

PalArch's Journal of Archaeology of Egypt / Egyptology

IMPACT OF SOCIAL MEDIA IN CREATING AWARENESS AND DISSEMINATION OF INFORMATION DURING 'JANTA CURFEW' OBSERVED IN THE SCENARIO OF COVID-19: AN ANALYSIS

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Ankit Kumar, Impact Of Social Media In Creating Awareness And Dissemination Of Information During 'Janta Curfew' Observed In The Scenario Of Covid-19: An Analysis– Palarch's Journal of Archaeology of Egypt/Egyptology 17(6) (2020), ISSN 1567-214X.

Keywords: Janta Curfew, COVID-19, Voluntary lockdown, Pandemic

Abstract

Media plays the role of magic multiplier and social media has the power to make the information from public to private and private to public in the e-society. During the disaster, emergency crisis and with the challenge of maximum participation social media is always beneficial. People want the active participation in current scenario either they are in the house or out of boundary. This study examines and analyzes the impact and true role of social media during the emergence of pandemic especially in a largest democracy and developing nation like India. This is also establishing and highlighting the great communication link of healthcare and political communication with the open eye of social media users. They aren't just reacting and participating but also finding the lives and survival in the disaster of pandemic with the great faith on nation's leader and following voluntarily curfew.

Introduction

Corona virus disease (COVID-19) is a contagious disease that is caused by a corona virus. This disease became the issue of Global Health emergency after reported the promiscuous cases from all around the world. The first outbreak of this disease was in China. A 55-years old man from Hubei in China was the first person to suffered and contracted from this virus. This was reported in Nov. 17, 2019 as per the report of a reputed news service of China. After this another case also reported from same city in the end of Dec. 2019. Earlier the experts suspected that the virus is due to any material or fraction of a wet

market in the city. But when the breakout of this serious virus reached to Wuhan city of China then it came to know that virus has no link to seafood. In India, the first case of corona virus was reported on Jan. 30, 2020. On 11 March, 2020 WHO (World Health Organisation) declared COVID-19 as a pandemic after the big outbreak of corona virus. There were more than 1 lakh cases in 114 countries and more than four thousand people had lost their lives at that time when WHO characterized COVID-19 as a pandemic in an official statement.

On Mar. 22, 2020, India observed 'Janta Curfew' after COVID-19 cases rised above 300. 'Janta Curfew' was a 14 hour voluntary curfew by the public at the illustration and appeal of Prime Minister Narendra Modi. PM requested to public to be part of "Janta Curfew" to make fight against the serious corona virus disease a success. He instructed that the curfew is of the people, by the people and for the people of India. As per the appeal of PM millions of people across the nation stayed indoor on Mar. 22, 2020 in unprecedented shutdown for this curfew for 14 hour from 7 AM to 9 PM. It was the successful lockdown in form of 'Janta Curfew' in a largest democracy of world just with a single appeal of Prime Minister. There were three important points of 'Janta Curfew', raised by PM.

1. On Mar. 22, 2020, all Indians have to voluntarily observe 'Janta Curfew' from 7 am to 9 pm.
2. To insure the success of this fight against Corona, Nobody should get out of house without any essential service on Sunday.
3. At 5 pm everybody should express duly thank people like doctors, medical personnel and cleaning staff of country for their services.

On this day media also play the crucial role for making the 'Janta Curfew', a huge success, especially social media. Campaigns in support of Janta Curfew were also running there and many other pages were in trends on various platforms on voluntarily lockdown. 'I Support Janta Curfew' was one of the biggest campaign and in trends over there on social networking with the message of social distancing and India fight against Corona.

Objectives of the Study

1. To know the impact of social media during 'Janta Curfew'.
2. To evaluate the power of social networking in the scenario of social distancing.
3. To assess the behaviour of public in voluntarily lockdown.
4. To identify the barriers in spreading awareness and information through social media during 'Janta Curfew'.
5. To study the success of 'Janta Curfew' in a largest democratic country like India with just a single appeal of Prime Minister of nation.

Hypothesis

- i. Social media played the impactful role in spreading awareness and information about 'Janta Curfew'.
- ii. Social media is crucial medium in the communication and work as a bridge between authorities and public in the scenario of social distancing.

iii. During the pandemic like COVID-19 and health emergency, social media become the powerful weapon for information revolution.

