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**“Impact of Mass Media on Awareness, Attitude and Behavior of Public
During Covid-19 Pandemic in Pakistan”**



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ABSTRACT

This study aimed to identify the impact that mass media has on awareness, attitude, and behavior of general public during COVID-19 pandemic in Pakistan. Present research has used mass media as independent variable. On the other hand, it has used awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic as dependent variables. The Pakistani people were the targeted audience for current study to explore the relationship between above-mentioned variables. Quantitative research method was used, as primary data was collected through adopted questionnaire based on 5-Likert scale. The responses were recorded from 300 respondents (people of Pakistan) through convenience sampling technique. Responses recorded were analyzed by using statistical tests (correlation and regression analysis) with the help of SPSS Software. Results have indicated that mass media impacts awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic in Pakistan. Findings have proved that change in mass media brings a definite change awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic in Pakistan.

Key Words: Mass Media, Awareness Regarding COVID-19 Pandemic, Attitude of General Public During COVID-19 Pandemic, Behavior of General Public During COVID-19 Pandemic, etc.

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Chapter 1

INTRODUCTION

In the modern age, it is commonly believed that one of the most important events that occurred following the occurrence of the present decade's global economic slump was the spread of the new coronavirus, also known as COVID-19 (Tsatsakis et al., 2020). According to the World Health Organization's guidelines, the novel coronavirus has been labeled a pandemic around the world, prompting governments everywhere to enact restraining measures including requiring the closure of companies and transportation to stop the novel coronavirus's spread (Al-Dmour et al., 2020). In addition, Herring and Swedlund (2020) note that Pakistan has suffered negative effects as a result of the new coronavirus's impact. In keeping with the aforementioned premise, it can be argued that the new coronavirus has hindered enterprises, transportation, and educational institutions, which are the aspects that have directly contributed to the respective country's economic downturn.

As a result of Pakistan's dire economic situation, which limits its ability to focus on its specific health care system, and its lack of adequate medical facilities, it can be said that Pakistan is a state that is considered to be most vulnerable to the effects of the novel coronavirus. These factors raise Pakistan's risk of being maliciously affected by the novel coronavirus (Dwivedi et al., 2020). Following up on the previously mentioned point, the authors go on to mention that Pakistan's geographic location, which includes sharing borders with China and Iran, the two countries that have been the most severely affected by the novel coronavirus, as well as the fact that Pakistan has cross-border relations with these countries, significantly increases the risk of the novel coronavirus spreading to Pakistan (Ahmed et al., 2020).

In light of the aforementioned paragraphs, it is appropriate to say that the danger of new coronavirus is regarded to be long-term due to the lack of vaccines that can effectively combat the virus, both internationally and in Pakistan in particular. Because of this, the affected nation has been compelled to implement different strategies to inform its citizens about the effects of the new coronavirus and has successfully used its media institutions for this purpose (Hossain et al., 2020).

1.1 Background of the Study

In the past, an outbreak of infectious illnesses has had some devastating effects that have changed civilizations (Latif et al., 2020). Additionally, in addition to the medical problems, a variety of psycho-social problems can arise, mostly as a result of inadequate awareness and comprehension of such infectious illnesses (Gever and Ezeah, 2020). The public's frenzy, worry, and terror are the main factors that cause social stigma and illogical responses to the particular sickness in civilizations (Karasneh et al., 2020). Examples of these contagious infectious illnesses that have previously received negative attention include Ebola, AIDS/HIV, H1N1, and SARS (Bragazzi et al., 2020). These rash decisions reflect extreme psychological and emotional strain brought on by the spread of sickness, notably owing to ignorance about the illness, lack of understanding of its fatality and high contagiousness, as in the case of the present coronavirus epidemic (Mheidly and Fares, 2020).

The WHO (World Health Organization) was informed by the Chinese Health Authority in December 2019 about the significant number of pneumonia cases in the Chinese city of Wuhan with an unknown cause (Zhong et al., 2020). Several patients who lived or worked nearby the Seafood Market had been affected by these occurrences since 2019, however many previously reported cases had not been linked to the Seafood Market (Gever and Ezeah, 2020). A new wave of the Coronavirus was discovered in January 2020 in a patient sample obtained by swabbing the patient's throat (Bragazzi et al., 2020). The group investigation of Coronavirus then gave this organism the name SARS-CoV-2 (severe- acute- respiratory-syndrome-coronavirus-2). Later, the WHO gave the illness the designation COVID-19 (Mheidly and Fares, 2020). Figures through to January 2020 show that in China, 12,167 patients were suspected to have COVID-19, while 7736 cases were verified (Zhong et al., 2020). In addition, 82 confirmed cases had been seen in 18 distinct nations (Karasneh et al., 2020). On the same day that the "Public Health Emergency of International Concern" that triggered an emergency alert condition throughout these impacted nations was declared, the WHO also announced the SARS-CoV-2 epidemic (Latif et al., 2020).

