Journal of Journalism, Media Sciences & Creative Arts Vol 1, Issue 1 (2021)

The impact of social media on panic during the Covid-19 pandemic in Karachi, Pakistan.

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Abstract:

The study attempt to highlight the impact of social media on panic during Covid-19 in Karachi, Pakistan. Data was collected from 152 people from all over the Karachi. Data was collected through online google form and quantitative research approach was used. Approaching the theories of Uses and gratification theory and cultivation theory, researcher fielded the questionnaire including the queries about the impact of social media, false and unverified news on social media, people face depression due to social media. The study reveals that the people of Karachi faced depression and anxiety due to false and verified news on media about Covid-19 during pandemic, and also social media create panic during covid-19 pandemic among the people of Karachi. From this study we also know that people of Karachi rely more on social media to get information and news about covid-19 during pandemic. The research suggests to not depend on social media to consume news and information because it is very easy to spread

unverified news or information on social media. So, get the information from any credible source.

Keywords: *Social media, Corona virus, Anxiety, Uses and gratification theory, Cultivation theory*

Introduction:

Covid sickness (Covid-19) is a recently found Covid that causes an irresistible infection. Coronavirus cases at first surfaced in December 2019, when a weird illness was accounted for in the Chinese city of Wuhan. This destructive infection spread quickly and immersed individuals. The COVID-19 disease spreads fundamentally through drops of salivation or delivery from the nose when a contaminated individual hack or sneezes, so it's critical that you furthermore practice respiratory dignity (for example, by hacking into a flexed elbow).

The infection has spread to numerous nations worldwide and has turned into a pandemic illness. With the progression of time as the infection spread rapidly, dread and frenzy additionally spread all over the planet. Different site on various stages have distributed articles and data connected with Coronavirus and have given different headings illuminated the shields to their clients concerning approaches to thwarting the spread of the contamination, such as keeping a distance among themselves as well as others, using covers, and tidying up.Many individuals will experience seclusion during treatment at emergency clinic or while treating at home or encountering disconnection. During this pandemic and season of seclusion,

web-based media is a pivotal wellspring of information and has turned into a wellspring of circling data to the majority. Public help the data about Covid circumstance through web-based media and furthermore and taking tremendous measure of clinical information through online media.

Background of Study:

During the corona virus pandemic, many rumors and fake treatment methods kept circulating on social media. The coronavirus proved to be a deadly virus. According to the Ministry of National Health of Government of Pakistan, more than 1.7 million Pakistanis have died by June 2021 from this deadly virus. Many people were self-isolated themselves at their homes and these situations still going on. Social media has become the most important and easy way for people to get news during this pandemic situation. People turn to social media for information about the Covid-19 situation. Any news about corona virus goes viral on social media very fast and people share that type of news and post without confirming eithers that is right or wrong and that create panic.

During this pandemic circumstance individuals of many states have counted upon online media to procure the news with respect to Covid, same as residents of Karachi previously depended via web-based media to assemble the news and data earlier the flare-up of Covid-19 however after Covid flare-up individuals depended more via web-based media and getting news uniquely connected with Covid circumstance and to track down tips to fix it. Sites use is immovably associated with rehearses associated with

wellbeing information; clients elucidate their wellbeing on various internet-based media stages. As indicated by the Digital Pakistan 2021, there were 64.31 million web clients in Pakistan in January 2021 and 46 million online media clients in Pakistan in January 2021 including Facebook, Twitter, YouTube, Instagram and numerous others.

At the hour of composing, the worldwide spread of COVID-19 is as yet a quickly developing circumstance. The Ministry of National Health Department of Government of Pakistan made page of Covid-19 Heald warning stage where crown details transferred the nation over and Health branch of Sindh likewise made site page where insights of crown cases across Sindh including Karachi area have been transferred to impart data about Covid-19 cases and circumstance in Karachi locale. As indicated by government proclamations, just the Ministry of Health or the World Health Organization (WHO) is able to affirm COVID-19 cases in Karachi and across Pakistan. The vast majority depend via online media and search for data via web-based media stages as opposed to utilizing the authority Federal and Sindh government site page.

The spread of phony and misleading data through web-based media has many negative mental and social ramifications for the individuals from local area .truth be told, Dr. Tedros Ghebreyesus, Director-General of the World Health Organization (WHO), said, "some unacceptable data about COVID-19 might be the most irresistible infection," and noticed that falsehood about the COVID-19 pandemic has spread similarly as quickly as the actual

infection. The pressure and shock significantly impacted the social and mental health of general society.

Web-based media has unmatched predominance and power all through the world, permitting the spread of deception and tales that are regularly introduced as realities by unfortunate residents searching for a feeling of safety. Seasons of emergency frequently increment tension and vulnerability about recent developments or data and individuals endeavor to determine their questions and nerves and help data through calls and web-based media to comprehend what is going on better. Moreover, numerous people (counting the old) who have been compelled to live in disengagement during the lockdown turned out to be extremely subject to web-based media to get data about the expanding number of diseases and mortalities.

Over the most recent couple of years, studies have been led, which showed that online media openness had little impact on psychological wellness subsequently, the effect of web-based media on emotional well-being is questionable. Thus, individuals confronted nervousness, stress, dread, strain and overpowering fixation.

