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Impact of efficacious and detrimental factors of social media on public usage behaviour in the age of covid-19 pandemic: in case of srikakulam, a.p.

Dr Koppala Venugopal¹, Dr Saumendra Das², Manoj Kumar Pukkala³, Dr.Sabyaschi Dey⁴

¹Professor & Head, ²Associate Professor, ^{1,2} Department of MBA, Aditya Institute of Technology and Management, Tekkali, Srikakulam District, A.P., ³Research Scholar, Andhra University, Visakhapatnam, AP, ⁴Assistant Professor, School of Management, Centurion University of Technology and Management, Odisha, India

Email: ¹koppala71@gmail.com, ²somu.das2110@gmail.com, ³manojkumparpukkala@gmail.com, ⁴sabyasachi.dey@cutm.ac.in

Dr Koppala Venugopal, Dr Saumendra Das, Manoj Kumar Pukkala, Dr.Sabyaschi Dey: IMPACT OF EFFICACIOUS AND DETRIMENTAL FACTORS OF SOCIAL MEDIA ON PUBLIC USAGE BEHAVIOUR IN THE AGE OF COVID-19 PANDEMIC: IN CASE OF SRIKAKULAM, A.P. -- Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(9). ISSN 1567-214x

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ABSTRACT

Having attained the firm footing in technological adoption, the usage of social media sites by Indians have been found considerably significant. Yet, there has been the transition expected from certain demographical and geographical segments. Covid- 19 pandemic has become the driving force to the adoption of social media and the debate has been much on the extent of the impact explored efficaciously as well as detrimentally. Aiming to study the strength of the factors influencing the usage of social media by public, the research has been carried out to determine the extremity for both. Method mix of descriptive design, quantitative approach, convenience sampling technique and survey questionnaire are used for the research. Analysis of Multiple regression exhibited the strength of every element of variables influencing. Conclusions are made out of findings and interpretation to

acknowledge the real status of usage pattern of social media by public during covid-19 situation.

1. Background Of The Study

Gain during Pain seems to be unwise and irrational but the dexterity during hard times of the world has been accredited to social media for its journey now a days experiencing adroit. Sensing the times of all the activities of industrial, governmental and public domains were stationary and the promotions have also been stopped as well. In general, promotional activities of any company boost any channel in terms of its revenue and profit. On the other hand the waves being generated in the market by digital channels, specifically social media would have to be in trouble because of the pandemic situation has truncated every single opportunity and made all dormant. But, surprisingly the utilisation has been dramatically increased by the new category of public who never were habituated to social media such as Facebook, Instagram, LinkedIn, Pinrest, Waatsapp etc.

The concern of inevitable usage pattern of social media at the standpoint of attitude formation towards social media in the age of Covid pandemic for the people who are new to SM has to be discussed. In case of inevitability, the factors are to be identified which have influenced the people to be habituated to social media. People engaged with different activities such as entertainment, Business, Job, Education and other communications have been meeting their purposes through Social Medias as there is no other option to perform their activity. As everyone treats the Covid as the worst pandemic ever, the usage of social media turning into the vulnerable practices is found more critical at the standpoint of foible and indiscipline activities espoused by all categories of people.

Apart from the respective duties performed through social media, the new menacing practices obtained are to be studied since the social media performance in the customer base perspective, has been increased to the significant extent. The growth of the social media on one hand and the vulnerable usage on the other hand show the distinctiveness among the usage outcomes of both positive and negative therefore considered as the worst beauty.

A lot of studies were established on social media influences before the occurrence of Covid pandemic which had other minute environmental influences of varied moderate variables, but Covid being the most disastrous, has changed the purpose and practice of using social media which is aimed to study the extent of efficacy and detriment as well to different communities.

It is evident that social media has a blend of beneficial and unfavourable outcomes which play a vital role of adroitness at the standpoint of speedy spread of awareness and knowledge about public health. On the other hand, menacing issues such as the same speed spread of fake news, detestation

and creating racism during epidemics and civil unrest (Abhay B Kadam, Sachin R Atre,2020).