The purpose of this study is to assess the entire state of the Coronavirus epidemic, thus the effect of the media on the COVID-19 pandemic is studied (Gever and Ezeah, 2020). As was already noted, the COVID-19 outbreak in China was growing quickly. According to the research done by Waris et al. (2020), the virus has spread to over 213 regions and several nations. As of April of

this year, 131,037 persons have passed away and 1,995,983 cases had been documented globally (Ali and Gatiti, 2020). There is a present emerging threat to the entire world, and the WHO then declared a pandemic, creating long-lasting problems with several facets both internationally and locally (Zhong et al., 2020).

Since the first coronavirus case was recorded, it took exactly 67 days to reach 100,000 instances. From there, it took another 11 days to reach another 100,000 cases, prompting the WHO to issue repeated warnings and high alerts about the escalating pandemic scenario (Mheidly and Fares, 2020). Additionally, this number increased to more than 100,000 instances in just four days. Another 100,000 cases were recorded in only two days (Latif et al., 2020). Patients with no symptoms have also shown to be a substantial source of this infection's widespread transmission (Bao et al., 2020). It was obvious from their rapid reduction in coronavirus cases that South Korea and China have made some progress in managing the virus. Many governments have been forced to proclaim a state of lockdown because to the exponential rise in coronavirus infections in various parts of the world (Gever and Ezeah, 2020). Thus, it has been believed that the extraordinary measures used to stop this epidemic include locking the borders and closing down the marketplaces, institutions, workplaces, and schools (Kakakhel et al., 2020).

In a larger sense, a reassessment of Pakistan's current position is necessary. According to data from the Ministry of Health, the Pakistani government said that, as of April 2020, there were an average of 3277 coronavirus positive cases in Pakistan, with 50 fatalities and 18 critical conditions (Waris et al., 2020). The Punjab area recorded the most instances—1493—followed by 405 cases in Khyber Pakhtunkhwa, 881 in Sindh, 191 in Baluchistan, 15 in Federal Kashmir, and 210 confirmed cases of corona in Gilgit Baltistan (Hossain et al., 2020). Pakistan has a death rate of 1.3 percent and a recovery rate of 4.8 percent. All of these statistics have been provided in this part to demonstrate the extent of the illness in Pakistan and to assess the Pakistani government's facilitation of and proactive measures against the COVID-19 epidemic (Shehzadi et al., 2020).

According to the research done by Ali and Gatiti (2020), the Pakistani government is making tremendous efforts to uphold the duty of the state toward its people. Following the discovery of the first COVID instance in Karachi, the authorities issued stringent guidelines requiring compliance with the suggested SOPs. However, every coronavirus patient has a comprehensive

travel history that demonstrates that Pakistan was the source of the transmission (Park et al., 2020). Along with the necessary actions, the government also suggested COVID-19 mitigation options (Latif et al., 2020). To stop the transmission of the coronavirus, for instance, early diagnosis of the virus, tracking and tracing of contacts, keeping social distance, isolation and quarantine, and risk communication (Ali and Gatiti, 2020). To raise money for public welfare, the Pakistani government has also created a Relief Fund for COVID-19. The Pakistani government developed electronic media and social media helplines in seven different regional languages. Baluchistan Communication Task Force has created awareness campaigns in several languages with the cooperation of various agencies (Shehzadi et al., 2020).

1.1.1 Specific Area of Research

Planning must be done carefully, and there must be full knowledge of the COVID-19 epidemic on both a local and global level (Ali and Gatiti, 2020). Any type of global catastrophe presents a chance to compel people to learn, strengthen their resilience, and foster compassion while fostering more compassionate and secure communities and societies (Latif et al., 2020). Knowing more about the coronavirus pandemic can not only allay public concerns and worries, but also increase public comprehension of the current situation (Mheidly and Fares, 2020). Even greater comprehension of the problem and more effective crisis management will result from this. The electronic media, which is already working hard to provide data and figures of the nation and abroad so that people can understand the severity of the issue and follow the safety precautions and SOPs in order to prevent the disease, is the primary vehicle for disseminating this information and raising awareness among the general public (Goel and Gupta, 2020).

This study's focus is on providing practical, understandable advice and knowledge for safe operations by preventing the spread of the coronavirus in workplaces, educational institutions, and other organisations by taking preventative measures, detecting it early, and properly implementing SOPs (Waris et al., 2020). Citizens' participation in adhering to the action plan will be a huge help in controlling the coronavirus, which is largely impacted by their KAP (knowledge, attitude, and practises) to COVID-19 pandemic, in order to ensure the overall success (Karasneh et al., 2020). This KAP model suggests that people's knowledge and attitudes toward highly contagious diseases are related to the sentiment level in people, which can lead to more confusing initiatives to prevent the spread of the infectious disease. This is in line with past

lessons learned and information from the global pandemic (Bragazzi et al., 2020). Understanding the public's consciousness and awareness of this coronavirus epidemic at this critical time is crucial for streamlining the coronavirus pandemic control procedure in Pakistan (Waris et al., 2020). In this study, a cross-sectional study was used to assess the KAP model in relation to the COVID-19 pandemic among Pakistanis and the dangers associated with it.