Thusly, general wellbeing measures should zero in on restricting not just the spread of the COVID-19 pandemic yet in addition the online media alarm pandemic . We really want to answer rapidly to the adverse consequences on people and society and uncover public tales, insights, perspectives, and practices about COVID-19 examined through web-based media. The viable

frenzy brought about by online media can likewise be contained by spreading the right data and supporting general wellbeing through web-based media. After the spread of Covid-19 across the world, the entire universe goes to the segregation and lockdown forced all through the world, in the present circumstance the utilization web-based media expanded and individuals depend via web-based media to get data about Covid circumstance, passings, cases in their important nation or region. As indicated by Digital 2021 Pakistan, there are 40 million Facebook clients, 36 billion YouTube clients in Pakistan in January 2021.

The main objective and purpose of this early study is to investigate the relationship between using social media platforms and the spreading of panic during this COVID-19 outbreak.

Objective of the study:

- To find out what is the impact of social media during Covid-19 pandemic on people of Karachi.
- To determine how social media affects self-reported mental health and the spread of panic about COVID-19 in Karachi.

Previous Studies:

The first study of social media during a pandemic is from the 2009 H1N1 pandemic and tracked the prevalence of misinformation (determined as 4.5%), terminology use ("H1N1" versus "swine flu"), public opinion and Anxiety and the relationship between case frequency and public concern. The World Health Organization stated that they are currently not only

fighting an international epidemic, but also a social media info-demic among people (Hao, K 2020). Many people use social media to express their emotions feelings and thoughts, which can be a valuable source of data for mental health research.

ABC News reported a poll claiming that in the age of social media, anxiety about the coronavirus spreads faster than the virus itself, resulting in public panic worldwide.However, social media is also a practical platform for the spreading of public health messages and information to the vast audiences. Specially, at the time of that pandemic people rely more on social media platforms to get information and news related to the virus.

Brewer on BBC News (Brewer, K 2020) posts that hearing a lot of information and news about COVID-19 has affected the public and created panic, causing people to live with anxiety and fear. Same as, Rothschild and Fischer (Fischer, N.R 2020) profess that social media is spreading fear and panic among the users of social media. Most of the people depend on social media to get information and facts about corona virus during pandemic, as few countries use filters, that's why social media give some information but not all facts. After COVID-19 showed up and was spreading to various nations outside of China, people went to social media to comprehend a great deal of concerning the infection. As stated by Molla (Molla, R. 2020), in just 24 hours, there were 19 million mentions of COVID-19 across social media and news sites worldwide. The mass media has been referred to as on to require responsibilities for providing correct information and aiding

comprehensions among the people or citizens. Frenkel S, Alba D, Zhong R. reported that after the World Health Organization claimed that social media companies were fueling misinformation on COVID-19 worldwide, some social media companies tried to remove false information from their platforms.

Araz Ramazan Ahmad and Hersh Rasool Murad (2020) argued their study that, during lockdown, people are using social media platforms to gain information about COVID-19. The idea of the effect of online media alarm among individuals fluctuates relying upon a person's sexual orientation, age, and level of instruction. Social media has assumed a critical part in spreading uneasiness about the COVID-19 flare-up in Iraqi Kurdistan.(Ahmad, A.R & Murad, H.R 2020)

Another research article by the student at different universities of India stated that, the media people have to continue their noble service of carrying the exact happenings and the Government instructions to everyone. Creating awareness and cooperation will definitely avoid panic. They are the people delivering the messages of 'What to do and What not to do'. (R. Sathish; R. Manikandan; S. Silvia Priscila; Belina VJ Sara; R. Mahaveerakannan 2020)

Heena Sahni and Hunny Sharma (2020) highlights the effect of spreading misinformation in their research article that, A significant amount of potentially dangerous misinformation has been generated about. This deceptive news comprises of various features of the plague, which is fit for undermining public security, which again bothers emergency the board.

This inaccurate rumor about COVID-19 is spreading more quicker than the virus.(Sahni, H & Sharma, H 2020)

A significant limit of social media at present is the capacity to rapidly spread bogus data which can confound and occupy. Society depends on instructed researchers and doctors to be pioneers in conveying actuality-based data to people in general. Hence, in the midst of emergencies it is essential to be pioneers in the discussion of social media to direct right and accommodating data and information to the majority searching for answers(Verner Venegas-Vera, Gates B Colbert, Edgar V. Lerma 2020)

The findings come from a study conducted by Sandpiper Communications[14], which surveyed 1,226 Gen Z's across Asia Pacific, to find out how the mental wellbeing of people of this age group has affected due to Covid-19. Young people in Asia Pacific say social media have been both a curse and a blessing during the time of COVID-19. People gave mixed reaction about social media. Some people said they faced stress and mental wellbeing has declined due to Covid-19 and some people feel comfortable to talking about their mental health. This was the opinion of some people that social media has been helpful because it allows them to connect with friends and family.