It is really a question whether certain category of demographic claiming the social media has been either a curse or a blessing or else both during the time of COVID-19. Nevertheless, some reports like Sandpiper; additional content by WARC staff reveals that young stated both. In conglomeration of all demographics, it can be concluded that both positive and negative effects exist but no study was conducted the impact weightage of each element, henceforth the variables tend to be selected from the experiences of the people taken from the recent literature is explored below.

The positive attitudinal element observed are firstly the contagious interaction with friends and family which was missed long back. While working with social media many felt that their mood and sense of wellbeing has been boosted and encouraged by the easiest way of applications. On the other hand it is highly associated as a main source of news related to different issues of government policies on health issues. Some other feel that the newly users have increased their commitment to studying and decided to learn a new skill. Somehow, there are ample examples of dextrous accessibility of Information, Transactions, Relationships and Learning that have been furnished with social media.

On the other hand, destructive shades of social media have also been found in the way of higher levels of stress in spending increased time unconsciously. Due to the superfluous usage of the same has led to amplified boredom or fearfulness as a problem during the crisis. Naturally, frequent use of any electronic device continuously with high charged concentration interrupts mental wellbeing which tends to be declined. Another funny reality is that the people feel and agree that they cannot avoid though they are quite negative.

The study has been carried out in the district of Srikakulam, Andhra Pradesh since the researcher have witnessed the importance of the area as a backward district with the demographic and geographic status levels of low income, low education, high rural density and low technological and infrastructural facilities.

This study tries to convey the strength of influencing factors as independent variables either positively or negatively which denotes the impact on the usage behaviour of public.

2. Objectives Of The Study

The general objective of the study is to assess the negative and positive impacts of social media on the public in the age of Covid-19 pandemic in case of Srikakulam city, Andhra Pradesh

The specific objectives are to

1. Assess the level of social media positive factors influencing on public usage behaviour in pandemic situation

2. Assess the level of social media negative factors influencing on public usage behaviour in pandemic situation

Hypotheses:

assuming that there is no significant influence of independent variables on dependant variable, the null hypothesis are as follows

H01: Contagious Interaction has no significance influence on the public usage behaviour of social media during Covid-19 pandemic

H02: Boosting mood and sense of well-being has no significance influence on the H03: public usage behaviour of social media during Covid-19 pandemic

H03: Needy information about covid-19 has no significance influence on the public usage behaviour of social media during Covid-19 pandemic

H04: Additional technological skill learning has no significance influence on the public usage behaviour of social media during Covid-19 pandemic

H05: Higher level of stress has no significance influence on the public usage behaviour of social media during Covid-19 pandemic

H06: Amplified fearfulness has no significance influence on the public usage behaviour of social media during Covid-19 pandemic

H07: Reduction of mental well-being has no significance influence on the public usage behaviour of social media during Covid-19 pandemic

3. Literature Review

Mamta Chawla et al. (2018) have opined that the exact understanding of public attitude on the appropriate use of social media site which transmit a collaborative information in an entertaining and knowledge based mode and thereby the information becomes domineering with its reliability status which may also be applicable to this pandemic situation.

Social media is accustomed by most of the people because of its benefits to make relationships with innumerable people by sharing the information and communicating on a continual basis. One another important actor to be emphasised is that people have all the chances to present themselves elegantly and establish social connections with others (Ellison, Stein field, and Lampe 2007).

Communication being very imperative to reduce the stress of loneliness and health related ambiguities have been fitted out by social media which made public chatting with family and friends and got out of isolation and tediousness. This in turn reduced the apprehension and long-term trauma and recommended for isolation at home to manage psychological influence (Brooks SKet al., 2020).

