



Research Paper

## Impact of Mass Media in During Covid-19 Pandemic Situation Time: A Case Study of India

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### Abstract:

Mass media has had an important impact on people's daily lives during Covid-19. The most popular types of mass media included Newspapers, Radio, Television, Internet, Magazines and more. When there was a lockdown in India during the pandemic, people's normal life was at a standstill. People became addicted to this social network and online shopping all things from food to medicines and registering in hospitals. Even then as all schools, colleges, universities and educational institutions were closed, education also started online through TV and website. Mass media had positive as well as negative impact. When the education program started online, and continued for a long time, it affected the mental and physical health of the students. As a result many of them had eye problems. Due to unavailability of smartphones, laptops and network in rural areas in various states of India, not every student could have access to online classes. As a result, many drop out students joined work due to family economic status. During the Covid-19 pandemic in India, social media played an integral role in our lives and had a huge impact on the society. Negative effects viz cyberbullying, privacy and fake news. This study shows that the use of internet/social media was the highest, followed by TV news before and during lockdown. The use of the internet and TV news increased during the lockdown and the use of newspapers, radio, and magazine declined significantly. The anxiety due to COVID-related news through mass media was reported highest (27.3%) in the 40-49 years age group and lowest (14.49%) in the 20-29 age group. About 43.18% of people of 30-39 years of age group developed fear, and 28% of 50-59 age groups felt panicky due to COVID-related news in media. It has been found that the use of social media was the highest in the 20-29 age group followed by 10-19 years age group.

**Keywords:-** Mass Media Impact, Benefits, Social media impact, Human health Affect, Disadvantages.

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### I. INTRODUCTION :-

Mass media has had an important impact on people's daily lives during Covid-19. The most popular types of mass media included Newspapers, Radio, Television, Internet, Magazines and more. When there was a lockdown in India during the pandemic, people's normal life was at a standstill. People became addicted to this social network and online Shopping all things from food to medicines and registering in hospitals. Everything started online. Even then as all schools, colleges, universities and educational institutions were closed, education also started online, through TV and website. Mass media had positive as well as negative impact. During the lockdown period, the central and state governments got adequate time to strengthen the institutional capacity to handle COVID cases both in terms of infrastructure development and capacity building. Mass media played a very important role in creating awareness among the general public and in the dissemination of the Government orders/guidelines to the health workers, sanitation workers, and the police at grassroots levels. Mass media including TV news, internet/social media (Facebook, WhatsApp, Instagram, Twitter, YouTube, etc.), radio, and newspapers, also promoted handwashing, personal hygiene, social distancing norms, and reporting the COVID cases around the world. The purpose of this study is to understand the type of existing media, its role, and impact on the general public and to understand public perception about the trustworthiness

of mass media during the COVID crisis in North India. Thus the present study is to analyse the impact of mass media on the people during the covid 19 pandemic situation.

**OBJECTIVE :- The present study has the following objectives:-**

To investigate the impact of mass media in the study area.

To highlight the post-mass media scenario of infrastructure in the study area.

To give various suggestions and remedial measures to prevent mass media negative effect in the study area.

**LOCATION OF THE STUDY AREA :-**India is situated north of the equator between 8°4' north to 37°6' north latitude and 68°7' to 97°25' east longitude. It is the seventh-largest country in the world, with a total area of 3,287,263 square kilometres (1,269,219 sq mi). During the Corona period themass media got involved in people's daily life, everyone depended on news and TV media for daily Corona updates, and started buying



daily market and medicines online. Social media was the only means of communication then.

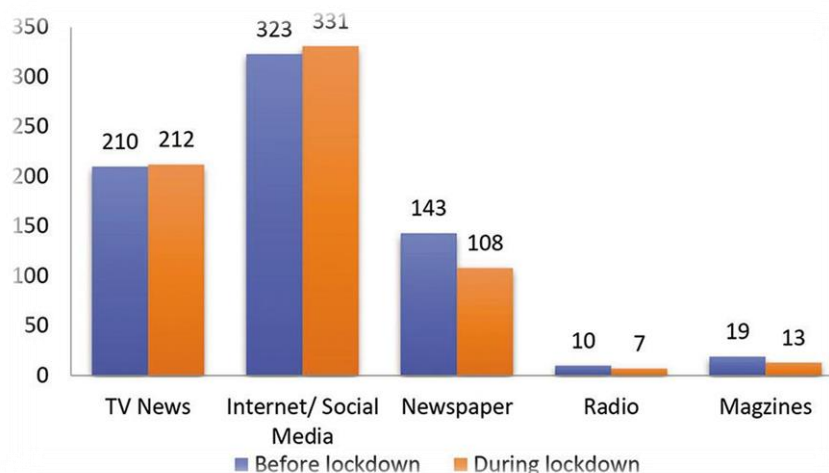
**DATABASE :-** The data for this study had been obtained from both the primary and secondary sources.

