مجلة البحوث الإعلامية

مجلة علمية محكمة تصدر عن جامعة الأزهر/كلية الإعلام

المراسلات:

- القاهرة- مدينة نصر - جامعة الأزهر - كلية الإعلام - ت: ٠٢٢٥١٠٨٢٥٦
- الموقع الإلكتروني للمجلة: http://jsb.journals.ekb.eg
- البريد الإلكتروني: mediajournal2020@azhar.edu.eg

- العدد السادس والخمسون - الجزء الخامس - جمادى الأول ١٤٤٢هـ - يناير ٢٠٢١ م
- رقم الإيداع بدار الكتب المصرية ٦٥٥٥
- الترقيم الدولي للنسخة الإلكترونية: ٢٦٨٢-٢٩٢ x
- الترقيم الدولي للنسخة الورقية: ٩٢٩٧-١١١٠

الهيئة الاستشارية للمجلة

قواعد النشر

تقوم المجلة بنشر البحوث والدراسات ومراجعات الكتب والتقارير والترجمات وفقًا للقواعد الآتية:

- **يعتمد النشر على رأي اثنين من المحكمين المتخصصين في تحديد صلاحية المادة للنشر.**
- **ألا يكون البحث قد سبق نشره في أي مجلة علمية محكمة أو مؤتمرًا علميًا.**
- **لا يقل البحث عن خمسة آلاف كلمة ولا يزيد عن عشرة آلاف كلمة ... وفي حالة الزيادة يتحمل الباحث فروق تكلفة النشر.**
- **يجب ألا يزيد عنوان البحث -الرئيسي والفرعي- عن ٢٠ كلمة.**
- **يرسل مع كل بحث ملخص باللغة العربية وآخر باللغة الانجليزية لا يزيد عن ٢٥٠ كلمة.**
- **يزود الباحث المجلة بثلاث نسخ من البحث مطبوعة بالكمبيوتر .. ونسخة على CD، على أن يكتب اسم الباحث وعنوان بحثه على غلاف مستقل ويشار إلى المراجع والهوامش في المتن بأرقام وترد قائمتها في نهاية البحث لا في أسفل الصفحة.**
- **لا ترد الأبحاث المنشورة إلى أصحابها .... وتحتفظ المجلة بكافة حقوق النشر، ويلزم الحصول على موافقة كتابية قبل إعادة نشر مادة نشرت فيها.**
- **تنشر الأبحاث بأسبقية قبولها للنشر .**
- **ترد الأبحاث التي لا تقبل النشر لأصحابها.**

محتويات العدد

م	القطاع	اسم المجلة	اسم الجهه / الجامعة	نقاط المجلة (مارس 2020)	نقاط المجلة (يوليو 2020)	ISSN-P	ISSN-O
1	الدراسات الإعلامية	مجلة البحوث الإعلامية	جامعة الأزهر	6.5	7	1110-9297	2682-292X
2	الدراسات الإعلامية	مجلة بحوث العلاقات العامة الشرق الأوسط	الجمعية المصرية للعلاقات العامة	6	7	2314-8721	2314-873X
3	الدراسات الإعلامية	المجلة العربية لبحوث الإعلام و الإتصال	جامعة الأهرام الكندية	5	5	2536-9393	
4	الدراسات الإعلامية	مجلة إتحاد الجامعات العربية لبحوث الإعلام و تكنولوجيا الإتصال	Cairo University	4	4	2356-9891	
5	الدراسات الإعلامية	المجلة العلمية لبحوث الإعلام و تكنولوجيا الإتصال	جامعة جنوب الوادى	3.5	3.5	2536-9237	
6	الدراسات الإعلامية	مجلة البحوث و الدراسات الإعلامية	اكاديمية الشروق	3.5	5.5	2357-0407	
7	الدراسات الإعلامية	المجلة العلمية لبحوث العلاقات العامة والإعلان	جامعة القاهرة – مركز بحوث الرأى العام	3	5.5	2356-9131	
8	الدراسات الإعلامية	المجلة العلمية لبحوث الإذاعة والتلفزيون	جامعة القاهرة – مركز بحوث الرأى العام	3	5.5	2356-914X	
9	الدراسات الإعلامية	المجلة العلمية لبحوث الصحافة	جامعة القاهرة – مركز بحوث الرأى العام	3	5.5	2356-9158	
10	الدراسات الإعلامية	المجلة المصرية لبحوث الإعلام	جامعة القاهرة – مركز بحوث الرأى العام	3	5.5	1110-5836	
11	الدراسات الإعلامية	المجلة المصرية لبحوث الرأى العام	Cairo University, Center of Public Opinion Research	3	6.5	1110-5844	

- يطبق تقييم مارس 2020 للمجلات على كل الأبحاث التى نشرت فيها قبل 1 يوليو 2020
- يطبق تقييم يوليو 2020 للمجلات على كل الأبحاث التى ستنشر فيها بدء من 1 يوليو 2020 و حتى صدور تقييم جديد في يوليو 2021
- المجلات التي لم تتقدم بطلب إعادة تقييم سيظل تقييم مارس ٢٠٢٠ مطبقا على كل الأبحاث التي ستنشر بها وذلك لحين صدور تقييم جديد في يوليو 2021
- يتم إعادة تقييم المجلات المحلية المصرية دورياً في شهر يوليو من كل عام ويكون التقييم الجديد سارياً للسنة التالية للنشر في هذه المجلات

The Effectiveness of the Media as a Source of Health Information for the Egyptian Public during the Coronavirus Crisis

DR \ Hebatallah Saleh El-Sayed Saleh

Lecturer of Public Relations Media Department,

Faculty of Arts- Helwan University.

drheba72@hotmail.com

فاعلية وسائل الإعلام (الحديثة والقديمة)كمصدر للمعلومات الصحية للجمهور المصري خلال أزمة فيروس كورونا

د. هبة الله صالح السيد صالح

مدرس العلاقات العامة والاعلان بقسم الإعلام - كلية الآداب - جامعة حلوان

Abstract

The current study aims to identify how the public seeks to obtain information about the Corona pandemic from various media as a source for enhancing collective awareness; identify their preferences for specific information sources, not others; and learn how to use that information in facing this pandemic by applying the theory of information search.

The study sample consists of 200 respondents. Data was collected via an online survey to ensure social distancing during May 2020.

The study concluded to some results as following:

-The current study found that nearly 81.5% were following the news of the virus through various media, which proves that individuals in times of crisis seek to follow the media intensively to fill the lack of knowledge and reduce the state of tension suffer.

- There is a direct, statistically significant correlation between public exposure to the Coronavirus content in different media, the extent of their participation in commenting on media content, and their perception of the media›s positive role in raising awareness of Coronavirus.

-There is a statistically significant positive correlation between the media›s credibility among the public and their perception of the media›s positive role in raising awareness of Coronavirus infection. The more credible the media and news are, the more positive the public will evaluate them.

Keywords: media (new and old), Coronavirus (Covid 19), seeking of information.

ملخص الدراسة

سعت الدراسة الحالية إلى التعرف على الطريقة التي يستفي بها الجمهور معلوماته حول جائحة كورونا من وسائل الإعلام المختلفة كمصدر لتعزيز الوعي الجماعي، بالإضافة إلى تفضيلاتهم لمصادر معلومات محددة دون غيرها، وكيف استخدم الجمهور المعلومات التي حصل عليها في مواجهة هذا الوباء بالاعتماد على نظرية استيفاء المعلومات؟ وطبقت الدراسة على عينة مكونة من 200 مبحوث، وتم جمع البيانات منها عن طريق استبانة عبر إلكترونية؛ لضمان التباعد الاجتماعي، وذلك خلال شهر مايو 2020. توصلت الدراسة الحالية إلى التالي: - ما يقرب من 81.5 ٪ من أفراد العينة كانوا يتابعون أخبار الفيروس عبر وسائل الإعلام المختلفة؛ مما يثبت أن الأفراد في أوقات الأزمات يسعون إلى متابعة وسائل الإعلام بشكل مكثف لملء نقص المعرفة وتقليل حالة التوتر التي يعانون منها. - توجد علاقة ارتباطية مباشرة ذات دلالة إحصائية بين تعرض الجمهور لمحتوى فيروس كورونا في وسائل الإعلام المختلفة، ومدى مشاركتهم في التعليق على المحتوى الإعلامي، وإدراكهم للدور الإيجابي لوسائل الإعلام في التوعية بفيروس كورونا. - توجد علاقة ارتباطية طردية ذات دلالة إحصائية بين مصداقية وسائل الإعلام لدى الجمهور وإدراكهم للدور الإيجابي لوسائل الإعلام في زيادة الوعي بفيروس كورونا، فكلما كانت وسائل الإعلام والأخبار أكثر مصداقية، كان الجمهور أكثر إيجابية في تقييمها.

الكلمات المفتاحية: :وسائل الاعلام (الحديثة والقديمة),كورنا فيروس (كوفيد 19), استيفاء المعلومات

Introduction

Today, the world is witnessing an unprecedented catastrophic health pandemic regarding its spread and the severe political and economic repercussions. Politically, the epidemic affected the world as a whole and did not differentiate between political borders, continents, or cultures. Its effects extended to include forcing the countries of the world to isolate and close the borders. Economically, the crisis undermined economic and development gains globally on the part of states, similar to the voluntary or compulsory prohibition of citizens (Hussein, Saleh, 2020).

