

Informative or Infodemic: Impact of Social Media in Times Of Covid-19 Pandemic

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ABSTRACT

Social media is a public platform used to create and share content through various networking websites and applications. It is an integral part of today's youth especially in the current time wherein the world is facing a health emergency Covid-19 pandemic. As majority of the countries has been on lockdown for a said period and people have been advised to maintain social distancing, people are spending more time on social media platforms especially for the latest updates and news. Social media activity has grown multiple times in the current month as compared to the previous ones in the wake of covid-19. People have become dependent on Social Media to understand the current pandemic situation and learning different ways to stay safe from the virus. Social media has played a significant role in circulating important information among public through various networking websites and applications like Facebook, Twitter, Snapchat and Instagram etc. As they say even coin has two sides, fake information or information without validation is also being circulated through these networking sites very quickly all around the world. People are using these platforms to spread fake news by misguiding and creating a panic among the people. However the government along with the social networking websites are aiming to combat misinformation and track the information which is being spread on social networking sites. The objective of this study is an attempt to investigate the extent of social networking impact during Covid-19 pandemic. This paper is an attempt to analyse the pattern of social networking usage and impact in order to determine effect of the information being circulated related to the current pandemic.

Keywords

Social media, Covid-19, pandemic, Facebook, Twitter, Instagram, Snapchat

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Introduction

Over the past two decades social media has become one of the newest forms for information and entertainment for everyone. From a politician to a house wife, nobody can avoid social media these days. It has become a necessity for every human being. Social networking refers to the platform that permits individuals to share content rapidly, productively, and progressively with the help of websites and applications. Social networking has tremendously impacted the community by becoming a part of everyone's personal life in modern times (Raghavendra, Hutchinson et al, 2018). It has actually brought innovation in the information technology sector through various networking sites like Facebook, Twitter, WhatsApp, Instagram, etc. However some of the methods of communication and neither directed or nor reciprocated (Sapountzi, A.; Psannis, K.E, 2018). Rather the social media users are only able to view the post all content online without actually interacting with the person or organisation who have dated or posted that content (Lee, Suzanne Horsley, 2017). The content on social media can be of different forms Like a blog, video, photographs, podcast, live videos, video tutorials, etc. People from all around the world use such platforms to share content or build network (Mahmoudi Sidi Ahmed et al, 2008). Social media users actually seek some kind of information online and they share stories, videos related to a specific concern. (Fox, 2011) Simultaneously, the organization and health professionals are analysing the benefits of social media and incorporating an authorized

way of sharing information as people can have an access to health information through social media which was not possible in earlier times in an emergency situation. (McNab, 2009). It also retains the privacy of the user as they don't have to reveal their personal information and access the required information. However, a major concern in the information available on social media is the reliability of the information. (Westerman, Spence & Van Der Heide, 2012). Previous research depicts that people used to check internet for the information in a crisis situation. (Spence, Westerman, Skalski, et al, 2006). However social media have become a powerful platform to share information which is being used by everyone these days.

Social media is a platform based on websites and applications that allows their user to create content and share information through web 2.0 technology. This technology has played a very important role in the concept of content sharing among people through famous networking sites Facebook (2004), Twitter (2006) and many others (Rus & Tiemensma, 2018). Apart from creating a content, it allows use to add advancements by discussing about the content online and improve it accordingly (O'Reilly & Battelle, 2009). Social media provides an opportunity to develop and explore through means of reading articles or information of interest. It also improves our critical thinking skills. For eg: Blogging or exchanging thoughts at chatrooms and also connecting to people at the same time.

Social networking websites and applications are easily accessible on laptop and cell phones. There are many social platforms used to create content and share information such

as Facebook, Instagram, Twitter, Snapchat, etc. (Pivec & Macek, 2019) Majority of population access the social media applications downloaded on mobile phones. Social media has actually transformed the way people interact with each other. It has impacted the way they live their life. It has given an individual a platform to share their experience, opinions, photographs and videos which in a way highly impacts the lives of others. Social media has an powerful impact on our society (M. Neelamalar & P. Chitra, 2019).

In today's time, social media has become a part of daily life especially among the young Millennials. In modern times, social media has given an opportunity to share and stay connected 24 x7. Alongside connecting people it has also given a platform to create and build businesses by sharing economic, social and political views. With the changing needs of population, social media is focusing on revolutionizing the modes of sharing content and updating the channels of collaborations along with the information consumption patterns (Suseno, Laurell, Sick, 2018) (Tulin, Pollet, Lehmann, 2018)

Literature Review

These days so many brands, businesses and even individuals use Facebook or Instagram pages to develop their business. They understand the importance of social media as it provides them an opportunity to interact with consumer and develop their market. Social media has become an ideal way to engage with customers. During the recent times, the influence or impact of social media has gone from creating content, building businesses to become an important aspect of our daily lives.

1.1. Influence of Social Media

Social media has quickly adapted itself into human life, workplace, politics and everywhere. Previous research on perception formation on Facebook reveals that the online content posted by a user can actually predict his personality and contribute to social judgements which may affect the user psychologically or emotionally. (Kleck, Reese, Behnken, & Sundar, 2007) (Tong, Van Der Heide, Langwell, & Walther, 2008) (Utz, 2010). The principal benefit of using social media is the structure of personal and professional relations through the formation of new associations. Interpersonal organizations give stages to make companions by using insignificant associations, interchanges, or cooperation in social gatherings, and empower individuals to socially bolster each other (Hardy & Castonguay, 2016).

