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REGULATING MEDIA IN THE AGE OF PANDEMICS: A COMPARATIVE STUDY OF PRE AND POST-COVID APPROACHES.

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Abstract:

Research Article

This study examines the COVID-19 related lockdown episodes. All that inspired negative self-relevant feelings, as people were fearful, uncertain, stressed and anxious to know more and more about this newly introduced epidemic. At that time, mass media came forward with the responsibility of informing, educating and making aware the people. Mass media have broadly covered COVID-19, giving data on the conceivable spread, malady indications, safeguards, and essential measures to contaminate the illness. Media at each level and each sort contributed to the mindfulness campaign against COVID-19. Nevertheless, people's responses were diverse within the lockdown days to contain the illness and after the lockdown towards the media substance and its messages. The overview strategy has been utilized to evaluate the focus on the public's reaction within the chosen populace, and a suitable factual strategy has been utilized to create comes about and conclusions. This study uses 417 survey responses, from which 75% of males and 25% of females were analyzed. Our study shows that during pre-lockdown time, media coverage was more focused on COVID-19 news, their precautions, SOPs' follow-up instructions, and current worldwide updates about covid-19 situation. In Pakistan, we observed that pre-lockdown time strictness is much different than post-lockdown.

Key words: Media, Covid 19, Pandemic, Public Response, media regulations.

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Introduction:

Wuhan, Hubei, China, exported COVID-19 in December 2019. In 210 nations. The WHO declared it widespread and a global health problem on January 30, 2020. COVID-19, a global public health emergency, has changed our outlook. Inevitability was obscured by illness structure and transmission. However, home efforts to limit the virus's structure and maintain social distance by refraining from human nature—seeking relaxation or peace of mind in the presence of others—have worked. Mass media networks and social media platforms are vital to people's lives on an individual, collective, and societal level in an alarming physical situation, social and physical distance, and physical isolation (Jones & Barlow, 2020).

The study found that stressful life events, extended domestic confinement, painful loss, interfamilial violence, overuse of the internet, and social media can damage everyone's intellectual fitness, especially youth. COVID-19 may worsen mental illnesses like stress, depression, anxiety, and melancholy. Care interruptions and symptoms are common

in psychiatrically ill children (Frank & Grady, 2020).

COVID-19 is Pandemic and lockdown's long-term consequences on youth's intelligence remain unknown. Teen intellectual fitness affects personal, familial, and communal susceptibility and coping in disasters. Despite the lockdown, vulnerable children require carers and healthcare system improvements for mental health care. Pandemics have repeated, making teenage psychiatric research essential (Guessoum et al., 2020).

COVID-19 has a contagious pre-symptomatic phase. Analysts want to discover what non-pharmaceutical interventions endowment facemasks should offer, especially when high-tech interventions like mobile app contact or atomic examination case localisation were not cost-effective. Two numerical models demonstrate that facemasks and open air should greatly inhibit COVID-19 spread. They discovered that their goal is to construct a simple demonstration system to analyse COVID-19 flow while facemasks are worn out in the open, either without or during "lockdown times." The lack of new data for these values suggested

plausible standards for parameter phases defining epidemiological approaches and facemask mechanical qualities. Even when the populace wears facemasks all the time, R_e can be lowered to less than 1. Epidemics fall. 100% facemask lockdowns have minimised disorder spread. As secondary and tertiary waves flattened, the epidemic moved underground. Facemasks work poorly when inhaled despite being 50% effective at photographing exhaled viral inoculum. Face-masks increase COVID-19 risk by increasing face contact. To conclude, our simulations suggest that facemasks benefit everyone, even when the user is at risk (Coronaviridae Study Group of the International Committee on Taxonomy of Viruses, 2020).

Academics say many countries no longer suggest public assistance face masks, but Scotland does. Our findings suggest that facemask use after the primary lockout may still lower COVID-19 waves. Early facemask adopters benefit from varied charges without lockout intervals. This analysis may explain why countries with nearly 100% facemask use and public support have had considerably lower COVID-19 expenditures and fatalities. The authors suggest that public facemask use and physical isolation or lockout may battle the COVID-19 pandemic and reignite economic interest. In developed and poor countries, large individuals are terrifying but effective facemasks can be created at home. "My mask protects you, and your mask protects me" (Stutt, Retkute, Bradley, Gilligan, & Colvin, 2020) increased facemask use, according to our research.

Situation of COVID-19 in Pakistan:

December 2019 had an undetermined pneumonia pandemic. COVID-19—a fast-spreading coronavirus—caused the illnesses (WHO, 2020). The WHO proclaimed a "public health emergency of worldwide significance" on January 30, 2020 (WHO, 2020b). After global cases surged, the WHO labelled COVID-19 a "pandemic" on March 11, 2020. (WHO, 2020c). After six months, verifiable and fatal cases worldwide are rising dramatically. 14,043,176 cases were confirmed in 216 countries by July 19, 2020, with 597,583 deaths (WHO, 2020d). On February 26, 2020, the WHO reported Pakistan's first COVID-19 case. Iranian pilgrims crossing the Taftan Border have boosted confirmed incidents since March 15, 2020. Refugees raced home after the Pakistani closure, aggravating congestion and social distance (World Bank, 2020b). 53 increased to 1078 from March 15–25, 2020. (DAWN, 2020). Since then, opportunities in numerous regions have grown enormously. COVID-PAK reported 265,083 cases and 5599 fatalities by July 20, 2020.

Coronavirus, like all pandemics, damages health systems, kills people, and threatens world security and economy. By June 2020, WHO and Johns Hopkins College reported ten million illnesses and 500,000 deaths in 215 countries.

Coronavirus is dangerous. It will certainly cause primary infectious infections, unexplained mass illnesses, major food contamination, and other minor medical difficulties. In 2020, OECD GDP growth will drop to 2.4%. Industrial network interruptions, declining use and speculation, key financial activity weakening, and decreased market certainty have raised susceptibility and the global downturn. These factors strain economies, administration, and global collaboration.

Pandemic-ravaged China's economy. In the first two months of 2020, China's extra worth in size, speculation, and utilisation declined by 13.5, 24.5, and 20.5% year-on-year, and the joblessness rate reached 6.2%, according to the Public Agency of Insights of China. China's GDP decreased 6.8% in Q1 2020. Firms drive the public economy's full-scale general method. Organisations must understand their governance and adaptive ways to combat the COVID-19 epidemic. Specialists are reviewing companies' pandemic reaction and advancement strategies. Pandemic-related ventures have been examined. These studies' finishes are untested.

We investigated Guangdong's unique GDP area's firms to see how the Coronavirus pandemic affected Chinese businesses and offer emergency management guidance. This study studied how the epidemic affected businesses and their expectations. Pakistan started the second wave of the Coronavirus pandemic in October 2020, which was expected to kill over 100 people daily by December 2020. Positive percentages increased from 2 to 10%. Starting with elementary and high schools in 2021, the federal government reopened all educational facilities. Due of the pandemic's comeback, the Pakistani CAA has banned UK-Pakistan flights.

