

THE ROLE AND IMPACT OF MASS MEDIA DURING THE COVID 19 PANDEMIC.

PRESENTATION BY SAADA HASSAN

BRIEF INTRO:

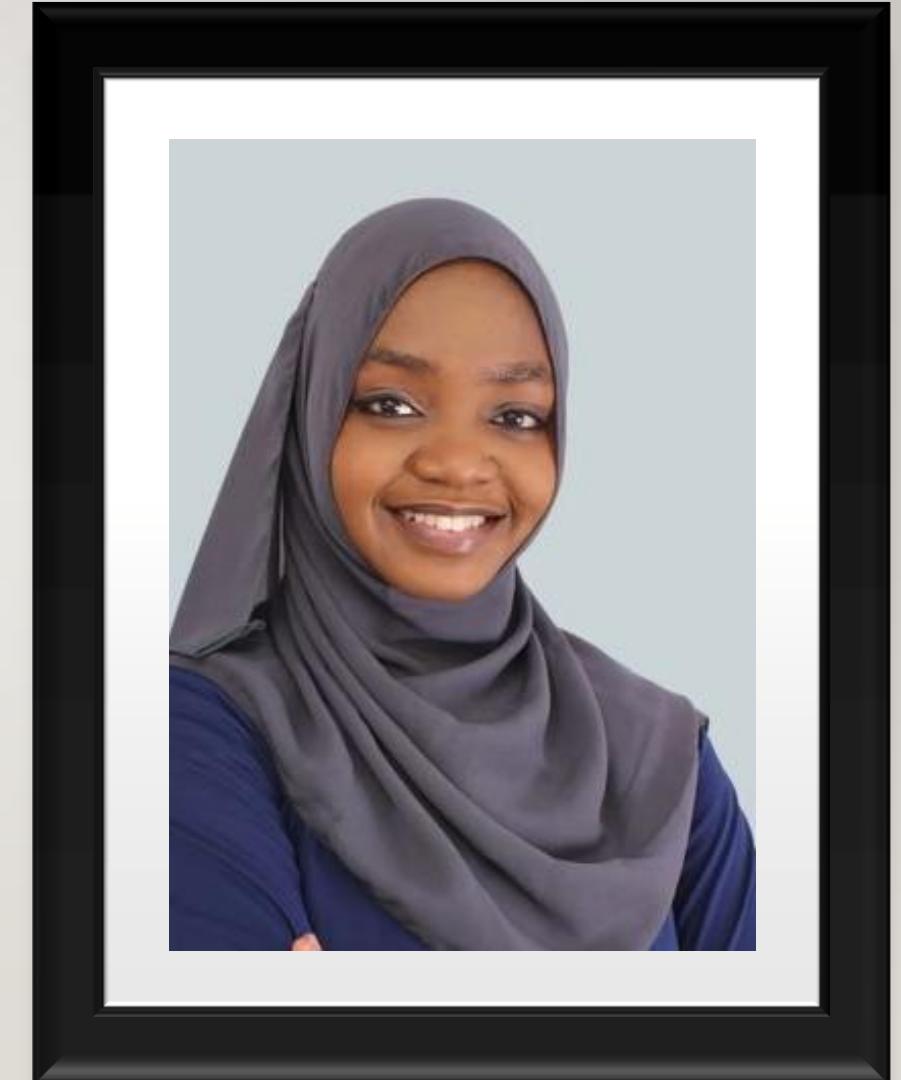
A health & Science Journalist at Standard Media group.

Currently reporting for all platforms under SG Group (TV, Print, Digital and Radio)

Passionate about women and children.

I have covered Covid-19 stories extensively since the first case was reported in the country.

A Tableau Data fellow 2021 –Infusing data in stories



LITTLE BREAKDOWN / LAST 1-2 YEARS

- The outbreak of covid-19 Pandemic has created a global health crisis that has changed our perception and view of the world.
- We are now more aware of transmission patterns and threats to our safety. For example: when someone sneezes in a matatu you will quickly raise your eye (consciously or subconsciously) to know where that sound is coming from and adjust your sitting position.
- It may be true to say we have googled a lot in the last one year to find out more about this pandemic or counter check if the symptoms you are having, match a likeliness of having Covid-19.

WHAT IS MASS MEDIA?

- Mass media means **technology that is intended to reach a mass audience.**
- The most common platforms for mass media are **newspapers, magazines, radio, television, and the Internet.**



Mass Media & Covid-19

- Mass media have long been recognized as powerful forces shaping how we experience the world and ourselves.
- In Dec 2019, a novel pathogen emerged, and within weeks, it led to the emergence of the biggest global health crises seen to date.
- Previous pandemics of SARS (2003), H1N1 (2009), and MERS (2012), the media significantly contributed to the COVID-19 infodemics.