In the times of social media and digitalization, there are more chances to draw in with individuals with different personalities and such stages offer differing kinds of data sharing and methods for trading sentiments, thoughts, and perspectives with others (Pierson & Bauwens, 2015). Many research studies have inspected how social networking and other online stages encourage collaborations and correspondences with various kinds of individuals (Lee, Suzanne Horsley, 2017) (Li, Wang, Lu, 2017). Taking an interest in computerized media sharing and person to person communication isn't just beneficial; however it additionally encourages singular social connections, just as

correspondence, by permitting clients to building brands and makes proficient collaborations (Berezan, Krishen, et al 2018). One positive effect of social media is that it has become easier to contact someone who you know or who have same interest as yours. It is also a good way to spread the information or news quickly over the globe. Many news channels, politicians, celebrities or higher authorities of an organisation use such platform to generate awareness about a specific topic. Usage of hashtags enables the user to create awareness or draw tension to a specific issue. It is actually easy to look for information by clicking on the hashtag (#). On the contrary there are many disadvantages of using social media. As discussed above an important advantage of social media which is creating awareness or spreading information in the fastest way possible, it can also be reversed and act as a disadvantage. The fake information or information without validation can be spread quickly. This creates infodemic as it is happening in recent times with the outbreak of COVID-19 pandemic. Infodemic has created a panic among people about the fake information related to covid-19. It can be easily said that social media has the ability to become a force multiplier for good and bad.

1.2. Covid-19 Pandemic

As defined by WHO, "Coronavirus disease (Covid-19) is an infectious diseases caused by a recently discovered coronavirus. However, World Health Organization is constant monitoring the disease worldwide and responding to the outbreak. As per WHO, there are more than 200 countries who are currently facing the covid-19 pandemic and India is one of them. This novel coronavirus which is a severe acute respiratory syndrome has originated from the Wuhan city in China in the month of December 2019 (Zhu N, Zhang D, Wang W, et al, 2020).

Since the outbreak, the local and national governments have taken extraordinary measures regarding the coronavirus disease Covid-19 (Chen S, Yang J, Yang W, et al, 2020). This disease is physically transmitted through a close contact with an affected person or anything which came in contact with the affected person is then further comes in contact of another individual. (Chan, Yuan S, Kok, et al, 2020). As India is experiencing a new way of existence through social distance and lockdown, the effect of social media is clearly visible on mankind. People have no choice but to use social platforms as a means of communication and spread information as they are not allowed to move out. Closed schools and colleges have been a major reason that the young generation is spending maximum of their time on social networking sites. We are going through an unparalleled disaster of public understanding. These systems act as facilitators and multipliers of COVID-19-related incorrect information.

1.3. Social Media in times of Covid-19 Pandemic

As WHO Director General *Dr Tedros Adhanom Ghebreyesus* stated, it is not just an epidemic, but we are actually fighting an infodemic. This dread of a pandemic disease is not new as this world has also witnessed also worse diseases' in the past like Great Plague of Marseille, Cholera, Spanish flue in the past. However Social media

was not used to spread information back then. The outbreak of coronavirus has made a worldwide wellbeing emergency that has deeply affected the manner in which we see our reality and our regular daily existences. Not just the pace of infection and examples of transmission undermines our feeling of organization, yet the security estimates set up to contain the spread of the infection likewise require social separating by ceasing from doing what is innately human, which is to discover comfort in the organization of others. Broad communications have for quite some time been perceived as ground-breaking powers melding how we experience the world and ourselves. This acknowledgment is joined by a developing volume of research, that intently follows the strides of mechanical changes (for example radio, films, TV, the web, mobiles) and the zeitgeist (for example cold war, 9/11, environmental change) trying to outline media significant effects on how we see ourselves, both as people and residents. Are media (communicated advanced) still ready to pass on a feeling of solidarity contacting enormous crowds, or are messages lost in the uproarious horde of mass self-correspondence? Does online life give comfort or grounds to deception, (de)humanization, and separation? Would we be able to bridle the adaptability and universality of media advancements to expand the open's adherence to the security measures proposed by worldwide wellbeing associations to battle the spread of COVID-19? In what capacity can various media ventures and channels for mass correspondence elevate versatile reactions to cultivate positive wellbeing perspectives and adherence to preventive measures? How media sway the elements in the private area (for example fortify family bonds versus residential clash and brutality)?

1.4. Initiatives suggested by World health organization to combat Covid-19 Misinformation

As stated by WHO, problems start when people associate a specific disease like COVID-19 negatively with an individual or community. A lot of people start discriminating negatively within an individual due to connection with the disease or someone who is actually dealing with it currently. As this disease is very new to the world, hence its appearance and outbreak start spreading confusion, kiosk, and panic among the population. Such ignominy enables people to hide their disease to avoid prejudice.

This will also prevent individuals to identify and seek medical help instantly. It also dissuades them to adopt a healthy lifestyle. However, social media with the help of influencers, organisations are playing an important role in preventing and overcoming such stigma. As per WHO, everyone needs to be conscious and attentive and posting or communicating on social media by sympathising and showing support to individuals regarding COVID-19 pandemic.

As per the report on social stigma connected with COVID-19 by WHO, following points can be considered to overcome stigmatic attitudes using social media.

1. Focusing on information about how COVID-19 disease can be transmitted and how to stay safe during this pandemic.

2. Social media influencers, spiritual personalities can guide people who are stigmatised and sympathise them by providing emotional support and suggesting ways to keep them optimistic.

3. Famous personalities or celebrities can share content or messages that help them to reduce such stigma.

4. Posting or sharing the stories of people who have recovered from Covid-19 or who had experienced the disease and came out of it with the help of their loved ones. This will create positive effect on people showing that it is possible to defeat COVID-19 disease.

5. Promoting different communities on social media that showcase that they are working together to combat the spread of this disease.

6. Misinformation is not a positive sign especially to combat stigmatisation. Hence it is important to balance the reports being published and circulate information which is only validated.

7. Various campaigns or initiatives can be undertaken to address and prevent stigma in public related to code 19. It is important to link up and create a positive environment that helps people to prevent this disease and provide support in the COVID-19 pandemic.

Aims and Objective

As per the topic and review of literature following aims and objective have been made.

- To find out pattern of usage of social media before and during the Covid-19 lockdown by people.
- To find the out the relevance of messages circulated on the social media and its impact on Covid-19 as informative or infodemic.