Hao & Basu and Kemp & Simon, (2020) state that the coronavirus, being the first real social media infodemic has delivered fullest information and fabrication to all over the world which is driving panic and terror among public. In other sense, social media has become a base for the researchers since the stuff is acquainted from the users' feelings, emotions, ideas,

perceptions and thoughts to understand well about public mental health (Wongkoblap et al. 2019).

Similarly, Rothschild and Fischer (2020) claim that social media is the cause of fear and panic spreading today among users. Congruently, the debate on social media, Cellan-Jones (2020) stated that people rely on social media to get information and realities on COVID-19, as most of the countries use filters which is why social media gives some information, but not all the facts.

Daniel (2020) states that Chinese public did not get adequate updates with reality about Covid- 19 for they had to rely on social media explored with erroneous information amalgamated with text, photos and videos. Similarly, Indian government has suggested top social media organisations like Facebook, YouTube, TikTok, ShareChat, and Twitter, to discontinue publishing distortion as it creates panic among people.

Mian and Khan (2020) elucidate that there has been a recent increment of fake news largely on social media spread worldwide changing into misinformation about COVID-19, with which psychologically impacted negative. Respectively, Petric (2020) & Shimizu K (2019) accept that COVID- 19 is underlined as a unique threat, which has developed low-spirited thoughts about futuristic health disorders.

News replacement by government officials is needed to serve the public better without any inaccurate information but the possibilities at the standpoint of media management by the government are questionable (Araz Ramazan Ahmad et al. 2020). Supplementation of the facts officially has become task some foe the government since the flow of social media with all rumours have been dominating abundantly.

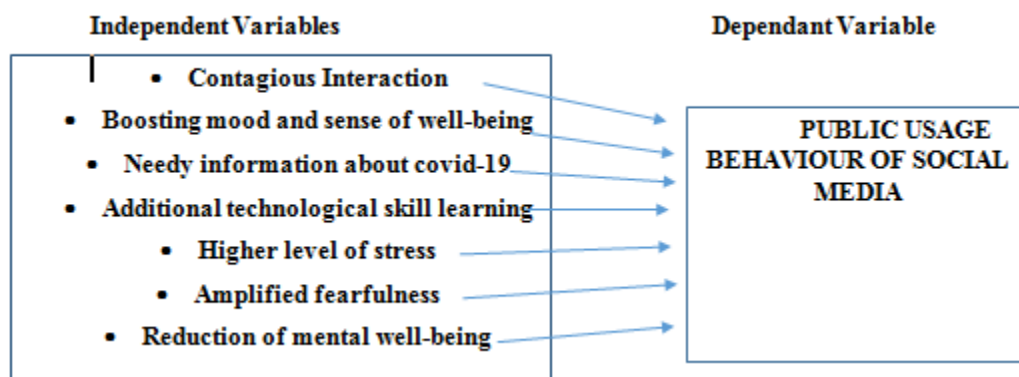
Media consumers even are to be educated on the selection of good and reliable along with critical thinking through the information they access. Widespread dissemination of certain information by young people such as about symposiums, courses and designs which will help students and teachers as well in the age of epidemic situations (Araz Ramazan Ahmad et al. 2020).

Out of certain experiences with social media in the age of Covid pandemic, the positive elements are rapidly spreading first hand and important information; sharing indicative treatment and follow-up protocols; equating dissimilar gradients around the World to acclimatise them to our locale and accessible resources whereas the negative elements found are the conceivable distribution of fake data, myths, and pessimist information that joint with quarantine states may cause anxiety, depression.

Having studied the recent literature the variables influencing positive are Contagious Interaction; Boosting mood and sense of well-being; Needy information about covid-19; and Additional technological skill learning and negative variables influencing are “Higher level of stress; Amplified fearfulness; and Reduction of mental well-being. The conceptual framework

which portrays the relationship among independent and dependant variables is as follows.

Fig 1: Conceptual Framework



4. Methodology:

The study area of the research is confined to Srikakulam district, Andhra Pradesh since the standing of the area as a backward district with the demographic and geographic status levels of low income, low education, high rural density and low technological and infrastructural facilities. The public have mixed opinions on the usage outcomes of social media sites which are explored in this research.

