

The Role of Social media and Health in Combating Rumor during COVID-19

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Abstract

The study aimed to provide a scientific view of the false news that was related to its publication on social communication sites and the public interaction with the Corona epidemic. Where a number of sites were studied on the new media in spreading rumors and false news about the epidemic, and the researchers used the descriptive approach of a number of websites that focused on health issues, specifically the Corona pandemic, and the results of the research came out: a clear decline in the confidence of part of the public in media news during the past years. Amid accusations of bias here or there, with the increase in the use of social media in society dramatically with the Corona epidemic, the research recommends: the need to be careful in receiving information and checking it. With the need to link bodies and institutions of importance to social media sites of all kinds. With the provision of special bulletins and news during events and health crises.

Key words: Health media, fake news, covid19, rumor, Social communication.

Introduction

Health media is considered one of the specialized forms of media that study issues related to human health and change their wrong healthy behavioral habits. Social media technologies in health care settings have helped increase their use, for the latest paradigm shift between the health care provider and the general public as professional people realize that success in healthcare requires integrating social media tools in all their aspects with recognition (Abu Samra, 2010).

The media is closely related to health through its ability to achieve an impact on individuals and the overall health environment, and thus

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change their attitudes and behaviors about the information they receive about epidemiology. This requires an understanding of public health policies and changing the environment, and the health impacts are discussed and examined on an ongoing basis. With a follow-up to the media and their social and health impacts, in addition to providing a supplementary reading on public health campaigns and health journalism (Childers, 2016). The COVID-19 pandemic has produced a global health crisis that has had a profound impact on the way we view our world and our daily lives. Not only the rate of infection spread, but the safety measures in place to contain the spread of the virus, which require social and physical distancing from others, which is to find comfort in the company of others. In this context of physical threat and social and physical dispersion, the role of social media in life at the individual, social and societal levels cannot be underestimated, as the epidemic has not only had political, economic and social impacts, but also affected the media and communication systems in unprecedented ways.

Research problem

The sense of the problem came through seeking to know the role of social media in enhancing awareness of the Corona pandemic: by reading the interaction of the Arab public on the Twitter and Facebook platform with the Corona pandemic and the verified reports, given that communication media is becoming increasingly popular in terms of public engagement in Communicating around public issues, it is important to understand how users enhance knowledge and awareness on specific topics.

Being at home throughout the day naturally increases the consumption of media and communication platforms, whether it is through broadcasting shows or finding connections through social platforms. Facebook, Twitter, and Snapchat recorded significant growth in interaction, as people looked to communicate outside their immediate surroundings, helped by the significant growth of social networks and the applications that provide them, which formed a fast way to reach healthcare organizations. What helped healthcare organizations connect and collaborate with patients, clinicians, the media, and society at large (Christina, 2010).

In addition, the (COVID-19) pandemic has spread rapidly around the world. At the time of writing this research, the number of global confirmed cases has surpassed more than 9 million cases of the disease. This made countries impose social distancing policies in an attempt to contain the spread of the virus. This has changed the daily lives of tens of millions of people, and urged people to shift their discussions online, for example, via social media sites such as Twitter.

Where the research problem comes in seeking to identify the role that technology can play in health communication; How can new media be used to improve health awareness; How the public can learn about issues related to health and healthcare; What are the new ways that practitioners can communicate with their patients; What is the impact of the new media landscape on health care providers and health policies (Thorson, 2008).

Research objectives

The study sought to answer its main question, to identify media campaigns and their role in combating fake news related to the Corona pandemic. Through goals the research seeks to answer, which are:

- a. Clarify the extent of social media's contribution to increasing public interaction with the pandemic.
- b. Learn about the most platforms on Twitter through which the public followed the pandemic news.
- c. Show how the Twitter platform helped spread rumors and fake news about the pandemic.
- d. Learn what attracts the audience the most to know from the Twitter platform about the pandemic.
- e. Knowing the contribution of the Twitter and Facebook platform in highlighting the efforts of institutions in dealing with the pandemic.

Research questions

As the spread of COVID-19 continues, so does the information - and misinformation - about it. Much of our general knowledge about the epidemic comes through advanced technology, through new and unprecedented media, so the research questions came according to the following questions:

Q1: To what extent has social media contributed to increasing public engagement with the pandemic?