Research Methodology

For the current study, methodology used for the research purpose is exploratory and descriptive in nature. For the purpose of fulfilment of objectives, both secondary and primary data have been used. While literature review has been conducted through secondary resources to identify the research problem, primary study with the use of questionnaire has been administered for collecting data to arrive at results for the objectives identified for the study.

Mainly data used in this study is primary data and got filled with the help of google forms. The questionnaire was developed by dividing it into 3 main parts.

A) Demographic Profile of the respondents covering Name (Optional), Gender, Age, Profession, Marital Status and Education.

B) Usage of social media by respondents covering Number. of social media sites frequently and occasionally used by person, Average time spent by the respondents before and during the lockdown due to Covid-19 Pandemic on social sites, Activeness of respondents on various social sites in which they read and post messages.

C) Impact of Social Media covering their personal view on the relevance of forwarded messages on social media and its impact on Covid-19 as informative or infodemic.

Research Hypotheses

Based on the review of literature and the objectives, the hypotheses for the study were tentatively made. Its main aim is to study the various variables and the association between them.

(i) Null Hypothesis-H₀: There is no significant relationship between the two variables used.

(ii) Alternate Hypothesis-H_a: There is a significant relationship between the two variables used.

Based on the objectives of the study, the following hypotheses were framed.

H₀: There is no significant difference between male and female over the opinion related to the impact of social media on Covid-19 Pandemic.

H_a: There is a significant difference between male and female over the opinion related to the impact of social media on Covid-19 Pandemic.

Methodology

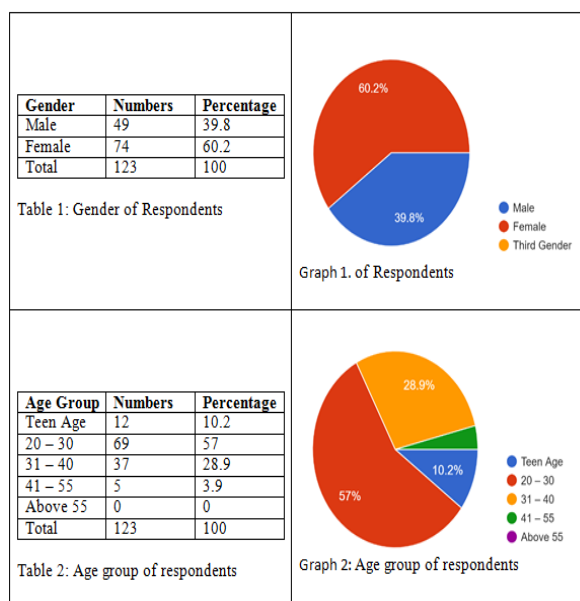
To bring out the inference raw data was collected with the help of Questionnaire and treated it with percentage, Chi-Square test method.

Findings And Results

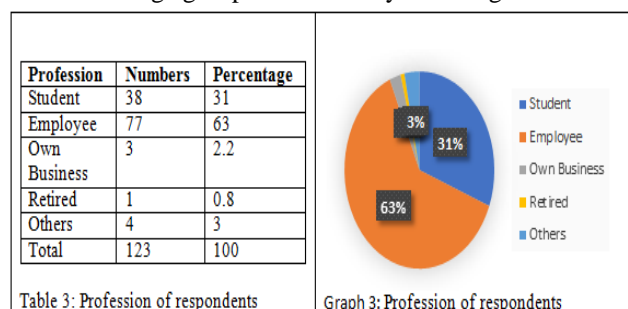
To get the desired results as per the topic and the objectives made, questionnaire developed as per the requirement was circulated online during the lockdown in India due to Covid-19 Pandemic. Total 123 responses were received and on the bases of these responses inference has been made.

1.5. Demographic Profile of Respondents

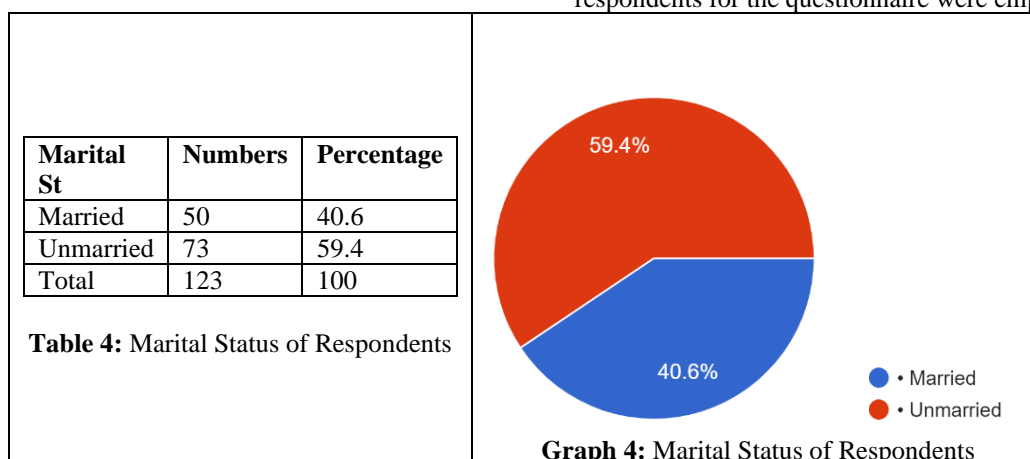
Graph 1 shows the male female ratio of the respondents, responded for the online questionnaire. As per Table 1 out of total 123 respondents, 74 (60.2%) were female and 49 (39.8 %) were male.



Graph 2 shows the ratio of age-groups of the respondents. Out of total 123 respondents, as per the Table 2, 12 (10.2%) were teen agers, 69 (57%) were between the age group of 20 and 30, 37 (28.9%) between age group of 31 and 40, 5 (3.9%) between age group of 41 and 55 and nobody was above the age group of 55. No senior citizen has responded for the questionnaire and maximum respondents were between the age group of 31 and 40 years of age.