The study has been carried with the method mix of descriptive design, quantitative approach and cross sectional research with survey method as per the study objectives recommend. The target population are the public from rural and urban areas of Srikakulam city and rural around. In consideration with the assessment of public usage behaviour, representation was selected with the sampling techniques of Non- Probability of convenience sampling since the population is infinitive and unlisted. Based on Krejice& Morgan (1979), population of more than 10, 000 needs to be determined the sample size of 388 respondents.

The self-administered questionnaire with a measured instrument contains demographical characteristics for analysis of descriptive statistics and major variables of the study with Likert scale in order to comprehend variables influencing positive i.e. Contagious Interaction Boosting mood and sense of well-being Needy information about covid-19 and Additional technological skill learning and negative variables i.e. Higher level of stress Amplified fearfulness and Reduction of mental well-being.

Data was measured with validity and reliability and found qualified and the data collection method of questionnaire with multi-stage sampling was conducted to collect the data from different segments of sample unit.

Data collect was analyzed with descriptive statistics to assess the demographical characteristics and inferential statistics to assess the relationship between variables. Multiple regression analysis was carried out to track the strength of each positive and negative variable which influence on the public usage behaviour of social media. The assumptions of multiple regression analysis were tested and met in the current study that included linearity, measurement, normality, outliers, and multicollinearity in the data. The analysis was accomplished with the help of SPSS 23.

5. Analysis And Interpretation

Contagious Interaction, Boosting mood and sense of well-being, Needy information about covid-19, Additional technological skill learning, Higher level of stress, Amplified fearfulness, Reduction of mental well-being.

Table 5.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Contagious Interaction	.331	.109	.107	.74055
Boosting mood and sense of well-being	.290	.084	.081	.74678
Needy information about covid-19	.286	.082	.080	.74707
Additional technological skill learning	.330	.109	.108	.73943
Higher level of stress	.251	.063	.062	.75479
Amplified fearfulness	.267	.071	.069	.75205
Reduction of mental well-being	.292	.085	.084	.74699

As shown in Table 4.1, R Square value for the independent variable Contagious Interaction adoption factor is 0.109, it means all the levels of items in the variable contributing 10.9 per cent in public usage behaviour of social media. The remaining 89.1 is being contributed by other unknown variables. Likewise, the percentages contributed by other elements are Boosting mood and sense of well-being with 8.4, Needy information about covid-19 with 8.2, Additional technological skill learning with 10.9, Higher level of stress with 6.3, Amplified fearfulness with 7.1 and Reduction of mental well-being with 8.5 percent.

Model	Sum of Squares	df	Mean Square	F	Sig.
Contagious Interaction	119.111	4	29.778	54.298	.000
Boosting mood and sense of well-being	90.127	6	15.021	26.935	.000
Needy information about covid-19	87.711	4	21.928	39.289	.000
Additional technological skill learning	117.763	2	58.882	107.692	.000
Higher level of stress	67.570	3	22.523	39.535	.000
Amplified fearfulness	76.136	5	15.227	26.923	.000
Reduction of mental well-being	91.504	3	30.501	54.662	.000

Table 5.2 ANOVAa

Table 5.2 shows the relationship among the public usage behaviour of social media with the independent variables Contagious Interaction, Boosting mood and sense of well-being, Needy information about covid-19, Additional technological skill learning, Higher level of stress, Amplified fearfulness, Reduction of mental well-being. The F value between dependant variable and Contagious Interaction predictor is 54.298, Boosting mood and sense of well-being is 26.935 Needy information about covid-19 is 39.289, Additional technological skill learning is 107.692, Higher level of stress is 39.535, Amplified fearfulness is 26.923 and Reduction of mental well-being is 54.662. The values for all independent variables show high significance with 0.000 at the level of 0.01.