Since calling COVID-19 a pandemic, journalists and social media have been swamped with details. Public viral news is managed unknown. Pandemic and treatment rumours scare and paranoiacs. Mass communication laws are here. The first pandemic left officeholders clueless. Pakistan's judiciary faced this plague. Quarantine, media, medicine, and other laws apply. Public pandemic information was mishandled. These pandemics severely harmed people's health. Media should promote awareness and calmness by government and public health institutions. Media coverage worsened trauma. Social media spreads misinformation quickly, alarming the public (Garfin, Silver, & Holman, 2020). Many administrations have warned the public via social media. Media anchors government and society. Media impact our worldview. Readers and viewers close their brains and open their eyes (Pakistan Humanitarian Response Plan For COVID-19 Pandemic, 2020). These limits damage media credibility and Covid-19 information. Pakistan's conventional media must match rising population expectations with accurate and appropriate information (OCHA, 2020). Despite these obstacles, prominent Pakistani media has creatively reported Covid-19 victim data and government and public health response points. Lack of government information has enhanced media credibility (Rehmat, 2020).

The authorities authorised to coordinate reaction at all tiers have appropriate coordination structure, but the linkage between major and provincial/regional stage coordination has not always been well articulated and needs to streamline. International coordination is priority. Isolation and quarantine centres lack variety and infrastructure. To follow SOPs, isolation and quarantine centres need staff, equipment, components, and administration. Hygiene and social distance cannot be taught to quarantined people. The government requires help with staff training, girl staffing, drug supply, and scientific components. Technical WASH, food, and humanitarian aid are needed if isolation centre needs expand. Sports mobilise and sensitise badly. Finalise and distribute verbal disaster dialogue and network participation. Spread technical

recognition messages. Humanitarian organisations with verbal hazard exchange and network engagement experience can help government and civil society organisations (Roy et al., 2020).

Use of Media during COVID-19 in Pakistan:

Pakistanis relied on mass media for pandemic information like everyone else. Lockdowns cause anxiety and sadness (Aqeel, Shuja, Ziapour, Rehna, & Abbas, 2020). They were unburdened. They used the media for time-killing, knowledge, amusement, and connection because they had little to do. We studied Covid-19 pre- and post-lockdown. The researcher considered the first three months pre-lockdown from January 1, 2020, to March 31, 2020, then lockdown from April 1, 2020, to October 31, 2020, and post-lockdown from November 1, 2020, to January 30, 2021.

The researcher defines fear as "if you don't do this (buy, believe, support, learn, wear, etc) some particular dire consequence will occur" (Simpson, 2017). Fear appeals help clients confront a cognitive hazard, which may lead them to choose the marketed product. Thus, fear in commercials motivates message adoption to reduce fear-related stress (Tannenbaum et al., 2015).

By highlighting an issue, the media helps elevate it. It raises health awareness and cases. It relaxed and stimulated positive action (Sambhav, 2020). This study investigates Pakistani media coverage of the COVID-19 pandemic before and after lockdown. It also measures fear and precautions. We examined how mass media affects knowledge, fear, and harm from COVID-19. We also evaluated whether COVID-19 knowledge reduced fear, prejudice, and anxiety.

Objectives of the present study are

- O1. To know the impact of mass media use on human knowledge of coronavirus disease.
- O2. To assess pre-lock down and post lockdown Covid-19 human knowledge about Fear of infection.
- O3. To explore the impact of mass media use on human knowledge about harm to infected persons.
- O4. To analyze the pre and post-lockdown messages' impact.

Hypothesis:

H1. High media coverage of Fear appeals about risk factors of Covid-19 has a significant impact on the compliance (adoptions) of recommended Precaution.

H2. Heavy viewers have more impact of fear appeal in Covid-19 media coverage than light viewers.

Research Questions:

RQ1. To what extent do people follow SOPs after viewing media coverage in Pre Lockdown?

RQ2. To what extent do people follow SOPs after viewing media coverage in Post Lockdown?

RQ3. To what extent does the Fear Appeal influences the behavior of the public during pre-lockdown?

RQ4. To what extent does the Fear Appeal influences the behavior of the public during post lockdown?

RQ5. To what extent do heavy viewers follow the Covid-19 SOPs more than light viewers?

Anxiety is a popular health communication emotion, according to Dillard & Nabi (2006). Fear, a negative-valence emotion, can influence health attitudes and behaviours.

Danger and risk perceptions induce fear. Threat-related message effects have often been studied using fear. It's often accompanied by extreme defensiveness to avoid danger. Witte (1992) defined fear appeal in the Extended Parallel Process Model (EPPM) as the communication describing the dire consequences of not performing the recommended action. Health messaging uses fear. The message maker warned of the dire repercussions of improper behaviour or illness, linking Fear to its effects.

Covid-19 and Emotional Appeals:

Bartikowski, Laroche, and Richard (2019) found that China has higher self-esteem (42,6%) and social fear appeals (18,3%) than Canada (23,5%) or France (4,6%). (self-esteem: 5%; social: 2.3%) This is because collectivist civilisations like China are more impacted by social pressure and what others believe than individualist ones like the US (Canada, France). The definition of "face," which refers to how people build personalities or identify with others, differs greatly across Western and Asian cultures. Western and Asian cultures differ most in this area. Bono, Reil&Hescox (2020) stated that fear appeals as a health communication technique only exacerbate global tension and insecurity caused by COVID-19. We encourage health practitioners to think systematically and imaginatively about health communication methods and their possible consequences. Planetary health is at risk (Stolow, Moses, Lederer, & Carter, 2020).

Jager&Eisend (2013) compared fear to humorous publicity for recipients with different attitudes towards the marketed behaviour (safe driving). Funny ads are more likely to increase behavioural intentions if consumers dislike the advertised acts. When recipients are more receptive, fearful spots increase behavioural goals. Results have surprising consequences on social efforts. Yoon & Tinkham (2013) found that commercials sometimes utilise humour to deliver scary information, but experts rarely study its impact. Based on double processing models, the current study suggested that participant involvement might determine mood response in threatening persuasion. Two experiments investigated this idea. In Study 1, low-involvement people judged humour more positively than non-humans.

High-participants did not. In Study 2, threat intensities and humour combinations were effective depending on the individual's involvement. Theory and actuality were considered.

The low group had higher felt stress and subjective well-being than the high group early in the trial. Pandemic impacts and resistance were compared to compare the two groups. The low group had more financial and academic consequences than the high group but not more resilience or life event stress. Grit predicted significantly higher pandemic resilience and marginally lower psychological damage, while gratitude predicted significantly less impact on academic functioning at the end of the semester.

Stockman (2021) found that COVID-19 disproportionately harmed US race and ethnic minorities, perpetuating social and structural inequality. Due to their status as vital personnel, higher prevalence of existing conditions, greater stress and concern about income loss and treatment, and domestic abuse, women of colour may be disadvantaged in COVID-

19 outcomes. Women in the US, especially racial/ethnic minority women, need more COVID-19 testing. Although prevention action is significant, concentrated training and promotion in colour communities, especially about stressors and mental illness, is necessary.

