tool for cities. Promotional mix in the case of cities is limited compared to business with regard to their budgets.

Promotions are mainly seen in websites or printed advertisements such as travel magazines and usually to promote events in cities. Moreover, goods or services as a product have fewer characteristics than cities, making it easier to implement certain marketing 4 approaches such as social media marketing. Meanwhile engaging certain marketing policies in a city requires more thoughtful preparation since it may affect social, economic, political and other important entities. Many cities have directly as well as indirectly made use of social media. If cities have yet to utilize social media, then workers of city government might already use it and unconsciously benefit their cities. Social Media Marketing Industry Report claimed that 64% of marketers spend at least five hours per week on social media (Pradiptarini, 2011). If people who work directly with marketing are already using it, perhaps it would be the perfect time to include social media in their business strategy.

Although their target audiences are also local citizens, the practice of city marketing is mostly perceived in tourism (Kavaratzis, 2008). The City of New York is arguably one of famous tourist destinations. Since 2005, the amount of international visitors has increased steadily from 6.8 million to 11.4 million in 2013. In 2006, the city appointed its own Chief Marketing Officer and created an official marketing organization, namely NYC & Co. to support NYC's tourism by engaging in advertisements, collaboration with creative communities, tourism events, as well as social media activities (NYC&Co, 2014). Its official twitter account @nycgo was launched in 2008 as a platform to communicate tourist-related updates that is also integrated with its official website (Twitter.com, 2015).

Role of Social Media during Coronavirus

The world as we all know has flipped around. The coronavirus (COVID-19) pandemic is spinning out of control over the globe, and there doesn't appear to be an end in sight. It began in December 2019 in China and has developed into an overall issue, dissimilar to anything any of us have ever observed previously.

I can go on with insights concerning the infection, yet chances are, I would rehash a large portion of the data you have just observed. It's the ideal opportunity for an alternate discussion, one happening over the advanced scene.

Objective

- To study about the social media and its usage
- To study about the impact of social media on different individuals
- To study about the awareness of coronavirus among people

Methodology

An organized survey of accessible writing via "Web-based networking media: A Crown Warrior" was directed. This included scanning for articles and reports on online databases, from the outset choosing the point dependent on goals. A huge writing survey has been done to decide the logical yield just as assets from service sites. To enhance discoveries from the writing evaluated, a partner conference was embraced, and some auxiliary information investigation was led. A poll review was created and spread among certain individuals. These reactions were recognized through purposive inspecting and were reached by means of email. Contributions from bunch conversations held at the conference are likewise figured into this report. The report was assessed by inward and outer commentators before accommodation.

All work of this scholastic errands has been done in stages:

Descriptive type Research

Expressive or Descriptive research is a kind of research that portrays a populace, circumstance, or marvel that is being examined. It centers around noting the how, what, when, and where questions If an exploration issue, as opposed to the why.

This is for the most part since it is essential to have an appropriate comprehension of what an exploration issue is about before researching why it exists in any case.

For instance, a speculator considering an interest in the ever-changing Amsterdam lodging market needs to comprehend what the present condition of the market is, the manner by which it changes (expanding or diminishing), and when it changes (season) before asking for the for what good reason. This is the place graphic research comes in.

Some distinctive characteristics of descriptive research are:

1. Quantitative research: Descriptive research may be a quantitative research method that attempts to gather quantifiable information to be used for statistical analysis of the population sample. it's a popular marketing research tool that permits gathering and describing the character of the demographic segment.

2. Uncontrolled variables: In descriptive research, none of the variables are influenced in any way. This uses observational methods to conduct the research. Hence, the character of the variables or their behaviour isn't within the hands of the researcher.

3. Cross-sectional studies: Descriptive research is usually a cross-sectional study where different sections belonging to an equivalent group are studied.

4. Basis for further research: the info collected and analysed from descriptive research can then be further researched using different research techniques. The info can also help point towards the kinds of research methods to be used for the next research.