1.1.2 Justification of the Research

The media is actively spreading information to the public in order to give them a greater knowledge and awareness of the present pandemic crisis (Zhong et al., 2020). Working in all directions and focusing on prevention for those who already view the disease as a social stigma are essential components of imparting sound knowledge rather than creating hype (Goel and Gupta, 2020). The main goal of this study is to determine if the amount of knowledge and up-to-date information regarding COVID-19 offered by the media was adequate. Also, think of some potential methods to make it better (Karasneh et al., 2020). This study's attention was sparked by the high alert level that existed owing to the pandemic scenario at the workplace. The media informs the public of all confirmed cases in the nation as well as the SOPs that must be adhered to in order to avoid coronavirus (Banerjee, 2020). Electronic media must be extremely strategic in the current era of digitalization if they are to play a big role in averting COVID-19 (Bragazzi et al., 2020).

1.1.3 Impact of Media

The primary justification for using excessive amounts of media to inform the public about governmental actions like lockdowns and the potential for a new coronavirus to have a detrimental influence on the nation is that media may assist close the communication gap between the public and the government (Barro et al., 2020). The writers go on to say that because the institution has become so ingrained in their everyday lives, the vast majority of the country's citizens place a great deal of faith in it. Additionally, Arshad and Khurram (2020) assert that another reason for the government's choice to use the media is noting the rising usage of the populace in social media apps and the availability of news that is generally seen as genuine by the populace. The effect of the media can be considered to be of primary importance for the majority of the people in light of the above given facts.

In keeping with the aforementioned premise, the government has made use of the media to promote awareness of the harmful consequences of the new coronavirus (Borén, 2020). However, Tasnim et al. (2020) noted that the media's influence can be seen as having a negative impact on the government's goals since it has been seen that the transmission of false information about the impacts of the new coronavirus has increased. Furthermore, according to Lammers et al. (2020), it can be said that the media did not achieve its goals because the majority of people disregarded the lockdown measures, effectively downplaying the risks posed by the novel coronavirus and giving credence to the idea that the media did not always accurately portray the government's position.

1.1.4 Impact of Social Media

The usage of social media has grown significantly in the last ten years, and it has successfully closed the gap between those who say it makes communication easier and those who don't (Depoux et al., 2020). Since false information started to spread on social media that had no attached scientific authenticity to it, such as news that exacerbated about finding the cure for the novel coronavirus or that only a certain segment of the population is more susceptible to the novel coronavirus, it can be said that social media has played a negative role in the spreading of the novel coronavirus (Torales et al., 2020). The authors also asserted that the novel coronavirus had a negative influence on people's attitudes because they started to form preconceived notions about it and because a large proportion of the young population started to disregard lockdown regulations, despite the fact that the novel coronavirus only affects the elderly.

Furthermore, given that social media has provided a sizable supply of information that is available to all segments of society directly, it can be said that the concepts of social media and healthcare are closely related. In the recent decade, it has been noted that the relevant population has acquired a propensity to share knowledge widely on social medium (Berger, 2018). The author additionally asserts that social media found its applicability amid the country's lockdown scenario, while it had previously failed to provide the population with reliable information. To clarify the previously mentioned issue, it can be said that the general public frequently uses social media to express their predicament and offer consolation to other users of the platform (Perse & Lambe, 2016). According to Wu and Zha (2020), this has given the public a significant amount of space to debate the potential effects of the novel coronavirus as well as potential

measures that could be taken in the event that the existing curbing measures fail to achieve the goal of the government's initiative to curb the novel coronavirus and lessen its effects.

1.2 Theoretical Background (KAP Model)

The relevant model is used to undertake a complete diagnostic of the specific community and is an abbreviation for the knowledge, attitude, and behaviors of that group (Wake, 2020). Regarding the previously mentioned point, it should be noted that the primary goal of each KAP model is to determine any potential changes in the community's knowledge, attitude, and practices in relation to a particular disease, in this case the novel coronavirus and pandemic, by developing pertinent questions to gather information from the community and grade them accordingly (Butler & Adamowski, 2015). Regarding the KAP model's operation and application, it is first necessary to conduct a thorough evaluation of the environment in which awareness of the situation is to be accorded. For instance, the KAP model identifies the existing knowledge of the relevant community with regard to the novel coronavirus and its potential impact on their wellbeing (Borén & Granell, 2020).

The scientists go on to say that during the second phase, the KAP model works to learn how the community feels about the new coronavirus before recording their actions. The appropriate approach divides the learned information into three categories—knowledge, attitude, and practice—after gaining a complete grasp of the relevant community. Afzal et al. (2020) state that by gaining a thorough understanding of the community in terms of their knowledge, or their understanding of the situation, attitude, or their preconceived views, and practice, or their attitude through their actions, the KAP model is deemed in a position where it can initiate the procedure that is deemed effective and specifically designed for the community, which serves the purpose of realizing the necessary requirements (medical requirements).