The World Health Organization (WHO) confirmed, on January 12, 2020, that a novel coronavirus was the cause of respiratory illness in Wuhan city, China. Since then, the disease has been declared a pandemic and has spread unabated (Venkata S Ram & others, 2020). The COVID-19 epidemic is not only a public health emergency, but it is significantly more than that. It is an economic crisis, a social problem, and a humanitarian crisis that is rapidly becoming a human rights crisis.

Multiple lines of evidence indicate that the COVID-19 pandemic has profound psychological and social effects. There is a pervasive awareness of uncertainty over the future and an understanding which indicates that the epidemic is far from over. There may be economic deprivation and political upheaval. The pandemic's psychological sequelae will probably persist for months and years to come (Leo Sher, M.D., 2020).

The world is grappling with an invisible, deadly enemy, trying to understand how to live with the threat posed by a virus. Some of these challenges are directly or indirectly related to informal discussion. Providing the right information can solve or reduce some of the challenges at the right time and to the right audience. However, there were problems in this process during this crisis, as various individuals and organizations began to produce and disseminate information that, given the particular circumstances of this crisis (that most countries have rarely experienced), produced types of information that are worth consideration (Hasan Ashrafi-Rizi, Zahra Kazempour, Arch Acad Emerg Med, 2020).

Effective crisis communication involves speed, honesty, credibility, empathy, and promoting practical individual actions. Risks are probably best communicated through numbers, with ranges to describe uncertainty–merely stating a maximum may bias public perception (Peter D. Lunn & others, 2020).

In most crises, the public wants to understand and obtain some information to take some actions, like precocious actions. Hence, it is essential to provide the public with truthful and accurate information during a crisis to reduce peoples' frustrations and concerns (David, 2011; Fearn-Banks, 2007; Coombs, 2014).

Delay in getting information out to the public might confuse both the media and the public. Therefore, it is vital to provide a quick response to any crisis. A quick response is crucial because it tries to fill the vacuum with facts. Otherwise, others will fill the void with inaccurate information and speculations (Coombs, 2007). The current study aims to identify how the public seeks to obtain information about the Corona pandemic from various media, as a source for enhancing collective awareness and their preferences for specific information sources, not others, and learning how to use that information in facing this pandemic.

The problem statement

During health crises, the public depends on the media to transmit accurate and up-to-date information to inform health protection behaviors. In times of uncertainty and situations, the public may increase their dependence on the media. (Garfin, D.R, Silver, R.C, & Holman, E.A, 2020). In the absence of information - whether the data is unknown to officials or due to ineffective communication - ambiguity can lead to an increased assessment of threats (Taha, Matheson, Anisman, 2014). Therefore, this study evaluates the effectiveness of the conventional Media represented in (newspapers, radio, and television) and their modern social media methods (Twitter, Facebook, and WhatsApp) as a reliable source for the Egyptian public Coronavirus. The study aims to show whether this method is feasible in providing the Coronavirus's cognitive aspect and raising awareness to prevent infection with the virus and treatment methods. The study also aims to identify the extent of these means' credibility with the public and whether this credibility is related to their follow-up of the contents of these means to the Coronavirus crisis by applying the theory of information search.

Literature Review

Soha El-Batrawy (2009) tested the different reacting relations between various variables focusing on demographics and exposure levels to avian flu campaigns related to change stages. The study was applied to a sample of 400 female respondents picked from six different Egyptian villages to respond to all communication efforts exerted in dealing with this pandemic. The study found that there are many difficulties that the female respondents face in the ability to apply instructions, as 78.8% found challenges in applying, while 48.5% reported the cost of gloves, and 62.8% reported the lack of vaccination vaccine for birds, while 81.8% acknowledged that the health representative did not visit them.

A study by Sahar Abdel Moneim (2010), on the Egyptian press's role in dealing with crises and disasters, has been applied to the bird flu crisis and the Peace Ship 98 in light of dependency theory. The study revealed the importance of the media and the press's role in dealing with such crises, as the public became in dire need of comprehensive information provided thereto about the causes and solutions of such situations.

A study by Fox (2011) found that around 15% of Internet users utilize social media to seek and obtain health information, 23% of social media users follow their friends' personal health experiences, and 17% use social media to commemorate people with specific health.

A study by Austin, Liu, & Jin (2012) found that utilizing social media during a crisis offers some advantages to an organization and offers enormous benefits for people. The study suggested that people who use social media to check insider information get information about a crisis more rapidly than traditional media. Austin, Liu, & Jin (2012) suggested that people use social media during a problem to check up on family and friends as the information provided by social media is free to access and download. Sometimes a crisis, like an earthquake, could happen in another country, so people use social media to communicate with their family and friends to ensure they are safe. Consequently, many researchers recommend health organizations adapt and develop effective communication methods to communicate with their patients, including using social media to deliver information, build relationships, and be more oriented to patients (Gravili, 2013).

As Gravili (2013) states, the use of social media in health organizations has many benefits, including enhancing and the organization's reputation and improving the prevention of diseases. In social media, information flow between doctors and patients or patients and patients can help prevent many diseases. The interaction between doctors and patients or patients and patients on social media

enables patients to have social and emotional support, which are considered essential factors for curing many diseases (Gravili, 2013).

A study by Ruggiero & Vos (2014) analyzed current knowledge on social media and crisis communication between 2009-2012 to understand the most recommended methods suggested by crisis communication scholars regarding utilizing social media during a time of crisis. The study revealed that monitoring and scanning social media environments during a problem requires taking essential steps when managing a crisis. Most public relations practitioners and crisis communication scholars recommend monitoring citizens' interactions before, during, and after a crisis.

Ahmed Mohamed's study (2016) sought to identify the traditional and modern media outlets that are most prominent among Egyptian youth, as a source of information in times of crisis, and the reasons for the respondents' reliance on these means and their arrangement, as a source of information and the gratifications that they achieved from relying on these sources. The study concluded that modern media outweigh traditional means of obtaining information in crisis times as the primary source for young people to get information during crises.

Another study by (Alsulaiman, Saud Abdul-Aziz, 2018) about the health crisis in the Kingdom of Saudi Arabia aimed to explore whether the Ministry of Health (MOH) in Saudi Arabia has implemented the best public relations practices during a significant health crisis or not. The study adopted Champion's Health Belief Model (HBM) and Meyer's Media Credibility Scale to formulate an online survey of 875 students from King Saud University in Riyadh, Saudi Arabia, administered in summer 2016. The survey addressed HBM preventive behaviors, the effectiveness of the We Can Stop It campaign on behavioral changes, and the credibility of coronavirus messages.

This study shows that the MOH's website is the most credible Coronavirus information source, followed by the WHO and MOH's Twitter account; and Internet search engines followed by the MOH's

communication channels, like their website, Twitter, and Facebook, are the first places Saudis visit when seeking Coronavirus information.

A study by Lima, Carlos (2020) about the emotional impact of Coronavirus 2019-NCOV (new Coronavirus) found that most health professionals working in isolation units and hospitals do not receive any training for providing mental health care. Fear seems more certainly a consequence of mass quarantine.

Another study by Peter D. Luann (2020) about using behavioral science to fight the Coronavirus indicated that the fight against COVID-19 is collective, not only at the international or national level but also within localities and workplaces, and households. There are large and robust evidence bases that document systematic influences on willingness to make sacrifices to support better collective outcomes: Language and leadership matters. Strong communication of a common strategy to fight the disease is likely to increase adherence to prescribed behaviors. Stronger group identity, where the action is about "we" and "us" rather than "I" or "you," will make more public-spirited responses likely.

Another study by Elah, Aisha (2020) illustrates “The role of the new media in developing Literacy Health and combating global health crises in light of the spread of the Coronavirus - Covid.19”. The objective of the study verifies the role of new media in shaping health awareness and combating global health crises in light of the spread of the (COVID-19) virus in Algeria, as well as the nature of the differences according to the following demographic variables: (gender; age groups, profession). The sample consists of 140 individuals, which added to the study the following results: It can guess the positive role of new media can be predicted to develop health awareness and combating crises Global health in light of the spread of (Covid-19) virus in Algeria.

A study by Bu Zhonga, YakunHuangb, Qian (2020) aimed to investigate the possible association between social media usage and

the mental health toll from the Coronavirus at the peak of Wuhan's COVID-19 outbreak. Informed by the Crisis and Emergency Risk Communication Model and Health Belief Model, it proposes a conceptual model to study how people in Wuhan – the first epicenter of the global COVID-19 pandemic – used social media and its effects on mental health conditions and health behavior change of users. The results show that social media usage was related to depression and secondary trauma, which also predicted health behavior change. However, no relation was detected between health behavior change and mental health conditions. As the virus struck, social media usage was rewarding to Wuhan people, who gained informational, emotional and peer support from health information of social media. Excessive use of social media, however, led to mental health issues.