There were a lot of misconceptions and false information circulating on social media during Covid-19 pandemic. Another study by the students at McGill University, Canada's students was carried out to dig out the facts **that exposure to social media is associated with misperceptions**

regarding basic realities about COVID-19 while the converse is valid for news media. (Aengus Bridgman,Eric Merkley, Peter John Loewen, Taylor Owen, Derek Ruth's, Lisa Teichmann and Oleg Zhilin ,2020)

During COVID-19 pandemic, mostly use of social media contributed to information overload and anxiousness among individuals. To boost individuals' motivation to adopt precautions such as self-isolation, actions should focus on lowering individuals' perceived response costs in addition to informing them about the harshness of the situation.(Ali Farooq, Samuli Laato and A K M Najmul Islam 2020)

THE STUDY ON THE MENTAL HEALTH, RISK FACTORS, AND SOCIAL MEDIA USE DURING THE COVID-19 EPIDEMIC AND CORDON SANITAIRE AMONG THE COMMUNITY AND HEALTH PROFESSIONALS IN WUHAN, CHINA LED THE RESULT THAT THE INTERNET CAN BE USED TO RESTORE DAILY ROUTINES. THERE IS A NEED TO BE CAREFUL ABOUT SPENDING TOO MUCH TIME ON SOCIAL MEDIA IN SEARCH OF NEWS AND INFORMATION RELATED TO COVID-19. (MICHAEL Y NI, LIN YANG, CANDI M C LEUNG, NA LI, XIAOXIN I YAO, YISHAN WANG, GABRIEL M LEUNG, BENJAMIN J COWLING, QIUYAN LIAO, 2020)

RATIONALE:

COVID-19 IS A GLOBAL EPIDEMIC, THAT FIRST REPORTED IN WUHAN CITY OF CHINA AND SPREADING RAPIDLY AROUND THE WORLD. THIS DEADLY DISEASE VIRUS HAS GRIPPED THE WHOLE HUMANITY. THERE WAS A LOCKDOWN OVER THE WORLD, AND EVERYONE WENT TO INTO SELF-ISOLATION AT THEIR HOMES AND RELY ON SOCIAL MEDIA PLATFORMS TO GET NEWS AND INFORMATION. KARACHI IS THE LARGEST AND MOST POPULATED CITY OF PAKISTAN. PEOPLE FROM DIFFERENT BACKGROUNDS, FROM ALL OVER THE PAKISTAN LIVE IN KARACHI. SO, THROUGH THIS RESEARCH I TRIED TO DIG OUT THE OPINION OF THE PEOPLE OF KARACHI ABOUT WHAT IS THE IMPACT OF SOCIAL MEDIA ON PANIC DURING THE COVID-19 PANDEMIC IN KARACHI.

THEORETICAL FRAMEWORK:

THE THEORY IN A RESEARCH STUDY DETERMINES HOW THE DEVELOPMENT IN THE STUDY ARE GOING TO OR LIKELY TO TAKE PLACE.

USES AND GRATIFICATION THEORY:

THE USES AND GRATIFICATION THEORY DISCUSSES THAT HOW MEDIA EFFECTS ON PEOPLE AND IT EXPLAINS HOW PEOPLE USE MEDIA FOR THEIR OWN NEEDS AND GET SATISFACTION. PEOPLE USE MEDIA TO GET INFORMATION WHICH THEY WANT TO FULFILL THEIR NEEDS. PEOPLE USE SOCIAL MEDIA TO GET INFORMATION AND NEWS ABOUT COVID-19. PEOPLE GET INFORMATION FROM ALL OVER THE WORLD THROUGH SOCIAL MEDIA DURING THIS EPIDEMIC FOR THEIR SATISFACTION. USES AND GRATIFICATION THEORY STATES THAT " MEDIA HAVE A LIMITED EFFECT ON THE AUDIENCE BECAUSE AUDIENCE ARE ABLE TO EXERCISE CONTROL ON THEIR MEDIA."(DENIS MCQUAIL, JAY BLUMLER AND JOSEPH BROWN, 1972)

CULTIVATION THEORY:

ANOTHER THEORY THAT IS FOUND RELEVANT TO THE IMPACT OF SOCIAL MEDIA ON PANIC DURING COVID-19 IN KARACHI. THEORY POSTULATE ABOUT THE MEDIA'S PRESENTATION OF WORLD. AS THE NEWS AND INFORMATION ABOUT COVID-19 SPREAD THROUGH SOCIAL MEDIA WAS NOT BASED ON REALITY. IT WAS EXAGGERATED AND CREATE PANIC. THE CULTIVATION THEORY STATED THAT "MEDIA GENERALLY PRESENTS AN IMAGE OF THE WORLD THAT DOES NOT REFLECT REALITY. TELEVISION IMAGES ARE AN EXAGGERATION OR FANTASY OF WHAT ACTUALLY EXISTS."(GEORGE GERBNER, 1960S)

RESEARCH QUESTION:

Q1: WHICH SOCIAL MEDIA PLATFORM DO YOU USE TO GET INFORMATION DURING COVID-19?

Q2:YOU RELY MORE ON SOCIAL MEDIA TO GET INFORMATION AND NEWS ABOUT COVID-19 DURING LOCKDOWN?

Q3: SOCIAL-MEDIA CREATE PANIC DURING COVID-19 PANDEMIC IN KARACHI?

Q4: DURING COVID-19 PANDEMIC, SOCIAL MEDIA CAUSED THE SPREAD OF FALSE AND UNVERIFIED INFORMATION?

Q5: DID YOU FACE DEPRESSION AND ANXIETY DUE TO SOCIAL MEDIA DURING COVID-19 EPIDEMIC?

HYPOTHESIS:

- MISCONCEPTIONS AND FALSE INFORMATION ABOUT COVID-19 ON SOCIAL MEDIA HAVE NEGATIVE IMPACT ON THE CITIZENS OF KARACHI.
- PEOPLE OF KARACHI FACED ANXIETY AND DEPRESSION DUE TO SOCIAL MEDIA DURING COVID-19 PANDEMIC.
- DURING LOCKDOWN, PEOPLE OF KARACHI RELY MORE ON SOCIAL MEDIA PLATFORMS TO GET INFORMATION ABOUT COVID-19.