So it can be concluded that all the social media influencing factors are showing high significant influence on public usage behaviour of social media.

Table 5.3 Coefficientsa

Model	Contagious Interaction	Unstandardized	Standardize	t	Sig.
		Coefficients	d Coefficients		

		B	Std. Error	Beta		
1	(Constant)	1.384	.083		16.638	.000
	SMS provide uninterrupted interaction.	.212	.026	.255	8.185	.000
	Relations are continued due to SMS operations	-.044	.023	-.056	-1.911	.056
	Positive response from friends and relatives.	.076	.015	.134	5.266	.000
	Time spent in SMS is enjoyable	.039	.018	.055	2.149	.032

Model Boosting mood and sense of well-being

1	(Constant)	1.590	.074		21.625	.000
	Mood is kept alive with interesting programmes of SMS.	-.050	.020	-.104	-2.534	.011
	Isolation is kept away from SMS information	.084	.020	.174	4.281	.000
	Relaxation is achieved from SMS programmes	.079	.022	.107	3.592	.000
	Panic news is replaced by SMS entertainment	.027	.016	.046	1.743	.082
	Different social media sites entertain by changing moods.	.094	.022	.131	4.274	.000
	programmes are leading to well-being	.005	.013	.009	.345	.730

Model Needy information about covid-19

1	(Constant)	1.648	.072		22.963	.000
	Information about Covid has been continuously available in SMS	.018	.015	.030	1.228	.220
	Information about Covid is needful.	.063	.020	.092	3.090	.002
	The information is exact and accurate	.011	.020	.016	.577	.564

	Needy information is spread fastly	.139	.022	.200	6.365	.000
Model Additional technological skill learning						
1	(Constant)	1.490	.069		21.672	.000
	New technical skill are learnt through SNS.	.178	.022	.237	8.209	.000
	Skills learned newly are added advantage to me	.086	.020	.124	4.291	.000
Model Higher level of stress						
1	(Constant)	1.785	.065		27.475	.000
	Dependency on SMS is increased	.097	.020	.138	4.903	.000
	Continuous usage of SMS creates higher stress	.020	.011	.045	1.755	.079
	Abrupt interruptions of network and internet give higher stress	.080	.018	.122	4.354	.000
Model Amplified fearfulness						
1	(Constant)	1.731	.070		24.877	.000
	Fear of fake news about Covid-19 is increased	-.006	.017	-.010	-.352	.725
	Fear of technical errors	.052	.014	.098	3.567	.000
	Fear of hacking	.135	.025	.187	5.362	.000
	Fear of future dependency on technology	.013	.023	.019	.578	.563
	I would find using the E-Fear of health disorders through continuous usage	.007	.011	.017	.644	.520
Model Reduction of mental well-being						
1	(Constant)	1.578	.074		21.389	.000
	Sleeplessness is increased	.092	.025	.120	3.730	.000
	Psychological disorders are more	.026	.024	.036	1.050	.294
	Annoyance and anger is increased	.121	.024	.171	5.126	.000

Dependent Variable: Social Media Usage behaviour

As per the Coefficients retrieved from Table 5.3, public usage behaviour of social media in line with the independent variables i.e. Contagious Interaction, Boosting mood and sense of well-being, Needy information about covid-19, Additional technological skill learning, Higher level of stress, Amplified fearfulness, Reduction of mental well-being as follows.

Public Usage Behaviour of Social Media (DV)

= 1.384 + (.255) CI1 + (-.056) CI 2 + (.134) CI 3 + (.055) CI 4 (Contagious Interaction items as independent factors)

= 1.590 + (-.104) MW 1 + (-.174) MW 2 + (.107) MW 3 + (.046) MW 4 + (.131) MW 5 + (.009) FT6 (Boosting mood and sense of well-being items as independent factors)

= 1.648 + (.030) NI1 + (.092) NI 2 + (.016) NI 3 + (.200) NI 4 (Needy information about covid-19 elements as independent factors)