Media and Covid-19:

Media—print, TV, and social—disseminate information. Thus, the press shapes people's attitudes, risk management, hazard perception, and treatment of infected persons. H1N1-related media use has shown great utility but low reliability and accuracy. Misinformation and misunderstanding often led to warped ideas and behaviour.

Disease misunderstandings and attitudes based on them contribute to stigma and prejudice against afflicted people. Later Middle East Respiratory Syndrome research revealed similar media pros and cons. As COVID-19 spreads nationwide, public anxiety and fear increase due to incorrect media reporting (Lee et al., 2020).

Mahra&Mondal (2015) found that the first WHO's reasonable and logical polio eradication initiatives in India were delayed and persuaded the public. After 2003, they used fear appeal in their campaigns. Logical appeal audience gets message but doesn't provide drops to children. After the fear appeal, they acted rightly, making India polio-free. Fear appeals were employed in a factorial experiment to test a model of defence motivation and self-efficacy theory by Maddux & Rogers (1983). As expected, the likelihood of a hazard and the efficacy of a coping method increased intentions to take a preventive health measure. Self-efficacy expectancy directly affected intentions and linked with two other factors, supporting its inclusion as a fourth part of defence motivation theory. People respond to fear appeals with two novel decision-making strategies: preventative and hyper-defensive. The findings supported

previous studies on self-efficacy and outcome expectancies. A defence incentive-self-efficacy model of attitude change has been proposed.

Two research have theoretically reproduced S. Schachter's (1964) theory of emotion determinants and tested its applicability to fear-mediated attitudes and behaviours. 279 cigarette smokers under 35 were given epinephrine or a placebo before being shown environmental cues indicating different emotional states (Exp I) or different intensities of the same emotion (Exp II). Contrary to Schachter's predictions, controlled physiological arousal did not always label emotions and sometimes induced Fear. Situations affect emotions and attitudes. Anxiety appeals increased intentions to quit smoking, while reassurance about quitting smoking decreased tobacco intake (Rogers & Deckner, 1975).

As of early April 2020, the novel coronavirus disease (COVID-19) has killed over 80,000 people and poisoned over a million, according to Biana& Joaquin (2020). Most regimes enforced social isolation, area-wide lockdowns and curfews, and suspect contact tracing during the pandemic. Some heads of state used 'friendlier' methods including infographics, infomercials, and hashtags to persuade people to take precautions. Some regimes exploited people's anxieties to regulate behaviour. Consider Philip-

pine examples.

The COVID-19 Pandemic's economic and mental impacts have been unprecedented worldwide. These conditions appear to have psychologically affected everyone on Earth. COVID-19 causes fear. The 'Fear of COVID-19 Scale' (FCV-19S) was developed to measure fear, according to this brief paper.

Pakpour& Griffiths (2020) argued that without understanding the degree of anxiety associated with COVID-19 across various populations based on socio-demographic variables (e.g., gender, age, income, ethnic origin, religiosity, etc.) and psychological factors (e.g., personality type), it is difficult to determine if education and intervention interventions are necessary and which groups and locations to address. Such data can be used to create customised education and intervention programmes to help people overcome their COVID-19 fear and practise prevention.

This study examined how pre- and post-lockdown media coverage affected the public during COVID-19. Qualitative study. A population-selected sample is surveyed. SPSS analysed data.

Survey:

A survey asks a random sample of a designated community to answer. The sample community may comprise people, families, organisations, or other issues. The researcher used a qualitative survey to analyse public response. Demographic features (age), geographic qualities (location or origin), behavioural characteristics (who shopped last week?), and purposeful characteristics (who intends to shop this week?) define a community. Before polling, we must ensure that most people are informed of current events (Blair, Czaja, & Blair, 2014). Many media effects research use surveys.

Population:

In this study, the researcher targeted all those adults (Pakistan Penal Code, Act XLV, 1860) facing the COVID - 19 pandemic as the population. Our Adults' aging from 18 years old and above fell in the population. About 60% of the population of Pakistan belongs to the above 18 age group (O'Neill, 2021). Gender, Qualification, Age, Occupation, and education of our population have been taken as the demographic variables for the study.

Unit of analysis:

Consideration of the unit of analysis is essential in every study. An entity about that a researcher wants to say something at the end of his study is called a unit of analysis. Unit of analysis is the main focus of any study. In this study, our unit of analysis is the individuals from the general public of Pakistan.

Sample Size/ Sampling Technique:

The selection of a representative sample out of the population is significant in qualitative research (Omair, 2014).

In this study, the researcher used convenient sampling. By using these sampling techniques, 417 respondents were selected from the general public as a sample size.

Inconvenient sampling strategy, a deliberate selection of only those relevant to the subject being studied, and readily or only easily available participants are selected as a sam-

ple.

Data Collection Method:

The researcher developed a close-ended questionnaire to assess the opinion of the general public. This data collection tool was distributed among 417 general public. There are three parts to the questionnaire. The first part asks about the demographic characteristics of the respondents, and the second part deals with the responses on fear appeals and their impact.

Data Analysis:

As mentioned above, this study is qualitative, so the researcher analyzed the collected data using SPSS. This is a computer program for analyzing the qualitative data and provides the researchers with reliable statistical results. SPSS is extensively used in social science research as its results are scientifically valid and reliable. It is a qualitative study designed to explore the impact of media coverage during the Covid-19 pre and post-lockdown. Researchers adopted a survey method for data collection.

Conceptual Definition:

Media: In this research, media means radio, TV, and Newspaper.

Covid 19: In this study, Covid-19 means the virus attack which create illness and lead to death at the end of 2019.

Pandemic: In this study, Pandemic means the spread of covid-19 in the whole of Pakistan.

Public Response: In this Public research response, the public of Pakistan shares their views, experience, and opinions by replying to a questionnaire.

Theoretical framework:

The theoretical framework is an essential part of any research as it provides the guideline map to proceed with the research work. All the variables and other concepts are set according to the theoretical framework. Fear appeal theory and Diffusion of Innovation theory are used in this study as a theoretical framework. Researchers focused on the fear appeal used by the media in respect of covid-19. They studied its impact on the media users to diffusion protective measures against covid-19 (wearing masks, keeping social distancing, using sanitizers, and washing hands).

Fear Appeal:

Fear is a potent human emotion. A threat causes fear. It happens unintentionally. Psychological, linguistic, and bodily language expressions exist.

Fear appeals are common. Psychologists employ fear appeal in sociology, business, and communication. Fear appeal uses fear to persuade people to do, buy, or support something. Persuasion often uses fear. Fear is used to change the target audience's behaviour. Health communication, such as breast cancer, alcohol, and smoking awareness, uses fear appeals. Fear appeals motivate students in education. Political persuasion uses fear.

Many researchers investigated the efficacy of various arguments. The researchers found that communication and self-justifications affect appeal production (Goldenbeld, Twisk, & Houwing, 2007). Williams (2012) says danger and efficacy make fear appeals work. He said that Fear appeals work better with more arousal, repercussions, and

suggestions. Many research showed that individual traits, typical perception, self-efficacy, fear strength, treatment efficacy, defence mechanism, and perceived threat affect fear appeals. Other studies called fear appeals "scare tactics" intended to "promote recommended preventive behaviours." In covid-19, evidence-based health communication outperformed fear appeals (Stolow, Moses, Lederer, & Carter, 2020).