**PRIMARY SOURCE :-**

The research work has incorporated several primary data source. which were collected through primary survey in the study area.

**SECONDARY SOURCE :-**The Secondary data have been collected from various sources such as News and Media, Government Website, Hindustan Times and Other Print Media.

**RESULTS AND DISCUSSIONS :- (1)** This study shows that the use of internet/social media was the highest, followed by TV news before and during lockdown. The use of the internet and TV news increased during the lockdown and the use of newspapers, radio, and magazine declined significantly. The anxiety due to COVID-related news through mass media was reported highest (27.3%) in the 40-49 years age group and lowest (14.49%) in the 20-29 age group. About 43.18% of people of 30-39 years of age group developed fear, and 28% of 50-59 age groups felt panicky due to COVID-related news in media. It has been found that the use of social media was highest in the 20-29 age group followed by 10-19 years age group.



- (2) Negative impact, when the education program started online, and continued for a long time. It affected the mental and physical health of the students. As a result many of them had eye problems.
- (3) Due to unavailability of smartphones, laptops and network in rural areas in various states of India, not every student could have access to online classes. As a result, many drop out of students joined work due to family economic status.
- (4) Mass media played a very important role in the dissemination of the COVID-related information to the general public and to follow safe practices. Individuals who rarely read, watch, or listen to the news regularly before COVID-19 were then using it in routine.
- (5) Mass media played a crucial role in society by providing information, news, entertainment, and education to a large audience.
- (6) Media increased consumer awareness. For example, looking for Hallmark while purchasing Gold.
- (7) Media increased connectivity with the consumers. Example: Consumer's received birthday wishes and offers on special day.
- (8) Media promoted trade in industry through advertisement. Therefore, sales increased.
- (9) Media helped raise brand awareness regarding Covid-19 and provided information about products and services.
- (10) Promoted desire to buy the products that may not be essential for the consumer.
- (11) Media creates negative impact on society pertaining to a company or goods rather quickly.
- (12) Mass media negative impact Viral Fake News, Example: Tesla's autodriver cars were under scrutiny because of a viral video showing car crash on Twitter.
- (13) Negative effects viz Cyberbullying, privacy and fake news.

During the lockdown, learning for students and work, everything became online. People started to spend more time online on the Internet during the lockdown. As going out was not the right choice during the pandemic, people were only limited to doing things inside their houses, and the Internet is the most chosen availability by everyone. During the lockdown, mass media played an essential role in our lives.

Mass media are social platforms, which spread awareness and information efficiently to us, including TV, Radio, Newspaper and the Internet. The government shut down everything during the lockdown for which newspapers did not print; radio and television did not telecast any shows or news. Internet was the only available source then. The usage of social media increased even more during the lockdown.

Updates of the pandemic included: daily rate of infections, recoveries, treatment, Tele-consultation with doctors, booking doctor appointments, availability of hospital and other essential services, news about the pandemic and its effect worldwide- everything was available online. This information made our lives simpler to reach out for information, but on the other hand, it also affected every individual's mental health. Many people were getting mentally upset on hearing the updates. They felt stressed and anxious about the lockdown and pandemic situation. People lost jobs, due to coronavirus; many people were unable to support their families. People around the entire world faced problems, which were being shared on mass media. People sitting at home and watching this news were concerned about their condition if the same happened to them. Also, many people became depressed sitting at home for such a long time.

A study called “Role of mass media and it’s impact on general public during coronavirus disease 2019 pandemic in North India: An online assessment” was conducted by a few health experts to evaluate how mass media had impacted people’s mental health during the pandemic. The group of health experts distributed an online assessment amongst people residing in North India, aged between 10-60 and above. The assessment consisted of 18 questions, which asked them their preferences on social media platforms before and during the lockdown, usage of those platforms, and their impact.

**POSITIVE IMPACT:-**

- “The Power of Social Media is that it forces Necessary Change.”
- It is generally agreed that social media provided crucial source of news during the Arab Spring.
- It helped in creating awareness about several issues, eg the fight for LGBTQ rights etc.
- Social media has definitely made us closer to other parts of the world.
- WhatsApp was important for rural users, as it helped them cheaply connected to family members far away and sent pictures of their products to clients across India.
- Social media platforms provided a platform to raise their voice against injustice and inequality.
- Voices previously excluded from conversations can now find a channel.
- A few decades ago, if a farmer died due to non-repayment of loans, only the family mourned for the loss.