Abd Rabbo Al-Mughayer, Muhammad (2020) presented a study on media policies to reduce Corona's risks. The study aimed to study media policies and their role in reducing the spread of Coronavirus. The researcher used the descriptive and intuitive approach that depends on the researcher's experiences. The study concluded a need to analyze media policies and strategies in dealing with the Coronavirus and the accompanying information and awareness measures; and the importance of interaction and social media in continuing work and human activities in quarantine places and the sustainability of e-learning, so it is necessary to redefine the path of media policies for safe coexistence with the virus.

Ana I. Bento & others (2020) examined information-seeking responses to the first COVID-19 case public announcement in a state. Using an event study framework for all U.S. states, The researchers showed that such news increases collective attention to the crisis immediately. However, the elevated level of awareness is short-lived, even though, increasingly, strong policy measures follow the initial announcements and specific searches for "Coronavirus" increased by about 36% (95% CI: 27 to 44%) on the day, immediately after the first case

announcement, but the percentage decreased back to the baseline level in less than a week or two. We found that people respond to the first report of COVID-19 in their state by immediately seeking information about COVID-19, as measured by searches for Coronavirus, coronavirus symptoms, and hand sanitizer.

On the other hand, searches for information regarding community-level policies (e.g., quarantine, school closures, testing) or personal health strategies (e.g., masks, grocery delivery, and over-the-counter medications) do not appear to be immediately triggered by first reports. These results represent the study period being relatively early in the epidemic, and more-elaborate policy responses were not yet part of the public discourse. Further analysis should track evolving patterns of reactions to subsequent flows of general information.

Commenting on previous studies

- Most previous studies relied on one medium in their study, especially social media, which prompted the researcher to conduct a comparative study between several media outlets, whether modern or old.
- Most studies prove that the media plays a vital role in providing the public with information during health crises and outbreaks. Simultaneously, some believe that the repeated follow-up of media coverage in crisis times may raise concerns among individuals and mental disorders.
- For the results and methodological aspects, most studies have relied on the questionnaire to collect data. It is rare for studies to analyze the content of the media material presented during health crises.

The Theoretical Framework

Information-seeking theory: The researcher depended on the information-seeking theory, representing the theoretical and intellectual development of the media reliance theory. The information-seeking theory also considers the specific level of health concern

among the audience during the public's investigation of health information in various media, especially after the World Health Organization declared a public health emergency of international importance on January 31, 2020. The information-seeking theory covers how people respond to communication during crises and determine the best ways to communicate during crises.

The theory of seeking information is a theory that targets the receiver of the media message as it is concerned with the behavior of the individual in his search for information from its multiple and different sources, as well as knowledge of the factors that affect the action of the individual (Saleh Abu-Asba, 1999) .It deals with human beings' behaviors and actions to search for information to satisfy diverse information needs. (Akakandelwa, 2016). Information seeking is a conscious effort to acquire information in response to a need or gap in knowledge) Lisa M. Given, 2016).

Information seeking is a multi-faceted phenomenon that has been modeled in diverse contexts ranging from work task performance and learning to health and leisure (Reijo Savolainen, 2019). Wilson (2008) explains that "information-seeking behavior is the purposive seeking for information as a consequence of a need to satisfy some goal. When seeking information, an individual may interact with a manual information system (such as newspapers or libraries) or a computer-based system (such as the World Wide Web) (T. D. Wilson, 2008).

According to cognitive psychology, human beings are active and goal-oriented, and willing to get information about themselves and the world (Eskola, 1998). Intentions, expectations, and responses direct their actions. They maintain knowledge in memory in hierarchically organized structures, schemes, and new knowledge based on previously learned knowledge. This process of construction has featured in common for every human being, but the contents are individual (von Wright, 1994).

This theory seeks to test the hypothesis that the selective exposure of individuals makes them choose the information that supports their current ideas and trends, whereby the public aims from its exposure to the messages of mass communication to achieve several things that are utilitarian goals, such as obtaining information or escaping from reality and entertainment. Through this exposure, the individual compares the contents and the means to which he is exposed (Marzouq Al-AdII, 2004).

Tipton and Donoho did studies that enabled them to reach that there are stimuli, factors, and incentives that make the individual seek to obtain information to face a problem since the research process that individuals perform can depend on one or several specific sources, or by following the individual in many ways that he can upon collecting information. Donohoe called this process the risk-taking strategy (Hassan Makkawi, Laila El-Saied, 1998), and Hilde Grad said that the process of seeking information includes six stages, which are as follows:

Initiation: This stage consists of determining the goal of seeking information. Choice: The stage at which individual participants seek information and how they are divided before starting the research and the request. Exploration: The set of questions that a team will use in the study. Formulation: The way to crystallize the search for information. Collection: The stage where data is collected through the research process. Offer or Presentation: The response of individuals after their exposure to the information collected. (Manal Al-Mazahreh, 2012).

Hypotheses of the theory of seeking information indicate that many researchers in the media define several elements that relate to situations and work to influence the individual during the process of searching for information, such as: providing previous knowledge on the subject, limitations of research, and a search strategy that relies on essential sources, wherever information is available to a

community. Society was more open, and this is why the theory of seeking information is based on a set of assumptions:

- Selective exposure to individuals causes them to choose the information that supports their current trends.
- The presence of incentives or incentives leads the individual to search for information to confront a specific problem or compare it with the individual's values and previous knowledge to deal with new situations.
- The activity of individuals in the process of searching for information varies according to demographic characteristics (May Al-Abdullah, 2006).

Objectives

The following are the objectives of this study.

- Defines the habits and patterns of exposure to the Egyptian public to the media during the crisis.
- Determines the motives and needs that the Egyptian public seeks to meet through its use of the media during the crisis
- Identifies the cognitive, emotional, and behavioral effects of the Egyptian public due to their exposure to the implications of the Coronavirus crisis.
- Discovering the credibility levels that the public gives to various media derives its health information about the Coronavirus.

Significance of the study

- This study contributes to strengthening the Arab library with research studies, which discuss global issues that affect media trends.
- The study acquires research importance due to the pandemic's consequent effects, whether in health, economic, social, psychological, and the media's role in this crisis.

Study questions

- What are the habits and patterns of exposure of the public to the media?
- What kind of information is needed to confront Coronavirus?
- What kind of sources and channels are used, how and why are they used?
- How is the information used in the process of dealing with the Coronavirus?
- What are the motivations that the public seeks to meet through its use of the media?
- What is the role of the media in public perception of the Coronavirus?
- What are the cognitive effects that occur to the public due to exposure to the contents of the Coronavirus through the media?
- What are the emotional and behavioral effects that occur to the public due to exposure to the implications of the Coronavirus?
- How to evaluate the media's role from the public perspective in monitoring and addressing the Coronavirus crisis?

Hypotheses

Based on the theoretical framework represented in the theory of seeking information and based on a review of scientific heritage, a set of hypotheses can be formulated that the study aims to test:

- There is a statistically significant correlation relationship between the public's exposure to the content of the Coronavirus using different media and each of the extent of their participation in the media to comment on the content and evaluate the media's effectiveness in raising public awareness of the Coronavirus.
- There is a statistically significant relationship between the public's evaluation of the content presented by the Coronavirus through

various media and their perception of the positive role of the means of the media in raising awareness of Coronavirus infection.

- There are statistically significant differences between the opinions of the research sample according to the (new and old) type of media relied upon in the audience's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, media credibility among the public, and the extent of their perception of the positive role of the media in raising awareness of Coronavirus infection.

- There are statistically significant differences between the opinions of the research sample according to the demographic variables in the audience's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, the media credibility among the public, and their perception of the positive role of the media in raising awareness of Coronavirus infection.

Research Design, Population, and Sample

This study belongs to the studies and descriptive research, which aims to describe the phenomena, or apparent events understudy, to draw an integrated and realistic picture about them. In this context, the current study is concerned with collecting information about the Egyptian public's exposure to various media as sources of information on the Coronavirus and its impact on facing the pandemic.

The study sample:

The study sample consists of 200 respondents; data were collected via Web Survey in May 2020. The method of the available sample was used from an electronic form, of which its responses were collected from members of the Egyptian public, in compliance with the researcher's commitment to social distancing.

Demographic characteristics of the study sample:

Table (1)

Sample Characteristics of Current Study

%	n	Gender*
27.50	55	Male
72.50	145	Female
		Residential area*
93.50	187	City
6.50	13	Countryside
		Marital status*
36.50	73	Unmarried
56	112	Married
4.50	9	Divorced
3	6	Widowed
		Education*
3.50	7	Average
74	148	Collectors
10.50	21	Majesty R.
12	24	PhD
		The profession*
18	36	Administrative
25	50	Artistic
27	54	Educational
1	2	Literal
29	58	I do not work
		The economic level*
1	2	Mediocre
63	126	Average
36	72	Above average
		Age*
2	4	Less than 20
37.50	75	M n 21-30
19.50	39	From 31-40
34.50	69	From 41-50
6.50	13	From 51-60
100	200	Total

Data collection tools

For the collection of data, a questionnaire has been generated. It is an online question-based survey. It includes eight different questions and is formed over a google form. It was circulated on social media through mediums like Facebook and WhatsApp for getting responses.