Witte (1996) stated that fear appeals create threat and efficacy assessments. These assessments generate responses. Messages can be accepted, rejected, or ignored. Recipients' differences determine the response.

Fear appeal message research uses many theoretical models. Drive theory, Extended Parallel Process Model, Subjective Expected Utility Theory, Health and Belief Model, Protection and Motivation Theory, Reasoned Action Theory, and Trans-theoretical model. Fear appeals change audience attitudes, behaviours, and intentions.

"Proper tests of fear appeal theory yielded the theoretically hypothesised interaction effect," according to Peters, Abraham, & Kok (2013). When pilot tests show an intervention improves efficacy, just utilise threatening communication.

Cultivation Theory:

G. Gerbner developed cultivation theory (sometimes called cultivation hypothesis or cultivation analysis), which Gerbner and Gross improved and others advanced. In the mid-1960s, they investigated whether watching television affected viewers' views of daily life and how. Cultivation Theory states that habitual TV viewers are more receptive to media messages and see them as genuine. Heavy viewers are more prone to develop the Mean World Syndrome, which makes people think the world is much harsher and more hazardous than they think (Gerbner, 1976).

The study found that active viewers are more affected by cultivation. Personal experience with crime mediated the effect of crime-related television episodes on crime susceptibility. The reality of television also affected farming. Identification with TV characters, IQ, and informational needs also had varied effects. Thus, the cultivation effect depends on how strongly people react to certain television programmes (Zeepedia, 2021).

Demographical Analysis:

In this study, we have (103, 24.7%) female and (314, 75.3%) males participating in this survey. They fill our questionnaire and share their views regarding pre and post-lockdown situations. (90, 21.6%) people are from the age group of (24 – 29 years old), (87, 20.9%) respondent are from (30 – 35 years old), the highest percentage of our respondents was from (36 – 41 years old), and they were (234, 56.1%), (6, 1.4%) were from the age of (42 years or more). (282, 67.6%) undergraduate respondents, (123, 29.5%) post graduate people, (9, 2.2%) were from Intermediate and (3, 0.7%) were from under matric level.

Bivariate Analysis:

In this table, in response to the researchers' question (I watch TV during the Covid-19 Pandemic), 55.16% of males and 20.38% of female respondents agreed on that statement. Most of the respondents who watch TV during

the Pandemic were from (36 – 41 years old), and they were (156, 37.41%). Most of the respondents are undergraduates who watched TV during the Covid-19 Pandemic.

In this table, the response on (I read the newspaper during Covid-19 Pandemic) 69.54% of males agreed on this statement. They read the newspaper. 51.8% of respondents were from 36 to 41 years old and had an undergraduate qualification.

In the above table, the response on (I listen to Radio during Covid-19 Pandemic) 54.92% of males agreed that they listen to Radio during Covid-19 Pandemic, 36.69% were from the age of 36 – 41 years old who listened to Radio during Covid-19 Pandemic.

The above table shows that respondents' Social media was the highest source to know about Covid-19 first time. (351, 84.2%) heard Covid-19 first time through Social Media, (33, 7.9%) heard Covid-19 first time from TV, (18, 4.3%) get to know about Covid-19 from Newspaper and (15, 3.6%) heard from Radio about Covid-19.

The above table shows that how respondents feel after viewing media coverage on Covid-19, (168, 40.3%) felt Alert, (69, 16.5%) felt Tensed, (63, 15.1%) felt Scared, (48, 11.5%) felt Depressed, (36, 8.6%) felt Distressed, (18, 4.3%) felt they become upset after viewing Covid-19 media coverage.

The above table shows that after Covid-19 media coverage (240, 57.6%) felt up-to-date regarding Covid-19 news, (132, 31.7%) felt informed about Covid-19 situation, and (24, 5.8%) felt Secure from upcoming Covid-19 circumstances.

The above table shows that 62.6% of respondents are Neutral in the question of are they scared due to media coverage. They do not disagree, not even they agree with this statement which means they are upset. 15.8% agree that they are scared due to Covid-19 media coverage.

In this table, (354, 84.9%) confirmed that they use sanitizer after media coverage. (84, 20.1%) confirm that yes, they avoid going in gathering after media coverage. (270,

I watch TV during Covid-19 Pandemic					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	315	75.5	75.5	75.5
	No	102	24.5	24.5	100.0
	Total	417	100.0	100.0	

64.7%) confirm that they are neutral because they are tensed.

The above table (321, 77%) agrees that due to media coverage of Covid-19, I have come to know that hospitalization is not available. (75, 18%) are neutral because they are already tense.

Covid-19 Pre-Lock Down Analysis:

I read the newspaper during the Covid-19 Pandemic.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	378	90.6	90.6	90.6
	No	39	9.4	9.4	100.0
	Total	417	100.0	100.0	

Table 9: Respondents' responses on (How many hours you spend on media during Covid-19 Pre Lock Down).

The above table showed that (356, 85%) during Covid-19 pre lock downtime. They used media for more than 4 hours. (61, 14.6%) respondents were using media for more

I listen to the Radio during Covid-19 Pandemic					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	312	74.8	74.8	74.8
	No	105	25.2	25.2	100.0
	Total	417	100.0	100.0	

than 2 hours and less than 4 hours. Table 13: Responses of respondents on (TV channels shared more Covid-19 information rather than news in pre-lock downtime).

The above table shows that respondents agree that TV channels shared more Covid-19 news, precautions, and

I know about COVID- 19 first time from					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV	33	7.9	7.9	7.9
	Newspaper	18	4.3	4.3	12.2
	Radio	15	3.6	3.6	15.8
	Social Media	351	84.2	84.2	100.0
	Total	417	100.0	100.0	

instruction in the pre-lock down period than other news. Table 14: Responses of respondents on (Radio broadcasting more emphasis on Covid-19 SOPs in pre-lock downtime).

The above table shows that respondents agree that in the Covid-19 pre-lock down period (276, 66.2%), Radio

After viewing COVID-19 media coverage, I felt.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Scared	63	15.1	15.1	15.1
	Afraid	15	3.6	3.6	18.7
	Upset	18	4.3	4.3	23.0
	Dis-tress	36	8.6	8.6	31.7
	De-press	48	11.5	11.5	43.2
	Tense	69	16.5	16.5	59.7
	Alert	168	40.3	40.3	100.0
	Total	417	100.0	100.0	

broadcasting emphasizes Covid-19 SOPs like mask importance, social distance maintenance, or hand washing guidance. Table 15: Responses of respondents on (Newspaper more published Covid-19 SOPs in pre-lock downtime).

The above table shows that in the Covid-19 pre-lock down period (249, 59.7%), newspapers published more Covid-19

After viewing COVID-19 media coverage, I felt.					
		Fre-quency	Percent	Valid Percent	Cumulative Percent
Valid	Informed	132	31.7	31.7	31.7
	Knowl-edgeable	6	1.4	1.4	33.1
	Confi-dent	9	2.2	2.2	35.3
	Safe	6	1.4	1.4	36.7
	Secure	24	5.8	5.8	42.4
	Up to date	240	57.6	57.6	100.0
	Total	417	100.0	100.0	

news than other topics.