Biggest Contribution:

- Media coverage of coronavirus news during geographical lockdowns, extended quarantines, and financial and social hardships.
- However, a lot of Covid-19 related news induced fear and caused psychological stress.
- Data from government showed that Domestic and elderly abuse upsurged.

NEW MEDIA



- These platforms have become the new normal. **(Instagram, Tiktok, Whatsapp, Twitter, Facebook, Youtube, Viber, Telegram)**
- News updates are being shared across platforms and people no longer need to wait till 7pm or 9pm to get news.
- When was the last time you watched news on TV?
- Sadly, they are also the biggest platforms used for misinformation.
- Good example, Whatsapp messages being forwarded.

A LOT CAN HAPPEN IN A YEAR....



A Lot can happen in a year...



WHAT ROLE HAS MASS MEDIA PLAYED SO FAR?

POSITIVE IMPACT

- Demistify Covid-19 information
- Used experts to elaborate issues instead of journalists doing that alone
- Coverage of health issues has increased in the last 2 years.
- Relayed information from MOH & Supporting partners (Good & bad)

NEGATIVE IMPACT

- Misinformation/Disinformation
- Increased stress levels –Covid-fatigue
- Changing narratives (MOH/WHO)
- Not adequate coverage in all regions

CHALLENGES AFFECTING MASS MEDIA



Political leaders misleading the public.

Lack of consistent information.

Changing landscape of the virus

Events happening in the country take centre stage. (Politics, new disease)

Editorial judgement

Mass media tools are too many to control. (Tiktok/IG)



INFORMATION WAR

- **Misinformation**

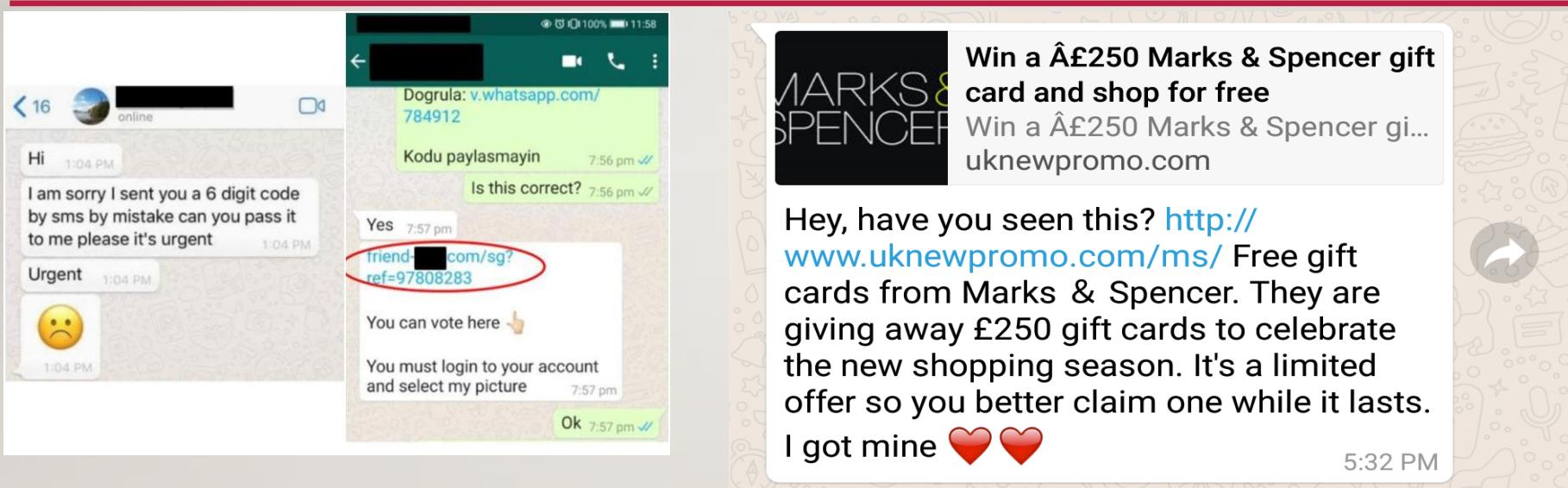
“False information that is spread, regardless of whether there is intent to mislead.”

- **Disinformation**

“Deliberately misleading or biased information; manipulated narrative or facts; propaganda.”



WHATSAPP?? TWITTER?? FACEBOOK?? YOUTUBE?? DON'T FALL FOR IT.



SOCIAL MEDIA :FRIEND & FOE

Figure 5: Percentage of active false posts with no direct warning label in our sample

% of posts rated as false still active with no clear warning on each platform



VOICES FROM KENYANS

- Question: Why have you not taken the vaccine?