Q2: Learn about the most platforms on Twitter through which the public followed the pandemic news?

Q3: Did Twitter and Facebook help spread rumors and fake news about the pandemic?

Q4: Know what the public is most attracted to know from the Twitter and Facebook platforms about the pandemic?

Q5: Is there a negative impact that Twitter played in spreading rumors?

Q6: Did the Twitter and Facebook platform contribute to highlighting the efforts of institutions in dealing with the pandemic?

Research and Methodology

The curriculum represents the set of rules and procedures that the researcher must follow in order to reach the targeted results. The two researchers followed the descriptive and analytical approach as a holistic approach. It depends on gathering facts and information, then comparing, analyzing and interpreting them to arrive at accepted generalizations, and the researchers used the descriptive qualitative approach by searching on a number of social media sites that are concerned with health issues. Through a random sample of the most important news that spread in the relevant social media networks, where the information and content of these sites and the information and news they contained were analyzed and described as false, as the researchers used a qualitative content analysis method that is concerned with describing the content of what was mentioned in the media outlets.

Brief Literature Review

There are many studies that have dealt with the topic of the Corona pandemic, the following have been chosen:

A study is applied, Kim (2020) analyzes computer-aided content to identify social welfare factors that reduce social media users' apathy when commenting or posting about the COVID-19 situation in South Korea. In addition, this study conducts a semantic network analysis to qualitatively explain how people express their thoughts. The results indicated that the size of the social network is a negative indicator of indifference. Moreover, the study indicated that the language choice differs between users depending on the size of their social network.

Gozzi (2020) aimed to describe media coverage and the collective internet response to the COVID-19 pandemic in four countries: Italy, the United Kingdom, the United States, and Canada. A heterogeneous data set was collected including 227,768 news articles on the web, 13448 videos on YouTube posted by the major media, 107,898 user posts, 3,829,309 comments on the social media platform Reddit, and 278,456,892 Wikipedia page views related to COVID-19. To analyze the relationship between media coverage, the evolution of the epidemic, and the collective web-based user response, a linear regression model that predicts the overall response for each country given the amount of news exposure was taken into consideration. And model the subject on the dataset using a non-negative matrix operator. The results showed that public interest, measured as user

activity on Reddit and active searches on Wikipedia pages, was mainly driven by media coverage; Meanwhile, this activity is declining rapidly while exposure to news and the incidence of COVID-19 remains high.

The Xiaojing (2020) Study, is interested in exploring the role of social media use in general preventive behaviors in China during the COVID-19 pandemic and how knowledge of disease and literacy in e-health has modified the relationship between social media use and preventive behaviors. Methodologically, a national web-based survey was conducted by taking proportional probability samples among 802 Chinese Internet users ("Internet users") in February 2020. Descriptive statistics, Pearson correlations, and multiple hierarchical regression were then used to examine and explore the relationships. Among all variants. It concluded that nearly half of the study's 802 participants were male (416, 51.9%), while the average time for social media use was about 2 to 3 hours per day (mean 2.34 hours, SD 1.11), and finally concluded that Social media is an effective tool for promoting behaviors to prevent COVID-19 among the public. It recommended that health literacy is essential to promoting individual health and affects the extent to which the public engages in preventive behaviors during a pandemic.

Alghizzawi (2020) study aimed to determine the role of online advertising in spreading awareness about Covid-19 and their ability to effect change in attitudes. The researchers used an online survey for data collection purposes and selected n = 480 local students from Jordan. In addition to assessing the measurement and conceptual model, the results indicated that "information sharing", "healthcare advertising" and "healthcare" are the strongest predictors of digital media ads regarding awareness of Covid-19. The results of the study confirmed the role and effectiveness of digital media related to health awareness, especially during the health care crisis and recommended further studies dealing with the use of social media marketing to spread awareness about Covid-19 to alleviate the current healthcare crisis around the world.

Ali Mamra, Abdul Samad Sibghatullah et al, (2017) study, AD went to identify the role of the social network Twitter In spreading rumors among Saudi university students, as this study is a descriptive study that depends on the survey approach, and the field study was conducted on an intentional sample of those who are exposed to social networks Twitter from my university (mother Villages - King Abdulaziz) consisted of 400 individuals, and the study relied on the survey questionnaire, and the study found: - There are statistically significant differences between the mean scores of the respondents on the scale of their attitudes towards rumors, and the study also demonstrated the existence of statistically significant differences between the mean scores of the respondents On the scale of their

attitudes towards rumors according to the different motives for exposure to the network.