**NEGATIVE IMPACT:-**

- Technology is double-edged. There are reasons to cheer as also to despair.
- Social media has various negative impacts like privacy issues, information overloads and internet fraud.
- Researchers have found that hyper-networking leads to negative health behaviour leading to laziness, obesity, depression, drug abuse, isolation or in the worst cases it may even lead to suicide.
- Social media has made the world a small space by allowing mass cultural exchange and intercultural communication.
- India being a secular country is a home for the people of various religions and cultural beliefs.
- When these beliefs clash the consequences are unpleasant.
- A mere comment or opinion on a certain belief on social media spreads like fire leading to riots and destructive rallies.
- Its heavy usage has ill effects on health issues and there is cyber bullying, online harassment and trolling.
- The trolling of women has brought to the fore the disturbing reality of online violence and abuse women face in India.

**Mass Media In India , 2021**



**II. MATERIAL AND METHODS :-**

To assess the role and impact of mass media on the general public, a semi-structured questionnaire having 18 questions was developed for the online survey with the help of public health experts titled “COVID19 and impact of mass media.” The questionnaire was circulated through Google spreadsheets to the known contacts for response and further dissemination, especially in the state of Punjab, Haryana, Himachal Pradesh, and Union Territory Chandigarh in North India. The questionnaire was divided into six sections: Preference of platform of mass media before and during lockdown, impact of mass media, and dissemination of information, time spending on mass media before and during lockdown, and preference of platform on social media. We used the self-selection survey method of non-probability to recruit participants through WhatsApp and Instagram. The population above 10 years of age has been involved in the survey. The sample population data includes sociodemographic details, including area, age, gender, and educational background. The data collection was

stopped after getting the desired number of 384 responses, out of which 65% was urban, and 35% was rural population. The analysis of the data has been done by multiple responses cross tabulation method.

**NEGATIVE EFFECTSMANAGEMENT :-**One step one can take is to decrease the amount of time one spends on social media. Here are a few of the ideas to get one start:-

1. Move social apps off of one's home screen. Having an extra step can reduce the urge to open the app as soon as one gets on one's phone.
2. Schedule specific times to check social media or set a timer to limit oneself to 20-30 minutes at a time.
3. One should put one's phone on silent or use "do not disturb" features. If one does not hear a tone or vibration every time one gets a notification, one may be less tempted to check one's social media accounts.
4. One should take a break from social media or limit the number of apps one uses. One should try sticking to apps that one uses the most to communicate with people.
5. If fake news comes out, it should be raised awareness among people in advance and if viral news or video comes out, one should verify it and then spread it among people because it is actually true or false news.

**As a result, the impact on people's mental health will be reduced and the negative effects will also be reduced.**

### **III. CONCLUSION :-**

Mass media has had an important impact on people's daily lives during Covid-19. The most popular types of mass media include Newspapers, Radio, Television, Internet, Magazines and more. When there was a lockdown in India during the pandemic, people's normal life was at a standstill, then people became addicted to this social network and online shopping everything from food to medicines and registering in hospitals, everything started online. Even then as all schools, colleges, universities and educational institutions were closed, education was also started online, through TV and website. Mass media has positive impact as well as negative impact. Negative impact is that, when the education program starts online, when it continues for a long time, it affects the mental and physical health of the students and as a result many of them have eye problems. Due to unavailability of smartphones, laptops and network in rural areas in various states of India, not every student could have access to online classes. As a result, many drop out students joined work due to family economic status. During the Covid-19 pandemic in India, social media played an integral role in our lives and has a huge impact on the society. Negative effects viz cyberbullying, privacy and fake news. This study shows that the use of internet/social media was the highest, followed by TV news before and during lockdown. Media is a powerful tool to provide information to the general public and to promote positive environment during COVID pandemic, but it may also spread misleading information. Media of New Zealand did great work by helping government to combat the spread of COVID by highlighting every aspect to encourage public participation. Although it is difficult to show COVID-related reports on 24 × 7 h basis by any media, analysis of the COVID-related key information shall be done at least once a day on preferred media channels. The mass media shall be promoted, but the misleading and wrong information shall be verified/checked before dissemination in the large public interest. This study shows that the use of internet/social media was the highest, followed by TV news before and during lockdown. The use of the internet and TV news increased during the lockdown and the use of newspapers, radio, and magazine declined significantly. The anxiety due to COVID-related news through mass media was reported highest (27.3%) in the 40-49 years age group and lowest (14.49%) in the 20-29 age group. About 43.18% of people of 30-39 years of age group developed fear, and 28% of 50-59 age groups felt panicky due to COVID-related news in media. It has been found that the use of social media is highest in the 20-29 age group followed by 10-19 years age group.

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