The above table shows that (132, 31.7%) respondents strongly agree that wearing masks in the Pre-lock-down period and following social distance was strict. (96, 23%)

agree that Covid-19 SOPs' (wearing masks and following social distance) strictly followed during pre-lock down.

Descriptive Statistics						
	N	Min	Max	Mean	Std. Deviation	Variance
Due to the media coverage of Covid-19, I got scared	417	1	5	3.16	.860	.739
Due to the media coverage of Covid-19, I used Sanitizers	417	1	2	1.15	.359	.129
Due to the media coverage of Covid-19, I avoid going to a gathering	417	1	5	3.14	.755	.571
Due to the media coverage of Covid-19, I come to know that hospitalization is not available.	417	1	5	3.73	.571	.326
Valid N (list wise)	417					

Due to the media coverage of Covid-19, I got scared.					
		Fre-quency	Percent	Valsid Percent	Cumulative Percent
Valid	Strongly Disagree	18	4.3	4.3	4.3
	Disagree	36	8.6	8.6	12.9
	Neutral	261	62.6	62.6	75.5
	Agree	66	15.8	15.8	91.4
	Strongly Agree	36	8.6	8.6	100.0
	Total	417	100.0	100.0	

Table 17: Responses of respondents on (Sanitizer use and temperature checking is strongly followed in pre-lock downtime).

The above graphs show that (182, 43.6%) respondents strongly agreed that Sanitizers' usage instructions are more rapid in pre-lock down. (161, 38.6%) agree that in pre-lock

down, temperature checking is followed strictly. Table 18: Responses of respondents on (Covid-19 media coverage increased knowledge level in pre-lock downtime).

The above table shows that (153, 36.7%) respondents strongly agreed to media coverage during Covid-19 increased knowledge lever during pre-lock down. (90, 21.6%) agreed that knowledge level increase due to media coverage during pre-lock down. Table 19: Responses of respondents on (Covid-19 media coverage created anxiety in pre-lock downtime).

The above table shows that (148, 35.5%) respondents

How many hours did you spend on media during Covid-19 Pre Lockdown?					
		Fre-quency	Percent	Valid Percent	Cumulative Percent
Valid	2 to 4 hours	61	14.6	14.6	14.6
	More than 4 hours	356	85.4	85.4	100.0
	Total	417	100.0	100.0	

agreed that media coverage creates anxiety levels. They feel stress and tense during pre-lock down. (34, 8.2%) respondents strongly disagree that media coverage didn't increase anxiety. Table 20: Responses of respondents on (Covid-19 media coverage created Fear in pre-lock downtime).

TV channels shared more covid-19 information rather than other news in pre-lock downtime.					
		Fre-quency	Percent	Valid Percent	Cumulative Percent
Valid	Disa- gree	30	7.2	7.2	7.2
	Neutral	90	21.6	21.6	28.8
	Agree	297	71.2	71.2	100.0
	Total	417	100.0	100.0	

The above table shows that (176, 42.2%) strongly agreed that during the Covid-19 pre-lock period, media coverage created Fear in them, (118, 28.3%) agreed that yes, Fear was increased after media coverage about Covid-19 situation during the pre-lock down period. Table 21: Respondents' responses on (Pre-lock down Covid-19's media coverage told me that people are dying in the world).

Radio broadcasting more emphasized COVID-19 SOPs in pre-lock downtime.					
		Fre-quency	Per-cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	.7	.7	.7
	Disagree	6	1.4	1.4	2.2
	Neutral	117	28.1	28.1	30.2
	Agree	276	66.2	66.2	96.4
	Strongly Agree	15	3.6	3.6	100.0
	Total	417	100.0	100.0	

The above table shows that (174, 41.7%) respondents agreed that due to media coverage during the Covid-19 pre-lock down, people are dying in the world.

Table 22: Responses of respondents on (Pre-lock down Covid-19's media coverage increases panic).

The above table shows that (204, 48.9%) agreed that media coverage increases Panic situations during the pre-lock down period.

Newspaper more published covid-19 SOPs in pre-lock downtime.					
		Fre-quency	Per-cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	2.6	2.6	2.6
	Disagree	12	2.9	2.9	5.5
	Neutral	79	18.9	18.9	24.5
	Agree	249	59.7	59.7	84.2
	Strongly Agree	66	15.8	15.8	100.0
	Total	417	100.0	100.0	

Table 23: Respondents' responses on (Pre-lock down Covid-19's media coverage tells me that I may die if I don't follow the SOPs).

Wearing masks and following social distance is strictly followed in pre-lock downtime.					
		Fre-quency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	61	14.6	14.6	14.6
	Disagree	63	15.1	15.1	29.7
	Neutral	65	15.6	15.6	45.3
	Agree	96	23.0	23.0	68.3
	Strongly Agree	132	31.7	31.7	100.0
	Total	417	100.0	100.0	

The above table shows that (168, 40.3%) respondents agreed they felt informed and knew that I might die if I didn't follow the SOP due to media coverage.

Covid-19 Post-Lock Down Analysis:

Sanitizers' instructions were stricter in pre-lock downtime.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	55	13.2	13.2	13.2
	Disagree	56	13.4	13.4	26.6
	Neutral	47	11.3	11.3	37.9
	Agree	77	18.5	18.5	56.4
	Strongly Agree	182	43.6	43.6	100.0
	Total	417	100.0	100.0	

The above table showed that (302, 72.4%) during the Covid-19 post lockdown period, respondents used media for more than 2 hours but less than 4 hours. (115, 27.6%) were heavy viewers.

Table 25: Respondents' responses (TV channels share more

COVID-19 media coverage Increased knowledge level in pre-lock downtime.					
		Fre-quency	Per-cent	Valid Percent	Cumula-tive Per-cent
Valid	Strongly Disagree	59	14.1	14.1	14.1
	Disagree	59	14.1	14.1	28.3
	Neutral	56	13.4	13.4	41.7
	Agree	90	21.6	21.6	63.3
	Strongly Agree	153	36.7	36.7	100.0
	Total	417	100.0	100.0	

Covid-19 information than other news in post-lock downtime).

The above table shows that (361, 86.6%) respondents firmly disagreed that Post-Lock down TV channels share more Covid-19 information in news channels. Because they think in post lockdown Covid-19 news are less in News channels.

The above table shows that (251, 60.2%) respondents strongly disagree that Post-Lock down Radio broadcasting

Covid-19 media coverage created anxiety in pre-lock downtime.					
		Fre-quency	Per-cent	Valid Percent	Cumulative Percent
Valid	Disagree	34	8.2	8.2	8.2
	Neutral	123	29.5	29.5	37.6
	Agree	112	26.9	26.9	64.5
	Strongly Agree	148	35.5	35.5	100.0
	Total	417	100.0	100.0	

shares more Covid-19 information in their channel. Because they think in post lockdown Covid-19 news are less in Radio channels.

The above table shows that (255, 61.2%) respondents strongly disagree that Post-Lock down Newspaper publication shares more Covid-19 information. Because they think in post lockdown Covid-19 news are less in Newspapers.