Furthermore, in view of the aforementioned facts on knowledge, attitude, and practice that are regarded to be simpler for the model to handle, it is deemed vital for KAP model to split the targeted community into smaller units with reference to the model's functioning (Stroobants et al., 2016). The authors go on to say that the KAP model assigns them duties and responsibilities that are in line with their areas of expertise, for example, one of the units can be referred to as the medical community and will be made up entirely of paramedics, doctors, and nurses who will be

charged with the duty of meeting the medical needs of the other half of the divided unit. Since the KAP model depends its dependability on the size of the community, the units may be further divided in accordance with the necessity and viability of the model.

1.3 Problem Statement

The goal of the relevant study is to dedicate its attention to the role of media during the new coronavirus along with providing a KAP model investigation (Al-Dmour et al., 2020). Therefore, in light of the aforementioned assertion, it is regarded necessary to describe the likely causes that necessitated the necessity for media as a strategy to combat the epidemic. Most of the problems are attributed to the government, which is responsible for enforcing lockdowns as a matter of course to effectively mitigate the effects of the new coronavirus (Irawan et al., 2021). COVID-19 pandemic has been a trending research topic for researchers since 2019, as numerous researchers have explored various aspects of COVID-19 pandemic in last couple of years. However, it is still considered as a trending research topic mainly because of new waves and new variants of COVID-19 pandemic still affecting the world. COVID-19 pandemic started in 2019 but the world can still feel its affect even at the start of 2023. Therefore, this research aims to assess the role of mass media in impacting awareness, attitude, and behavior of general public during COVID-19 pandemic in Pakistan.

1.4 Research Questions

The research questions that are formulated are in congruence with the KAP model, as it constructs pertinent questions that are deemed relevant with respect to the topic of the study respectively. Following on the preceding mentioned point, the effectiveness of the KAP model identified citing the fact that the model gauges information from the respondents that are deemed crucial and relevant that will serve the purpose of this respective research. Therefore, the research questions that are formulated are as follows:

RQ1. What is the impact of mass media on creating awareness regarding COVID-19 pandemic in Pakistan?

RQ2. What is the impact of mass media on changing attitude of general public during COVID-19 pandemic in Pakistan?

RQ3. What is the impact of mass media on changing behavior of general public during COVID-19 pandemic in Pakistan?

1.5 Research Objectives

The main aim and objective of this respective research is to conduct a thorough evaluation of the role of media to serve their purpose of creating awareness of the effects along with the impact of the coronavirus in Pakistan within the KAP model context with respect to how the respective community responds to the pandemic and the measures imposed to curb the coronavirus and how the role of media in its effectiveness in introducing changes to the preconceived notion of the respective populace. This study aims:

RO1:To find out the impact of mass media on creating awareness regarding COVID-19 pandemic in Pakistan.

RO2:To explore the impact of mass media on changing attitude of general public during COVID-19 pandemic in Pakistan.

RO3:To inspect the impact of mass media on changing behavior of general public during COVID-19 pandemic in Pakistan.

1.6 Significance of the Study

1.6.1 Theoretical Significance

As widespread awareness campaigns and the right information would be helpful for modifying people's attitudes and encouraging safety measures and following SOPs and rules, the study helps readers comprehend concepts better. The media provides appropriate instructions, healthy behaviours, and safety precautions, which are then implemented by the Pakistani government with the assistance of relevant authorities and agencies. Furthermore, every community practise should adhere to the UNICEF and WHO criteria (Zhong et al., 2020). The findings of this study are also helpful to medical professionals and public health policy makers. They can create coping mechanisms and preventative measures to raise kids' understanding of general health in their schools and other institutions (Lee et al., 2020). Hopefully, Pakistan will be successful in controlling the coronavirus epidemic thanks to the combined efforts of its people and its administration (Goel and Gupta, 2020).

1.6.2 Practical Significance

Within health authorities, this study's practical value may be observed in the upgrading of the standards of excellence for the prevention of Coronavirus. The COVID-19 circumstances were relatively new to the public before this pandemic, and there was no idea of social isolation, quarantine, or social distance for a layperson. This information may be used to analyse the practical importance (Waris et al., 2020). As a result, the media's role in preventing the spread of COVID-19 by raising awareness and offering appropriate guidance is being thoroughly investigated in this study. The populace in Pakistan needed to be made aware of the policies and rules that were being developed by the government so that they might learn how to adjust their everyday routines, such as donning masks, washing their hands, and maintaining social distance, among other things (Karasneh et al., 2020). Therefore, in this situation, the media's involvement was examined in this research, which made it easier for the Pakistani government to communicate with the relevant authorities about the execution of SOPs and preventative strategies (Goel and Gupta, 2020).