Kenyans:

- “The government wants to use us as experiments.”
- “Why are we told that after being vaccinated we should still maintain social distancing, wear masks, wash hands, and obey all other preventive measures. If I am vaccinated, I can’t get the disease...if I can’t get the disease, I can’t spread it, so why are we being told to still do this. Something is off about the vaccine, I wanted to take it but I will not,”
- “If you take the vaccine you will turn out to be a robot.”

SOLUTION

- Mass media channels are growing and we have to adopt with it.
- A good example the World Health Organisation has signed up on TikTok social media to reach a wider audience.
- Experts like medics are also on twitter creating short videos explaining varying issues.
- (Sexual health, teeth etc)
- We have to be champions of right information; this means we stop forwarding texts we receive without finding out how authentic they are and in groups we call out texts that are malicious.

World Health Organization (WHO)

Top Users Videos Sounds Hashtags

who • World Health Organization (WHO) 2.9M followers

New

5 FACTORS DRIVING COVID-19 TRANSMISSION

989 482 323

Videos

Top liked

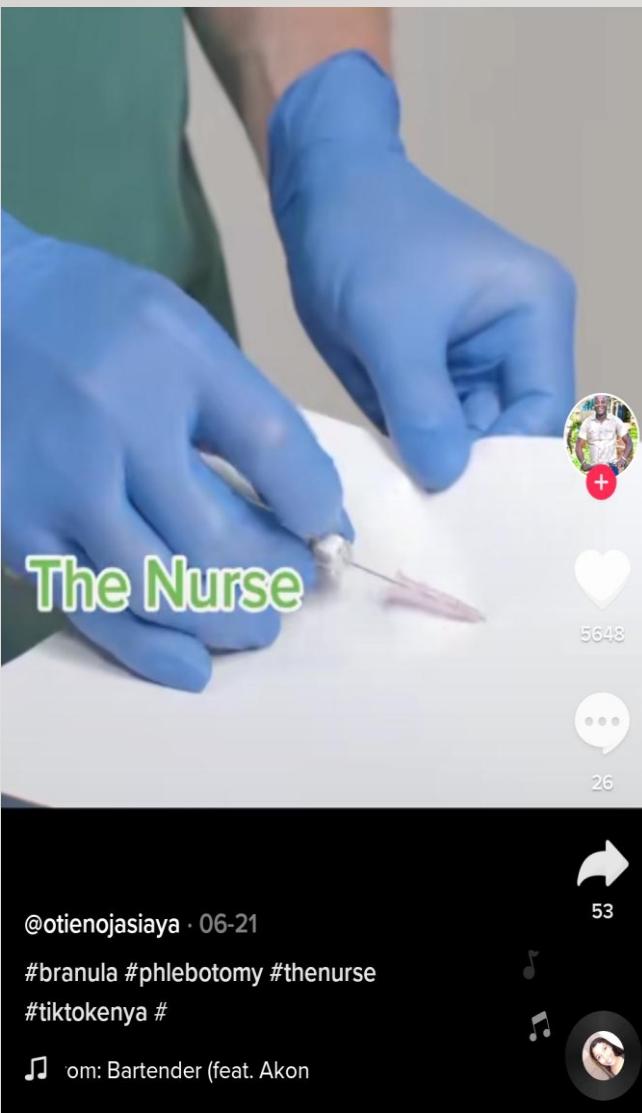
Solidarity is the key to defeating COVID-19. 2020-03-21

Young people are not invincible from #CO...

who 587.8K

WHO: Vaccine hoarding is prolonging the pandemic 09-07

The @World Health Organization (WHO) aid ... yahoonews 3639



nursekena Kena Jones 4773 followers · 26 videos

shiquegitau Kenyan nurse 1374 followers · 19 videos

guerrerokenya03 nursekenya 4 followers · 3 videos

kenyannurse KenyanNurse 106 followers · 1 video

nurse_nya TikTok's Nurse Nya 139.3K followers · 307 videos

nurse.enya Nurse Enya 16.3K followers · 87 videos

kn.nurse Nurse Kanya 3 followers · 0 videos

drphil • Dr. Phil 7.2M followers · 24 videos

dr.karanr • Dr Karan Raj 4.3M followers · 1753 videos

dr.danielaronov • Dr. Daniel Aronov 13.2M followers · 968 videos

dermdoctor • Dr. Shah 10.0M followers · 649 videos

drlanzerandassociates • Dr Lanzer 5.2M followers · 108 videos

aleeya_aleey • Dr. Aleeya 5.8M followers · 1477 videos

dr.cracks • Dr. Cracks 4.2M followers · 62 videos

brianboxerwachlermd • Dr. Brian Boxer Wachler, MD 2.9M followers · 434 videos

doctorgraves • Dr. Graves 2.6M followers · 846 videos

drjuliesmith • Dr Julie Smith - Psychologist



THANK You :)