RESEARCH METHODOLOGY:

THE STUDY EXAMINES THE " THE IMPACT OF SOCIAL MEDIA ON PANIC DURING COVID-19 PANDEMIC IN KARACHI, PAKISTAN" THAT HOW MANY KARACHIITES THINK SOCIAL MEDIA CREATE PANIC DURING COVID-19 PANDEMIC. THE MAJOR PURPOSE OF THIS STUDY IS TO EXAMINE THE OPINION OF THE PEOPLE OF KARACHI THAT DID SOCIAL MEDIA CAUSE THEM MENTAL STRESS AND TENSION DURING PANDEMIC? I WILL USE QUANTITATIVE RESEARCH METHODOLOGY IN THIS RESEARCH, AN ONLINE QUESTIONNAIRE WILL BE PREPARED AND CONDUCTED IN KARACHI. ALMOST 150 PARTICIPANTS WERE INVITED TO COMPLETE AN ONLINE QUESTIONNAIRE FROM ALL OVER THE KARACHI. THE TARGET POPULATION FOR THIS SURVEY IS GENERAL PUBLIC OF KARACHI, BOTH MALES AND FEMALES. THIS ONLINE QUESTIONNAIRE FORM CONSISTS OF PARTICIPANTS AGE, EDUCATION, GENDER AND 5 QUESTIONS.

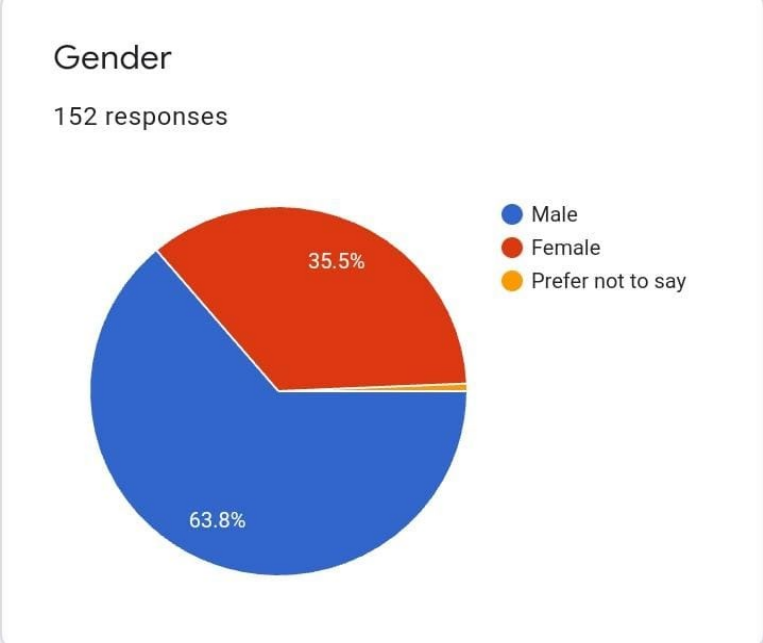
FINDINGS:

TO STUDY THE IMPACT OF SOCIAL MEDIA ON PANIC DURING COVID-19 PANDEMIC IN KARACHI PAKISTAN, THE RESEARCHER HAS FORMULATED THREE HYPOTHESIS ON WHICH THE OPINION OF KARACHIITES WAS TAKEN THROUGH ONLINE SURVEY FROM WHICH THESE RESULT HAVE BEEN DRAWN.

TABLE 1:

GENDER OF PARTICIPANT.	
MALE	63.8%
FEMALE	35.5%
N = 152	

CHART 1

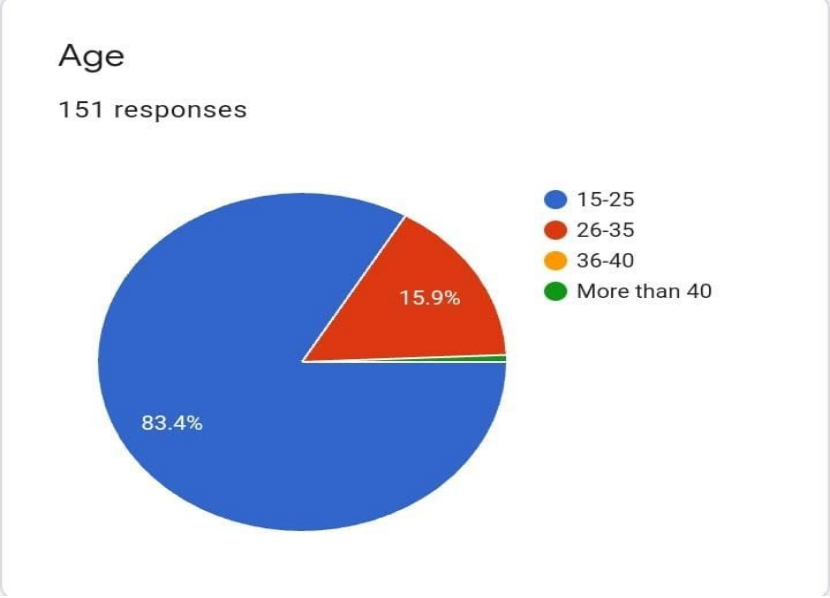


THE FIGURE IN CHART 1 ILLUSTRATE THAT 63.8% PARTICIPANTS ARE MALE WHILE 35.5% PARTICIPANTS ARE FEMALE, WHO PARTICIPATE IN THIS SURVEY.