1.6.3 Academic Significance

Previous studies have shown that in this age of digitalization, individuals are very reliant on electronic media to learn about any current event. Additionally, media is the most popular way to disseminate information (Ali and Gatiti, 2020). Even though the media has already been studied extensively in terms of numerous epidemics and their prevention, this study nonetheless has significant academic value since it adds to the body of knowledge on the COVID-19 pandemic, particularly in the context of Pakistan. The analysis of the media's participation in COVID-19 has two main contributions. First, it explores the research using KAP theory, which includes awareness, association, prevention, safety, and control. The author uses KAP theory to illustrate and reinforce the public's knowledge and attitude (Zhong et al., 2020). This is crucial for correctly adding to the body of knowledge in the literature at the moment.

1.7 Thesis Structure

This research thesis is comprised of five main chapters that include introduction, literature review, research methodology, analysis & discussion, and conclusion & recommendations. In this section, an outline is provided about each chapter of the thesis.

Chapter 1: The first chapter includes detailed information about the topic and its facts and figures provided in previous studies. The chapter also includes a comprehensive background of the research topic that helps the reader in understanding the historic and current perspective on the topic of the research. This chapter also explains the problem statement, significance, justification, research question, and objectives of the present research.

Chapter 2: This chapter provides a literature framework and concepts of the research topic in a comprehensive manner. Theories and practical studies are included in this chapter by considering the objectives and problem of this study.

Chapter 3: This chapter explains the research strategy set for conducting this study. This chapter describes research methods, approach and design of the overall research. It also includes the description of data collection methods for this study.

Chapter 4: This chapter analyse the empirical findings to build a connection between variables of the study.

Chapter 5: This chapter discusses the finalised version of the results along with the relevant recommendations and directions for future work. This chapter highlights the key points of the overall research.

Chapter Summary

The introduction chapter of this research consists of several parts: the first part explains the key variables and models used in this research. Furthermore, the background is provided which presented an overview of the entire COVID-19 situation, how it has emerged and spread around the world. In the next section, a problem statement is discussed in detail on which the whole dissertation is based on. Moreover, research objectives and research questions are also provided in the same chapter. In addition to it, the contribution of this research was mentioned in the significant part of this research. It is followed by the practical and academic contributions of the research. The next chapter is the literature review in which the author has provided the relevant knowledge along with the theoretical constructs.

Chapter 2

LITERATURE REVIEW

2.1 Theoretical Evidence

The media has, although posing obstacles to the media sector, played a significant part in the reaction to the recent outbreak of crown pneumonia, according to study by Latif et al. (2020). According to the most recent study, the sectors will soon confront significant difficulties with regard to attention and advertising. All facets of life are being affected by the recent COVID-19 outbreak. The media industry now faces both opportunities and challenges as a result of the coronavirus. On the one hand, maintaining social isolation has led to a rise in the amount of media consumed at home, with more people looking to the news for trustworthy information on the epidemic. In addition, some of the most expensive broadcast and television programming (such live sports events) have been rescheduled or eliminated, which has caused advertisers to reallocate their budgets and affected media companies' earnings. Even if the current upheaval is unprecedented, the media industry has been shaken before. Since the turn of the century, changes in the way media organisations sell content have been brought about by the digitization of material, the emergence of social media, and the acceleration of mobile consumption (Mheidly et al., 2020).

Any publisher or distributor may now compete lawfully because of the Internet's low distribution costs and the global audience it draws, and every competitor is competing for a piece of the advertising pie and customers' attention (Goel et al., 2020). Some companies have a strong growth trajectory because they have larger potential markets or because they can increase their scale while still being competitive. To reach audiences in fresh ways, new firms have emerged. Other companies are collapsing, and local journalism in particular is having a lot of trouble. Some companies have failed or are about to fail (Karasneh et al., 2020). On the other side, Balarabe (2020) has viewed the media's place in society as essential. The media informs us in addition to entertaining us. The media increasingly creates shared cultural moments by reflecting peoples' identities. A financial model that can consistently fulfil these duties is required for the media industry. In light of the burgeoning pandemic of crown pneumonia, these activities are becoming more and more important. The fact that there may not yet be clear answers to

particular questions about the pandemic raised by any media source using common sense does not absolve you from receiving information and updates (Kaushik et al., 2020).

According to Zhao et al. (2020), there is a dearth of guidance on biosafety protocols during a pandemic because of the uncertainty, the dissemination of incorrect ideas and facts, which adopt amazingly plausible narrative and rhetorical shapes. It has been determined through analysis of the research by Lisitsa et al. (2020) that the media channels are, despite being upsetting or improbable, in the direction of their dreadful meaning producing anxiety among the public by portraying numerous harmful features connected with COVID-19. In other words, they frequently convey “knowledge of the secret source of things” that, in order to start the exponential dynamics of their replication, they need to startle the audience. This attacks, unbalances, and appears to help us see through those who wish to deceive outward appearances. Furthermore, according to Ladan et al. (2020), first-person accounts with commendable effects or depressing scenarios are particularly compelling due to their cathartic capacity to help readers experience what it’s like to be in the story’s setting or to try anything on the character’s skin. This is known as the power of vicarious imagination.

