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EFFECTIVE HANDLING OF CRISES & DISASTERS THROUGH UNIVERSITY HUMAN RESOURCES

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ABSTRACT

Advancement in communication technology has empowered every human to interact with world. A post of social media based on an opinion can reach to million people in hours. Beside its several positive aspects, it can also lack authenticity. In less developed and less educated countries the spammers are more active using the technology in a negative way. Recently, when whole world is handling the coronavirus epidemic, much negative and fake news are floating on social media. In COVID-19, outbreak prevention when biologists, chemists and public authorize are putting maximum efforts, the roles of social scientists are very important. It has been observed that the outbreak prevention needs social awareness and changed behavior from people. In the current paper, researcher has interviewed the social sciences researchers to explore role their responsibilities in the of required changing behavior. After taking the interviews of 15 social scientists and university professors, it has been concluded that public awareness messages continuous reminders, practical demonstration from authorities and educating people on importance of social distance can help in prevention of spreading of Crona-virus. The improvement in the quality of communication and guiding public authorizes is the key responsibility of social scientists in crises. The present Paper explains in detail that how required behavior changes can be communicated to massive in an effective way. For quality communication, the paper concludes that, in every communication, the government and media should filter messages through 7Cs of communication which are completeness, conciseness, consideration, concreteness, clarity, courtesy and correctness. Based on literature review, interviews of social scientists, the authors provide a framework for handling the crisis of COVID-19 through quality communication. The future researchers can do experiments with help of practitioners to change behaviors under crisis.

INTRODUCTION

The summaries of research findings and evidence from different behavioral science papers suggest fighting the COVID-19 by behavioral interpositions. Total Six precautions recommended by all public authorities are; hand washing, reduction in face touching, staying in isolation, and honestly communicating with doctors, avoiding public gathering and social distancing (Rothan & Byrareddy, 2020; Sohrabi et al., 2020; Sun et al., 2020; Wilder-Smith et al., 2020; L. Zhang & Liu, 2020; S. Zhang et al., 2020; Zu et al., 2020). Based on these aspects, it can be concluded the behavioral aspect is more important than biological treatment and governmental restrictions.

Public service and behavioral changes require continuous communication with the masses. With increased communication tools, every customer is getting several instructions from several resources in era of transformative marketing (Farooq & Raju, 2019a). In this situation verifying the true information is important. The social science suggests that the messages of leaders of country have more impact on the people. In this regard, the steps taken by Chinese government helped them in controlling the epidemic. However, most world leaders in under developing countries are unable to communicate this. Below picture shows the good government and bad government and public leaders behavior examples. The prime minister Imran Khan even during his visit of DG Khan Quarantine center where more than 80 Coronavirus patients were present went without wearing a mask. All the responsible authorities did not comply with what Khan preached on national TV day before visiting the Quarantine, such irresponsible behavior from the leaders can promote the wrong behavior from their followers and general masses. These bad behavior examples give the subliminal messages to others, that even during visiting Quarantine inspection you do not need precautionary measures. Such irresponsible behaviors from the leaders and masses led to outbreak of Coronavirus in several countries.

Table 1 Handling Epidemic of Coronavirus Good vs. Bad Examples

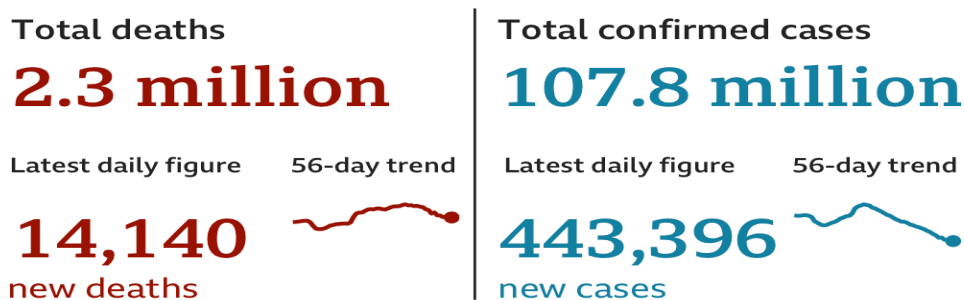
Good Behavior Examples	Bad Behavior Examples
	
<p>The president of China Xi Jinping is wearing a Mask and everyone is following the instruction. The China controlled the epidemic by following precautions. For that president himself</p>	<p>On visit of Quarantine Center, even prime minister of Pakistan-Imran Khan is not wearing a Mask. The subliminal message can send non-serious to the masses. It is indirectly sending a</p>

visited affected areas and interacted with public and medical staff.	message to public, even, if not done intentionally.
Source:(<i>“Let’s Not Shake Hands’: Xi Jinping Tours Beijing Amid Coronavirus Crisis - The New York Times</i> , 2020)	Source:(<i>PM Imran Khan visits Dera Ghazi Khan, inspects quarantine centre - 92 News HD Plus</i> , 2020)