COVID-19 Media Coverage created Fear in pre-lock downtime.					
		Fre-quency	Per-cent	Valid Percent	Cumulative Percent
Valid	Disagree	12	2.9	2.9	2.9
	Neutral	111	26.6	26.6	29.5
	Agree	118	28.3	28.3	57.8
	Strongly Agree	176	42.2	42.2	100.0
	Total	417	100.0	100.0	

The above table shows that (210, 50.4%) respondents strongly disagree that masks' wearing and social distancing was not strictly followed in the Covid-19 post lockdown period.

Pre-Lock down Covid-19's media coverage told me that people are dying in the world.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.4	1.4	1.4
	Disagree	39	9.4	9.4	10.8
	Neutral	129	30.9	30.9	41.7
	Agree	174	41.7	41.7	83.5
	Strongly Agree	69	16.5	16.5	100.0
	Total	417	100.0	100.0	

The above table shows that (210, 50.4%) respondents disagree that Sanitizers' instructions were not followed strictly in Covid-19 post-lock down.

The above table shows that (203, 48.7%) respondents disagree that Temperature checking was not followed strictly in Covid-19 post-lock down.

Pre-Lock down Covid-19 media coverage increased panic in pre-lock downtime.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Per- cent
Valid	Strongly Disagree	9	2.2	2.2	2.2
	Disagree	27	6.5	6.5	8.6
	Neutral	138	33.1	33.1	41.7
	Agree	204	48.9	48.9	90.6
	Strongly Agree	39	9.4	9.4	100.0
	Total	417	100.0	100.0	

The above table shows that (208, 49.9%) respondents strongly disagree that Covid-19 media coverage increases knowledge level in the post-lock down period.

The above table shows that (349, 83.7%) respondents strongly disagree that Covid-19 media coverage creates Fear in the post-lock down period.

The above table shows that (189, 45.3%) respondents

Pre-Lock down Covid-19 media coverage tells me that I may die if I don't follow the SOP.					
		Fre- quency	Per- cent	Valid Percent	Cumula- tive Per- cent
Valid	Strongly Disagree	3	.7	.7	.7
	Disagree	36	8.6	8.6	9.4
	Neutral	159	38.1	38.1	47.5
	Agree	168	40.3	40.3	87.8
	Strongly Agree	51	12.2	12.2	100.0
	Total	417	100.0	100.0	

strongly disagree that Covid-19 media coverage creates anxiety in the post-lock down period.

The above table shows that (177, 42.4%) respondents agree that Covid-19 media coverage increases Fear during

How many hours did you spend on media during Covid-19 Post Lockdown?					
		Fre- quency	Per- cent	Valid Percent	Cumula- tive Per- cent
Valid	2 to 4 hours	302	72.4	72.4	72.4
	More than 4 hours	115	27.6	27.6	100.0
	Total	417	100.0	100.0	

the post-lock down period. (168, 40.3%) respondents strongly disagree that Covid-19 media coverage increases Fear during a post-lock down period. (72, 17.3%) respondents feel neutral about Fear during the Covid-19 post-lock down period.

How many hours did you spend on media during Covid-19 Post Lockdown?					
		Fre- quency	Per- cent	Valid Percent	Cumula- tive Per- cent
Valid	2 to 4 hours	302	72.4	72.4	72.4
	More than 4 hours	115	27.6	27.6	100.0
	Total	417	100.0	100.0	

The above table shows that (303, 72.7%) respondents agree that Covid-19 media coverage increase panic during the post-lock down period. (114, 27.3%) respondents neutral about the panic situation which Covid-19 media coverage increase during the post-lock down period.

The above table shows that (280, 67.1%) respondents agree that Post-Lock down Covid-19's media coverage told me that people are dying in the world. (102, 24.5%) re-

TV channels share more covid-19 information rather than other news in post-lock downtime.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	361	86.6	86.6	86.6
	Neutral	13	3.1	3.1	89.7
	Agree	9	2.2	2.2	91.8
	Strongly Agree	34	8.2	8.2	100.0
	Total	417	100.0	100.0	

spondents were neutral about Post-Lock down Covid-19's media coverage told me that people are dying in the world.

The above table shows that (240, 57.6%) respondents agree that Post-Lock down Covid-19's media coverage

Radio broadcasting more emphasis on COVID-19 SOPs in post-lock downtime.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	251	60.2	60.2	60.2
	Disagree	7	1.7	1.7	61.9
	Neutral	56	13.4	13.4	75.3
	Agree	42	10.1	10.1	85.4
	Strongly Agree	61	14.6	14.6	100.0
	Total	417	100.0	100.0	

increase panic in pre-lock downtime. (96, 23%) respondents respond neutrally that Post-Lock down Covid-19's media coverage increase panic in pre-lock downtime
The above table shows that (177, 42.4%) respondents were neutral about Covid-19 media coverage relaxed me that

Newspaper more publish covid-19 SOPs in post-lock downtime.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	255	61.2	61.2	61.2
	Disagree	14	3.4	3.4	64.5
	Neutral	47	11.3	11.3	75.8
	Agree	32	7.7	7.7	83.5
	Strongly Agree	69	16.5	16.5	100.0
	Total	417	100.0	100.0	

lockdown is lifted. (168, 40.3%) respondents agree about Covid-19 media coverage relaxed me that lockdown is lifted.

Wearing masks and following social distance is strictly follow in post-lock downtime.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	210	50.4	50.4	50.4
	Disagree	10	2.4	2.4	52.8
	Neutral	76	18.2	18.2	71.0
	Agree	61	14.6	14.6	85.6
	Strongly Agree	60	14.4	14.4	100.0
	Total	417	100.0	100.0	

Covid-19 media coverage effects on Heavy and Light Viewers:

The above table shows that heavy viewers respond that most respondents use sanitizer due to media coverage, avoid gatherings, and come to know hospital situations during Covid-19 pre lockdown.

Sanitizers' instructions are stricter in post-lock downtime.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	210	50.4	50.4	50.4
	Disagree	5	1.2	1.2	51.6
	Neutral	64	15.3	15.3	66.9
	Agree	94	22.5	22.5	89.4
	Strongly Agree	44	10.6	10.6	100.0
	Total	417	100.0	100.0	

H1. High media coverage of Fear appeals about risk factors of Covid-19 has a significant impact on the compliance (adoptions) of recommended

Temperature checking is strictly followed in post-lock downtime.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	203	48.7	48.7	48.7
	Disagree	38	9.1	9.1	57.8
	Neutral	86	20.6	20.6	78.4
	Agree	54	12.9	12.9	91.4
	Strongly Agree	36	8.6	8.6	100.0
	Total	417	100.0	100.0	

precautions.