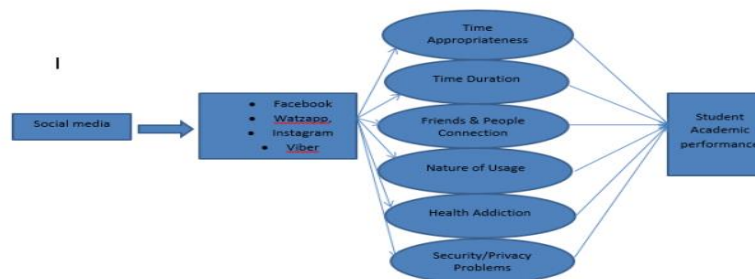
Covid-19

Coronavirus disease also known as COVID-19, is an infectious disease caused by a newly discovered coronavirus. Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment. Older people, and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness.

The best way to prevent and slow down transmission is be well informed about the COVID-19 virus, the disease it causes and how it spreads. People can protect themselves and others from infection by washing their hands or using an alcohol based rub frequently and not touching their face. The COVID-19 virus spreads primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes, so it's also important to practice respiratory etiquette (for example, by coughing into a flexed elbow).

At this time, there are no specific vaccines or treatments for COVID-19. However, there are many ongoing clinical trials evaluating potential treatments. WHO will continue to provide updated information as soon as clinical findings become available. And the fastest way to access this information is through the new media that is growing and becoming larger every day.

Today's young generation, especially teens and youth are using technology through innovative ways due to which they are referred to as millennial and have changed the way they think, work and communicate even though they are in formative years of their life. Today's youth because of social platforms have become technology addicts and are quite withdrawn.

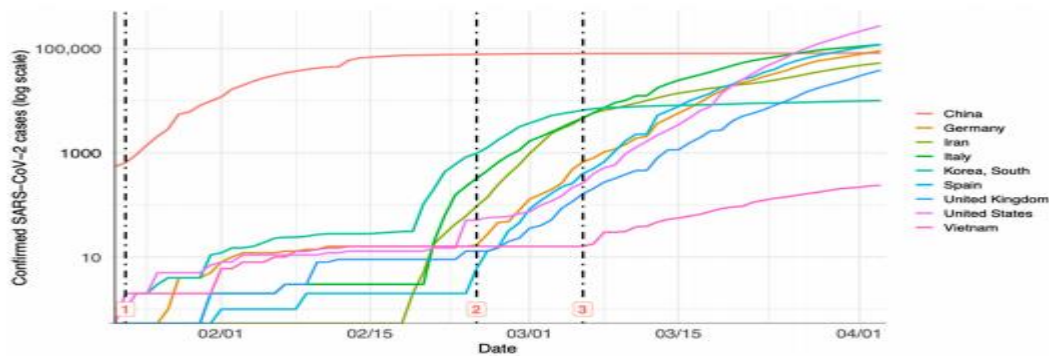


Conceptual Framework

Much research on social media has been done in the context of the business community. The question has been raised regarding the applicability of social media as a marketing tool for cities. Promotional mix in the case of cities is limited compared to business with regard to their budgets. Promotions are mainly seen in websites or printed advertisements such as travel magazines and usually to promote events in cities. Moreover, goods or services as a product have fewer characteristics than cities, making it easier to implement certain marketing 4 approaches such as social media marketing. Meanwhile, engaging certain marketing policies in a city requires more thoughtful preparation since it may affect social, economic, political and other important entities. Many cities have directly as well as indirectly made use of social media. If cities have yet to utilize social media, then workers of city government might already use it and unconsciously benefit their cities. Social Media Marketing Industry Report claimed that 64% of marketers spend at least five hours per week on social media (Pradiptarini, 2011). If people who work directly with marketing are already

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While Vietnam also saw an uptick in new cases during March, its response to COVID-19, which is a combination of political readiness, timely communication and scientific journalism, offers valuable lessons in dealing with situations of epidemics on a state level. As of April 4, the number of COVID-19 infections in Vietnam was 239, in which 90 patients had recovered, 149 were being treated and no deaths recorded (See Figure). The study, though in its preliminary and subject to changes as the disease progresses, may nonetheless be instructive and helpful for other countries to better understand the role of policy response, social media and science journalism in maintaining public health. The case of Vietnam provides empirical evidence for assessing the efficacy of specific measures in fighting the pandemic.