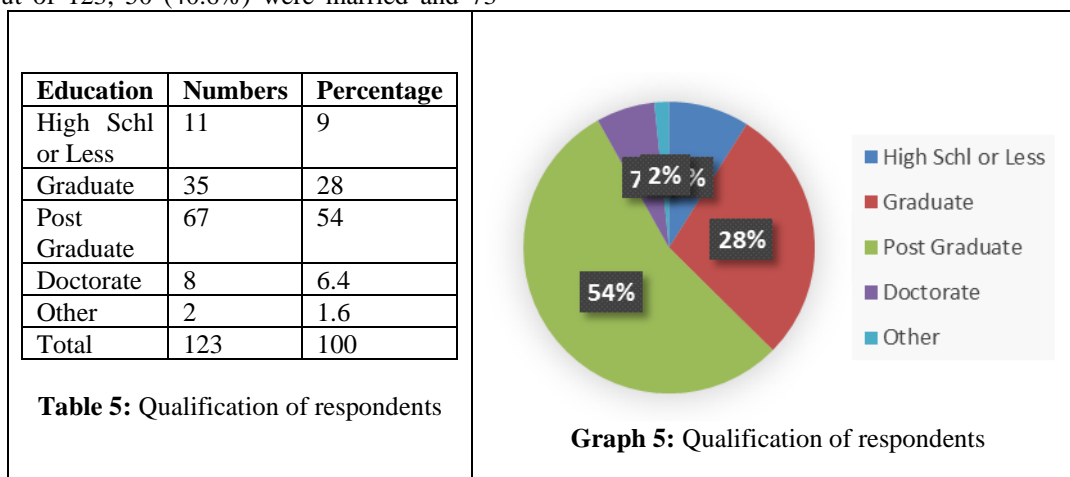


Graph 3 shows the percentage of different professions of respondents. Table 3 shows that there 38 (31%) students, 77 (63%) employees, 3 (2.2%) had their own business, one was retired and 4 were from other option. Most of the respondents for the questionnaire were employees.



Graph 4 shows the marital status of the respondents, as per the table 4, out of 123, 50 (40.6%) were married and 73

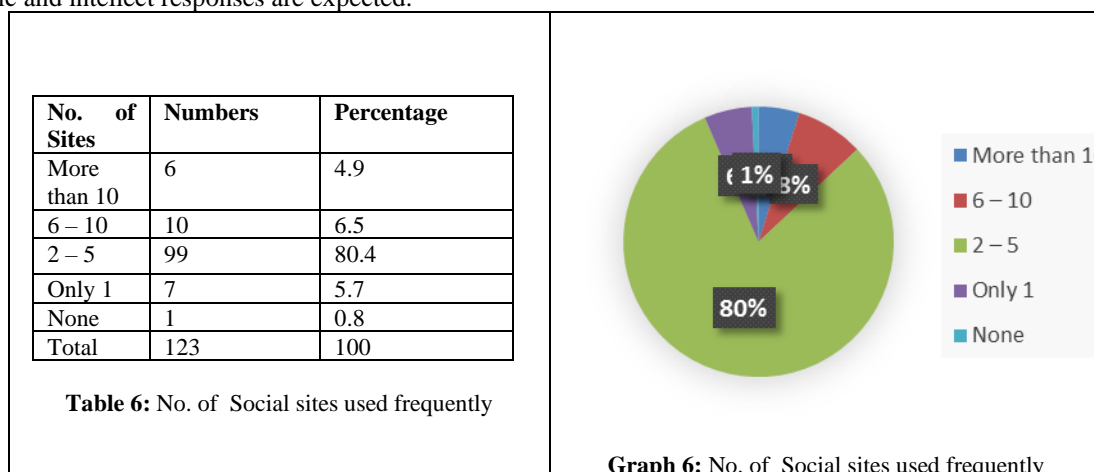
(59.4%) were unmarried.



Graph 5 shows the Education qualification of the respondents, as per the table 5, out of 123, 11 (9%) had less than high school pass outs, 35 (28%) respondents were graduates, 67 (54%) were Post graduates, 8 (6.4%) were Doctorate and 2 (1.6%) had some other qualification. Most of the respondents were post graduates which is good as more authentic and intellect responses are expected.

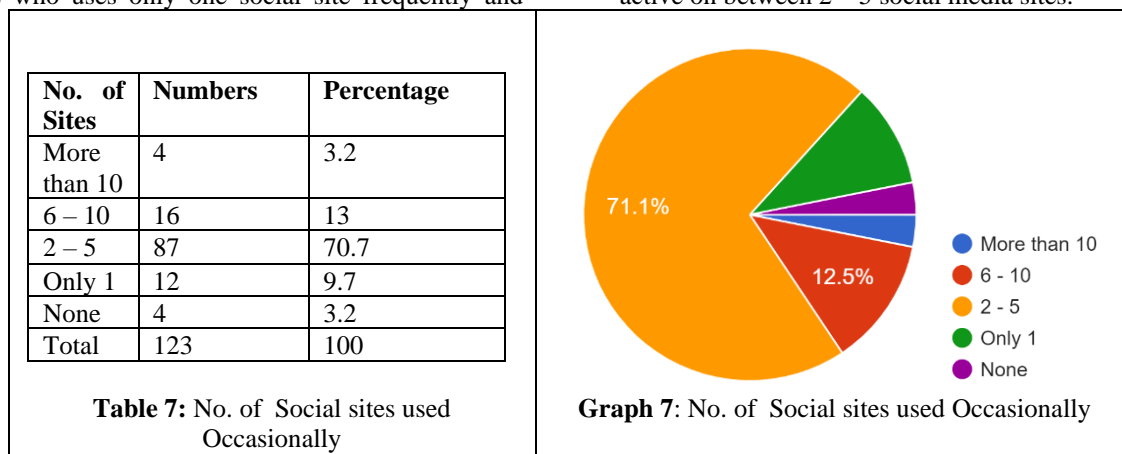
1.6. Usage of Social Media

In this part usage of social media by the respondents has been assessed. Graph 6 shows the usage pattern of social media by the respondents. As per the Table 6, 6 (4.9%) respondents use more than 10 social sites frequently.