Review of Literature

Liette Lapointe & Jui Ramaprasad, 2014, Creating health awareness: a social media enabled collaboration, says that if we want to create awareness then the dissemination of information is the basic mechanism for it. It may be helpful as an important factor in the detection of diseases with the prevention also. This is about to check the role of this medium in creating awareness about cancer. The study also provides the structure of communication in healthcare and personal to political communication.

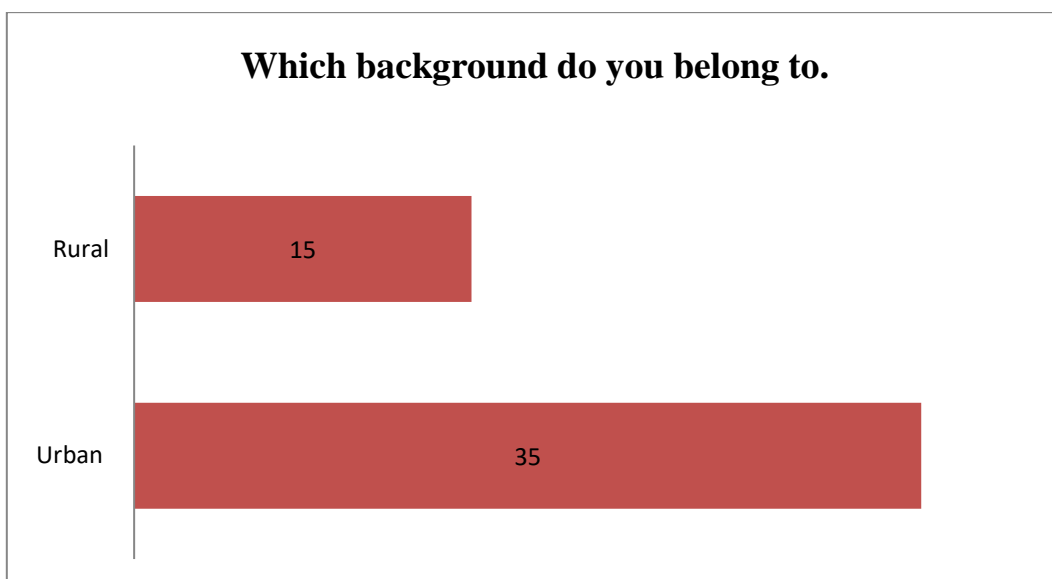
Muhammad Imran, Carlos Castilo, Fernando Diaz, 2015, Processing Social Media Messages in Mass Emergency: A Survey, start and concludes the concept of first responders, decision makers and of course of the public. It is focused on a large extent and produced method of awareness and information during the disaster. This comprises with beyond situational information and quick decisions taken in during the emergency response.

Eckler, Petya and Worsowicz, Gregory and Rayburn, J. Wesley, 2010, Social media and healthcare: an overview, says that in e-society of modern world social media affecting the healthcare and healthcare providers. It may be more than these two also in few cases. In the modern society even the patients take the view, comparison and help from support groups before the regular or routine and necessary treatment and healthcare. This study presents the basic phenomenon of social media role in healthcare and beyond it as well.