Hun Choi, Woohyun Yoo and Ghee-Yong Noh (2017) study analyzed online survey data represented at the national level during the outbreak of the Coronavirus in South Korea. This study examined the role of exposure to social media in shaping public risk perceptions of the Coronavirus. This study also investigated the role of moderation in systematic treatment and self-efficacy in the relationship between exposure to social media and perception of risk. The results of this study demonstrated that exposure to social media was positively associated with shaping risk perceptions. Moreover, heuristic and self-efficacy systematic treatment was found to mitigate the influence of social media on risk perceptions. Interaction effects suggested that the role of social media in increasing risk perception of MERS was increased through systematic treatment and self-efficacy.

Philip J Auter's (2016) study entry came about by providing the Internet with a wonderful opportunity for news, one such use is to keep up with public health concerns. Because news media sites give audiences the advantage to interact and post comments as an "anonymous user," these initial comments generate more comments - which can lead to rumors and inaccurate information. The study aimed to compare news and comments about the pneumonia outbreak in the Middle East through Al-Jazeera and Al-Arabiya channels from June 2013 to June 2014. All stories and readers' comments on this topic were collected and reviewed using content analysis to determine their context and method of spread. The study focused on how rumors spread through news stories and public comments about them.

Musa-Nasser (2010) study was launched, to identify the role of the media in shaping social awareness among Palestinian youth. The importance of the study stems from the fact that it may contribute to understanding the nature of the media's role on the social awareness of university students. The researcher used the "social survey" approach as the most appropriate research method for such studies. The Faculty of Arts, and the second contains a measure of youth exposure to the media, and the last axis contains a measure of the social awareness of youth. The two researchers applied this questionnaire after making sure of its validity and consistency through the act of "steadfastness of repetition" consisting of 219 students. After collecting data, then analyzing it, the extent of the media's role in crystallizing and forming social awareness among university students was reached. It also came up with recommendations, the most important of which is the development of mechanisms and practical strategies to confront the deluge of informational material, which is not aimed at the values and concepts of the Palestinian

society, and work to achieve political, cultural, social and educational saturation (Bumsoo Kim ,2020).

Commentary on previous studies: and their relationship to the topic of the current study:

Most of the previous studies dealt with the issue and the issue of health care and linking it to the media, while the current study tended to deal with media campaigns coupled with health care, with the fake news part being dealt with as a secondary variable only, especially since epidemiology and crises in general are always accompanied by rumors and fake news, which gives the current study a difference From the previous study in terms of its subject matter and objectives.

Research community: The two researchers mean by the research community all the vocabulary or units of the phenomenon or problem under study, and the research community includes a sample of websites and interaction platforms in social networks, as it formed a raw material for the completion of this research by reviewing it and following up on the interaction of its users and investigating what was published in it. News and make sure of its authenticity, and then come up with recommendations that serve the research.

Data collection tools: they mean the tools to be employed in obtaining the study data, and the method of data collection was determined based on the nature of the data to be obtained. Therefore, the two researchers used the observation as a research tool, and the observation is used to monitor patterns of external behavior in the relationship between the individual and the media or their influence. Observation is one of the primary methods of collecting human data in general, and that is why it is considered necessary to support changes in opinions and trends, and the researchers aimed with the observation to reveal the role that the company should play towards its employees and towards the society it deals with, and by recording observations Simple while publishing news or monitoring users' behavior during the search period (Muhammad, 2004).

Health media between reality and expectations - social platforms as a model

Health education and awareness through communication sites:

In this era ruled by globalization, communication between peoples and individuals became available and easy to reach. With the emergence and spread of social networking applications and mobile devices equipped with sensors, and the availability of large amounts of reference data, it enables the analysis of the dimensions of new contexts that include the individual, social and urban context. and one of the most important areas affected by this change is the health field, as this great openness provided a great opportunity for the rapid spread of all health problems, especially new ones. This made

attention to health awareness a necessary issue for all members of society, and health institutions became obligated to provide health care, and raising awareness of individuals, in order to benefit from high-quality healthcare services from healthcare institutions (David Seedhouse , 2017 ; Osman Ahmed and Elsayed Abdalrahman,2022;Osman Ahmed etal,2021; Emad Omer et al,2023).