10 (6.5%) use between 6 – 10 sites more frequently, 99 (80.4%) use 2 – 5 sites frequently, there were 7 (5.7%) respondents who uses only one social site frequently and

there was only one respondent who does not visit any social media site. Table shows that most of the respondents were active on between 2 – 5 social media sites.



Graph 7 shows the usage of the no. of social sites which are visited occasionally by the respondents. Table 7 shows that

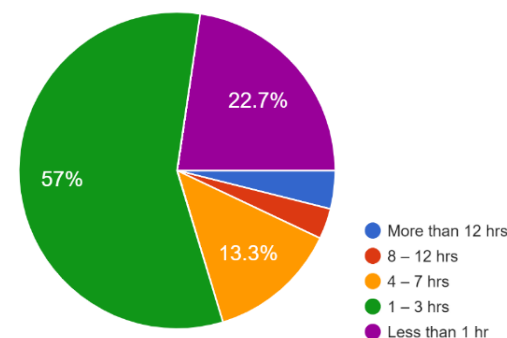
there were only 4 (3.2%) respondents who visited more than 10 sites occasionally. 16 (13%) respondents were those who visited 6 – 10 social media sites occasionally. There were 87

(70.7%) respondents who visited 2 – 5 social media sites occasionally. Only 12 (9.7%) respondents were there who visited 1 site occasionally. And there were 4 respondents

who had not visited any site occasionally. It is clear from the responses that most of the respondents visited 2 – 5 social sites occasionally.

| Time (Hrs.) | Numbers | Percentage |
|--------------|---------|------------|
| More than 12 | 5 | 4.06 |
| 8 – 12 | 4 | 3.25 |
| 4 – 7 | 16 | 13 |
| 1 – 3 | 70 | 57 |
| Less than 1 | 28 | 22.7 |
| Total | 123 | 100 |

Table 8: Average time spent on Social Media before lockdown



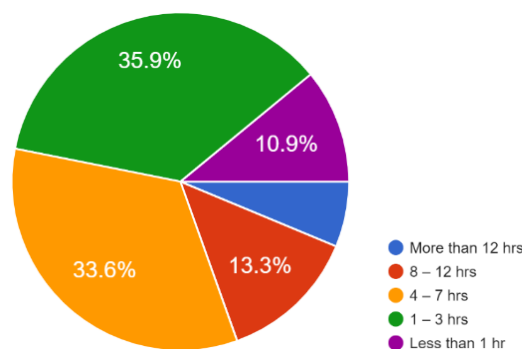
Graph 8: Average time spent on Social Media before lockdown

Graph 8 shows the no. of hours spent on social media sites by the respondents before Covid-19 pandemic lockdown in India. Table 8 shows that there were 5 (4.06%) respondents who used to more than 12 hrs on social media sites before lockdown. 4 (3.25%) respondents spent 8 – 12 hrs per day on social media before lockdown. 16 (13%) respondents

spent 4 – 7 hrs per day on social media before lockdown. 70 (57%) respondents spent 1 – 3 hrs per day on social media before lockdown. There were 28 (22.7%) spent less than 1 hr per day on social media sites. It shows that 1 – 3 hrs. per day is average time spent by respondents before lockdown on social media sites.

| Time (Hrs.) | Numbers | Percentage |
|--------------|---------|------------|
| More than 12 | 8 | 6.5 |
| 8 – 12 | 17 | 13.82 |
| 4 – 7 | 39 | 31.7 |
| 1 – 3 | 46 | 37.4 |
| Less than 1 | 13 | 10.56 |
| Total | 123 | 100 |

Table 9: Average time spent on Social Media during lockdown



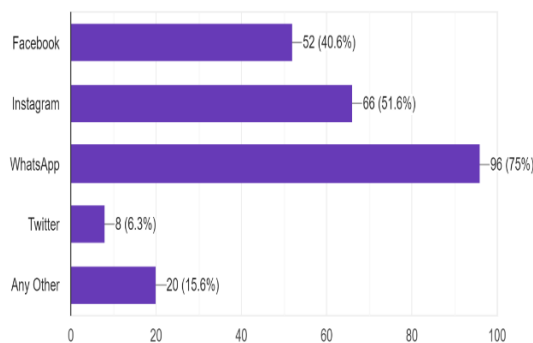
Graph 9: Average time spent on Social Media during lockdown

Graph 9 shows the no. of hours spent on social media sites by the respondents after Covid-19 pandemic lockdown in India. Table 9 shows that there were 8 (6.5%) respondents who used to more than 12 hrs on social media sites after lockdown. 17 (13.82%) respondents spent 8 – 12 hrs per day on social media after lockdown. 39 (31.7%) respondents spent 4 – 7 hrs per day on social media after lockdown. 46

(37.4%) respondents spent 1 – 3 hrs per day on social media after lockdown. There were 13 (10.56%) spent less than 1 hr per day on social media sites. After comparing table 8 and table 9 it has been found that respondents had spent more time on social media after lockdown due to Covid-19 Pandemic.

| Name of Site | Numbers | Percentage |
|--------------|---------|------------|
| Facebook | 52 | 40.6 |
| Instagram | 66 | 51.6 |
| WhatsApp | 96 | 75 |
| Twitter | 8 | 6.3 |
| Other | 20 | 15.6 |
| Total | 123 | 100 |

Table 10: No. of respondents using various sites

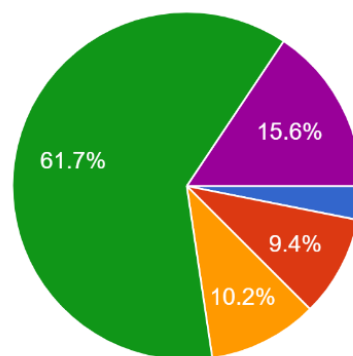


Graph10: No. of respondents using various sites

Graph 10 shows that different social websites which respondents use as platform. As per table 10, out of 123, 52 (40.6%) use Facebook, 66 (51.6%) use Instagram, 96 (75%)

use WhatsApp, 8 (6.3%) use Twitter and 20 (15.6%) use other sites as social media platform. From the table it is evident that WhatsApp is one of the most used App among the respondents as social media site.