A sense of complete lack of a central point for references and direction, as well as scepticism of authentic narratives on a global scale, appear to be fostered by all of these incorrect and discordant voices (Ahmad et al., 2020). Additionally, impulsive internet searches on topics related to health protection and preservation were categorised by Rubin et al. in 2020. Impulses that are reactive—related to ancestor concerns, self-preservation, or the confirmation of atavistic beliefs without a scientific basis—or proactive—seeking knowledge that is evidence-based and pertinent in the immediate, medium, or long term (Cox, 2020). A great deal of false information is created during pandemic health emergencies and spreads swiftly. The media have traditionally positioned themselves as active and proactive protagonists during times of crisis, spotting contradictions or meaning gaps that need to be filled (Kim et al., 2017).

The capacity to communicate effectively and swiftly becomes a necessity for alerting a portion of the people in the case of a natural disaster or looming emergency. In the ideal scenario, the marked and transparent official comes before the interpersonal, as opposed to Italy, where many control failures, information breaches, and conflicting communication led to disaster due to misunderstanding spread through media channels (Al-Qaysi et al., 2020). Disasters are

understood to represent depressing, dramatic, and unpredictable events that grab media attention under the categories of values and news. They are viewed as potentially valuable occurrences, particularly if there is guilty proof or if they can be connected to human or environmental acts within the logic of causes and consequences in a journalistic story (Limaye et al., 2020).

In addition to sensationalism, the risk narrative has other biases, such as the media's predisposition to prioritise risk above security. In a culture that is inundated with the idea of risk and its paradoxical nature of being foreseeable even if it cannot be expected, based on the logic of "bad news is good news," the news of what goes wrong and negative approaches gain wide areas. The continual possibility of calamity makes it a real challenge to run a democratic society through communication channels (Graffigna et al., 2020). The strengthening of the corresponding capacities has become a fundamental responsibility of educational institutions as the official security discourse becomes indecisive in terms of civilizational qualification (Goel & Gupta, 2020). In addition to highlighting the risk, incomplete, inaccurate, or even contradictory information on on-going events can be addictive because it influences decisions. On the other hand, this reinforces the need for fact-checking with the relevant authorities, which is something that is portrayed by various media channels (Latif et al., 2020). On the other hand, Karasneh et al. (2020) highlighted the necessity for the significance of organised, synchronous, technically helpful, and exact information for the authorities. On the other hand, Zhao et al. (2020) defined that media channels appear to strive to awaken people and that bats appear to represent insanity or ignorance.

According to Ladan et al. (2020), the enlightened ideals that were popular at the time the media was created may have contributed to shadow monsters embodying the myths, stereotypes, and prejudices of the world during the epidemic period. The media have undoubtedly been labelled as monsters of ignorance, prejudice, and dishonesty by Rubin et al. (2020). Along with philosophy and knowledge, it expresses an effort to liberate man from the complacency of ignorance and prejudice in this situation. With strong restrictions put in place by the media during the COVID-19 outbreak, Iran is a mostly Islamic nation. Using media channels, Gao et al. (2020) have further defined this. Throughout the epidemic, a number of communication channels in politics, science, and culture are progressively distorted by requirements specific to theocracies with a totalitarian aspect. In a climate where fundamental concepts relating to the

COVID-19 pandemic are widely misunderstood, faulty scientific information coexists with religious constraints and unreliable beliefs. Banerjee (2020) claims that Iranians, however, have a significant degree of skepticism against a government that, after underestimating the COVID-19 epidemic that now dominates the nation, claims that the sickness situation is under control.

A five-year-old youngster who was blinded after being made to consume the “instrument of salvation” for cleansing also perished, according to Limaye (2020), who also claims that hundreds of the thousands of drunken individuals who died at the beginning of March included the epidemic. False information spread over the nation’s social networks claimed that fear about COVID-19, together with mistrust and misinformation, caused thousands of individuals to be poisoned by methanol. Goel et al. (2020) contend that there are political and cultural imperatives that would cause people to leave a theocratic country. By the theocratic censorship’s brutality or the dispersed conscience seen in modern industrial cultures. Thus, Latif et al. (2020) recommended in their research that different COVID-19 remedies based on sunlight and disinfectant injections be conveyed with the use of media and ideologies or naturalise the meanings, reducing a difficult range of meanings into a few simple realities.