There is no doubt that health awareness through the various media has great importance in spreading facts and information and instilling sound health practices that would raise and raise the health level of society. On the other hand, with the increase in the use of social media, it helps to provide good information in a way that creates a health care environment, which calls for a restoration of thinking about health media work. By developing the skills of practitioners on creative and creative thinking to make health media work more convincing, with the use of powerful and practical tools that can be used thoughtfully and effectively by every health worker. Delivering thoughtful healthcare with ethical awareness and practical sensitivity (Doheir, M, 2017).

From here came many health awareness initiatives represented by awards in the field of health media, which make the media in all it means a partner in supporting health work, contributing to raising awareness of health issues and promoting the targeted health message, which required specialized skills in health writing. Specialized in what helps in editing topics that target a specialized audience or meet the needs of the general reader, so the content of health media must include knowledge that affects health behavior, and helps refute misconceptions of health (Imam,2000).

Health awareness has been defined as “a set of structured educational activities designed to facilitate an individual's choice of health-friendly behavior.” The aim is to change three aspects of the target population: information, orientation, and practice. In recent times, there has been a lot of talk about health awareness, and many convincing justifications have emerged regarding its importance and harnessing all potentials to reach awareness of its desired goals, and among those justifications is The ever-increasing rate of chronic diseases:

1. The consequent medical expenses, disabilities, and deaths.
2. Health awareness implemented on scientific grounds that leads to the required results.
3. The steady increase in the cost of treatment services compared to the relatively low cost of awareness-raising.

Some think that health education is a simple process aimed simply at disseminating health information. And that is through publications and the media, but the health education process is more difficult than that. Many communication processes interfere with it that requires

reading the target audience in depth, which helps in changing the health behaviors of individuals and influencing them, as it is not necessary that the dissemination of information only affects the behavior, and the best example of this is that doctors know the right to know about harm Smoking, in spite of that it is attacked by smokers, then health education is a set of experiences that facilitate the process of adopting behaviors that enhance the health of groups.

Health education is a group of activities that aim to raise health knowledge and inculcate behaviors in individuals and societies. It is a continuous and continuous process, and it is cumulative, and not as easy as some think. Health education can be likened to an equilateral triangle, and the sides of this triangle are: knowledge, which aims to acquire information, and the intended direction is to instill the values associated with the acquired information, and finally the behavior that aims to the implementation of the acquired information, as health education facilitates behavior change processes, and also raises the value of individuals' sense of responsibility towards health (Zubia Mumtaz et al,2017).

The importance of health education and awareness through social media, social platforms have become one of the most effective means of communication in reaching the masses, especially with the increasing spread of crises and societal problems on a global scale, where social media platforms play an important role in sharing various life problems, which is what made health awareness and education through social media a reference source. Essential for individuals seeking to raise awareness of health issues through social media (Sumit, 2018).

Awareness campaigns are used to encourage medical screening, allowing early detection of health problems, but not many people are aware of the effectiveness of these campaigns. Herein lies the importance of health education and awareness in that it helps in improving health at the level of individuals and groups. Building healthy and healthy trends. In addition to helping individuals solve the health problems they face using the available resources, by inculcating and establishing the values of proper healthy behavior, in addition to changing the wrong behaviors, including Ahmed Barian (2005).

Community health education processes look at the health of the community as a whole, seek to identify health issues and trends within a population, and work with stakeholders to find solutions to these concerns. The importance of health education affects many areas of health within a community, including:

1. Awareness and prevention of chronic diseases
2. Tobacco and drug use
3. Injuries and Violence Prevention

4. Mental and behavioral health
5. Nutrition, exercise and obesity prevention

Community health professionals work with public health departments, media agencies, government agencies, and even non-profit organizations through social responsibility programs, to design awareness and educational programs to meet the specific needs of the community.