This quantitative study used a cross-sectional survey taken at one point in time (Babbie, 2014). Quantitative research provides precise information and statistical data that help researchers find proper solutions for many issues (Beatty, 2009). The quantitative analysis data is measured by turning the data into numbers using specific instruments and tests, making it more accurate (Beatty, 2009). According to Stacks (2002), quantitative research data are controlled, objective, and systemically observed.

Validity and Stability Tests:

A - Validity test:

The instrument's validity means the success of the measurement method in providing the information to be measured, i.e., does the measurement method measure what it is supposed to measure? Does it provide us with the required information? To achieve the degree of validity and honesty, the researcher used the following:

- The researcher verified the authenticity of the form in measuring the variables of the study by presenting the form to a group of specialists in the field of media - strong (5) news DOC to judge the validity of the form in the measurement of the study variables and achieve its objectives and review phrases and questions. Their adequacy to cover all dimensions of the problem is the study's subject, conducted researcher, and the form's amendments of arbitrators to become valid in its final form.*

- The researcher conducted an exploratory study on a sample of (20) Respondents. The form method was adopted to minimize the existing uncertainty and errors to ascertain that the respondents' questions are

easy and well apprehended. Some questions were amended and formulated according to what the researcher noticed during the application to be ready to be in its final form.

B - Stability Test:

The researcher conducted a stability Test and Re-Test applications, to measure the consistency of the answers to the vocabulary of the study sample after a period to conduct the study, which was implemented through the re-application field form on (20) unexamined of the study sample and the primary non -sample after ten passing days of the completion of the first study, then the respondents' answers were compared to the first study questions against the second study. Using the correlation coefficient between the two applications, the researcher has reached a correlation coefficient between the first and second application of the questionnaire (0.92) and its D statistical correlation coefficient, which indicates the questionnaire's stability.

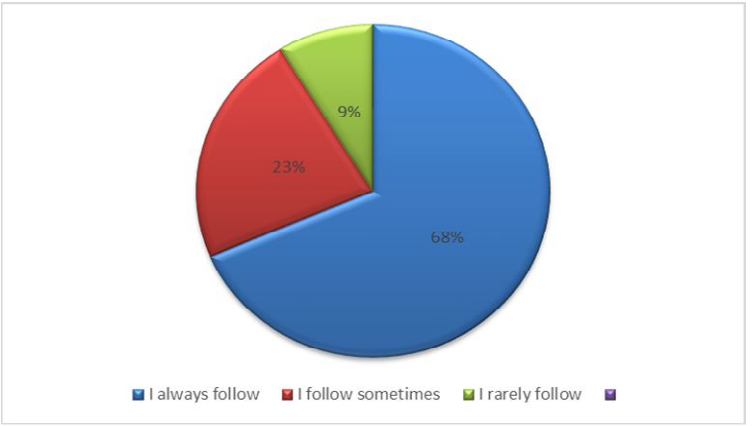
Findings

1-The extent to which the Egyptians have followed the news of the Coronavirus by various media outlets.

The following shape shows the percentages of the follow-up of followers on Coronavirus News (COVID-19).

Shape (1)

The extent of follow-up on Coronavirus (COVID-19) news



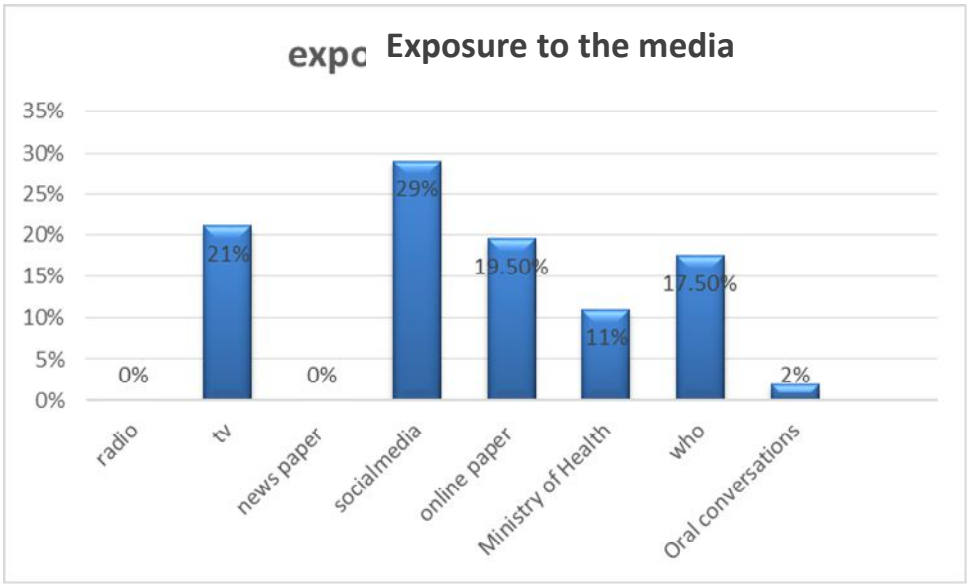
The shape above shows that nearly 91% of respondents follow the news of Coronavirus through various means of media (always 68% and sometimes 9%), which is the inevitable result of the importance of the event at the global level, and it threatens the public health and would lead to death, prompting many people to follow the latest developments concerning the spread of the virus and gravity.

2- The first source to which Egyptians refer to seek Coronavirus information.

The following graph shows more media outlets accredited in obtaining all the information about the virus.

Figure (2)

The first source to which Egyptians refer to seek Coronavirus information



The media ranked first, which the respondents relied on to obtain information about the Coronavirus (social networking sites), with a rate of 29%, and then television, an old means of communication, with a rate of 21%, followed by electronic newspapers. The fourth-ranking

was for the World Health Organization website, followed by the Egyptian Ministry of Health website. The last ranking is personal discussions and low rates due to home quarantine that prevented direct contact with individuals.

3- The extent to which the audience interacts with media content provided about the Coronavirus.

The following table shows the extent of the audience's interaction with the media content about Coronavirus.

Table (2)

The extent of the audience's interaction with the media content about Coronavirus.

%	N	The extent of the audience's interaction with the media content about Coronavirus
11.50	23	**Always**
35.50	71	**Sometimes**
53.00	106	**Scarcely**
100.00	200	**Total**

The table shows that: The percentage of permanent participation in commenting on the media content of the media about the Coronavirus (COVID-19) was (11.50%), while the rate of participation was sometimes (35.50%); this means that nearly half of the sample members interacted with the content presented through various media, while the rate of interaction was rare (53.00%).

4- The forms of interaction with the content provided by the media through its means

The following table shows the forms of interaction with the content provided by the media through its means.

Table (3)

Forms of interaction with content provided by the media through its means

%	N	Items	
11.50	23	**Send personal messages**	
68.00	136	**Discuss it with friends, family, and colleagues**	
0.50	1	**A telephone call in the case of direct programs**	
29.50	59	**Admire it**	
31.00	62	**Participate by publishing content**	
16.50	33	**Add a comment**	
11.50	23	**Share your opinion**	
3.50	7	**Share with an inquiry**	
1.50	3	I have no comment	**Other**
0.50	1	Keep the information to myself	
100.00	200	**Total**	

The table describes that family and friends were more likely to discuss information about the virus through the media by 68%, followed by publishing content, and by 31%, indicating keenness to share information. In contrast, it came in the last order (keep the information for me).

5- **The credibility levels that the public gives to various media.**

The following table shows the extent of the credibility of those means regarding Coronavirus.

Table (4)

The credibility of the media

Ca value ²	%	Estimated score	N					Items
			I absolutely disagree	I 2374isagreed	To some extent	I agree	Agree too	
188.40	69.30	693	1	10	105	63	21	**1. It investigates the truth and accuracy in broadcasting its news**
150.95	69.10	691	-	18	96	63	23	**2. The media deserves confidence in its news**
103.60	65.00	650	1	41	83	57	18	**3. The media did not distort or falsify coverage**
120.15	72.50	725	-	15th	79	72	34	**4. It relies on reliable sources while covering the Coronavirus crisis**
49.25	66.50	665	8	39	65	56	32	**5. It apologizes for spreading the wrong news while covering the crisis**
	68.48	3424	**Total marks**					

The value of (C.A.) at the level of significance (0.05) = 9.43

It is clear from Table (4) that:

-The percentage of the degree of credibility of the media in dealing with the Coronavirus ranged between (65.00%: 72.50%), which is a high level of credibility to a large extent and indicates the confidence of the public in what the media provide thereto, as it item of (relying on reliable sources while covering the Corona crisis) ranked first, while the item of (it was not corrupted or falsified during the coverage) ranked last.

- There are statistically significant differences between the research sample's opinions in the degree of evaluation of the media for dealing with the Coronavirus and in some direction.

6- How information is being used to confront the Coronavirus.

The following table shows to what extent the media helps in regard with the Coronavirus.