TABLE 2:

AGE OF THE PARTICIPANTS	
15 – 25 YEARS OLD	83.4%
26 – 35 YEARS OLD	15.9%
N= 152	

CHART 2

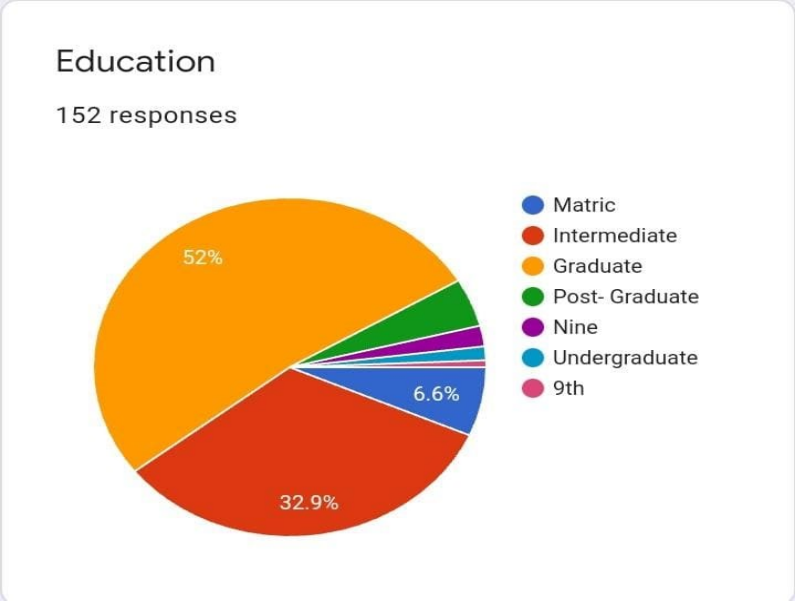


THE FIGURE IN CHART 2 ILLUSTRATE THAT THE AGE OF THE 83.4% PARTICIPANTS IS IN BETWEEN 15-25 YEARS AND 15.9% PARTICIPANTS AGED BETWEEN 26-35 YEARS.

TABLE 3

EDUCATION OF THE PARTICIPANTS	
MATRIC	6.6%
INTERMEDIATE	32.9%
GRADUATION	52%
N=152	

CHART 3



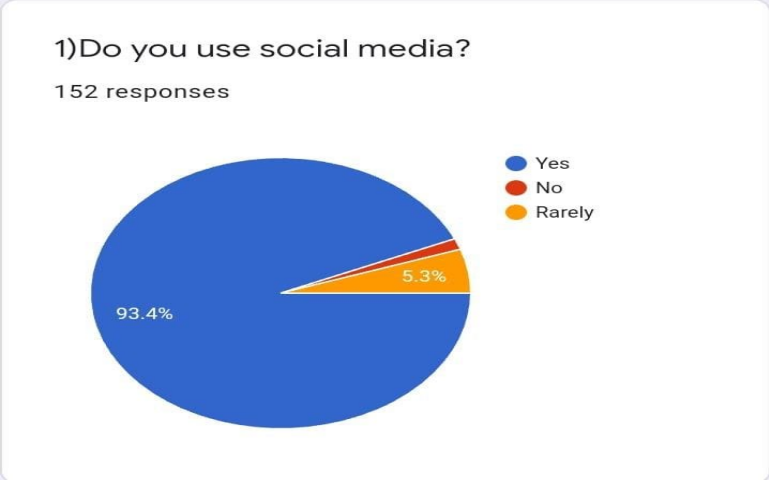
THE FIGURE IN CHART 3 ILLUSTRATE THAT 6.6% PARTICIPANTS HAVE DONE MATRICULATION, 32.9% HAVE DONE INTERMEDIATE WHILE 52% PARTICIPANTS OF THIS SURVEY HAVE GRADUATE.

TABLE 4

The impact of social media on panic during the Covid-19 pandemic in Karachi, Pakistan.

DO YOU USE SOCIAL MEDIA?	
YES	93.4%
NO	1.3%
RARELY	5.3%
N=152	

CHART 4

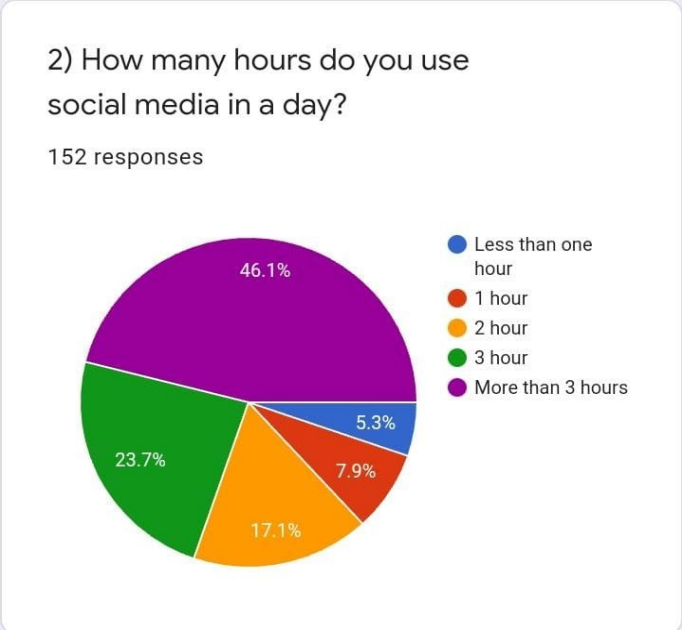


THE FIGURE IN CHART 4 ILLUSTRATE THAT THE 93.4% PARTICIPANTS USE SOCIAL MEDIA WHILE 5.3% PARTICIPANTS SAID THEY RARELY USE SOCIAL MEDIA.

