



A Descriptive Study to Assess the Level of Perception on Social Media During Covid-19 Among Public, Puducherry

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Received: September 12, 2022

Published: March 01, 2023

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Abstract

Background: During the 2020 global pandemic, social media had turn out to be the best friend but additionally a potential chance. Social media had become a pivotal communication tool for government, organization, and universities to disseminate crucial information to the public.

Aim: This study was designed to assess the level of perception on social media during covid-19 among public.

Objectives: 1. To determine and analyze the level of perception on social media during covid-19 among public. 2. To associate the level of perception on social media among public with the selected demographic variables.

Subject and Methods: Quantitative descriptive design was adopted for this study. The study was conducted in selected areas of Puducherry. A total of 150 samples of above 15 years of age of both male and female were selected by convenience sampling technique. The level of perception was assessed using Likert scale. Data collection was done for seven days.

Results: Research findings revealed that 16.70% of the people had positive perception, 76.70% of the people had intermediate perception and 6.60% of the people had negative perception.

Conclusion: It was also found out that there is a significant association between the level of perception on social media and the selected demographic variables such as age, gender, marital status, education, commonly used social media, and network type used for accessing social media.

Keywords: Covid-19; Puducherry; Social Media

Introduction

“Social media is not a media. The key is to listen, engage, and build relationships”.

Coronavirus disorder 2019 (COVID-19) changed into first detected in China in December, 2019, and declared as a deadly disease through the World Health Organization (WHO) on March 11, 2020. The contemporary control of COVID-19 is primarily

based typically on supportive remedy and treatment to save you breathing failure. The effective alternative of antiviral remedy and vaccination are currently underneath evaluation and development. As of 2nd November 2020, countries most affected by this outbreak are the United States (9,208,876 cases), India (8,229,313), and Brazil (5,545,705). Preventive techniques shape the most important function in lowering the general public spread of virus at the side of a success ailment isolation and community

containment. Development of a vaccine to put off the virus from the host nevertheless stays an ongoing venture.

During the 2020 global pandemic, social media had turn out to be the best friend but additionally a potential chance. Social media had become a pivotal communication tool for government, organization, and universities to disseminate crucial information to the public. It is important for the medical community to recognize how social media works which will enhance our competencies and make an extra resilient community. Information and communicate generation has modified swiftly during the last two decades with a key improvement being the emergence of social media.

Without social media, social, ethical, environmental and political ills might have minimal visibility. Increased visibility of troubles has shifted the stability of energy from the hands of a few to the hundreds. While social media activism brings a multiplied cognizance about societal troubles, questions remain as to whether this cognizance is translating into actual exchange. Some argue that social sharing has endorsed humans to apply computers and cell telephones to express their issues on social problems without simply having to engage actively with campaigns in real life. Many studies suggest enforcing social networks in the place of work can support know-how sharing. The end result is to enhance assignment control sports and allow the unfold of specialized understanding. Fully imposing social technology in the place of work eliminates barriers, eliminates silos, and can boost interaction and help create extra exceptionally professional and knowledgeable people. Interestingly, even though the usage of social sharing has come to be the norm instead of the exception in commercial enterprise, some corporations, after experiencing first-hand a few terrible effects of social media, have determined to move in opposition to the grain and get rid of the social sharing buttons from their websites.

Numerous studies have already used social media data to help to identifies and detect outbreak of infectious disease and to interpret public attitudes, behaviour and perception. Social Media utilization had been shown to boom in situations of natural catastrophe and other crises. It is important for the medical network to recognize how social media works with a purpose to beautify our skills and make an extra resilient community. Through social media verbal exchange, the clinical community can collaborate around the globe

in a faster manner the maximum important findings of a disease, with a reduced information transition time to other healthcare companies (HCPs). This is significantly critical to coordinate studies and know-how all through a time of uncertainty and protentional faux information. During the 2020 global pandemic, social media had become a best friend however additionally a potential hazard. High volumes of information compressed into a short length can result in crushed HCPs looking to discern reality from noise. A most important drawback of social media presently is the capability to speedy disseminate false facts that may confuse and distract. Society is predicated on knowledgeable scientists and physicians to be leaders in handing over fact-primarily based facts to the general public. For this reason, in instances of crises it is vital to be leaders within the conversation of social media to manual correct and helpful information and understanding to the loads searching out answers. "We are used to being in contact with greater individuals, and it is less difficult to remain in touch with humans we only met once. Giving up on this does not seem likely for human beings," she says. "The era with which we preserve in touch may additionally exchange, may evolve, but we can have social connections and platforms which enable them. Facebook may be long gone in 10 years, but there will be something else. Fully enforcing social technology in the place of work removes boundaries, gets rid of silos, and may enhance interaction and help create greater especially professional and knowledgeable people.