Table (5)

Audience use of coronavirus information

%	N	Use of information	
42.00	84	**Exchange of views on the issue of the crisis**	
73.50	147	**Keep up with the latest events and developments**	
15.00	30	**Carry out social initiatives and activities to face the virus**	
63.50	127	**Raise awareness of the virus and ways to get infected**	
60.00	120	**Learn how to take precautionary measures to face the virus**	
45.00	90	**Behaviors to follow when infected by the virus**	
52.50	105	**Introduce to others ways to face and avoid the virus**	
0.50	1	Official government websites follow a policy of lack of transparency	**Others**
100.00	200	**Total of those asked**	

As the table is shown:

Various media made many contributions to the public during the Corona crisis, including helping members of the sample from among the public in keeping up with the latest events and developments related to the virus, by 73.5%; raising awareness of the virus and methods of infection by 63.5%; and let them know how to take the necessary measures to confront the virus by 60%, which is undoubtedly an excellent awareness role on the part of the media.

7- The reasons for following the news of the Coronavirus (COVID 19) through these means.

The following table shows the reasons for news of the Coronavirus (COVID-19) follow-up through these means.

Table (6)

Follow up on the reasons for news of the Coronavirus (COVID-19) through these means.

%	N	The Reasons	
58.00	116	**Learn about the state's measures to face the virus**	
25.50	51	**Follow- up on the impact of the crisis on commodity prices and economic conditions**	
62.00	124	**Know if any country has reached a solution or treatment**	
66.00	132	**Know the extent of the disease in the area where I live**	
62.00	124	**Identify the causes of injury and methods of prevention**	
31.50	63	**Feel fear and anxiety**	
58.50	117	**Know the latest developments in the disease all over the world**	
59.50	119	**Know the incidence and death rates around the world continuously**	
0.50	1	Know when this epidemic will end and return to everyday life	**Others**
100.00	200	**Total of those asked**	

It is clear from Table (6) that:

Among the reasons that prompted the public to follow the news of the Coronavirus (COVID-19) with these media are the reasons of “knowing the extent of the disease in the area where I live” by 66%, then “identifying the causes of infection” by 62%; and the same percentage applies for “knowing if any country has reached a solution or treatment”, then reasons of “fear and anxiety” and “the impact of the crisis on prices and economic conditions” follow in late order. This indicates that the extent of the disease and its causes are preoccupied with the sample members.

8- The role of various media outlets in raising public awareness of the Coronavirus

The following table shows the extent of the media playing a positive role in raising awareness of the Coronavirus (COVID-19).

Table (7)

The extent to which the media played a positive role in raising awareness about infection with the Coronavirus (COVID-19)

%	N	The extent to which the media played a positive role in raising awareness about Coronavirus infection (COVID 19)
32.50	65	**Agree too**
38.00	76	**I agree**
28.00	56	**To some extent**
0.50	1	**I disagree**
1.00	2	**Absolutely disagree**
100	200	**Total**

It is clear from Table (7) that:

The percentage of approval was very high for the media outlets, playing a positive role in raising awareness about infection with the Coronavirus (COVID-19) (32.50%). In comparison, the approval rate reached (38.00%), while the approval rate of to some extent was (28.00%), while the percentage of disapproval was (0.50%), while the percentage of absolutely disagree was (1.00%).

Results of Research Hypotheses:

H1: There is a statistically significant correlation relationship between the exposure of the public to the content of the Coronavirus using different media and each of the extent of their participation in the media to comment on the content and evaluating the effectiveness of the media in raising public awareness of the Coronavirus.

Table (8)

Correlation coefficients between public exposure to Coronavirus content by different media and each of their participation in commenting on media content and their perception of the positive role of the means of the media in raising awareness of infection with Coronavirus.

Public exposure to the content of the Coronavirus in various media		**Variables**
Significance level	T value	
0.05	0.17*	**The extent of audience participation in commenting on media content**
0.01	0.22**	**Evaluating the effectiveness of the media in raising public awareness of the Coronavirus**

Tabular (t) value at significance level (0.05) = 0.138 (0.01) = 0.181

* D at level (0.05) ** D at level (0.01)

It is clear from Table (8) that:

-There is a direct, statistically significant correlation between public exposure to the content of the Coronavirus in different media, the extent of their participation in commenting on media content, and their perception of the media's positive role in raising awareness of Coronavirus infection. The more the audience is exposed to the media, the more they interact with these media. The more positive they will also evaluate the media coverage provided through them during the crisis.

H2: There is a statistically significant relationship between the public's evaluation of Coronavirus's content through various media and their perception of the positive role of the means of the media in raising awareness of infection with Coronavirus.

Table (9)

Correlation coefficients between the media's credibility among the public and their perception of the positive role of the media in raising awareness of Coronavirus infection.

Evaluating the effectiveness of the media in raising public awareness of the Coronavirus		**Variables**	
Significance level	T		
0.01	0.32**	It investigates the truth and accuracy in broadcasting its news.	**The credibility of the media**
0.01	0.38**	The media deserves confidence in its news.	
0.01	0.31**	The media did not distort or falsify coverage.	
0.01	0.35**	It relies on reliable sources while covering the Coronavirus crisis.	
0.01	0.35**	It apologizes for spreading the false news while covering the crisis.	

Tabular (t) value at significance level (0.05) = 0.138 (0.01) = 0.181

* D at level (0.05) ** D at level (0.01)

It is clear from Table (9) that:

There is a statistically significant positive correlation between the media's credibility among the public and their perception of the media's positive role in raising awareness of Coronavirus infection. The more credible the media and news are, the more positive the public will evaluate them.

H3: There are statistically significant differences between the opinions of the research sample according to the (new and old) type of media relied upon in the audience's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, media credibility among the public, and the extent of their perception of the positive role of the media in awareness of Coronavirus infection.

Table (10)

The significance of the difference between the credibility of new and traditional media among the public, the extent of their participation in commenting on the media content, the positive evaluation towards the content provided about the Coronavirus, and the extent of their perception of the positive role of the media in raising awareness of Coronavirus infections.

Significance level	T	New		Old		Variables	
		SD	SMA	SD	SMA		
Not d	0.71	0.66	2.56	0.58	2.64	**Public exposure to the content of the Coronavirus**	
Not d	1.12	0.68	1.56	0.72	1.69	**The extent of their participation in commenting on media content**	
Not d	0.33	0.78	3.46	0.74	3.50	It investigates the truth and accuracy in broadcasting its news.	**The credibility of the media**
Not d	0.19	0.83	3.45	0.77	3.48	The media deserves confidence in its news.	
Not d	0.29	0.91	3.24	0.89	3.29	The media did not distort or falsify coverage.	
Not d	0.97	0.87	3.59	0.80	3.74	It relies on reliable sources while covering the corona crisis.	
Not d	0.86	1.08	3.29	1.11	3.45	It apologizes for spreading the wrong news while covering the crisis.	
Not d	0.37	0.84	3.99	0.88	4.05	**Evaluating the effectiveness of the media in raising public awareness of the Coronavirus**	

The tabular (v) value at the level of significance (0.05) = 1.96 (0.01) = 2.58

* D at level (0.05) ** D at level (0.01)

It is clear from Table (10) that:

There are no statistically significant differences between the opinions of the research sample according to the (new and old) type of media relied upon in the audience's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, media credibility among the public, and the extent of their perception of the positive role of the media in raising awareness of Coronavirus infection.

H4: There are statistically significant differences between the opinions of the research sample according to the demographic variables in the audience's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, the Media credibility among the public, and their perception of the positive role of the media in raising awareness of Coronavirus infection.

Gender:

Table (11)

The significance of the differences between males and females in the public's exposure to the content of Coronavirus, the extent of their participation in commenting on the media content, the media credibility among the public, and the extent of their perception of the positive role of the media in raising awareness of Coronavirus infection.

Significance level	T	Females		Males		Variables	
		SD	SMA	Standard deviation	SD		
Not d	0.03	0.64	2.58	0.66	2.58	**Public exposure to the content of the Coronavirus**	
Not d	0.19	0.67	1.58	0.74	1.60	**The extent of their participation in commenting on media content**	
Not d	1.12	0.76	3.43	0.79	3.56	It investigates the truth and accuracy in broadcasting its news.	**The credibility of the media**
Not d	1.17	0.80	3.41	0.86	3.56	The media deserves confidence in its news.	
Not d	1.63	0.84	3.19	1.03	3.42	The media did not distort or falsify coverage.	
Not d	1.04	0.82	3.59	0.93	3.73	It relies on reliable sources while covering the Coronavirus crisis.	
Not d	0.02	0.98	3.32	1.33	3.33	It apologizes for spreading the false news while covering the crisis.	
0.05	*2.41	0.85	3.92	0.79	4.24	**Evaluating the effectiveness of the media in raising public awareness of the Coronavirus**	

The tabular (v) value at the level of significance (0.05) = 1.96 (0.01) = 2.58

* D at level (0.05) ** D at level (0.01)

It is clear from Table (11) that:

There are no statistically significant differences between males and females in the public's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, and positive evaluation towards the content provided about the Coronavirus. There are differences between males and females in the extent of their perception of the media's positive role in raising awareness of Coronavirus infection and in Male's evaluation. (Men had higher positive ratings for these media than females)

The residential area:

Table (12)

The significance of the differences between city and rural residents in public exposure to the content of the Coronavirus, the extent of their participation in commenting on media content, the media credibility among the public, and the extent of their perception of the positive role of the media in raising awareness of Coronavirus infection.