TABLE 5

HOW MANY HOURS DO YOU USE SOCIAL MEDIA?	
LESS THAN ONE HOUR	5.3%
ONE HOUR	7.9%
TWO HOUR	17.1%
THREE HOUR	23.7%
MORE THAN THREE HOUR	46.1%
N=152	

CHART 5

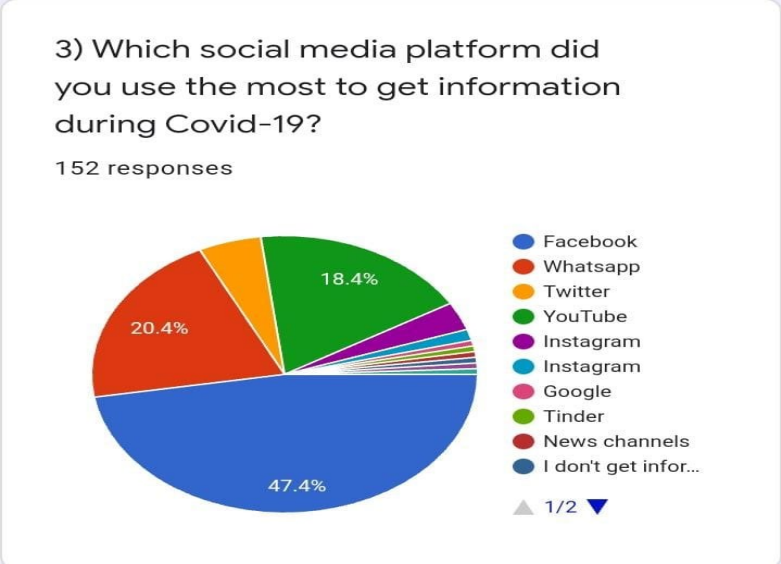


THE FIGURE IN CHART 5 ILLUSTRATE THAT 46.1% PARTICIPANTS USE SOCIAL MEDIA MORE THAN 3 HOURS, 23.7% PARTICIPANTS USE SOCIAL MEDIA FOR 3 HOURS, 17.1% PARTICIPANTS USE SOCIAL MEDIA FOR 2 HOURS, 7.9% PARTICIPANTS USE SOCIAL MEDIA FOR 1 HOURS AND 5.3% PARTICIPANTS USE SOCIAL MEDIA LESS THAN ONE HOUR.

TABLE 6

WHICH SOCIAL MEDIA PLATFORM DO YOU USE MOST TO GET IN INFORMATION DURING COVID-19?	
FACEBOOK	47.4%
WHATSAPP	20.4%
YOUTUBE	18.4%
N=152	

CHART 6

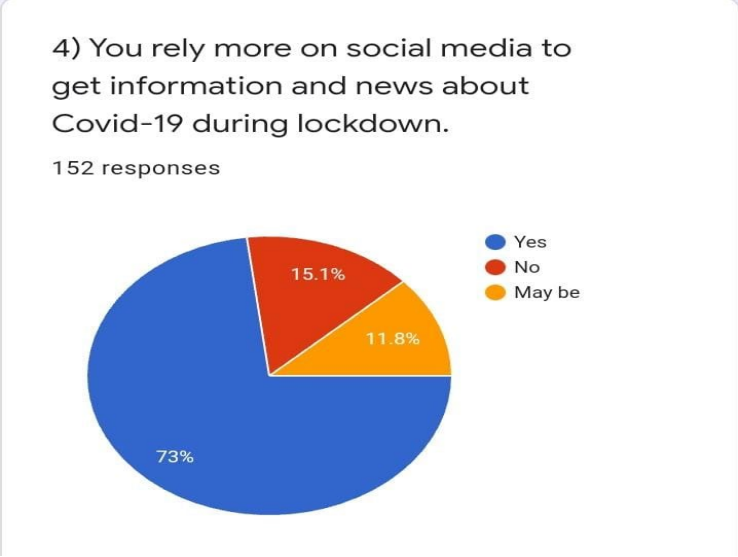


THE FIGURE IN CHART 6 ILLUSTRATE THAT 47.4% PARTICIPANTS USE FACEBOOK; 20.4% PARTICIPANTS USE WHATSAPP, AND 18.4% PARTICIPANTS USE YOUTUBE TO GET INFORMATION DURING COVID-19.

TABLE 7

YOU RELY MORE ON SOCIAL MEDIA TO GET INFORMATION AND NEWS ABOUT COVID-19 DURING LOCKDOWN?	
YES	73%
NO	15.1%
MAYBE	11.8%
N=152	