The good example of taking the precautionary measures by Chinese government led to control of the Corona-virus. China is now helping the world in making the world a better place by suggesting them the precautionary measures. The result of Good example of China led to reduction of cases or no case in China

Table 2 Corona-Virus Outbreak Worldwide Statistics as of Feb, 2021

Coronavirus around the world



Source: Johns Hopkins University, national public health agencies, 12 Feb **BBC NEWS**

Published on China Daily Mail :(China Daily Mail, 2021)

China has controlled, the Outbreak of Corona, Current Active cases in China are less than total active cases of Italy, Spain, Germany, USA, Iran, France, and South Korea. In this scenario, exploring the responsibility of social scientists on improving quality of communication pertaining to Pandemics of Coronavirus is least studied topic. World is tackling with Corona-virus as a top priority. Lock downs has been announced in several countries, Patient's quarantine has been developed. The scientists, Medical Doctors and biologists are doing their best to deal with the pandemic. However, there is a gap from social side. Fake news is creating fear in public. People are not following instructions. This survey is based on how socially empowered educated people (Researchers & teachers) think that, the fake news can be controlled? How communication can be managed?

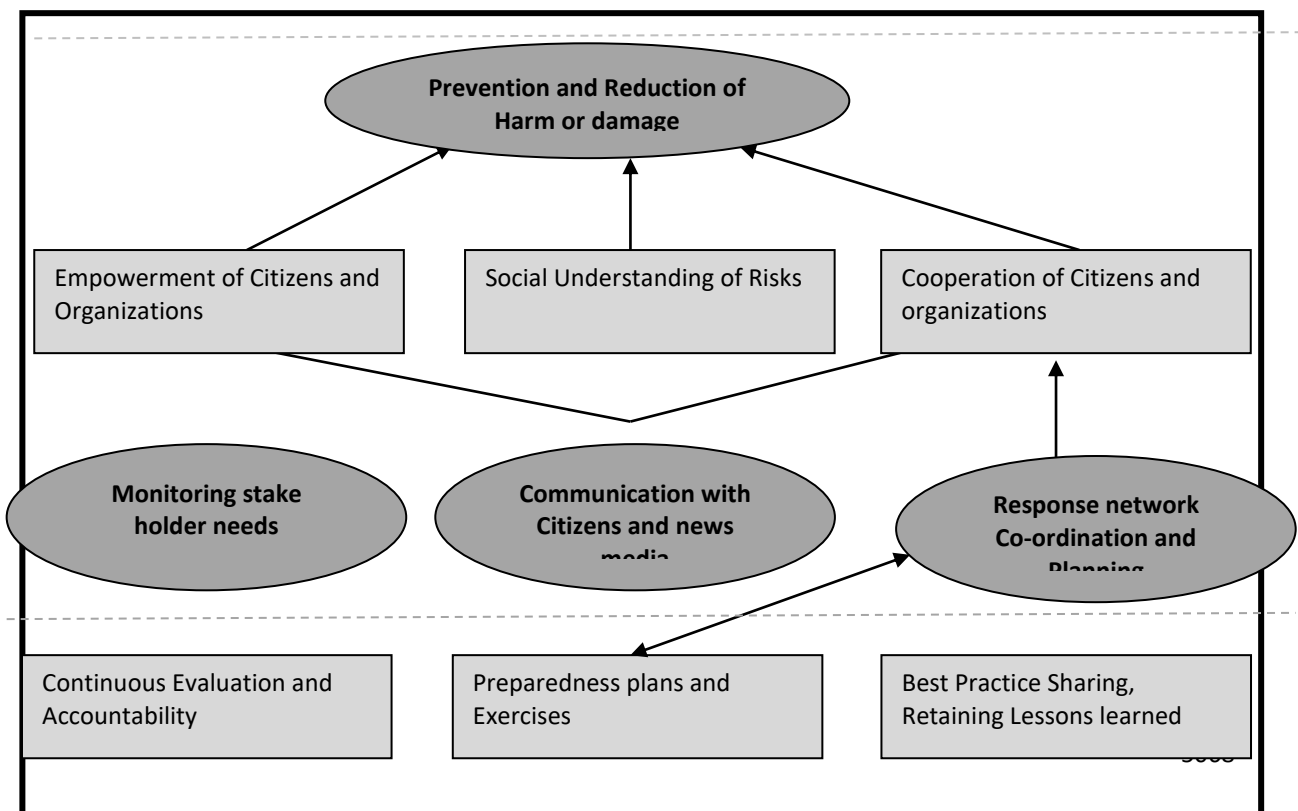
BRIEF LITERATURE REVIEW

Communication is top most essential element of crisis management(Reynolds & Seeger, 2005; Seeger, 2006) Quality communication in crises can only end the crises but also help in development of positive situations in crises. Managing the situation with knowledge and communicating clearly by staying calm are core ingredients of reputation management and reputation crisis (He et al., 2017; Palmer, 2010). In recent crisis of Corona-virus china handled the situation by clear and quality communication