COVID-19 media coverage Increase knowledge level post-lock downtime					
		Fre- quency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	208	49.9	49.9	49.9
	Disagree	32	7.7	7.7	57.6
	Neutral	78	18.7	18.7	76.3
	Agree	58	13.9	13.9	90.2
	Strongly Agree	41	9.8	9.8	100.0
	Total	417	100.0	100.0	

COVID-19 media coverage create Fear in post-lock downtime					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	349	83.7	83.7	83.7
	Disagree	3	.7	.7	84.4
	Neutral	31	7.4	7.4	91.8
	Agree	27	6.5	6.5	98.3
	Strongly Agree	7	1.7	1.7	100.0
	Total	417	100.0	100.0	

Covid-19 media coverage creates anxiety in post-lock downtime.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	189	45.3	45.3	45.3
	Disagree	15	3.6	3.6	48.9
	Neutral	107	25.7	25.7	74.6
	Agree	100	24.0	24.0	98.6
	Strongly Agree	6	1.4	1.4	100.0
	Total	417	100.0	100.0	

Covid-19 media coverage increases fear appeal in post-lock downtime.					
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	168	40.3	40.3	40.3
	Neutral	72	17.3	17.3	57.6
	Agree	177	42.4	42.4	100.0
	Total	417	100.0	100.0	

R-value $0.6 > 0.5$ means a strong relationship between media coverage fear Appeal and Covid-19 precautions'

Covid-19 media coverage increase panic in post-lock downtime					
		Fre-quency	Percent	Valid Per-cent	Cumulative Percent
Valid	Neutral	114	27.3	27.3	27.3
	Agree	303	72.7	72.7	100.0
	Total	417	100.0	100.0	

adaptation. Respondents' replied that they are much aware of covid-19 through media coverage. The intensity of broadcast differs in pre and post-lockdown, but still, media play a vital role in the process of awareness level and save the lives of Pakistanis.

Post-Lock down Covid-19's media coverage told me that people are dying in the world.					
		Fre-quency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.2	.2	.2
	Disagree	2	.5	.5	.7
	Neutral	102	24.5	24.5	25.2
	Agree	280	67.1	67.1	92.3
	Strongly Agree	32	7.7	7.7	100.0
	Total	417	100.0	100.0	

H2. Heavy viewers have more fear appeal in Covid-19 pre and post-lockdown media coverage than light viewers.

Statistics show that Heavy viewers have more fear appeal in Covid-19 pre lockdown media coverage than light

Post-Lock down Covid-19 media coverage increased panic in pre-lock downtime.					
		Fre-quency	Per-cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.4	1.4	1.4
	Disagree	27	6.5	6.5	7.9
	Neutral	96	23.0	23.0	30.9
	Agree	240	57.6	57.6	88.5
	Strongly Agree	48	11.5	11.5	100.0
	Total	417	100.0	100.0	

viewers. In pre lockdown period, people watch more media than post-lockdown. They follow more SOP's in pre-lock, they get more knowledge and information about the Covid situation. In post lock downtime, respondents watched media for between 2 to 4 hours, so they didn't get

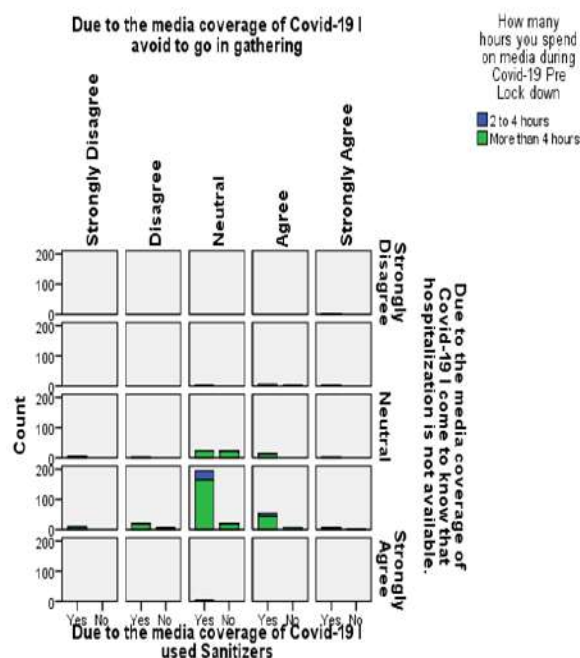
Covid-19 media coverage relaxed me that lockdown is lifted.					
		Fre-quency	Per-cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	4.3	4.3	4.3
	Disagree	24	5.8	5.8	10.1
	Neutral	177	42.4	42.4	52.5
	Agree	168	40.3	40.3	92.8
	Strongly Agree	30	7.2	7.2	100.0
	Total	417	100.0	100.0	

Fear, nor did they become scared about the covid-19 situation.

Discussion:

This study examined how mass media affects COVID-19 awareness. This study examines Pakistan's COVID-19 epidemic media coverage before and during the lockdown. It examines their fears and precautions. We examined whether COVID-19 awareness reduced fear, prejudice, and anxiety.

People are aware of health difficulties and other situations



because the media raises a problem to a priority by giving it greater exposure. Community awareness media sometimes employed terror appeal. This appeal sometimes works. People are protected from diseases, but sometimes they ignore it for socioeconomic reasons, costing the country a lot. This investigation examined how people learned about the pandemic from media. After seeing viewers' terror before and after COVID-19 lockdown, they take precautions.

Table 4.6 shows that media coverage and respondents'

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.023	1	.023	.214	.644 ^b
	Residual	44.461	415	.107		
	Total	44.484	416			

a. Dependent Variable: Fear appeal

b. Predictors: (Constant), Precaution

COVID-19 precautions implementation rate are related. Media attention made respondents aware of COVID-19. However, media coverage pre- and post-lockdown varies. Media coverage panics COVID-19 respondents. Since the country's terror prevents hospitalisation, they avoid crowds and use hand sanitizer. Media awareness, which saves lives, makes them do all these. Thus, H1—high media coverage of fear appeals about COVID-19 risk factors—is accepted.

In Table 4.5, heavy viewers consumed media for almost 4

hours during COVID-19 pre-lockdown. Light viewers used media for more than 2 hours but less than 4 hours post-lockdown. Strange but exciting finds. Pre-lockdown respondents were eager to learn about the deadly virus. After COVID-19, media users spend most of their time on social media, according to research. If people seek knowledge to manage the changing COVID-19 situation, this could be troublesome.

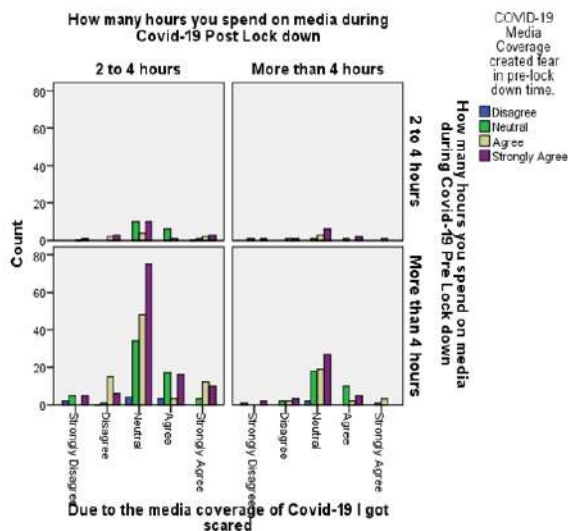
When reading a typical newspaper, one finishes and moves on (Garfin, 2020). Another study found that new media (e.g., online news sites; pictures, videos, news, or text updates on social media) provided more information during the COVID-19 outbreak than traditional media (television, radio, and newspapers) (Chao, Xue, Liu, Yang, & Hall, 2020). H1 is acceptable because heavy viewers had stronger fear appeal in COVID-19 pre- and post-lockdown media coverage than light viewers.