CHART 7

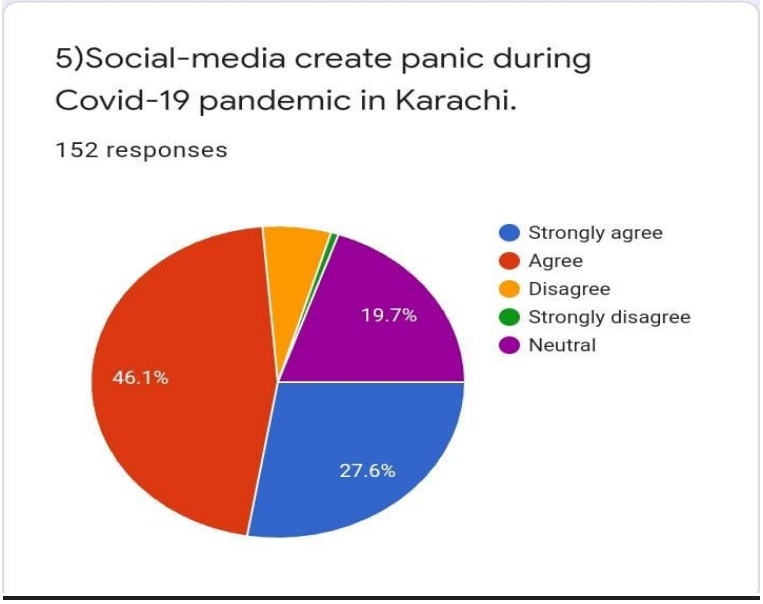

4) You rely more on social media to get information and news about Covid-19 during lockdown.
152 responses
Yes
No
May be
15.1%
11.8%
73%

THE FIGURE IN CHART 7 ILLUSTRATE THAT 73% PEOPLE RELY ON SOCIAL MEDIA TO GET INFORMATION AND NEWS ABOUT COVID-19 DURING LOCKDOWN AND 15.1% PARTICIPANTS DO NOT USE SOCIAL MEDIA TO GET INFORMATION. HENCE, OUR HYPOTHESIS PROVED THAT, DURING LOCKDOWN, PEOPLE OF KARACHI RELY MORE ON SOCIAL MEDIA PLATFORMS TO GET INFORMATION ABOUT COVID-19.

TABLE 8

SOCIAL MEDIA CREATE PANIC DURING COVID—19 PANDEMIC IN KARACHI.	
STRONGLY AGREE	27.6%
AGREE	46.1%
NEUTRAL	19.7%
N=152	

CHART 8

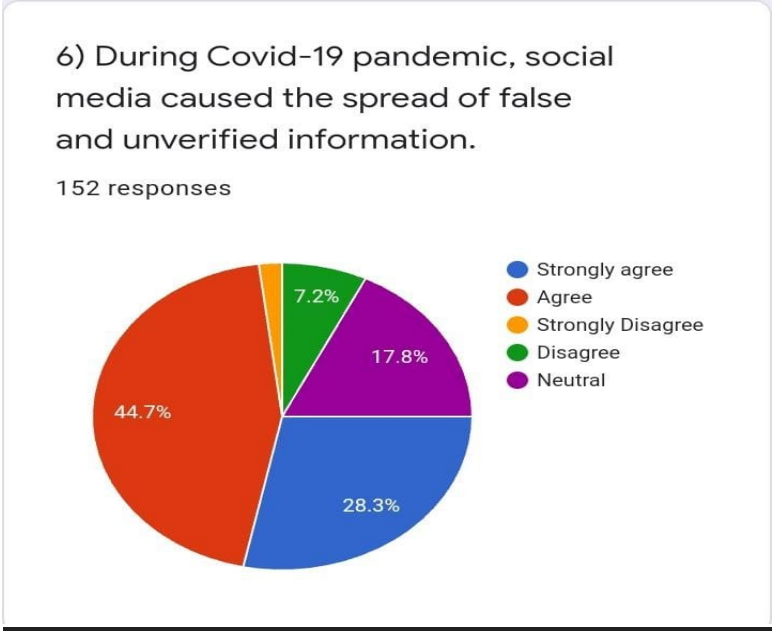


THE FIGURE IN CHART 8 ILLUSTRATE THAT 27.6% PEOPLE STRONGLY AGREED THAT SOCIAL MEDIA CREATE PANIC DURING COVID-19 IN KARACHI, 46.1% PARTICIPANTS AGREE ON THIS STATEMENT WHILE 19.7% HAVE NEUTRAL OPINION ON THIS STATEMENT. HENCE, OUR HYPOTHESIS PROVE THAT SOCIAL MEDIA CREATE PANIC DURING COVID-19 PANDEMIC.

TABLE 9

DURING COVID-19 PANDEMIC, SOCIAL MEDIA CAUSED THE SPREAD OF FALSE AND UNVERIFIED INFORMATION.	
STRONGLY AGREE	28.3%
AGREE	44.7%
DISAGREE	7.2%
NEUTRAL	17.8%
N=152	

CHART 9



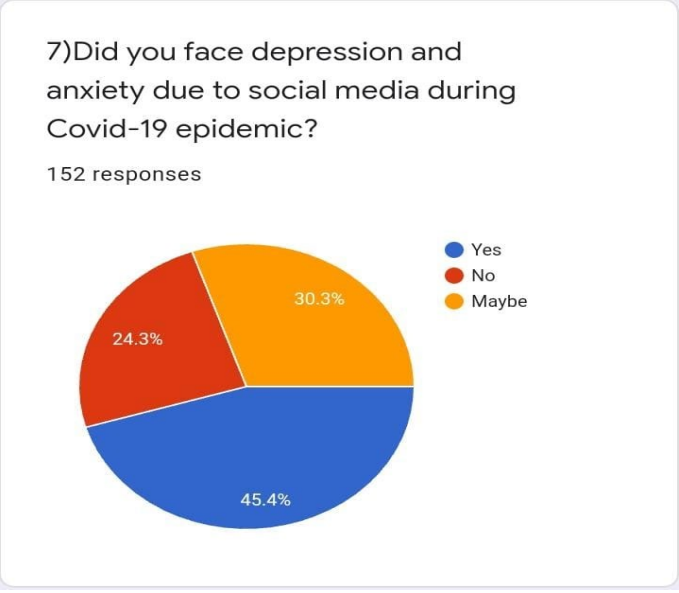
- THE FIGURE IN CHART 9 INDICATE THAT THE 28.3% PEOPLE STRONGLY AGREED THAT THE SOCIAL CAUSED THE SPREAD OF FALSE AND UNVERIFIED NEWS DURING COVID-19 PANDEMIC, 44.7% PARTICIPANTS AGREE ON THIS STATEMENT WHILE 17.8% PARTICIPANTS HAVE NEUTRAL OPINION ABOUT THIS STATEMENT AND 7.2% DISAGREE TO THIS STATEMENT. HENCE OUR HYPOTHESIS IS PROVED THAT THE MISCONCEPTIONS AND FALSE INFORMATION ABOUT COVID-19 ON SOCIAL