Palttala & Vos (2012) conducted one study with the title “Quality Indicators for Crisis Communication to Support Emergency Management by Public Authorities”. The author’s objective was to design framework for the performance aspects which could be used to handle the future crises. The author mainly focused on the public sector. The crisis communication is a big in literature of both communication and social epidemics. The more research is done on business crises handling then the social epidemic crises. Moreover, the authors were of opinion the earlier framework of crisis handling were not prepared in context of organizational learning. The authors have development in instrument to handle the crisis. The authors have provided a complete framework for crisis handling.

For prevention and reduction of harm or damaged in crisis, the quality indicators for crisis communications, there is need to focus on three goals. The first goal is communication goals the second goal is communication process and third is learning and growth.

The communication goal includes empowerment, social understanding, and cooperation of citizens. The empowerment in communication goals means the empowerment of citizens, prevention, self-efficacy, and empathy during crisis. The social understanding means, providing information to the public, active participation of public authorizes and influential people in activates of society. In coronavirus case it can include the communication from the authorities through media by practical portraying themselves as example. The cooperation of citizens means the organization and media. Use of media and institution to request him public for co-operation and helping them in co-operation. The communication goals included monitoring stake holder’s needs, communication with citizens and new media, response network co-ordination and planning. The learning and growth phase covers the continuous evaluation and accountability, preparedness plans and exercises and best practices retaining and sharing (Palttala & Vos, 2012).



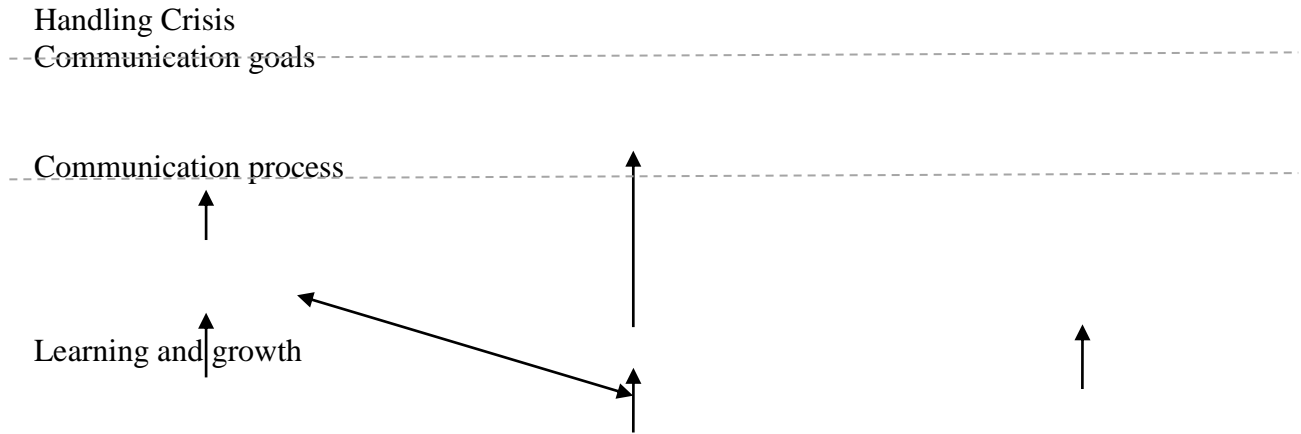


Figure-2: Quality Communication Indicators for Handling the Crisis.
Source: (Palttala & Vos, 2012)

For quality communication and crisis handling in Reynolds & Quinn Crouse (2008) provided a framework to avoid the influenza outbreak. The authors found that, the empathetic style of communication generates public trust which results into effective action. If communication is done with courtesy and courtesy, it was concluded that the people respond in positive way or at least do not do harmful acts. Trust is the first thing authorities need in crises. Trust, credibility, honesty, openness, and dedication demonstrated are imperative for persuasive communication in crises.