- Post every day on social media sites and reply on every post on it.
- Post every day but not reply on every post
- Do not post every day but reply on every post
- Post and reply occasionally
- Neither post nor reply on any post, only joined as member



Graph 11 : How active is respondent on Social media

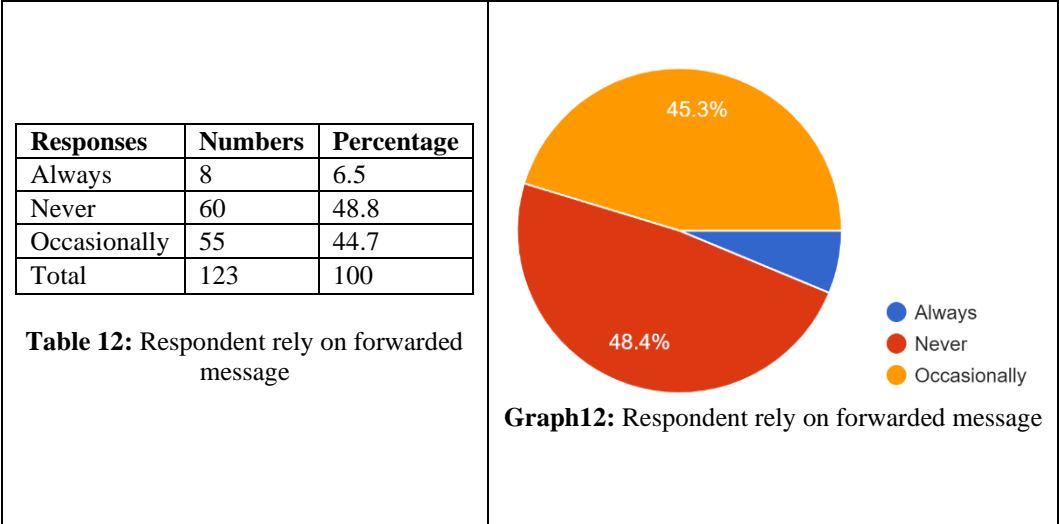
| Name of Site | Numbers | Percentage |
|---|---------|------------|
| Post every day on social media sites and reply on every post on it. | 4 | 3.2 |
| Post every day but not reply on every post | 12 | 9.7 |
| Do not post every day but reply on every post | 12 | 9.7 |
| Post and reply occasionally | 75 | 61 |
| Neither post nor reply on any post, only joined as member | 20 | 16.2 |
| Total | 123 | 100 |

Table 11: How active is respondent on Social media

Graph 11 shows are activeness of the respondent on the social media sites. As per table 11, out of 123 respondents 4 (3.2%) respondents post every day on social media sites and reply on every post on the social media site. 12 (9.7%) post every day but not reply on every post, 12 (9.7%) do not post every day but reply on every post. 75 (61%) post and reply occasionally and 20 (16.2%) respondents neither post nor reply on any post, but only joined as members. The table inferences that most of the respondents opt post and reply occasionally.

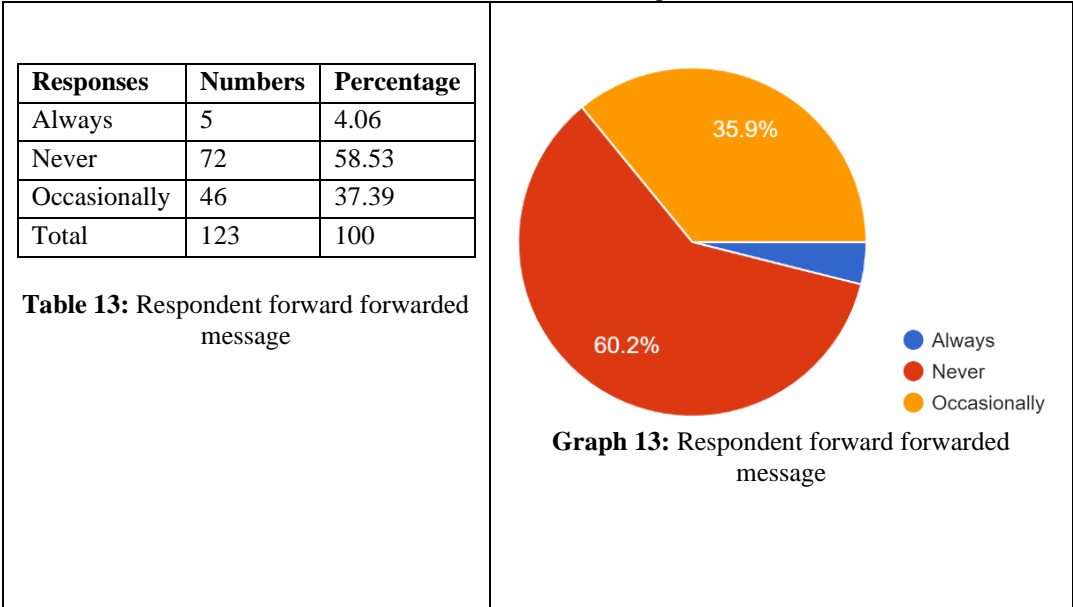
1.7. Impact of Social Media

In this section the respondents were asked questions which gives us the inference of their opinion on the impact of social media on Covid-19 pandemic.