MEDIA HAVE NEGATIVE IMPACT ON THE CITIZENS OF KARACHI.

TABLE 10

DID YOU FACE DEPRESSION AND ANXIETY DUE TO SOCIAL MEDIA DURING COVID 19 EPIDEMIC?	
YES	45.4%
NO	24.3%
MAYBE	30.3%
N=152	

CHART 10



IN THIS CHART, 45.4% PEOPLE SAID THEY FACE DEPRESSION AND ANXIETY DUE TO SOCIAL MEDIA DURING COVID-19 EPIDEMIC WHILE 30.3% PARTICIPANTS SAY MAYBE THEY FACE DEPRESSION OR ANXIETY WHILE 24.3% PARTICIPANT SAY THEY DO NOT FACE ANY ANXIETY AND DEPRESSION DUE TO SOCIAL MEDIA DURING COVID-19. HENCE OUR HYPOTHESIS IS PROVED BECAUSE 45.4%% PARTICIPANTS SAY THEY FACE DEPRESSION AND ANXIETY AND ONLY 24.3% PARTICIPANTS SAY THEY DON'T FACE ANXIETY.

CONCLUSION:

A GREAT QUANTITY OF FALSE RISKY INCORRECT INFORMATION HAS BEEN GENERATED ABOUT THE COVID-19 PANDEMIC, AND PLENTY OF IT'S BEEN DISSEMINATED THROUGH SOCIAL NETWORKS. THIS FALSE AND UNVERIFIED NEWS CREATE PANIC AMONG THE PEOPLE OF KARACHI. THIS INACCURATE RUMORS SPREAD FASTER THAN THE VIRUS. THIS RESEARCH STUDY CONDUCTED TO FIND OUT THE IMPACT OF SOCIAL MEDIA ON PANIC DURING COVID-19 IN KARACHI. MOST OF THE KARACHIITES DEPEND ON SOCIAL MEDIA TO GET INFORMATION AND RELEVANT INFORMATION ABOUT CORONA VIRUS AND DUE TO FALSE AND UNVERIFIED NEWS, CONTENT, VIDEOS ABOUT THE COVID-19 AND ITS DISASTER CREATE PANIC AMONG PEOPLE AND THEY FACED ANXIETY AND DEPRESSION DUE TO SOCIAL MEDIA. SOCIAL MEDIA IS EASY PLATFORM TO SHARE ANY POST OR NEWS WITHOUT ANY CHECK AND BALANCE THAT'S WHY IT CAUSES TO SPREAD UNVERIFIED AND FAKE NEWS AND INFORMATION. PEOPLE THINK SOCIAL MEDIA IS NOT CREDIBLE SOURCE TO GET INFORMATION ABOUT ANYTHING AND IT IS ALSO NOT BETTER PLATFORM FOR GETTING NEWS DURING SUCH PANDEMICS. IT IS VERY ESSENTIAL TO EDUCATE THE SOCIAL MEDIA USERS TO GET INFORMATION AND NEWS FROM A GOOD AND CREDIBLE SOURCES AND THICK CRITICALLY VIA THIS INFORMATION. WE

SUGGEST THAT THE GOVERNMENT SHOULD TAKE STRICT LEGAL ACTIONS AGAINST THOSE WHO PUBLISHED INACCURATE AND UNVERIFIED INFORMATION ABOUT THE COVID-19 AND SHOULD MONITOR THE SOCIAL MEDIA PLATFORMS AND MAKE SURE TO FILTER OUT THE FALSE INFORMATION AND RUMORS. THE GOVERNMENT SHOULD MAKE STRATEGIES TO ENCOURAGE THE SPREAD OF CORRECT AND VERIFIED INFORMATION AND NEWS ABOUT COVID-19 WITH THE COOPERATION OF WORLD HEALTH ORGANIZATION. IT IS VERY ESSENTIAL TO TAKE SUCH STEPS BECAUSE BY THE SPREAD OF SUCH TYPE OF NEWS AND INFORMATION CAUSE THE PANIC IN PUBLIC.

RECOMMENDATIONS:

- PAKISTAN TELECOMMUNICATION AUTHORITY TAKE STRICT ACTION AGAINST SUCH FAKE NEWS WHICH CAUSE PANIC AND TAKE BETTER STEPS FOR FUTURE.
- DURING SUCH TYPE OF PANDEMIC, GET INFORMATION ONLY FROM RELIABLE SOURCES.
- DON'T SHARE AND BELIEVE ON ANY NEWS ABOUT ANY EPIDEMIC WITHOUT ANY VERIFICATION .

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