It is therefore imperative to address individuals about the new coronavirus, also known as COVID-19, and the changes in routine that we are all witnessing. Through colorful illustrations that feature comprehensive characters for children, making sensitive and complex problems acceptable for young children. And the answer to the questions that revolve in their minds, for example, what is social distancing? What is quarantine? Why do some people wear masks? How does the coronavirus spread? How can we protect our health? and social media platforms best help answer these questions through good design, idea and balanced content.

The role of social media in health education and awareness:

The media has developed and increased its capabilities and technologies, both in terms of its spread, effectiveness and ease of use, thus increasing its impact on the recipient according to the potential of each medium, and because of this technical development in the capabilities of these media, it has become a vital and tangible role in the field of awareness and education due to its ability to reach multiple and different groups. This is due to its ability to remove physical and geographic access barriers for users, as social media provides an outlet to increase and enhance health communication strategies and the effective dissemination of health information and data in ways that allow users to benefit and share relevant health information. Although social media applications in public health and health promotion have had success in creating structures and support networks for effective health behavior change, there are challenges and complications associated with the use of social media that also need to be addressed (for example, managing and sharing health information) (Erroneous,2008).

The media can be said to be an important ally in any public health situation. As a source of correct information, as well as an advocate for correct healthy behaviors. But before the media can fulfill this role, it needs to understand how to manage communication with the public, and the best issues, policies and practices in influencing it, which calls for the responsible authorities to develop professional and research institutions to develop a training program to help the media understand diseases so that they are able to raise awareness about it.

However, the great challenge facing social media users is not only avoiding being affected by fake and false news, but rather the problem is that what is published has become within the family through daily communication, as reality proves that the majority of people who share stories via Facebook and Twitter regardless of their content was true or false. This false news is usually published on social networks for a material purpose with a profit purpose in exchange for marketing ads that are related to the number of views, answers and posts. Especially if they are of an exciting nature, then they are created to be published or distributed widely for the purpose of generating revenue, or promoting a public figure. Or a political movement or a company or discrediting it. "

However, it is noticeable in the news that spread in the pandemic that some of them have taken on an ideological character behind which media institutions, individuals or fictitious entities are exploiting news of the spread of the disease to distort countries, peoples and even specific institutions, even as a joke by publishing false information and stories that are transformed into news published on the Internet or Using other media, they are usually created to influence political opinions.

Covid 19 virus in social networking

The role of the social media networks under study was not limited to informing and educating its users about the Corona Covid 19 pandemic, rather it came to warn about some news stories here and there, as Twitter announced that it will add warning signs to some tweets that contain information that is different or misleading about it. Coronavirus, as part of a new approach to counter misinformation in the information published on its platform regarding this topic, which will eventually extend to other topics.

The Twitter platform said in a blog post: "The new warning messages will provide links to more information in cases where the tweet is not harmful enough to remove it, but it may confuse and mislead people." The company added that depending on the amount of damage and the type of misleading information in the tweet, warnings can also be added confirming that the tweet contradicts the guidelines of public health experts, before users see it. These false claims ranged from bogus treatments and misinformation linking the virus to conspiracy theories revolving around prominent personalities such as Microsoft's co-founder Bill Gates, or about the fifth generation (5G) networks (Rasmi, M, et al. ,2018).

Issue of malicious rumor and misleading thought was not limited to the simple at the time of Corona, but writers, artists and propagandists of thought, culture, religion, media, politics and health entered the line, and we also saw fabricated pictures and old videos republished

as new, through various written and visual propaganda means and networks (The Internet), by distorting speech, information and statistics, and practicing methods of attracting, misleading and controlling speech and suggestion over thought and mind, by falsifying reality and reshaping it by reshaping ideas, concepts and perceptions in the mind of the recipient as reality, and then controlling the trends of public opinion. "The Corona pandemic has provided fertile soil for every fraud expert, every seller of fabricated stories, every promoter of conspiracy theory, and every trolling opportunities on the Internet," said Daniel Rogers, founder of "Global Design Index", a platform that detects fake and misleading news on the Internet and social media platforms. Rogers talks about the spread of exciting news made and the role of Facebook and Twitter algorithms in broadcasting them quickly, a problem that has no solution because it relates to the recipient's response to certain words that provoke excitement. It has social media companies, "This is not available in the emergency conditions created by the Corona pandemic (Nicolò Gozzi, et al,2020).