Connie Chan (2020) studied the growth in public administration. Public administration professionals’ network and utility is imperative in crisis management. Frandsen & Johansen (2020) studied that management and communication of risk crisis and public engaging strategies. As the option to communicate and interact with public is increasing with the same speed the challenges to handle the public crisis are increasing. Due to communication channels and social media there more incredible resources floating and analyzing information then the information providers

Frandsen & Johansen (2020) studied the cores task of strategic leadership. The author advocated the guidelines of Underhill (2008) and adapted five core tasks of strategic crisis leadership by Boin et all (2017). Five core tasks of strategic leadership are 5 Core tasks of Crisis Leadership are sense Making, Decision Making, Meaning Making, Accounting and Learning

Table 3 Five Core Tasks of Leadership in crisis.

5 Core tasks of Crisis Leadership	Description
1-Sense Making	Situation clarity to stakeholders and public
2-Decision Making	Imperative decisions
3-Meaning Making	Reduction in uncertainty, Creating and imposing convincing narrative
4-Accounting	Accounting the termination possibilities

5-Learning	Learning from situation and retaining the information
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Source: (Boin et al., 2005)

Coronavirus first case was identified in China in Jan'2020, even after two months; there is great uncertainty about the weighbridge of its outbreak. However, to prevent its expansion certain measures has been taken across the world (Read et al., 2020). As per literature the transmission of Virus can be controlled involving world organizations of health, tracing of patients, making quarantines, testing of transportation, designing of other daily life decisions to avoid gatherings and social distancing (Keeling et al., 2020; Wan et al., 2020). To tackle corona virus the efforts being done at two levels, the first level is medical level to cure the patients; the second level is to change the behavior to stop the outbreak. This research paper only focus on second level of the Coronavirus as the virus can expand exponentially. It analyzes earlier studies done to tackle the behavioral changes in society (Van Der Linden, 2017).

Therefore some caveats are necessary such as Hand Washing, Face Touching, Entering and Coping with Isolation, Encouraging Collective Action, Avoiding Undesirable Behavior, Crisis Communication, Risk Perception as highlighted by (Lunn et al., 2020)

On Handing washing earlier research shows that it can be done through changing daily habits. Habits make people more efficient. The habits developed can also help people in future diseases. In this regard continuous reminders at home, office, workplace can help in building habits of washing hands (Brewer et al., 2004).

Compared hand washing, there no studies which can develop the habit of not touching the face, in this regard some observational study titled "A study quantifying the hand-to-face contact rate and its potential application to predicting respiratory tract infection" can be helpful in changing attitude of the people. The paper concludes the rate of hand contact with mouth can increase the infectious diseases (Nicas & Best, 2008).

Isolation and social distancing is another important findings pertaining fight Crona-Virus outbreak (Lunn et al., 2020). However, communicating it to the people is responsibility of social scientists. This promotion of isolation and social distancing needs important steps from government and religious institutions.

As described in earlier, in literature, there are evidence where a researcher has recommended the strategies to transmission of viral infections. The results of the studies can be used to increase public awareness. The recommended caveats are important for good hygiene. The education and readiness of public in this situation can create habits in people which can prevent them from future disease. However, there is several fake news. Even the world biggest leaders show lack of less interest (BBC, 2020a, 2020b, 2020c; Shmerling, 2020).

As per Harvard Health publishing one article, the fake news pertaining to Crona-virus spread faster. The prominent fakes news were as per Shmerling, (2020);

- *Oregano Oil Proves Effective Against Coronavirus,” an unfounded claim*
- *US government had created and patented a vaccine, it was shared by more than 5000 subscribers*
- *False claim of Human made virus*
- *sales of unproven “nonmedical immune boosters”*
- *unfounded recommendations to prevent infection by taking vitamin C and avoiding spicy foods*
- *Dangerous suggestions that drinking bleach and snorting cocaine can cure coronavirus infection*
- *a video with useless advice about preventing infection with the new coronavirus by modifying your diet (for example, by avoiding cold drinks, milkshakes, or ice cream)”*

False news spread faster, how to social scientists and society influential people can prevent it in better way was core focus of study.

RESEARCH METHODOLOGY

The philosophy of current study is constructivism. It is focused on context of handling crisis of Coronavirus through the quality of communication. To achieve the objective, the author has selected 15 university professors to identify their role and opinion on quality communication pertaining Covid-2019. As per convenience, the authors have interviewed the university teachers from different universities in Malaysia, China and Pakistan. An open-ended questionnaire was designed online with the additional question of respondent sharing their own experience pertaining to the communication on coronavirus and people attitude as per their observations. In total 15 responses were received. 8 respondents were from China, 5 from Malaysia and 2 from Pakistan. In subsequent the author narrates the interview results. Moreover, the responses of the respondents have also been analyzed using Vosviews. Based on interviews and literature the author discusses the finding in subsequent sections. Name of the people who were interviewed are kept confidential. All the responses of the responses are narrated as they said, with minor correction in English.