Significance level	T	The Countryside		City		Variables	
		SD	**SMA**	SD	**SMA**		
Not d	1.13	0.87	2.38	0.63	2.59	**Public exposure to the content of the Coronavirus**	
Not d	1.42	0.90	1.85	0.67	1.57	**The extent of their participation in commenting on media content**	
Not d	0.76	0.95	3.31	0.76	3.48	It investigates the truth and accuracy in broadcasting its news.	**The credibility of the media**
Not d	0.03	0.66	3.46	0.82	3.45	The media deserves confidence in its news.	
Not d	0.40	0.80	3.15	0.91	3.26	The media did not distort or falsify coverage.	
Not d	0.38	0.88	3.54	0.85	3.63	It relies on reliable sources while covering the Coronavirus crisis.	
Not d	0.59	0.90	3.15	1.10	3.34	It apologizes for spreading the false news while covering the crisis.	
0.05	* 2.37	0.66	4.54	0.85	3.97	**Evaluating the effectiveness of the media in raising public awareness of the Coronavirus**	

The tabular (v) value at the level of significance (0.05) = 1.96 (0.01) = 2.58

* D at level (0.05) ** D at level (0.01)

It is clear from Table (12) that:

There are no statistically significant differences between residents of the city and those living in the countryside in the public's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, and the media credibility. Simultaneously, there are differences between city and rural residents in the extent of their perception of the media's positive role in raising awareness of Coronavirus infection and towards rural residents. (Residents of villages had high positive evaluations of the media's role during the Corona crisis than those living in cities, which may be due to higher rates of disease in cities than in villages due to overcrowding).

Marital Status:

Table (13)

The significance of the differences between the different social status groups (single, married, divorced, and widowed) in the public's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, the Media credibility among the public, and the extent of their perception of the positive role of the media in raising awareness of Coronavirus infection.

P.H. value	Average of squares	Degree of freedom	Sum of squares	The source of the explanation	Variable	
3.08*	1.24	3	3.72	Between groups	**Coronavirus**	
	0.40	196	79.00	Within groups		
2.02	0.94	3	2.83	Between groups	**The extent of their participation in commenting on media content**	
	0.47	196	91.72	Within groups		
0.68	0.40	3	1.20	Between groups	It investigates the truth and accuracy in broadcasting its news.	**The credibility of the media**
	0.60	196	116.55	Within groups		
2.64	1.70	3	5.32	Between groups	The media deserves confidence in its news.	
	0.64	196	126.27	Within groups		
0.30	0.24	3	0.73	Between groups	The media did not distort or falsify coverage.	
	0.82	196	160.78	Within groups		
0.63	0.46	3	1.39	Between groups	It relies on reliable sources while covering the Coronavirus crisis.	
	0.73	196	143.49	Within groups		
0.67	0.79	3	2.36	Between groups	It apologizes for spreading the wrong news while covering the crisis.	
	1.18	196	231.51	Within groups		
0.85	0.61	3	1.83	Between groups	**Evaluating the effectiveness of the media in raising public awareness of the Coronavirus**	
	0.72	196	141.16	Within groups		

The tabular (p) value at significance level (0.05) = 2.65 (0.01) = 3.88

* D at level (0.05) ** D at level (0.01)

It is clear from Table (13) that:

There are no statistically significant differences between the different social status groups (single, married, divorced, and widowed) in the extent of public participation in commenting on media content, the media credibility, and the extent of the public's perception of the positive role of the media in raising awareness of Coronavirus infection.

There are statistically significant differences between the different social status groups (single, married, divorced, and widowed) in the public's exposure to the Coronavirus content.

This necessitates conducting a comparison test to determine the direction of these differences. Therefore, the researcher will use a Scheffe test to determine the direction of these differences.

Table (14)

Scheffe test between different marital status groups (single, married, divorced, and widowed) in public exposure to the Coronavirus content.

Widowed	Absolute	Married	Unmarried	Averages	Status	Variable
0.48	**0.19**	**0.19**		2.48	Unmarried	**Public exposure to the content of the Coronavirus**
0.67*	**0.00**			2.67	Married	
0.67*				2.67	Absolute	
				2.00	Widowed	

* D at level (0.05) ** D at level (0.01)

It is clear from Table (14) that:

There are no statistically significant differences between single people and each of the married, divorced, and widowed in public exposure to the content of the Coronavirus, and there are no statistically significant differences in the married and divorced, while there are statistically significant differences between the married and widowed in the direction of married people (married couples have had more exposure to the media than widows, and perhaps because they fear their partners will contract the disease at work) . There are also statistically significant differences between the divorced and widowed, which were higher in the divorced.

Educational level:

Table (15)

The significance of the differences between the different educational level categories (intermediate, university, masters, and doctorate) in the public's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, the media credibility among the public, and the extent of their perception of the positive role of the media in raising awareness of Coronavirus infection.

P.H. value	Average of squares	Degree of freedom	Sum of squares	The source of the explanation	Variable	
5.09*	1.99	3	5.97	Between groups	**Public exposure to the content of the Coronavirus**	
	0.39	196	76.75	Within groups		
0.42	0.20	3	0.60	Between groups	**The extent of their participation in commenting on media content**	
	0.48	196	93.96	Within groups		
1.81	1.06	3	3.17	Between groups	It investigates the truth and accuracy in broadcasting its news.	**The credibility of the media**
	0.59	196	114.59	Within groups		
1.01	0.67	3	2.00	Between groups	The media deserves confidence in its news.	
	0.66	196	129.60	Within groups		
2.63	2.08	3	6.55	Between groups	The media did not distort or falsify coverage.	
	0.79	196	154.95	Within groups		
1.11	0.80	3	2.41	Between groups	It relies on reliable sources while covering the Coronavirus crisis.	
	0.73	196	142.47	Within groups		
0.35	0.42	3	1.26	Between groups	It apologizes for spreading the wrong news while covering the crisis.	
	1.19	196	232.61	Within groups		
1.50	1.07	3	3.22	Between groups	**Evaluating the effectiveness of the media in raising public awareness of the Coronavirus**	
	0.71	196	139.78	Within groups		

The tabular (p) value at significance level (0.05) = 2.65 (0.01) = 3.88

* D at level (0.05) ** D at level (0.01)

It is clear from Table (15) that:

There are no statistically significant differences between the different educational level categories (intermediate, university, master, and doctorate) in the extent of audience participation in commenting on media content, the media credibility among the public, and the extent of the public's perception of the positive role of the media in awareness of Coronavirus infection.

There are statistically significant differences between the different educational level categories (intermediate, university, masters, and doctorate) in the public's exposure to the Coronavirus content.

This necessitates conducting a comparison test to determine the direction of these differences. Therefore, the researcher will use a Scheffe test to determine the direction of these differences.

Table (16)

A Scheffe test among different educational level categories (intermediate, university, master, and doctorate) in public exposure to the content of the Coronavirus

PhD	M.A.	Collectors	Average	Averages	The level	Variable
1.04**	**0.86***	**0.88****		1.71	Average	**Public exposure to the content of the Coronavirus**
0.16	**0.02**			2.59	Collectors	
0.18				2.57	M.A.	
				2.75	PhD	

* D at level (0.05) ** D at level (0.01)

It is clear from Table (16) that:

There are statistically significant differences between the intermediate educational level and the university level in public exposure to the Coronavirus content for the university academic level. There are also statistically significant differences between the average intellectual level and those with a master's degree against those with a master's degree (those with a master's and doctorate degrees had more media exposure than those with an intermediate education, as those with higher education were keener to seek information). There are also

statistically significant differences between the intermediate educational level and those who have obtained it. While there are no statistically significant differences between university academic and master's degree holders; there are no statistically significant differences between university academic and doctorate holders, and there are no statistically significant differences between master's and doctorate holders.

Occupation:

Table (17)

The significance of the differences between the different categories of professions (administrative, technical, educational, craftsman, and not working) in the public's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, the media credibility among the public, and the extent of their perception of the positive role of the media in raising awareness of Coronavirus infection.