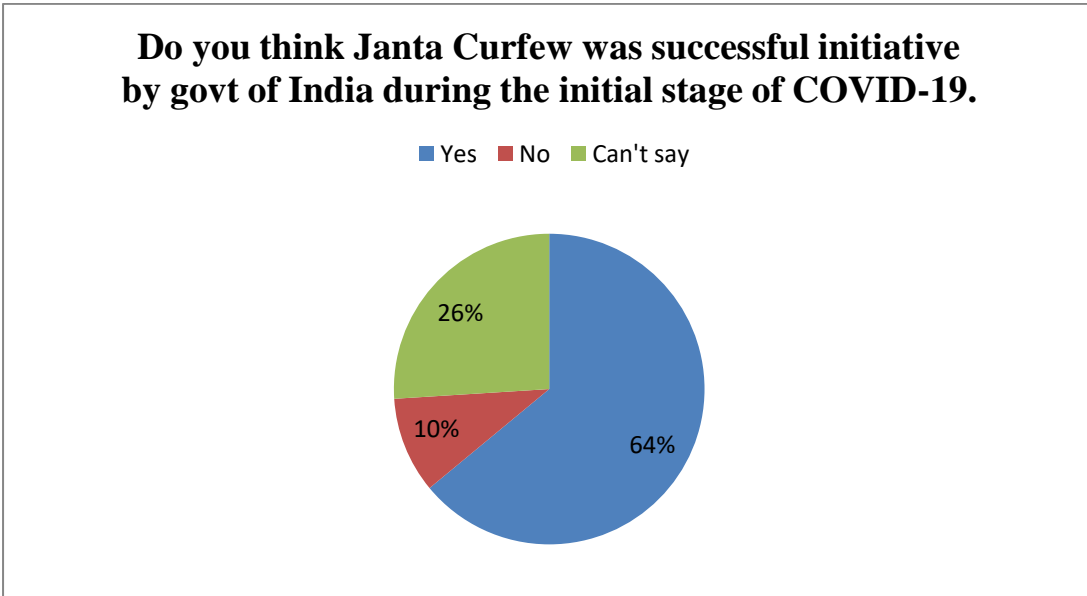
Research Methodology

In this paper the effort has taken to analyze the impact of social media during ‘Janta Curfew’ and voluntarily lockdown. To achieve the outcome questionnaire and interview was conducted for Primary Data and review of literature used for secondary data.

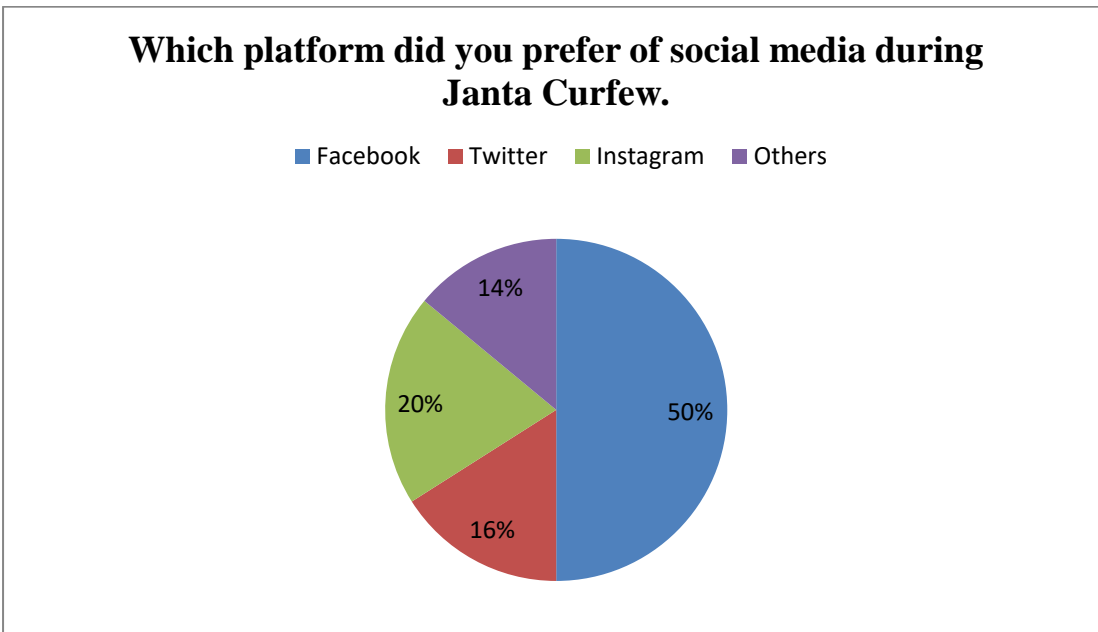
Data Interpretation



In this survey study people participated from both rural and urban background. There were 70% people with number of 35 from Urban and 30% with number of 15 from Rural background.

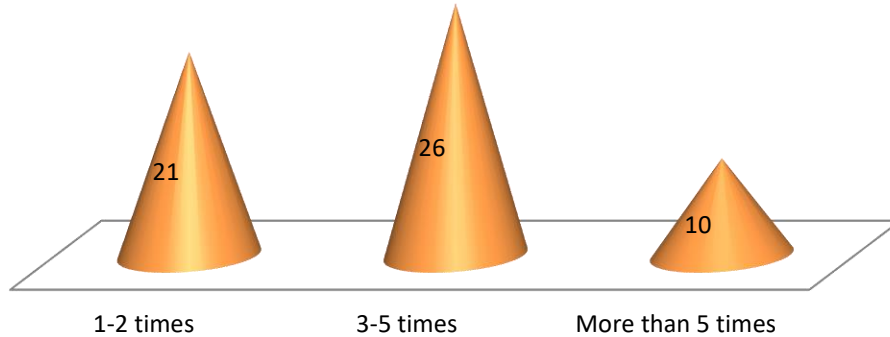


As per response 32 people think that initiative was successful and 5 are negative about it, whereas 13 in the category of can't say. It shows Yes for 64%, No for 10% and can't say for 26%.