= 1.490 + (.237) TS1 + (.124) TS 2 (Additional technological skill learning elements as independent factors)

= 1.785 + (.138) HS1 + (.045) HS 2 + (.122) HS 3 (Higher level of stress elements as independent factors)

= 1.731 + (-.10) AF1 + (.098) AF 2 + (.187) AF 3 + (.019) AF 4 + (.017) AF 5 (Amplified fearfulness elements as independent factors)

= 1.578 + (.120) RW1 + (.036) RW2 + (.171) RW3 (Reduction of mental well-being elements as independent factors)

Contagious Interaction:

With respect to the CI 1 (SMS provide uninterrupted interaction) is 1.639 (1.384 + .255); if CI1 increases by one unit, the Awareness and use of public usage behaviour of social media is increased by 1.639. Similarly if the other predictors are increased by one unit, the dependent variable is increased for CI 2 (Relations are continued due to SMS operations) by 1.328; CI 3 (Positive response from friends and relatives) by 1.518; CI 4 (Time spent in SMS is enjoyable) by 1.439.

So the element of SMS 'Provide uninterrupted interaction' with 1.639 is showing more significant public usage behaviour of social media in line with Contagious Interaction.

Boosting mood and sense of well-being:

With respect to the MW 1 (Mood is kept alive with interesting programmes of SMS) is 1.486 (1.590 - 0.104); if MW 1 increases by one unit, the usage behaviour of social media is increased by 1.486. Likewise if the other predictors are increased by one unit, the dependent variable is increased for MW 2 (Isolation is kept away from SMS information) by 1.416; MW 3 (Relaxation is achieved from SMS programmes) by 1.697; MW 4 (Panic news is replaced by SMS entertainment) by 1.1636; MW 5 (Different social media sites entertain by changing moods) by 1.721; MW 6 (Programmes are leading to well-being) by 1.599.

Though all the elements are showing good weightages, ‘Different social media sites entertain by changing moods’ with 1.721 and ‘Relaxation is achieved from SMS programmes’ with 1.697 are showing more significance of public usage behaviour of social media in line with Boosting mood and sense of well-being elements.

Needy information about covid-19:

With respect to the NI 1 (Information about Covid has been continuously available in SMS) is 1.678 (1.648+ 0.030); if NI 1 increases by one unit, public usage behaviour of social media is increased by 1.678. And if the other predictors are increased by one unit, the dependent variable is increased for NI 2 (information about Covid is needful) by 1.74; NI 3 (The information is exact and accurate) by 1.664; NI 4 (needy information is spread fastly) by 1.848 as well.

Hence, it can be interpreted that the maximum weightage gained by the element i.e. ‘Needy information is spread fastly’ is showing high significance with 1.848 on public usage behaviour of social media.

Additional technological skill learning:

With respect to the TS 1 (New technical skill are learnt through SNS) is 1.727 (1.490 +0.237); if TS 1 increases by one unit, the public usage behaviour of social media is increased by 1.727. Also, if the second predictor is increased by one unit, the dependent variable is increased for TS 2 (skills learned newly are added advantage to me) by 1.614.

Though the elements of both with good weights and considerably similar which are showing significance on public usage behaviour of social media by Additional technological skill learning as a factor.

Higher level of stress:

With regards to HS 1 (Dependency on SMS is increased) is 1.923 (1.785 + 0.138); if HS 1 increases by one unit, the on public usage behaviour of social media is increased by 1.923. As well as, if the other predictors are increased by one unit, the dependent variable is increased for FA 2 (Continuous usage of SMS creates higher stress) by 1.83; HS 3 (Abrupt interruptions of network and internet give higher stress) by 1.907;

So the elements of “Abrupt interruptions of network and internet give higher stress” with 1.907 and ‘Dependency on SMS is increased’ with 1.923 are showing more significant effectiveness on public usage behaviour of social media in line with “Higher level of stress”.