Q: Do you observe too much illogical unscientific is being said about Crona-virus which is spreading fear? What you observed in last two months, please share with us.

Answers:

“Yes, no connection is observed between findings as there are many rumors-based news. Several things are shared on Facebook and whatsapp which are very illogical”

“No. I think what is said about Corona is mostly true. I observed that most countries suffered with the epidemic

Not too much. Yes, I observed very few sites are spreading fears among people. By the way, the name of this pandemic disease is itself fearful”

“Media creating much havoc, I think reporting must be done carefully. People and government have stopped tracking news channel. New channel must clarify or apologies if some fake news is given”

“Fear of being infected, social media has big role in it”

“Misinformation and misleading news are being spread especially via what Sapp and Facebook

This Pandemic is majorly contributed by the social media. It has created havoc among the masses”

“Yes. Unnecessary fear cum delayed measures has worsened the situation”

“After observing social media, it is very dangerous disease for which till now no medication is available”

“It’s reality which everyone has to understand”

Q: What you do when you see some fake news?

Answers:

Most of the respondents said they ignore. They stop the chain. Before sharing any content all of them prefer to check the original resources. If some report related to BBC or world health organization is being shared with them, the researchers said that, they check the original source and then forward it.

“Tell the sender that it is fake, and he/she should be careful in spreading such news”

“I ignore and discourage the sender”

“Not forwarding or commenting unless authenticated news”

“Simply ignore”

Q: What social scientists and teachers can do to educate people in epidemic?

“Spread awareness about to search reality, even masses of today must be educated. Everyone has access to information, only truth should be shared”

“They must educate students about precautionary measures”

“Teachers can spread awareness on their behalf by discussing and informing students about its symptoms and what sort of precautionary measure a one can take”

“To be human, be patient, follow the instruction, stop travel you will not die if you will not visit to another country.”

“They can create workshops and online sessions”

“More enlightening the public”

“They can reach to people with the right and authentic news through different platforms”

“Control the panic and send the right information”

“Spread the awareness based on actual facts”

“Make self-distance and convey the same”

“Only forward those messages which are authenticated”

“Social scientists can educate the society; the government must promote these people work”

“Its social responsibility which few perform, and others don't.”

Q: Do you find people following the instructions, to stop outbreak of corona-virus?

“In China almost 100% people follow but, in some countries, people are not taking it serious.”

“To some extent, however, there is need of more awareness”

“In Pakistan, as far as I observed people are not getting serious about it at all, look at our prime minister Imran Khan, he went to inspect coronavirus facilities and doctors without wearing a mask”

“No not at all, not in Pakistan”

“No, very less is following”

“Yes, in Malaysia people are following”

“Yes, in Malaysia, at some extent”

“Most of them are actually following it but very few seemed to be not bothered much.”

“No majority is no”

“No. Mostly people are in Dark with respect to actual facts”

“Yes, mostly educated ones”

“Yes, most are following instruction dependent upon their awareness”

Q: As social scientist what do you think, how people can be requested to follow the instructions in better way?

“Logic, facts and evidence, people must be aware of situation of Italy, China and south Korea”

“Students must be aware about the epidemic so that they become able to instruct people”

“We can only give them awareness”

“I don’t think so is there any way we are lacking humanity and basic manners now”

“By going for authentic information”

“By putting fears and showing more bad side of the virus”

“The set of instructions should be followed by proper proof like some kind of result that shows following a certain instruction can surely help.”

“Most of the people are stubborn so governments need to enforce”

“People can only be forced as following instructions will cut food supplies, jobs, social activities’ etc. which people don’t want.”

“Forwarding or at least comments”

“By providing them practical examples and especially from the religious aspects”

Q: Something you want to talk about yourself or you did to stop this epidemic. Thank you.

“Just awaking people don’t believe rumors, follow the government instructions”

I am a PhD student

“Yes, I wash my hands 50 times a day and I believe social distancing can help, so I am social distancing”

“Staying at home spread positivity”

“Social distance is the best approach “

“Self-isolation “

“I am staying at home”

“No gathering, hand wash etc.”

“Educating people”

“I educate my family and every one of us should educate people around us.”

ANALYSIS OF INTERVIEWS

The authors have used Vosviews to do the textual analysis of the interviews conducted. As explained in narration of interviews that, the educated and research community is following the instruction. The teachers can easily grasp the information and teach the society in better way compared to rest of the professions because of nature of their job, their services can be used to education the nations. These are results or framework is applicable particularly in those countries where corona-virus outbreak is minimal as of 21st March 2020.