During curfew 25 people preferred Facebook, 8 Twitter, 10 Instagram and 7 went for other platforms and the percentage appear 50% for Facebook, 16% Twitter, 20% Instagram and 14% for others.

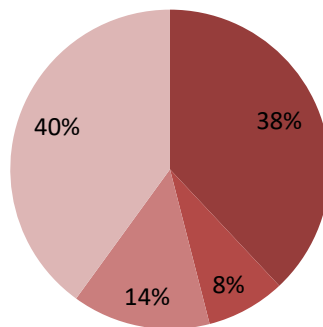
How many times did you access social media during Janta Curfew on Mar. 22, 2020.



On the question of access, 21 persons accessed 1 to 2 times, 26 accessed 3 to 5 times and 10 persons accessed more than five times.

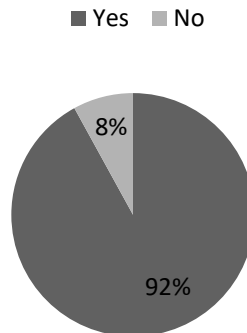
Which type of content in context of COVID-19 was powerful to deliver the message on social media?

■ Text Presentation ■ Audio Slogan ■ Videos ■ Memes



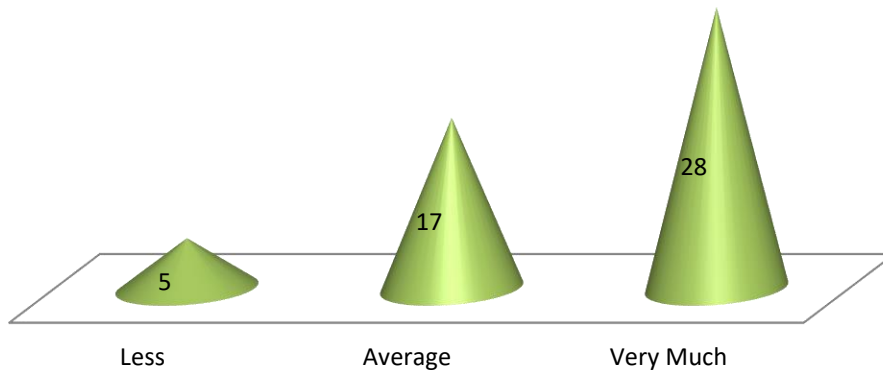
The content was available in various categories. But the 19 people preferred and influenced with Text, 4 of Audio, 7 preferred Video and 20 were influenced with Memes. Percentages show as per above chart.

Did you follow/like/share or start any campaign in support of Janta Curfew or during voluntarily lockdown.



The answer was much positive towards the active participation during the initiative. As 46 person with 92% said Yes and only 4 with 8% said No.

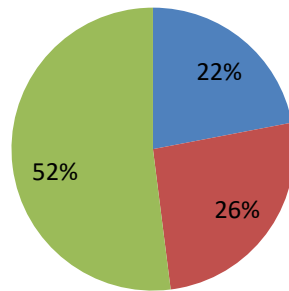
According to you how much helpful was social networking to make possible the social distancing.



In the evaluating question of social networking and social distancing 5 people judged it less, 17 average and 28 very much.

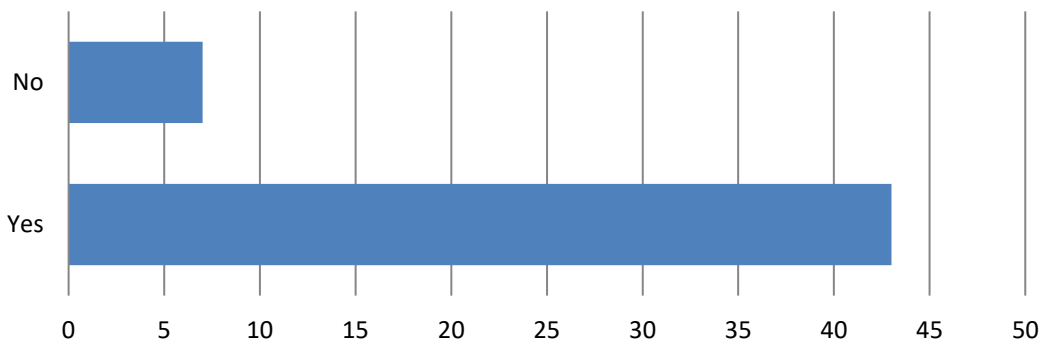
Do you think in a largest democratic country like India the success of Janta Curfew was due to awareness and information spreading by social media?