Objectives

- To determine and analyse the level of perception on social media during covid-19 among public.
- To associate the level of perception on social media among public with the selected demographic variables.

Methodology

Research approach is the basic procedure for conducting the study, the present study aimed to assess the level of perception on social media during covid-19 among public in Puducherry. In order to achieve the objectives, a quantitative research approach was found to be appropriate. Research design used for this study descriptive design. The study was conducted in various areas of Puducherry like Arumparthapuram, Thirukannur and Lawspet. The population comprise of this study are people of age above 15 years.

The sample size comprised of 150 samples. Convenience sampling technique was used for this study: Inclusion criteria of the study includes the samples who are willing to participate for the study and the samples who are present at the time of data collection, the samples obtained positive, intermediate and negative perception in Perception (Likert) scale. The tool description was divided into three sections. Section A includes demographic variables. Section B includes Questionnaire regarding perception on social media during Covid – 19. The investigator obtained prior permission from concerned authority before the data collection.

Results and Discussion

Regarding demographic variables, with respect to age, out of 150 samples, 55 (36.6%) samples were from 15-25 years and form majority, 49 out of 150 (32.6%) were from 25-35 years, 26 out of 150 (17.3%) were from 35-45 years and 20 out of 150 (13.5%) were from 45 years and above. Regarding gender, 76 out of 150 (50.8%) were male and 74 out of 150 (49.4%) were female. With reference to marital status, 84 out of 150 (66%) were married and 56 out of 150 (44%) were single. Related to literacy, 40 out of 150 (26.6%) were studied up to post graduation, 40 out of 150 (26.6%) were studied up to under graduation, 33 out of 150 (22%) were studied up to higher secondary, 27 out of 150 (18%) were studied up to high school and 10 out of 150 (6.6%) were studied up to uneducated. With regards to usage of social media, all the

samples have agreed that they were using social media. Concerning the type of social media, 21 out of 150 (14%) uses facebook, 6 out of 150 (4%) uses twitter, 7 out of 150 (7.6%) uses snapchat, 30 out of 150 (20%) uses instagram, 56 out of 150 (30.6%) uses what’s app, 20 out of 150 (13.3%) uses youtube and 10 out of 150 (6.6%) uses telegram. With reference to timings of social media usage, 30 out of 150 (20%) uses social media in the early morning, 25 out of 150 (16.6%) uses social media in the morning, 17 out of 150 (11.3%) uses social media in the afternoon, 31 out of 150 (20.6%) uses social media in the evening and 37 out of 150 (24.6%) uses social media in the late night. Regarding reason for accessing social media, 23 out of 150 (15.3%) uses social media for watching viral videos, 9 out of 150 (6%) uses social media for watching biographies, 12 out of 150 (8%) uses social media for teaching, 27 out of 150 (18%) uses social media for watching news, 15 out of 150 (10%) uses social media for watching science and education, 17 out of 150 (11.3%) uses social media for watching lifestyle, 19 out of 150 (12.6%), 13 out of 150 (8.6%) uses social media watching sports and 15 out of 150 (10%) uses social media for watching recreational videos. Concerning the network type, 25 out of 150 (16.6%) uses vodafone, 25 out of 150 (16.6%) uses BSNL, 30 out of 150 (20%) uses AIRTEL, 49 out of 150 (32.6%) uses JIO and 21 out of 150 (14%) uses IDEA while participating in this study during covid-19.

S. NO	Population	Perception						Frequency	%
		Positive		Intermediate		Negative			
		F	%	F	%	F	%		
1	General public	25	16.70	115	76.70	10	6.60	150	100

Table 1: Frequency and percentage distribution of level of perception.

Related to Perception (Likert) scale, out of 150 samples 25 (16.70%) samples had positive perception, 115 (76.70%) samples

had intermediate perception and 10 (6.6%) samples had negative perception on social media.