Ambiguities and a wide variety of potential outcomes are transformed into rigid certainties with unique decision-making consequences. As a result, bias monsters and ignorance animals are bred and fed, and a communication structure is progressively twisted under the monopoly in a horizon of hyper-information flow. Is it true, however, that individuals are also subjected to systematically skewed communication as a result of strong media influence (Hacimusalar et al., 2020). People, on the other hand, are shown as prisoners to rumours of pseudo-technical essence that propagate wildly under settings of ignorance, according to Al-Dmour et al. (2020). Ladan et al., (2020), on the other hand, characterised media as having an influence on people’s mental health during the COVID-19 pandemic. Studies on the implications for mental health due to media in the new coronavirus pandemic are still rare, as it is a young phenomenon, but they indicate to significant detrimental consequences. In addition, previous research on other infectious outbreaks has revealed maladaptive developments, in the short, medium and long term, for the general population and health professionals. For example, in the 1995 Ebola epidemic, survivors reported mainly fear of dying, of infecting others, of leaving or suffering

abandonment in relationships with family and friends, as well as social stigmatization because of media influence.

Health professionals, on the other hand, reported above all fear of contracting the disease and also transmitting it to their family members, as well as suffering from being away from their homes, stress, feeling of loss of control and devaluation, in addition to concern about the duration of the epidemic because media has devised a hype among the people causing adverse impact on their mental health(Delicote, 2020). A similar situation occurred in 2003, during the Severe Acute Respiratory Syndrome Coronavirus [SARS] epidemic, another type of coronavirus, when the psychological implications of the disease were greater than the medical implications, in terms of the number of affected people and length of time they were affected because of the media influence. With regard to COVID-19, in particular, the studies carried out to date on the repercussions on mental health have focused on both the general population and health professionals, highlighting the particularities of these two groups, as a noticeable impact because of media has been identified(Habes et al., 2020).

According to Zhao et al. (2020), the COVID-19 pandemic's media impacts had a negative impact on the general population's mental health. Risk factors for the population's mental health include the rapid spread of the new coronavirus around the world, confusion about how to treat the illness and lessen its severity, and the unpredictability of the pandemic's duration and consequences. The dissemination of false information and misconceptions about infection and preventative measures, as well as the general public's difficulties understanding health authority directions after significant media changes, appear to be aggravating this problem. In this sense, video clips and alarming messages about COVID-19 have been circulating on social media, through smartphones and computers, often causing panic. Likewise, false news has been shared, sometimes contrary to the guidelines of health authorities and minimizing the effects of the disease. This seems to contribute to inappropriate behaviour and exposure to unnecessary risks, as the behaviours that people exhibit are linked to their understanding of the severity of COVID-19 (Ahmad et al., 2020).

Obsessive-compulsive symptoms, such as monitoring one's body temperature repeatedly, may occur in those who are infected with the novel coronavirus. The great impact of media outlets has also raised worry about health, which can lead to misunderstanding of bodily sensations,

prompting individuals to mistake them for indicators of sickness and visit hospitals unnecessarily, as happened during the 2009 H1N1 influenza pandemic. Furthermore, measures such as suspected case isolation, school and university closures, social distance from the elderly and other risk groups, and quarantine reduce face-to-face connections and ordinary social interactions, which may be a significant stressor at this time (Zhao et al., 2020). Among the population studies conducted to date on the consequences for mental health in the face of the current coronavirus pandemic, this one included 1,210 participants in 194 cities during the early stages of the epidemic. Anxiety, depression, and stress were found to be moderate to severe in 28.8%, 16.5 percent, and 8.1 percent of respondents, respectively, in this study. Furthermore, 75.2 percent of those polled expressed concern about family members developing the disease. Being a woman, a student, and experiencing COVID-19-related physical symptoms, as well as past health problems, were all connected to increased levels of anxiety, despair, and stress (Goyal et al., 2020).

On the other hand, receiving accurate information about the state of the local sickness and available preventative and therapeutic measures was strongly associated with lower levels of anxiety, melancholy, and stress brought on by media-related concerns (Latif et al., 2020). The present coronavirus pandemic may have an impact on mental health and psychological well-being due to changes in family routines and relationships as well as heavy media influence. On March 23, 2020, the United Nations Children's Fund claimed that 95% of children and teenagers enrolled in Latin American and the Caribbean educational systems were momentarily absent from school as a result of COVID-19. The prospect was that schools would remain closed for a few more weeks, which could increase the risk of problems with teaching and learning and school dropout, as well as reducing access to food, water, personal hygiene practices and recreational programs, especially in schools. Furthermore, evidence has revealed that children and adolescents are at greater risk of violence when schools are closed due to health emergencies (Ali & Gatiti, 2020).

The fact that mothers, fathers, and other caregivers are working remotely or are unable to work, with no way of knowing how long this situation will last, tends to generate stress and fear, reducing capacity tolerance and increasing the risk of violence against children and adolescents, as a noticeable disturbance was caused by media portraying incorrect information regarding the

COVID-19 pandemic (Goel et al., 2020). Because of the medial influence, the challenges faced by healthcare professionals, particularly those who work on the so-called “front line,” that is, in direct contact with people who have been infected by the virus, can be a trigger for triggering or intensifying symptoms of anxiety, depression, and stress, especially when it comes to those who work on the so-called “front line,” that is, in direct contact with people who have been infected by the virus (Holroyd et al., 2020).