Credibility crisis in the new media

Silverman told AFP that fake information often arouses more interest than true news, so it spreads more widely. Bill Adair, a professor of journalism at Duke University, which launched the Politic Fact site in 2007 to verify the facts, said the study reveals a "very worrying trend," adding, "It is disturbing to see journalists transmit information that they do not know whether it is true or false."

And media and communication experts had warned earlier about the phenomenon of fabricating news and promoting its credibility, and considered it threatening traditional media. This created a credibility crisis in the new media.

Credibility Crisis, or the media credibility gap, has arisen as a response to the increase in the number of media messages broadcast by the various media outlets and the increase in the amount of destructive media material (politically, socially and morally), which seeks to attract the attention of more audiences.

The crisis of communicative credibility was summed up

In the following questions:

What do we believe? Which of the many visions and perspectives is correct? Does this massive spread of information help us live better lives and interact more positively with others? And do we care better about the world around us, and it makes us grow, mature, less frustrated? In the context of private press and media history, the "credibility crisis" refers to the phenomenon of the increase in the number of private press and media institutions, especially the increase in the volume of their exciting media materials, some of which lead to negative results, because some media outlets seek to compete in an

unprofessional manner sometimes to gain more Followers, viewers, readers and listeners a credibility crisis has formed, represented in the lack of commitment to the principles of journalistic professionalism recognized internationally (Alazzam,et al,2015).

The importance of the credibility of the means of communication is due to the fact that the masses of readers, listeners, or viewers, when they do not trust, respect, and appreciate them, as a community institution, and are not persuaded by the information they provide, believing that they are being deleted, distorted, or modified, will resort to it. To other, informal sources of information, they ask friends and neighbours, and some subjective sources, and worse than that, that they may create information from their own imagination, something that happens a lot, in times of wars or crises, and when censorship is imposed on the means of communication and news dissemination (Osman Sirajeldein ,etal,2022)

Likewise, in countries where governments control the means of communication and direct the sources of news, they control them, so rumors, whispers, and gossip multiply, and the underground press is active, as for the term Credibility Gap, which is a phrase that appeared during the administration of the US President, Lyndon Johnson, and still remains, means a general doubt about the federal government's sincerity in what it says to the people, and this belief has spread to many other areas in the country. But how can this be confronted? One of the reasons for the credibility crisis in some media is the huge explosion that occurred in the means of information technology, and the broadcasting of news through newspapers, satellite channels or social networks and other many and varied means, and this gap arose as a response to the huge amount of information ; Which has become accessible to everyone, and most of them rely on the style of excitement, in order to attract the largest possible number of followers, which made various views on what news arrives, some of them believe and some of them lie that news, and some of them look at it positively, and others reach that The news is in a negative form, and so the news varied, and it has contributed to a decline in the credibility of some media outlets, so that some people prefer not to read any news or contact any media outlet.

Conclusions and Recommendations

According to the above, the study concluded with the following:

1. Despite the decline in public confidence in media news over the past years, amid accusations of bias here or there, or misleading public opinion to serve politicians and financiers; However, the recent Coronavirus pandemic has restored confidence in the value of journalism in a fundamental and clear way.

2. Despite the growth of the use of social media in society very much with the Corona pandemic, the public has noticed the return of traditional media, TV channels on the face, and this means that social media information has become fragile in terms of trust
3. Although what was published on social networks "Twitter and Facebook" was in doubt, however, these traditional media and satellite channels influenced the broadcast of these messages.
4. Social media is associated with negativity through false and false news rumors. Despite the warnings issued by both sites.
5. The hideous exploitation of information by amateurs and professionals in the means of communication and the exploitation of people's conditions to achieve narrow interests.
6. The failure of global health institutions to fulfill the duty of health education to protect the human community.

The researchers recommend the following:

- a. As far as the widespread use of social media is concerned, we recommend that information be given caution and carefully scrutinized.
- b. The necessity of linking bodies and institutions of importance to social media of all kinds, and updating their information and news.
- c. The necessity of presenting special bulletins and news during major events and issues, and by various means. Particular importance is given to the position of spokesperson for state institutions.
- d. The necessity to educate the community about the dangers that lie ahead of them from social media networks through holding scientific seminars and workshops.
- e. Paying attention to institutional media in all official bodies, by creating a program for health media in specialized spaces and channels.

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