RQ1. To what extent do people follow SOPs after viewing media coverage in Pre-Lock down?

In response to RQ1, the most public depends on media for information, especially during a crisis. And to respond to that situation, the media is a critical instrument for government and public health officials to manage crises (Zhang, Kong, & Chang, 2015). In a pandemic situation, during pre-lockdown, findings reveal that the following TV channels (71.2%), radio stations (276, 66.2%), and newspapers (249, 59.7%) primarily distributing news about Pandemic's precautions, instructions, as compared to other news. In this way (85%), respondents use media for more than 4 hours which falls them into heavy viewers. Because alarming situations capture the attention of the masses to remove their curiosity, increase their knowledge, and calm down the audience. As this is the new and deadliest virus that creates panic among the masses, people want to know about it. The finding illustrates that (36.7%) respondents strongly agreed that media increase their knowledge during pre-lockdown followed by agreed (21.6%). Studies prove, which gave strength to our results, that during public health emergencies, for the public, the media is an essential tool to understand the situation. During infectious disease pandemics, media exposure has been demonstrated to boost public health knowledge, which encourages appropriate preventative actions in which the critical step is to take personal preventive measures. The World Health Organization (WHO) actively advocates universal face mask use and hand hygiene, primarily introduced during the COVID-19 epidemic (Esposito, Principi, Leung, & Migliori, 2020). Moreover, the statement regarding the following SOPs respondents strongly agreed with the media. They adopted preventive measures, i.e. (31.7%) started wearing a mask and kept social distancing, (43.6%) started used hand Sanitizers, 38.6% started checking the temperature.

RQ2. To what extent do people follow SOPs after viewing media coverage in Post Lockdown?

Post-lockdown media use is low among responders. They spent over four hours before lockdown. TV (86.6%), Ra-



dio (60.2%), and Newspaper (61.2%) disagreed that they share more COVID-19 information after lockdown than other news. Post-lockdown COVID-19 news is less on TV, radio, and newspapers. The media often exaggerates danger and sensationalises crises, which may desensitise people to pandemics (Briscese, Lacetera, Macis, & Tonin, 2020). Light watchers (72.4%) are exposed to traditional media between 2 and 4 hours after lockdown. Before the shutdown, most users were apprehensive and consumed media for information. However, media reinforcement reduces fear and terror. According to a study, those who cared more about information legitimacy had better sleep

quality and were less likely to suffer from the negative effects of excessive information exposure on depression (Bao, Cao, Xiong, & Tang, 2020). Second, hypersensitive people have been able to actively shield themselves from the COVID-19 Pandemic's global disinformation epidemic (Pan et al., 2020). Third, evidence shows that during a disease outbreak, people react emotionally rather than rationally. In one study, participants had trouble paying attention and distrusted authority.

They also retained negative information more than positive information (Ludolph, Schulz, & Chen, 2018). During the COVID-19 pandemic, 94% of Hong Kongers relied on social media.

Unlike traditional media, web-based platforms provide information and emotion. Television and newspapers did not persuade (Kwok et al., 2020). All of the preceding studies support our finding that 50.4% of respondents strongly disagree that they rigorously implement precautions post-lockdown, such as wearing masks and avoiding social isolation. 48.7% disagree that they strictly checked temperature after lockdown. 49.9% strongly disagree that post-lockdown media coverage boosts COVID-19 knowledge.

RQ3. To what extent does the Fear Appeal influence the behavior of the public during pre-lockdown?

Media exposure has been shown to increase health awareness, which can lead to preventative measures during infectious disease pandemics. Public health emergency victims may feel many negative emotions. COVID-19's unexplained origins, devastating effects, and disruption of daily life caused many people to feel bad (Naeem, 2021; Seo, 2019). Thus, media coverage before the lockdown frightened responders. 42.2% of respondents strongly approved this statement. After hearing the news, 41.7 percent of respondents agreed that most people died from serious diseases, which worried and frightened them (48.9%). Media communications help assess hazards and disseminate information. The mass media has focused on the anti-social effects of TV and movie viewership (Covello, 2003). Recent study has linked media coverage of collective trauma, such as COVID19 and other public health disasters, to psychological discomfort and impaired functioning (Garfin, 2020). These traditional media platforms also report on the government's COVID-19 preparations,

activities, and success. This information helps the public trust the government's pandemic response. During an infectious disease pandemic, government trust was linked to personal prevention and mental health (Zhong et al., 2020). "I may die if I don't follow the SOPs" was agreed to by 40.3% of respondents in pre-lock downtime, while media coverage exacerbated panic by 50%. The majority of respondents (60%) were undergraduates and 36-41-year-old media-exposed respondents. They use sanitizer, avoid gatherings, and are tense because they know they cannot provide good hospital facilities. The COVID-19 pandemic has been connected to general population mental health disorders such stress, panic, depression, and anxiety (Wang et al., 2020).

RQ4. To what extent does fear Appeal influence the behavior of the public during post lockdown?

Respondents significantly disagree that COVID-19 lockdown media coverage frightens them. Before lockdown, 83.7% were afraid about this pathogen. 45.3 percent strongly disagree that COVID-19 media coverage causes anxiety post-lockdown, followed by 26% who agree. (40.3%) strongly disagreed that media coverage promotes panic post-lockdown. Since COVID-19, governments worldwide have wanted residents to isolate at home during pandemics. After these restrictions, people have radically changed their daily routines and curtailed their travels and interactions, but there is little systematic research on how they are coping with the pandemic. Studies show that during lockdown, people had lots of free time and little to do, therefore they used social media for time-killing, knowledge, entertainment, and connectivity (Aqeel, Shuja, Ziapour, Rehna, & Abbas, 2020). Overuse of media may explain why COVID-19 doesn't terrify people more. Fear mobilises energy to combat a threat. However, misdirected fear can be detrimental. Example: Excessive fear can lead to psychiatric problems like phobia and social anxiety and collective fears of flying (e.g., panic shopping or xenophobia).

On the other hand, a lack of fear can harm society (e.g., people neglecting Coronavirus prevention efforts or careless policies that ignore hazards). Repeating what happened with the responders. They agreed (72.7 percent) that media coverage increases panic after a lockdown.

(67.1%) agree that Post-Lockdown COVID-19 media coverage tells me people are dying. Fear also prompts hand-washing. Lockdowns can also prevent infectious illness spread. However, lengthy or stringent safety processes might disrupt the economy and cost jobs (Fried, Papanikolaou, & Epskamp, 2020).

RQ5. To what extent do heavy viewers follow the Covid-19 SOPs as compared to light viewers?

Pre-lockdown from January 1, 2020, to March 31, 2020. 85 percent of people watched TV or other media for more than 4 hours each day during this time. These respondents are heavy watchers. In 2020, 94 percent of Hong Kongers considered social media their primary source of infor-

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