The analysis of interview communicated that fear in masses for Crona can be handled through fear and in this regard the awareness through students can help. Students at university are biggest sources of volunteerism. However, for communication they must be trained well.



Figure 1 Interviews Text Analysis using Vosviews

GENERAL DISCUSSION

Current research paper had mainly one objective of exploring behavioral changes in people and finding out possible ways to fight the corona virus. It has been observed the social epidemic can only be controlled by hand washing, avoiding public gathering, keep the infected in quarantine and social distancing. These all aspects are not only important for fighting with Crona but also good for hygienic health. Habits developed in people can help in staying healthy in future. All the requirements, precautions pertaining to coronavirus have been written in literature as source to fight viral infections.

The whole world is taking the virus seriously. However, behavioral gestures and attitude of influential people is most important aspect of this disease handling. It has been observed that china-controlled coronavirus by continuously educating people. Not only president of China Xi Jinping talked to his nation for opting all precautionary measures, but he practically demonstrated all the things publically. In contrast, in Pakistan, where this epidemic reach comparatively late completely different attitude is being observed. The prime minster of Pakistan Imran Khan, Chief Minister of Punjab Usman Buzdar was found without masks in Crona Quarantine centers with masks. All these behaviors are sending subliminal messages to the masses. It is responsibility of social scientists and researchers to educate prime ministers on these issues.

With the assumption, the social scientists and researchers can better help the society; the author has interviewed 14 university professors and researchers about current situation. The respondents were from China, Malaysia, and Pakistan. It has been observed that all educated, and socially responsible people are taking corona and its fighting strategies seriously. On personal level not they are only following all instructions of government but also guiding others to avoid spreading fake news.

Fake news spread faster than true news. Several fake news and conspiracies have been shared on social media about the base of coronavirus as human generated virus, and cures of corona-virus. This all information was floated without any verification.

As the usage of internet is increasing through transformative marketing, the personalized messages can be sent to the people as per area. The locations maps can be made. The corona patients can be tracked. There is need to implement transformative marketing lessons. Using the data personalized and information can be shared to the people by authorities (Farooq & Raju, 2019b; Farooq et al., 2019). Besides, it the public must be educated about the importance of true news and verification of content before floating it online. In this regard, government is recommended to avail the services of university professors and social science researchers. The door-to-door awareness can educate people. The education of people will be helpful for future epidemic.

On communication side, the researchers have visited government official websites to explore the type of information being communicated to the public. It has been observed that on China's official government website there are 13,021 articles, in comparison there are no updates on official government website of Malaysia and Pakistan. The one apparent reason can be less outbreak of the virus. However, official communication from government side is most important element in handling the crisis. There is strong need to follow all 7 business of communication while communicating anything on media. Any message being communicated to masses must grow through 7cs check points. With the true information it is important that information floated to masses is complete, concise, has consideration, concrete, clear, has courtesy and correctness. The table-2 explains whatever every aspect of quality communication should have.

Moreover, in this situation as per literature of crisis handling the more guidelines and continuous reminders of guidelines can help people in showing the required behavior. Some of illustration on social behavior or daily actions is given below. Putting visual illustrations instead of writing words can help more in fighting the outbreak of epidemic

Table 4 visual Illustrations for Quality Communication



CONCLUSION

Coronavirus expansion and impact, it yet uncertain, it is impacting the economy and social life of people worldwide. However, its control is possible through social distancing, isolation and care of hygiene which includes washing hands, not touching face without washing hands. These all precautions need behavioral changes. Behavioral if converted into a habit can train people for future epidemic.

The paper concludes that behavior of social important people such as politicians, medical doctors and social scientists impacts a lot on behavior people. In parallel with apply rule of law pertaining to social distance and gathering, the government must utilize university professors and teachers to educate the masses.

One of the key areas to educate people are fight with Crona-virus is floating of real news and discouragement of fake news. Fake news spread faster the true news. The only way to stop or reduce sharing of fake news is to spread the awareness.

For quality communication for years in business and other contexts, the C's of communication be effective in delivering the right message and convincing people for action (Dennis et al., 2005; Mind Tools, 2017; Sukirlan, 2014).

The author concludes that the 7cs of communication which are Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy and Correctness check points very communication related to coronavirus. The completeness means that the communication must answer all possible which can rise in minds of public. In case of lockdown or communicating holidays, government or media should clearly communicate all messages. In case not sending the clear the message, an ambiguity. Due to incomplete or unclear message of government of Malaysia, the forging students traveled to Malaysia and they were returned home from airport. Similarly, due to less consideration messages from media and government of Italy, the people still ignored the lock down which led to exponential increase of crona in Italy.