Amplified fearfulness:

With respect to the AF 1 (Fear of fake news about Covid-19 is increased) is 1.631 (1.731 - .010); if AF 1 increases by one unit, the public usage behaviour of social media is increased by 1.631. Likewise if the other predictors are increased by one unit, the dependent variable is increased for AF 2 (Fear of technical errors) by 1.829; AF 3 (Fear of hacking) by 1.918; AF 4 (Fear of future dependency on technology) by 1.75; AF 5 (Fear of health disorders through continuous usage) by 1.748.

Though all the elements are carrying out with almost similar weightages, the significance is being shown more by the item 'Fear of hacking' of Amplified fearfulness on public usage behaviour of social media.

Reduction of mental well-being:

With regards to RW1 (Sleeplessness is increased) is 1.698 (1.578 + 0.120); if RW1 increases by one unit, public usage behaviour of social media is increased by 1.698. Correspondingly if the other predictors are increased by one unit, the dependent variable is increased for RW 2 (Psychological disorders are more) by 1.614; RW 3 (Annoyance and anger is increased) by 1.749.

So, the elements as interpreted are approximately similar and carry good weightage but 'Annoyance and anger is increased' is showing more significance on public usage behaviour of social media.

6. Conclusions

Responses of the study with respect to positive as well as negative impacts on the usage of social media have been analysed with the weights shouldered by each element of the variables so as to understand the prime importance being given and to the extent of explaining the variable is known.

It is concluded that the performance of social media sites with respect to their operational efficiency without any interruption which is acknowledged by the respondents at higher strength hence it can be concluded that the social media sites being many in number have been exploring its operation of several features available in their apps which have been found quiet uninterrupted unless there is problem of internet or network.

Covid being unexpected pandemic public daily walk of life being associated with society such as going to office, shopping, meeting friends, festivals etc., have been stopped and besides the work rest of the activities that give entertainment to anyone has been stopped during Covid period. It is surprisingly concluded that the moods of the public have been changed different social media sites that have exceptional features such as Facebook for relationships, LinkedIn for knowledge, Waatsapp for group communication, YouTube for videos, Instagram for photographs etc. With which most of the people have entertained and it is also noted that to the maximum extent the entertainment is replaced

Due to the differentiation of the social media sites as well as the communication being uninterrupted by continuous flow of internet public found have been relaxed with chatting, music, videos and updates. Since Covid was trending pandemic the news had been very important to the public on daily basis, in this connection it is concluded that the needy information with updated news such as about Covid status, health precautions, Government instruction, future indications, work life updates, academic updates etc., have been established by SMS elegantly and wide

spread every time with the least possible delay by accepting the fact that a considerable portion of fake news was also added.

It is good positive observation that the previous studies on the accustomization of technological devices for online banking, e-ticketing etc., have explored that the adaption is slower in semi urban, rural, semirural and tribal but the impulsive usage of social medias for several reasons it is noted that the shift from traditional practices to technological practices is faster enough during Covid stage. Many people have been habituated and introduced to social media world where the threshold of the time is very low. On the other hand a lot of new technical skills of operating, understanding, interpreting and organizing have been well learnt mostly by rural segments for the content access is made successfully.

Nevertheless, there have been certain items showing good weightage at the stand point of negative impact with the present dependency in abundance on social media may continue and if so, would be alarming to the public in terms of decrement in physical skill and technology addiction.

It can also be concluded that though the governments put their maximum efforts, people living in rural and tribal have faced critical problem of network inaccessibility which has led to certain problems of communicating the severity of Covid-19 and specific technological hurdles have also been observed that have prevented the communication in time.

It is not at all a surprise that most of the people are absolutely afraid of getting much involved with internet and unknown as well as newly started social media networks because of hacking the Google accounts and they cannot come out of certain inhibition of transactional vulnerability which they observe and watch repeatedly. Also the technical errors made by themselves, the people have certain suspicions on the futuristic problems with the devices and accounts have also been noted.

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