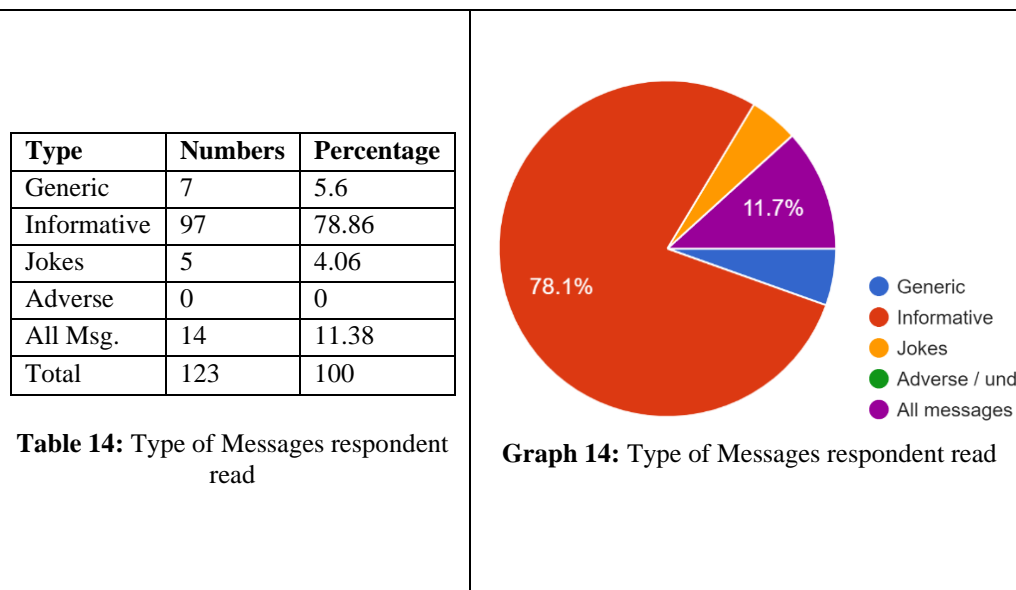
Graph 12 shows the opinion of the respondents on the relevance of messages on social media. As per table 12, out of 123 respondents, 8 (6.5%) respondents always rely on all the messages circulated on social media. 60 (48.8%)

respondents never rely on forwarded messages on social media. 55 (44.7%) respondents occasionally rely on forwarded messages. This table inferences that forwarded messages are not been accepted as true most of the times by the respondents.



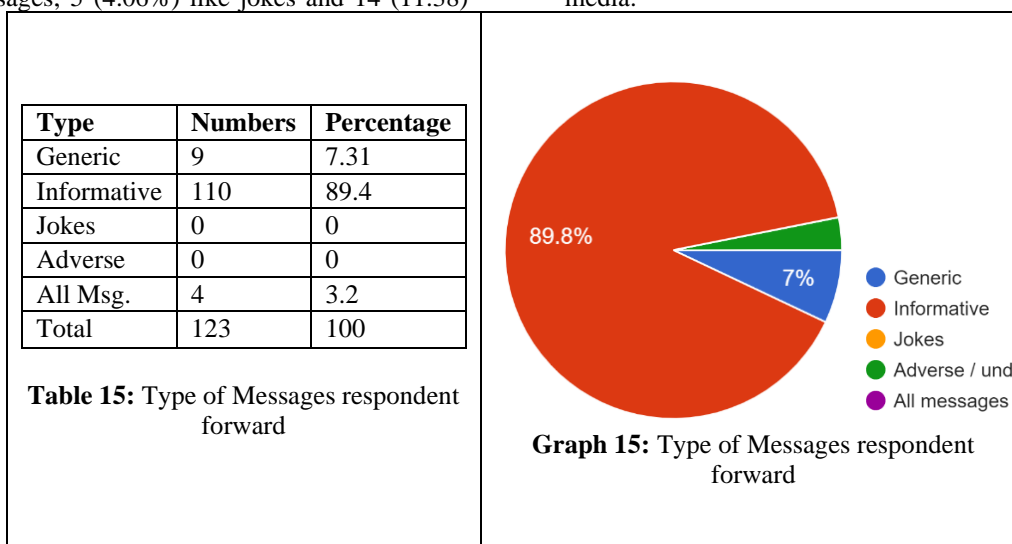
Graph 13 shows the frequency of the forwarded messages to be forwarded further by the respondents. Table 13 shows that out 123 respondents, 5(4.06%) always forward the forwarded message further. 72 (58.55 %) never forward any

forwarded message. And only 46 (37.39%) forward the forwarded message occasionally. Table 13 inferences that the frequency of forwarding the forwarded message is low among the respondents.



Graph 14 shows type of messages respondent like to read. As per table 14, out of total 123 respondents, 7 (5.6%) respondents like to read generic messages, 97 (78.86%) like informative messages, 5 (4.06%) like jokes and 14 (11.38%)

like to read all types of messages. There was no one who likes to read any adverse or negative message only among the respondents. This table inference that most of the respondents like to read informative messages on social media.



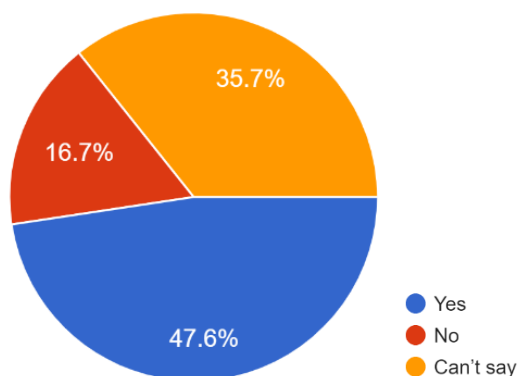
Graph 15 shows type of messages respondent like to forward. As per table 15, out of total 123 respondents, 9 (7.31%) respondents like to forward generic messages, 110 (89.4%) like informative messages, There was no one who like to forward jokes or any adverse or negative message only among the respondents. There were 4 (3.2%) who like

to forward all types of messages. This table inferences that most of the respondents like to forward informative messages on social media.