The clarity is also important. In case of Pakistan, there are different strategies for different. The prime minster of Pakistan is not in favor of lockdown while the provincial government of Sindh has announced the lock down. The unclear strategy at federal and province Sindh government is sending clarity message (Mazhar, 2020). The table-w elaborates in detail the 7cs of quality communication pertaining to coronavirus. It elaborates what every communication quality filter means ad why it's important in case of Coronavirus 2019.

For clear and consider message floatation, the government can educate the teachers of universities and students to advocate the precautions related to Crona-virus as suggest by respondents of the study. If a message clear, concise, complete, correct and concrete should be floated to masses, otherwise as university teachers are doing, the ignoring is better strategy. Stopping the floatation of wrong communication is closure of a loop.

Table 5 Quality Communication of Coronavirus 7Cs Recommendation

#	Quality Communication	What does it mean	Why Important in Crona-Virus related Communication
1	Completeness	Provision of all essential information. Answers of all possible questions one can ask after read the communication	Any incomplete information can create Chaos, own understanding of people which can result into wrong practices
2	Conciseness	Eradication of worldly expressions Inclusion of relevant information	Irrelevant information or worldly expression can change the whole meaning of communication.

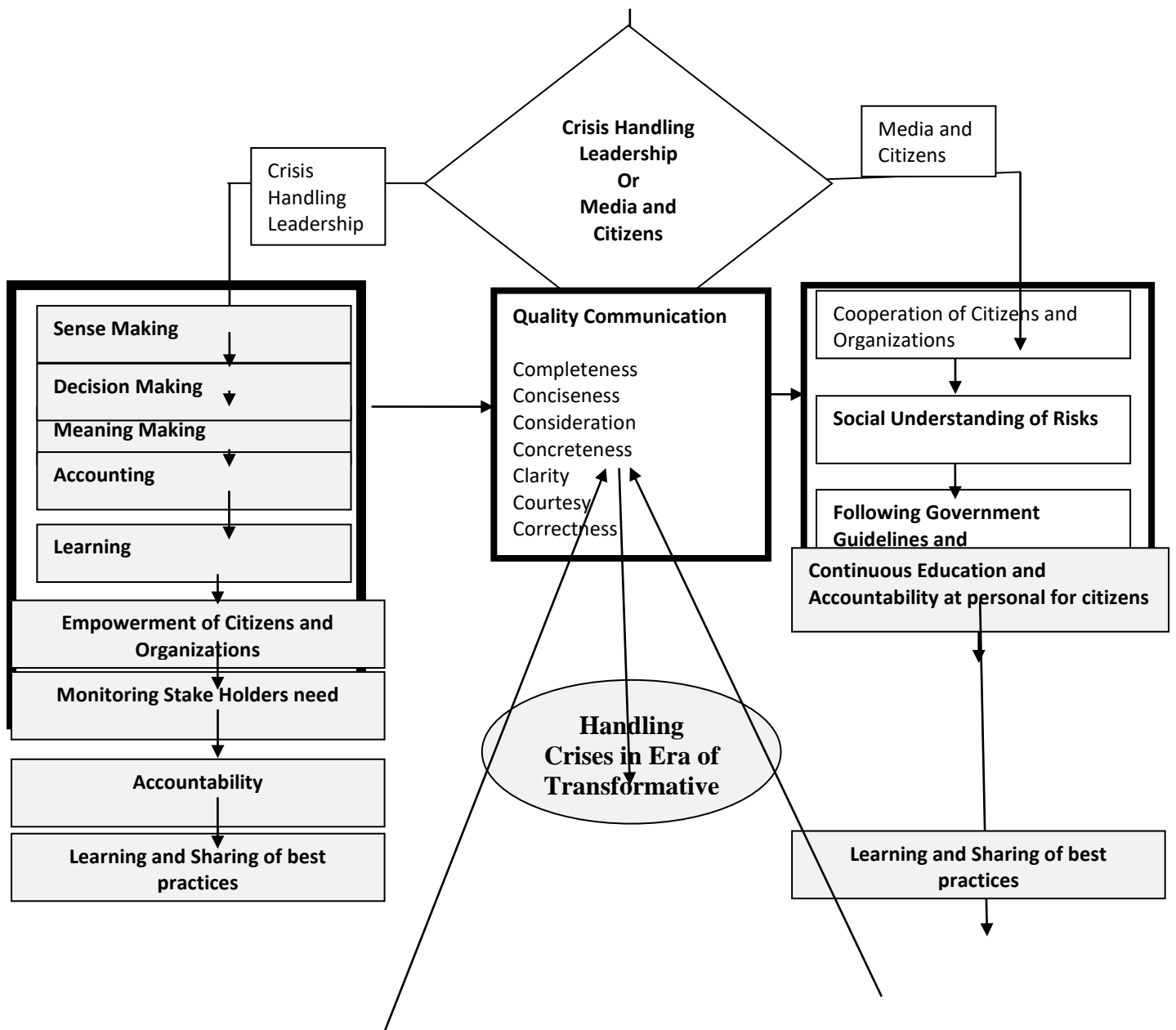
			Donald Trump (President of United States) speech on updates of Crona-virus turned into a different debate of “Chinese Crona-Virus” and his raciest approach, instead of being a message to aware the public (Katie et al., 2020)
3	Consideration	Considering the audience while communication Instead of saying “We” or the government, the communication must talk with the tone of “You” to the people	Not focus on audience can have feeling of less responsibility.
4	Concreteness	Using Vivid image words Actionable words Inclusion of facts and figures	It is important to convince people. The facts and figures must convince people towards action
5	Clarity	Usage of familiar words , construct effective sentences and paragraphs	No Clarity can lead to confusion and chaos
6	Courtesy	Communicating with sincerity Sympathetic and suitable expressions usage No discriminatory expressions	In Current situation, courtesy can play important role. Sending sympathy message can help people coping the situation
7	Correctness	Most important aspect, the facts and figures must be correct	Same facts communication from all departments. In Pakistan from different government official different stats were report related to coronavirus

