



ROLE OF MEDIA IN MANAGING COVID-19 AND HUMAN BEHAVIOUR: A DISCOURSE ANALYSIS ON REPORTED MEDIA IN MALAYSIA



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INTRODUCTION

- Information relayed to the public is highly important especially during an outbreak situation.
- Concern about the COVID-19 pandemic is driving an increase in media consumption. In between the start of the outbreak and to date, various media played their roles in information dissemination.



The COVID-19 outbreak that began in December 2019 in Wuhan, China has caused a huge pandemic across the world and the world responded with measures to contain it; including the Movement Control Order (MCO) conducted in Malaysia. These measures are conveyed through media but unfortunately are also marred with misinformation or even fake news that caused panic and confusion; which in turn causes chaos in the public.

- The media and the Internet have the power to affect individuals' health-related perceptions and to replace information obtained from health experts.
- Mainstream media is defined as the collection of large mass news media that is capable of influencing, shaping and reflect the thoughts of the public at large.

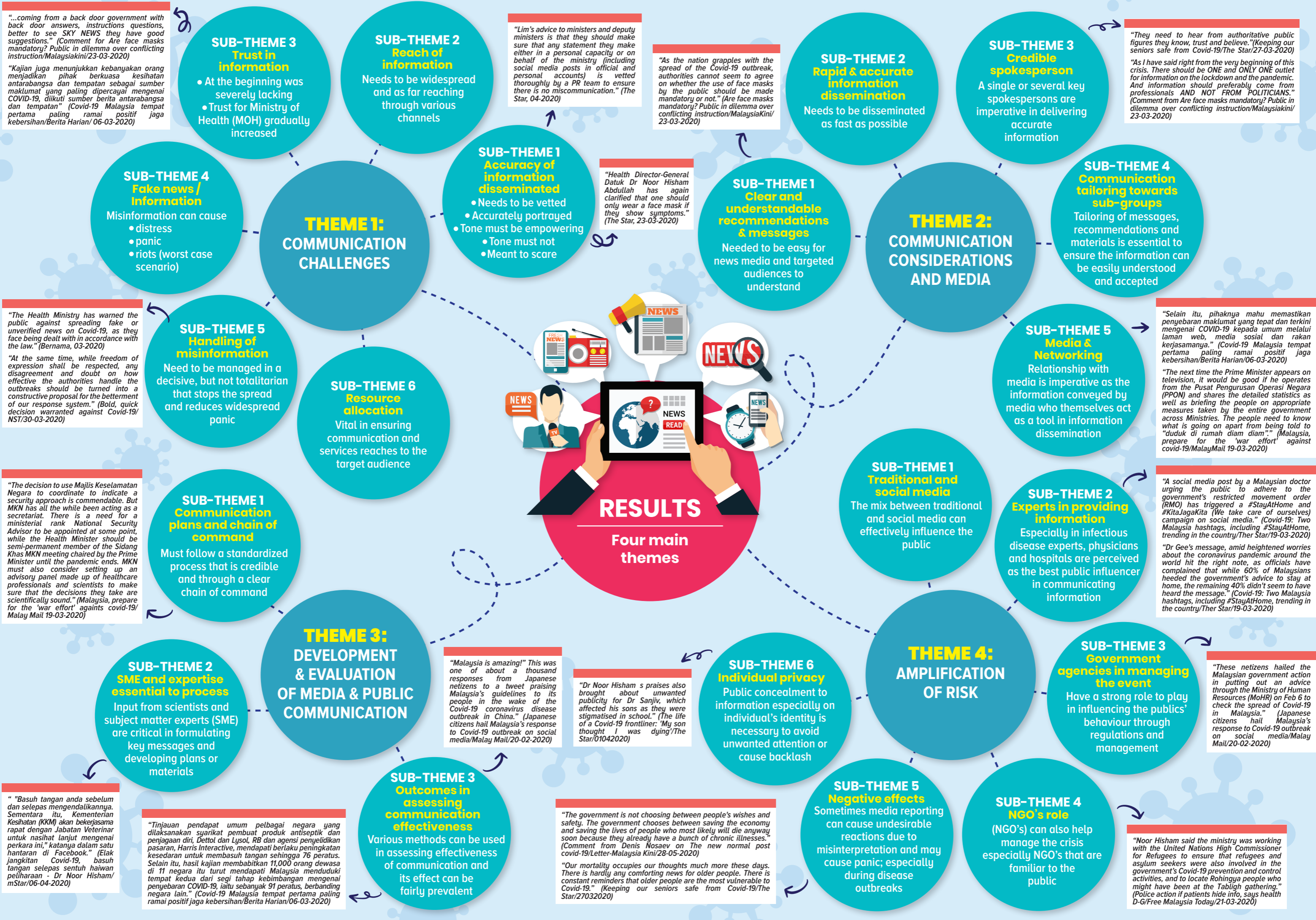


OBJECTIVE

To analysis on media reports and the reported effects on human behaviour; specifically during the Corona Virus (COVID-19) outbreak.

METHODOLOGY

- STUDY DESIGN**
Qualitative analysis on reported area
- DATA COLLECTION**
March to July 2020 (Phase 1 - 3 of MCO)
- TARGET POPULATION**
Reported media and responses towards these media
- ETHICAL APPROVAL**
Medical Research Ethics Committee (MREC)
NMRR-20-622-54492
- REPORTS EXTRACTED**
508 reports extracted revealing 4 main themes with multiple sub-themes



CONCLUSION

Although information cannot be fully controlled, better management can be applied to outbreak incidences via proper information

RECOMMENDATIONS

- The following recommendation can be applied to future outbreaks:
- Pre-emptive information dissemination via a singular, formal channel to avoid misinformation or spread of fake news
 - Constant updates to targeted population or sub-population through a trustworthy spokesperson would allay speculation and answer all impending questions
 - All experts should corroborate in talking in the same language to avoid conflict of information that can lead to further confusion



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