P.H. value	Average of squares	Degree of freedom	Sum of squares	The source of the explanation	Variable	
2.31	0.94	4	3.74	Between groups	**Public exposure to the content of the Coronavirus**	
	0.41	195	78.98	Within groups		
0.35	0.17	4	0.67	Between groups	**The extent of their participation in commenting on media content**	
	0.48	195	93.89	Within groups		
0.13	0.08	4	0.31	Between groups	It investigates the truth and accuracy in broadcasting its news.	**The credibility of the media**
	0.60	195	117.44	Within groups		
0.35	0.23	4	0.93	Between groups	The media deserves confidence in its news.	
	0.67	195	130.67	Within groups		
0.95	0.77	4	3.08	Between groups	The media did not distort or falsify coverage.	
	0.81	195	158.42	Within groups		
0.20	0.15	4	0.58	Between groups	It relies on reliable sources while covering the Coronavirus crisis.	
	0.74	195	144.29	Within groups		
0.96	1.13	4	4.52	Between groups	It apologizes for spreading the wrong news while covering the crisis.	
	1.18	195	229.36	Within groups		
0.64	0.47	4	1.86	Between groups	**Evaluating the effectiveness of the media in raising public awareness of the Coronavirus**	
	0.72	195	141.14	Within groups		

* D at level (0.05) ** D at level (0.01) (P) Tabular value at significance level (0.05) = 2.41 (0.01) = 3.41

It is clear from Table (17) that:

There are no statistically significant differences between the different categories of professions (administrative, technical, educational, craftsman, and not working) in the audience's exposure to the content of the Coronavirus, the extent of audience participation in commenting on media content, the media credibility among the public, and the extent of the public's awareness of the positive role of the media in raising awareness of the Coronavirus.

Economic level:

Table (18)

The significance of the differences between the different economic level categories (below average, medium, and above average) in the public's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, the media credibility among the public, and the extent of their perception of the positive role of the media in raising awareness of Coronavirus infection.

P.H. value	Average of squares	Degree of freedom	Sum of squares	The source of the explanation	Variable	
0.60	0.25	2	0.50	Between groups	**Public exposure to the content of the Coronavirus**	
	0.42	197	82.22	Within groups		
1.92	0.90	2	1.81	Between groups	**The extent of their participation in commenting on media content**	
	0.47	197	92.75	Within groups		
0.55	0.33	2	0.66	Between groups	It investigates the truth and accuracy in broadcasting its news.	**The credibility of the media**
	0.59	197	117.10	Within groups		
1.11	0.73	2	1.46	Between groups	The media deserves confidence in its news.	
	0.66	197	130.14	Within groups		
0.10	0.08	2	0.16	Between groups	The media did not distort or falsify coverage.	
	0.82	197	161.34	Within groups		
0.57	0.42	2	0.84	Between groups	It relies on reliable sources while covering the Coronavirus crisis.	
	0.73	197	144.04	Within groups		
0.12	0.14	2	0.27	Between groups	It apologizes for spreading the wrong news while covering the crisis.	
	1.19	197	233.60	Within groups		
0.38	0.28	2	0.55	Between groups	**Evaluating the effectiveness of the media in raising public awareness of the Coronavirus**	
	0.72	197	142.44	Within groups		

(P) Tabular value at significance level (0.05) = 3.04 (0.01) = 4.71

* D at level (0.05) ** D at level (0.01)

It is clear from Table (18) that:

There are no statistically significant differences between the different economic level categories (below average, average, and above average) in the audience's exposure to the content of the Coronavirus, the extent of audience participation in commenting on media content, the media credibility among the public, and the extent of public awareness of the positive role of the media in raising awareness of Coronavirus infection.

Age:

Table (19)

The significance of the differences between different age groups (less than 20, from 21-30, from 31-40, from 41-50, and from 51-60) in the public's exposure to the content of the Coronavirus, the extent of their participation in commenting on media content, the media credibility among the public, and the extent of their perception of the positive role of the media in raising awareness of the Coronavirus.

P.H. value	Average of squares	Degree of freedom	Sum of squares	The source of the explanation	Variable	
2.21	0.90	4	3.59	Between groups	**Public exposure to the content of the Coronavirus**	
	0.41	195	79.13	Within groups		
2.15	1.00	4	4.00	Between groups	**The extent of their participation in commenting on media content**	
	0.46	195	90.55	Within groups		
0.16	0.09	4	0.38	Between groups	It investigates the truth and accuracy in broadcasting its news.	
	0.60	195	117.38	Within groups		
2.40	1.54	4	6.29	Between groups	The media deserves confidence in its news.	
	0.64	195	125.31	Within groups		
0.07	0.05	4	0.22	Between groups	The media did not distort or falsify coverage.	
	0.83	195	161.28	Within groups		
1.22	0.88	4	3.53	Between groups	It relies on reliable sources while covering the Coronavirus crisis.	
	0.73	195	141.35	Within groups		
0.48	0.57	4	2.27	Between groups	It apologizes for spreading the	

P.H. value	Average of squares	Degree of freedom	Sum of squares	The source of the explanation	Variable	
	1.19	195	231.61	Within groups	wrong news while covering the crisis.	
0.21	0.16	4	0.62	Between groups	**Evaluating the effectiveness of the media in raising public awareness of the Coronavirus**	
	0.73	195	142.37	Within groups		

(P) Tabular value at significance level (0.05) = 2.41 (0.01) = 3.41

* D at level (0.05) ** D at level (0.01)

It is clear from Table (19) that:

There are no statistically significant differences between the different age groups (less than 20, from 21-30, from 31-40, from 41-50, and 51-60) in audience exposure to the content of the Coronavirus, the extent of audience participation in commenting on media content, the media credibility among the public, and the extent of the public's perception of the positive role of the media in raising awareness of Coronavirus infection.

Discussion

-The Corona pandemic is a global health crisis that has strongly affected the world, which prompts individuals to search for more information to learn about the current situation. They follow up events to increase awareness about the virus, methods of infection, how to prevent it, and how to take the necessary measures to avoid it. The current study found that nearly 81.5% were following the news of the virus through various media, which proves that individuals in times of crisis seek to follow the media intensively to fill the lack of knowledge and reduce the state of tension that they suffer.

-There are various media outlets that an individual can use to obtain information about the virus, including traditional and modern ones. The study revealed that social media sites were among the methods that the public relied on most during the crisis by 29% .This result indicates the superiority of modern media over traditional media in this regard, which is consistent with previous studies (Austin, Liu, & Jin (2012) , Ahmed, Mohamed 2016).

-This study found that people relied heavily on social media for accessing health information in their own social media groups. As the virus strikes, it makes evolutionary sense for people to develop a strong sense of sharing health information in the hope of surviving the outbreak.

- This research found that excessive use of social media content during a public health crisis could help obtain informational, emotional, and peer support. Social media can and should be used to support the public health response in case of outbreaks, for example, the pandemic of COVID-19.

- Television as a source of information tops traditional media by 21%, which means it is still popular with the public.

- Nearly half of the sample members interacted with the content presented through various media, through discussing it with their families and friends by 68%, which is a natural result. The relatively long home confinement period allowed individuals to discuss, communicate, and exchange information and re-publish the content by 31%.

-The percentage of the media's degree of credibility in dealing with the Coronavirus ranged between (65.00%: 72.50%). It indicates that the public seeks to select the media they trust in their credibility, especially on a serious topic such as the Coronavirus related to health.

- It seems that the state of anxiety was controlling the audience, which prompted them to search in the media about the areas where the disease is mostly spread by 62%, parallel to the quest of the audience to know the methods of treatment and ways to confront the virus.

-Various media made many contributions to the public during the Corona crisis, including helping members of the sample from among the public in keeping up with the latest events and developments related to the virus by 73.5%, raising awareness of the virus and methods of infection by 63.5%, and letting them know how to take

the necessary measures to confront the virus by 60%, which is undoubtedly an excellent awareness role on the part of the media.

-Showing a correlation between the credibility of the media between the sample and the respondents' evaluation of the media's role in raising the awareness of individuals infected with Coronavirus.

- New and old media have provided a positive role in introducing to the sample members of the Coronavirus, methods of its infection and the behaviors that must be followed to face the virus.
- There is a direct, statistically significant correlation between public exposure to the Coronavirus content in different media, the extent of their participation in commenting on media content, and their perception of the media's positive role in raising awareness of Coronavirus infection. The more the audience is exposed to the media, the more they interact with these media; and the more positive they will evaluate the media coverage provided through them during the crisis.
- There is a statistically significant positive correlation between the media's credibility among the public and their perception of the media's positive role in raising awareness of Coronavirus infection. The more credible the media and news are, the more positive the public will evaluate them.
- There are no statistically significant differences between the opinions of the research sample according to the (new and old) type of media relied upon in the audience's exposure to the content of the Coronavirus, the extent of their participation in commenting on the media content, media credibility among the public, and the extent of their perception of the positive role of the media in awareness of Coronavirus infection.
- There are differences between males and females in the extent of their perception of the media's positive role in raising awareness of Coronavirus infection and Male's evaluation) Men had higher positive ratings for these media than females).

- There are differences between city and rural residents in the extent of their perception of the media's positive role in raising awareness of Coronavirus infection and rural residents) Residents of villages had high positive evaluations of the media's role during the Corona crisis than those living in cities, which may be due to higher disease rates in cities than in villages due to overcrowding.)
- There are statistically significant differences between the different social status groups (single, married, divorced, and widowed) in the public's exposure to the Coronavirus content.
- While there are statistically significant differences between the married and widowed in the direction of married people) married couples have had more exposure to the media than widows, and perhaps because they fear their partners will contract the disease at work.)
- There are statistically significant differences between the intermediate educational level and the university level in public exposure to the Coronavirus content for the university academic level. There are also statistically significant differences between the average intellectual level and those with a master's degree against those with a master's degree (those with a master's and doctorate degrees had more media exposure than those with an intermediate education, as those with higher education were keener to seek information).