S. NO	Demographic Variables	Level of perception						Chi-square, df, sig. value
		Positive		Intermediate		Negative		
		F	%	F	%	F	%	
1	Age							
	15-25	10	40	41	35.6	4	40	8.6606 4.8 0.2086 S*
	25-35	7	28	39	33.9	3	30	
	35-45	3	12	21	18.2	2	20	
	45 and above	5	20	14	12.1	1	10	
	Total	25	100	115	100	10	100	

2	Gender							
	Male	13	56.6	58	50	5	45.4	3.956 1.6 0.384 S*
	Female	10	43.4	58	50	6	54.5	
	Others	0	0	0	0	0	0	
	Total	23	100	116	100	11	100	
3	Marital Status							
	Married	10	47.6	65	55	8	72.7	8.5948 6.4 0.3258 S*
	Single	11	52.3	53	44.9	3	27.2	
	Total	21	100	118	100	11	100	
4	Education							
	Postgraduate	5	26.3	31	29.5	12	42.8	1.8152 1.6 0.4602 S*
	Undergraduate	6	31.5	30	28.5	10	35.7	
	Higher secondary	2	10.5	25	23.8	2	7.14	
	High school	3	15.7	12	11.4	2	7.14	
	Uneducated	3	15.7	7	6.6	2	7.14	
	Total	19	100	105	100	28	100	
5	Commonly used social media							
	Facebook	4	22.2	17	14.7	0	0	17.4294 12.8 0.3698 S*
	Twitter	2	11.1	4	3.4	0	0	
	Snap chat	1	5.55	4	3.4	2	11.7	
	Instagram	5	27.7	24	20.8	1	5.8	
	What's app	2	11.1	45	39.1	2	11.7	
	You tube	3	16.6	12	10.4	12	70.5	
	Telegram	1	5.5	9	7.8	0	0	
	Total	18	100	115	100	17	100	
6	Timings							
	Early morning	4	17.3	13	11.6	1	6.6	8.5084 9.6 0.5164 NS
	Morning	3	13.0	19	16.9	3	20	
	Afternoon	5	21.7	18	16	5	33.3	
	Evening	5	21.7	24	21.4	2	13.3	
	Late night	6	26	28	25	3	20	
	Total	23	100	112	100	15		
7	Reasons for accessing social media							
	Viral videos	3	9.6	19	16.9	1	14.2	5.9434 6.4 0.5746 NS
	Biographies	1	3.2	8	7.14	0	0	
	Teaching	3	9.6	8	7.14	1	14.2	
	NEWS	4	12.9	22	19.6	1	14.2	
	Science and education	1	3.2	11	9.8	0	0	
	Lifestyle	4	12.9	6	5.35	2	28.4	
	Music and movies	7	22.5	14	12.5	0	0	
	Sports	4	12.9	6	14.2	0	0	
	Recreational	4	12.9	18	16.0	2	28.4	
	Total	31	100	112	100	7	100	

8	Network Type							S*
	Vodafone	2	5.7	21	20.1	2	18.1	
BSNL	2	5.7	22	21.1	1	9	6.4	
AIRTEL	4	11.4	24	23	5	45.4	0.3812	
JIO	17	48.5	27	25.9	2	18.1	S*	
IDEA	10	28.5	10	9.6	1	9		
Total	35	100	104	100	11	100		

Table 2: Association of level of perception with the selected demographic variables.

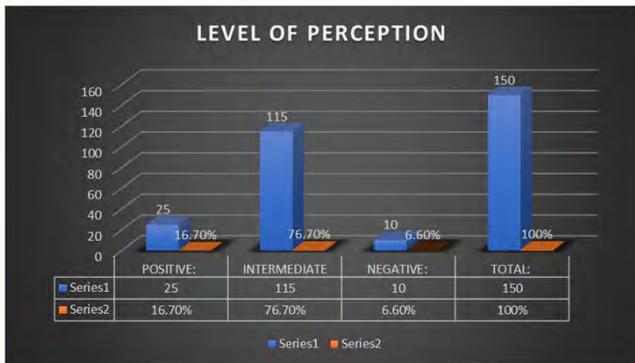


Figure 1: Frequency and percentage distribution of level of perception.

The above table reveals that there is a significant association between the level of perception and the age, gender, marital status, education, commonly used social media and the network type used for accessing social media of the samples. Also, there is no significant association between the level of perception and the timings followed for accessing social media and the reasons for accessing social media by the samples.

Conclusion

The study result shows that the level of perception on social media among general public during COVID-19 in Puducherry is at the intermediate level and also there is a significant association between the level of perception and the the age, gender, marital status, education, commonly used social media and the network type used for accessing social media of the samples. Also, there is no significant association between the level of perception and the timings followed for accessing social media and the reasons for accessing social media by the samples.

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