■ Yes ■ No ■ Can't Say

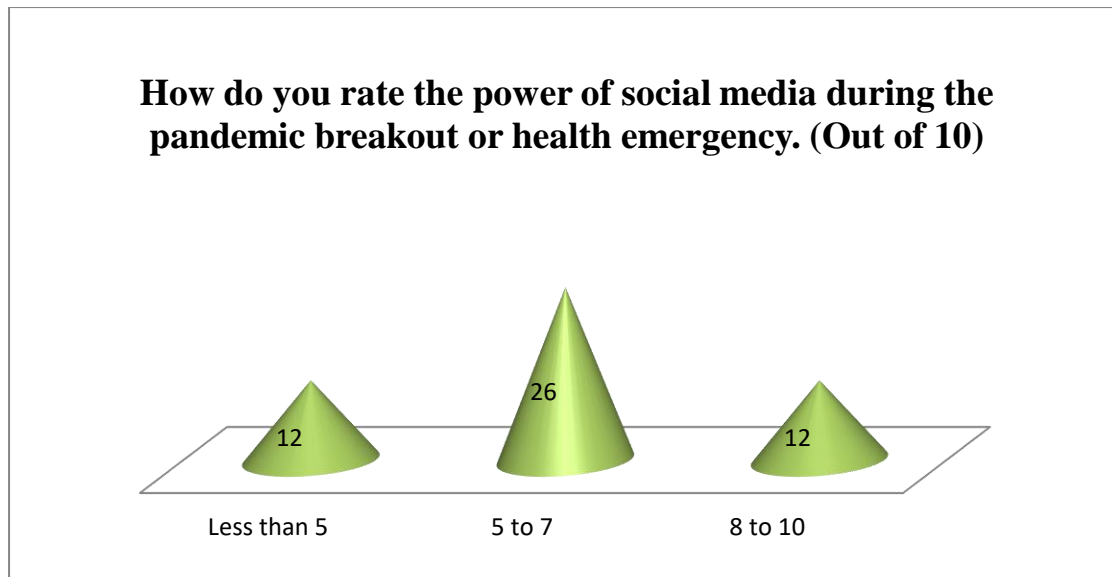


About the awareness 11 people with 22% said Yes, 13 with 26% No and 26 with 52% said can't say.

Did you join the 'Thank You' initiative as per PM appeal for Police, Doctors, Medical Personnel, Media and cleaning staff.



Again in the response of 'Thank You' to Corona Warriors 43 people join the hands and 7 didn't.



In the rating of power of social media 24% with 12 number rated less than 5, 52% with 26 people rated 5 to 7 and rest of 12 with 24% rated 6 to 10.

Findings and Conclusion

The findings of survey study indicate that social media play a vital role during the Janta Curfew in India. When the public was voluntarily lockdown, the people prefer media 2.0 or social media. They access the various platforms for information and quick reaction about the activities of every minute during 14 hours dedication. Social media campaign and referral of trend topics on Janta Curfew created curiosity among the public. As per study it is clear that people from urban and as well as rural background were involved in social networking at big scale.

It is also clear by the study that top to bottom mass line or management level communication concept was purely applied and signified through social media platform. As the conversation also break out with the tweet of Prime Minister to address the nation. And it concluded by the instructions for Janta Curfew and after the success of the initiative with an appreciation statement from PM to public.

On social media platforms not only the content was available in different categories and format but also with the precaution for the pandemic breakout. The people or users make it possible with three P's formula i.e. Perception, Persuasion and Participation. Perception regarding information, Persuasion towards awareness and Participation in form of active reaction for Janta Curfew.

The millions of internet users and large number of smart phone users in rural background provided the oxygen to the social media during Janta Curfew. The people were not only engaged during the traffic hours but the whole day access varied from other normal working days. But the increasing number of Corona Contracted persons created the tense among the public in spite of ringing bells and pots at 5 pm.

Suggestions

There is no doubt that role of social media is always crucial in the modern era and circumstances. But the nature and limitations of the content and context makes it challenging towards the requirements of society. Self regulation is the main point that should follow and expected from the users in such circumstances like health emergency and COVID-19 breakout. The need of hour is appropriate attitude and approach towards the content and precautions.

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