Based on literature review interview of social scientists, the papers provides a framework for handling the crisis of Crona-virus through quality communication. This framework can be used in crises management situation where there is a global epidemic. As per Chinese officials, as this is a global epidemic so the involved of all stake holders is required to fight it. To handling the crisis there are two main stake holders. The first stake holder is crisis management authorities or leadership, the second stake holder is media and citizens of any country. As per the responsibility of strategic leadership first the leadership needs to make the sense of situation, give meaning to the situation, and make the decisions, account and learning. After doing five key leadership tasks, the responsibility of leadership is to communicate the

guidelines to the media and citizens. The media and citizens are expected to co-operate with the leadership.

While handling the crises from public sector empowerment of citizens and organization, monitoring of stakeholders need and accountability are key roles. For media and citizens, the continuous education and accountability at personal level is required. The last core responsibility of both media and leadership is continuous learning and sharing of best practices. For sharing and learning the core path is quality communication.

In Quality communication from citizens and media side is cooperation with the government which includes sharing the complete information about their health. The citizens are also expected to share the clear information as for epidemic of coronavirus, as it spreads from person to person, a positively tested person is clearly responsible to tell about the people he/she interacted with or place he visited. The correctness, courtesy from citizen's side is important as it can save other people from getting infected from this epidemic. From leadership and crisis handling authorities the importance of communication is multifold compared to citizens. In first phase the authorities and government officials are expected to have the complete information of situation. Making sense of situation can only help in taking right on timely decision. Once the decision made the second steps is its communication style



The communication in several cases in recent days was observed incomplete. Lockdown impacted the movement of many people because of less clarity and incompleteness of shared message. Reynolds & Quinn Crouse (2008) concluded in his study that in case of epidemics sympathy and courtesy are core components of communication. A message communicated with courtesy is considered credible. The researchers also concluded the consideration aspect of communications create positive attitude in the people. Therefore, it can be concluded that if all quality parameters of communication are met and message is delivered through courtesy and consideration, it is well accepted by public.

In epidemic of Coronavirus the services of university teachers and university students can also help the government in increasing awareness among the masses. Getting services of social scientists and socially acceptable people has two-fold benefits, in one side the correct information can be floated to the people easily; on other side the fake news can be stopped. The epidemic awareness training can be helpful in training of people which can be beneficial in handling future epidemics.

IMPLEMENTATIONS OF RESEARCH

The research has both practical and theoretical implications. In academia the future researchers can extend this research to evaluate different government communication under 7cs of communication. The practical implementation of the results is for countries which are less affected by Corona-virus. Prevention is better than cure. The study results can be used for quality communication and designing the customized as per requirement of public. As Government official today, can easily contact with the people in era of transformative marketing, therefore, sending personal messages, cluster or region wise can also be helpful. The study also encourages general public to stop floatation of fake or illogical news. The best response to fake news is to stop sharing or ignoring the message.

FUTURE RESEARCH RECOMMENDATIONS AND CURRENT RESEARCH LIMITATIONS

The research paper was written rapidly. Interviews were conducted in two days from 18th to 20th March of 2020. In normal circumstances, these kinds of research studies need more time. However, keeping in view importance of study in current study, the author did literature review and interviewed only 15 people. Future researchers can do experiments, observational studies, and survey more people.

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