It can be concluded that social media has become a major part of our lives. Since we all are practising social distancing, going out and buying newspapers or talking to people is not possible. It is also not easy to go and collect news as it is dangerous for both, the reporters and the society. But getting regular updates is also necessary. Hence a lot of precautions are taken while collecting such news and it is advisory to include least number of humans in its circulation. In such a time, the most efficient medium that can be used to supply regular updates and useful information among the masses and to also connect people with different people, all around the world, without any sort of physical contact is the Social media. It is not

only spreading awareness about the worldwide pandemic but also helping in educating people about the same. Other than the virus, it is also helping people to maintain their sanity during a 40 day long lockdown by providing them unlimited entertainment and different ways to relax, learn and interact. Schools and colleges are using social media platforms to conduct online classes, so that the studies of the students remain unaffected. While we are talking about the various ways social media is serving as the most useful platform during the coronavirus outbreak. There are also some incidents where people misused it to harm the harmony of the society and create chaos.

Conclusion

Internet based life is being utilized by some upsetting components of the general public for spreading bits of gossip and phony news. Numerous individuals utilize interpersonal interaction for attracting cash and other private data. The substance shared on the online networking, for example, photographs, recordings and articles are frequently defenseless and have odds of being abused. Numerous adolescents get dependent on the utilization of web based life in this manner influencing their examinations and profession. Hence, online life has both positive and negative effects on society. An awareness of other's expectations while As innovation is developing, online networking has become the daily schedule for every single individual, individuals are seen dependent on these advancements consistently. With various fields its effect is diverse on individuals. Online life has expanded the quality and pace of joint effort for understudies. Business utilizes internet based life to improve an association's exhibition in different manners, for example, to achieve business destinations, expanding yearly deals of the association. Youths are found in contact with these media day by day .Online networking has different merits yet it likewise has a few bad marks which influence individuals adversely. Bogus data can lead the instruction framework to disappointment, in an association wrong promotion will influence profitability, web based life can mishandle the general public by attacking individuals' security, some futile websites can impact youth that can get vicious and can take some unseemly activities. Utilization of internet based life is advantageous yet ought to be utilized in a restricted manner without getting dependent

A. Positives Effects

1. Being in touch with the people you otherwise cannot meet.
2. Sharing ideas, information and suggestions beyond the geographical boundaries.
3. Providing you with free classes, recipes, fitness routines and other similar things that can be helpful during the lockdown
4. Since you can't step out of your house, it becomes important to at least speak out about everything that you find odd. It gives you a space to express yourself and reach other people.
5. You can know about the new updates or information that is given by the Government and other officials instantly.
6. You can appeal to your friends to follow the preparations and rules set by the government and medical professionals to fight Covid-19
7. You can also work from home without breaking any rules of social distancing and keep your work life unaffected.

B. Negatives Effects

There are some antisocial elements in the society who cannot digest the fact that everyone is standing together against the pandemic and supporting each other. Such people are trying to break the unity and peace of people by spreading rumours. While some are making up stories to support their thoughts and ideas without a proper factual research and claiming them to be true. What's worse is that people are falling into such traps and believing them to be true. It is creating a lot of stress both online and offline. While huge debates are taking place on the online platforms regarding different views and data, some people also came out of their homes because of such rumours, breaking the norms of social distancing which is a must at this point of time. It is advisable for all of us to not misuse social media for any such purposes and also not believe on every article or news that we get online.

Chapter 6

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