Conclusion

This study added scientific evidence to the vital role that modern and old media play in providing the public with the necessary information in times of health crises such as the Coronavirus crisis. However, the spread of social media has made ordinary audiences contribute to creating information and media content, which has placed journalists and media men responsible for scrutinizing knowledge and objectivity and spreading the truth. The alternative means losing their credibility.

Reference

- Abd Rabbo Al-Mughayer, Muhammad (2020), on media policies to reduce Corona's risks, Media Studies Journal, Arab Democratic Center, 11th Issue, Volume 3, Berlin (Germany).
- Akakandelwa, (2016). A Glimpse of the Information Seeking Behaviour Literature on the Web: A Bibliometric Approach
- Austin, L., Fisher Liu, B., & Jin, Y. (2012). How audiences seek out crisis information: exploring the social-mediated crisis communication model. Journal of Applied Communication Research, 40(2), 188-207. DOI:10.1080/00909882.2012.654498
- Al Sulaiman, Saud Abdulaziz (2018), Health Crisis in the Kingdom of Saudi Arabia: A Study of Saudis' Knowledge of Coronavirus, Attitudes toward the Ministry of Health's Coronavirus Preventive Campaigns, and Trust in Coronavirus Messages in the Media

  Doctor of Philosophy (Ph.D.), Bowling Green State University, Media and Communication.
- Babies, E. R. (2014). The basics of social research (6th Ed.). Belmont, CA: Wadsworth Cen gage Learning.
- Beatty, M. (2009). Thinking quantitatively. In Stacks, D. & Salween, M. (2nd Ed.). An Integrated Approach to communication theory and research (pp. 30-40). New York, NY: Routledge.
- Bu Zhonga, YakunHuangb, Qian (2020), Mental health toll from the Coronavirus: Social media usage reveals Wuhan residents' depression and secondary trauma in the COVID-19 outbreak, Computers in Human Behavior, Volume 114, January 2021, 106524, Available online August 15, 2020. https://doi.org/10.1016/j.chb.2020.106524
- Coombs, W.T. (2006). Crisis management: a communication approach. In Botan, C. & Hazelton, V. Public Relations Theory II (pp.171-198). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Coombs, W.T. (2007). Crisis management and communications. Institute for Public Relations. http://www.instituteforpr.org/topics/crisis-management-and-communications/139
- Coombs, W. T. (2014a). Crisis management and communications. Research Journal of the Institute for Public Relations, 1 (1).

-Coombs, W. T. (2014b). State of crisis communication: evidence and the bleeding edge. Research Journal of the Institute for Public Relations, 1 (1).

- Coombs, W.T. (2011). Crisis communication and social media. Institute for Public Relations. http://www.instituteforpr.org/topics/crisis-communication-and-social-media

- Elah, Aisha, (2020). The role of the new media in developing Literacy Health and combating global health crises in light of the spread of the Coronavirus - Covid.19, Media Studies Journal, Arab Democratic Center, 11th Issue, Volume 3, Berlin (Germany).

- Eeva-Liisa Eskola, (1998). University students' information-seeking behavior in a changing learning environment, Information Research, Volume 4 No. 2.

- Fox, S. (2011). The social life of health information, 2011. Retrieved from http://www.pewinternet.org/2011/05/12/the-social-life-of-health-information-2011/

- Garfin, D. R., Silver, R. C., & Holman, E. A. (2020), The novel coronavirus (COVID-2019) outbreak: Amplification of public health consequences media exposure. *Health Psychology, 39*(5), 355-357. http://dx.doi.org/10.1037/hea0000875

- Granville, G. (2013). Opportunities and risks of the use of social media in healthcare organizations. Proceedings of the European Conference on Information Management & Evaluation, 41-50.

- Hassan Makkawi, Laila El-Sayed (1998). Communication and Contemporary Theories (First Edition), Cairo: The Egyptian-Lebanese House, page 338.

- Lisa M. Given. (2016). Looking for Information: A Survey of Research on Information Seeking, Needs, and Behavior. 4thed. Bingley, UK: Emerald Group Publishing. 528p.

- Lindsay, B. (2011). Social media and disasters: current uses, future options, and policy considerations. Congressional Research Service. Retrieved from http://www.fas.org/sgp/crs/homesec/R41987.pdf

-Lima, Carlos (2020). The emotional impact of Coronavirus 2019-nCoV (new Coronavirus disease), Psychiatry Research, Volume 287, May, 112915

- Morton, T. A., & Duck, J. M. (2000). Social identity and media dependency in the gay community. Communication Research, 27, 438– 460 Crossref Web of Science®Google Scholar.

- Mai Al-Abdullah (2006). Communication Theories (First Edition), Beirut: Dar Al-Nahda Al-Arabia, page 278.

- Manal Al-Mazahreh (2012). Communication Theories (First Edition), Amman: Dar Al-Masirah, page 411.

- M. Mark Miller and Stephen D. Reese, 'Media Dependency as Interaction: Effects of Exposure and Reliance on Political Activity and Efficacy,' Communication Research, Vol. 9, No. 2 (1982), pp. 227–48.
- Marzouq Al-Adli (2004). Press Releases: A Study of Uses and Gratings (First Edition), Cairo: Dar Al-Fajr for Publishing and Distribution, page 54.
-Muhammad Fahmy, Ahmad (2016). Youth dependence on traditional and modern media to obtain political information in times of crisis, an unpublished master's thesis (Cairo University: Media Agency, Department of Journalism)
- Peter D. Luann (2020). Using Behavioural Science to Fight the Coronavirus, Journal of Behavioural Public Administration, Vol .3, No.1
- Ruggiero, A., & Vos, M. (2014). Social media monitoring for crisis communication: process, methods, and trends in the scientific literature. Online Journal of Communication & Media Technologies, 4(1), 105-130.
- Stacks, D. (2002). Primer of public relations research. New York, NY: The Guilford Press.
- Taha, S. A., Matheson, K., & Anisman, H. (2014). H1N1 was not all that scary: Uncertainty and stressor appraisals predict anxiety related to an imminent viral threat. *Stress and Health*, *30*, 149–157. https://doi.org/10.1002/smi.2505
- T. D. Wilson, (2008). Activity theory and information seeking, Annual Review of Information Science and Technology.
- White, C. (2008). The effects of mass-media coverage of Muslims on majority acculturation attitudes towards Muslim Immigrants to Australia. Doctoral dissertation, University of Queensland, Australia.
- Von Wright, J. (1994). Oppimiskäsitysten historiaa ja pedagogisia seurauksia. 2. muuttamaton p. Helsinki: Opetushallitus
- Yan Jina, Lucinda Austin, Santosh Vijay, kumara Hyoyeun, Juna Glen Nowak, (2019), communicating about infectious disease threats: Insights from public health information officers, Public Relations Review, Volume 45, Issue 1, Pages 167-177.

Arbitrators:

Prof. Dr. Mohamed Saad, Professor of Journalism and Dean of the International Media Institute - Al-Shorouk Academics.

Dr .Hesham Abdelhamid, Lecturer at the American University in Cairo.

Prof. Amal Taha, Professor of Journalism, Department of Media (Faculty of Arts - Helwan University)

Dr. Fouada Al-Bakri, Assistant Professor of Public Relations, Department of Media (Faculty of Arts - Helwan University)

Dr. Dalia El-Sawah, Lecturer of Public Relations and Advertising, Department of Media (Faculty of Arts - Helwan University).

Journal of Mass Communication Research «J M C R»

A scientific journal issued by Al-Azhar University, Faculty of Mass Communication

Correspondences

- Al-Azhar University- Faculty of Mass Communication.
- Telephone Number: 0225108256
- Our website: http://jsb.journals.ekb.eg
- E-mail: mediajournal2020@azhar.edu.eg

Issue 56 January 2021 - part 5

Deposit - registration number at Darelkotob almasrya /6555

International Standard Book Number "Electronic Edition" 2682- 292X

International Standard Book Number «Paper Edition»9297- 1110

Rules of Publishing

Our Journal Publishes Researches, Studies, Book Reviews, Reports, and Translations according to these rules:

- Publication is subject to approval by two specialized referees.
- The Journal accepts only original work; it shouldn›t be previously published before in a refereed scientific journal or a scientific conference.
- The length of submitted papers shouldn›t be less than 5000 words and shouldn›t exceed 10000 words. In the case of excess the researcher should pay the cost of publishing.
- Research Title whether main or major, shouldn›t exceed 20 words.
- Submitted papers should be accompanied by two abstracts in Arabic and English. Abstract shouldn›t exceed 250 words.
- Authors should provide our journal with 3 copies of their papers together with the computer diskette. The Name of the author and the title of his paper should be written on a separate page. Footnotes and references should be numbered and included in the end of the text.
- Manuscripts which are accepted for publication are not returned to authors. It is a condition of publication in the journal the authors assign copyrights to the journal. It is prohibited to republish any material included in the journal without prior written permission from the editor.
- Papers are published according to the priority of their acceptance.
- Manuscripts which are not accepted for publication are returned to authors.