Both from table 14 and table 15 it is inferred that only informative messages on social media are being read and forwarded by the respondents.

| Responses | Numbers | Percentage |
|-----------|---------|------------|
| Yes | 58 | 47.15 |
| No | 19 | 15.4 |
| Can't say | 46 | 37.4 |
| Total | 123 | 100 |

Table 16: Social Media helpful to stop spread of covid-19



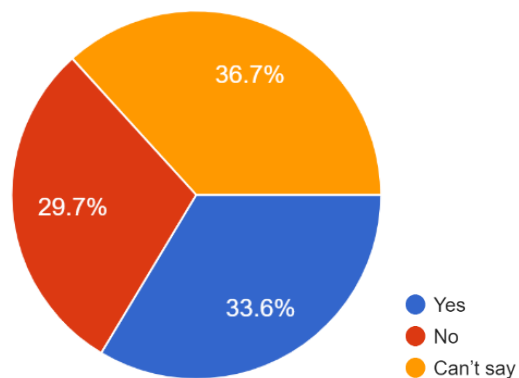
Graph 16: Social Media helpful to stop spread of covid-19

Graph 16 shows opinion of respondents whether social media is helpful for stopping spread of Covid-19 pandemic in India. Table 16 shows, out of 123 respondents 58 (47.15%) responded yes, 19(15.4%) responded no and 46

(37.4%) responded as can't say. It is inferred from the table 16 that most of the respondents were in the favour to say that social media is helpful to stop the spread of Covid-19 pandemic.

| Responses | Numbers | Percentage |
|-----------|---------|------------|
| Yes | 41 | 33.33 |
| No | 38 | 30.89 |
| Can't say | 44 | 35.77 |
| Total | 123 | 100 |

Table 17: Social Media reason to spread of covid-19



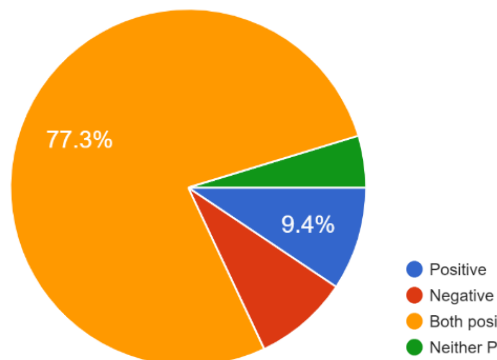
Graph 17: Social Media reason to spread of covid-19

Graph 17 shows opinion of respondents whether social media is the reason of spread of Covid-19 pandemic in India. Table 17 shows, out of 123 respondents 41 (33.33%) responded yes, 38 (30.89%) responded no and 44 (35.77%)

responded as can't say. It is inferred from the table 17 that there is a mix response of the respondents that social media is responsible to some extent for the spread of covid-19 pandemic.

| Responses | Numbers | Percentage |
|-------------------------------|---------|------------|
| Positive | 12 | 9.75 |
| Negative | 10 | 8.13 |
| Both | 95 | 77.23 |
| Neither Positive nor Negative | 6 | 4.87 |
| Total | 123 | 100 |

Table 18: Impact of Social media during Covid-19



Impact on COVID-19

Graph 18 shows opinion of the respondent over the impact of social media on Covid-19 pandemic. As per table 18, out of 123 respondents, 12 (9.75%) respondents responded as positive, 10 (8.13%) responded as negative, 95 (77.23%) responded as both and only 6 (4.87%) responded as neither positive nor negative. This table inferred that social media has both positive and negative impact on the Covid-19 pandemic as per the respondents.

1.8. Difference in the opinion of males and females

To find out whether there is any difference between the opinion of males and females responded as per the questionnaire, Chi-square test has been implemented. As per the table 19, Out of total 123 respondent, 50 were male and 73 were female respondents. Among male respondents 34 gave opinion of both positive and negative impact, 6 gave neither positive nor negative, 8 gave positive and 2 gave negative impact. Among female respondents 61 gave both positive and negative impact, 4 each gave for neither positive nor negative and positive impact respectively and 4 gave negative impact.

| Opinion | Actual Values | | | | Expected values | | Chi Square |
|---------------|---------------|--------|-------|-------|-----------------|--------|------------------------|
| | Male | Female | Total | %age | Male | Female | |
| Both Postive | 34 | 61 | 95 | 77.23 | 38.61 | 56.38 | p Value = 0.113 > 0.05 |
| Neither Posit | 6 | 4 | 10 | 8.13 | 4.06 | 5.93 | |
| Positive | 8 | 4 | 12 | 9.75 | 4.87 | 7.12 | |
| Negative | 2 | 4 | 6 | 4.87 | 2.43 | 3.56 | |
| Total | 50 | 73 | 123 | 100 | 49.97 | 72.99 | |

Table 19: Chi – Square test over the difference of opinion of males and females

After applying the chi-square test as per table no. 19, the p – value came out 0.113 which is greater than 0.05. This inferred that there is no significant difference between the opinion of males and females over the impact of social media on Covid-19, hence null hypothesis is accepted.

Conclusion

It has been seen from the responses of the respondents which include most of females, many of them were from the age-group between 20 – 30 years, no. of employees were more as compared to other genre and most of them were post graduates as far education is concerned. From the results and findings of the responses it can be inferred that at an average most of the users of social media remain active in 2 – 5 different social sites and they use them frequently as well as occasionally. Also it has been seen that during lockdown people spent more time on social media sites as compared to the time they spent on it before lockdown. Frequency of forwarded messages or sharing of messages undoubtedly has been increased during lockdown. But from the responses of the respondents it can be inferred that most of the people do not rely on most of the forwarded messages also many of them refrain themselves in forwarding these

messages. During lockdown due to Covid-19 people read and forward most of informative messages on social media. But it is very difficult to say that the social media is responsible as infodemic in case of Covid-19 these days as responses for positive feedback of respondents for social media is more as compared to negative feedback. It is evident that social media in India act as informative than infodemic in case of Covid-19 these days however, there may be some other negative impacts which respondents could figure out that is why most of the respondents opted both positive and negative impact of social media during lockdown due to Covid-19.

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