These professionals still spend a significant amount of time each day putting on and taking off personal protective equipment, which increases fatigue from their jobs. They have also been discouraged from interacting closely with others, which heightens feelings of isolation. They have also dealt with frequent protocol changes brought on by new COVID-19 discoveries. Among this context, mental health teams started to identify signs of psychological distress in front-line healthcare professionals, such as rising irritability and a resistance to sleep (Latif et al., 2020). In a study by Karasneh et al. (2020), doctors who worked in hospitals in different Chinese cities, the prevalence of stress symptoms were found in 73.4% of respondents, depression in 50.7%, anxiety in 44.7%, and insomnia in 36.1%. With regard to stress and insomnia, in particular, a vicious circle is likely to occur, in which sleeping difficulties increased stress levels and vice versa. Another study, carried out in a large Chinese hospital, through interviews with 13 frontline doctors, revealed that these professionals were concerned about the scarcity of protective equipment, had difficulties in dealing with people who tested positive for the new coronavirus and did not understand the recommendations or refused to adhere to treatment (e.g. quarantine in the hospital), felt incapable when faced with serious cases, as well as feared to worry their families and take the virus home.

The recommendation for the general public to remain at home in an effort to prevent transmission stands out among the solutions suggested to combat the current coronavirus pandemic, while the trend among health experts is to continue or extend working hours. Access to personal protective equipment for them is a major worry since many health professionals operating on the front lines, exposed to the virus on a regular basis, have been infected globally; in Italy, that number reached 20% at the end of March 2020 (Hossain et al., 2020). However, different media has reported the scarcity of personal protective equipment and the highest rate of

medical licenses for health professionals, as appears to be the case for municipal employees in the comparison between the first and the second half of March 2020 (Al-Dmour et al., 2020).

2.2 Previous Research

According to Al-Qaysi et al. (2020), there are several theories that describe the impacts of media in diverse contexts right now. However, it has been discovered through the analysis of the aforementioned literature that many metrics that describe the function of the media in the COVID-19 pandemic. The media effect hypotheses are outlined by Valkenburg et al. (2016) along with their consequences in various contexts (Valkenburg et al., 2016). The agenda-setting theory is the first theory recognised in this area. The agenda-setting hypothesis in media is defined by the topics that are related with the concerns of the public rather than addressing the public viewpoints, according to study by Kim et al. (2017). According to this hypothesis, the media emphasises the topics that get the most attention and various public discussions are held depending on the concerns emphasised by the media.

Similar circumstances have been noted in the COVID-19 pandemic, where public opinions were not addressed by the media and the main concerns were on the issues that emerged after the emergence of COVID-19, which has had a negative impact on people all over the world and results in serious negative consequences for the people because of the role played by media. Based on this idea, it has been shown that the media has influenced people's thinking internationally since public opinions were not handled appropriately and COVID-19's negative effects were prominently displayed (Delicote, 2020). The cultivation hypothesis, which has been used to assess the function of the media during the COVID-19 pandemic, has also been determined to be present. It has been determined that the cultivation hypothesis characterises the frequency of television watchers and that it is also vulnerable to the messages that are spread via the usage of media, determining if the information being transmitted is trustworthy and true. The people who rely upon media news more possess the cultivated attitude as they have a belief that the whole world is derived with the use of media and it is recognised as the accurate depiction of the real-world (Mosharafa, 2015).

During the COVID-19 pandemic these sorts of the audience were highly targeted by media, which results to have significant chaos and a negative impact of the role of media has been

observed. Many communication scholars have dedicated themselves to the understanding of the effects and influences of communication mass about the audiences. As a result of this effort, there are a series of formulations that seek to describe and explain how exposure to forms occurs and what results in specific message content through certain mass communication vehicle(Hong et al., 2019). The postulates already established are the result of reality and the context of their time and, due to the evolution of investigations on the phenomena arising from the effects of mass communication, plus socio-political-technological dynamics itself new questions are put into the field of mass communication. The media cultivation hypothesis, also called as cultivation theory or cultivated effect theory seeks to demonstrate that a society that has a television as its main source of knowledge, tends to perceive the world where the people live according to what is proposed by the master text of this technological apparatus(Al Omari et al., 2020).

George Gerbner came up with the idea before anyone else. Through the examination of news and information shown on television, his research sought to understand the effects on a person's development of being immersed in a culture that is often centred on television. The term "cultivation" is used in the same meaning as "plantation care," despite the appearance that it solely pertains to culture medium or the enculturation process (Ahmad et al., 2020). In this case, the medium that makes this process possible is the television that represents strongly prevailing worldview, and in that perspective, has a long-term effect on representations and consequently influences the behaviour of those who consume it. Before presenting some examples of research carried out, it is necessary to add to this brief context from the cultivation hypothesis the perspective of analysis developed byValkenburg and Walter (2016), which deals with the hypothesis on two levels: the first as the measured effects of the relationship between regular exposure to TV and the expectation or probability of events shown on TV occurs in the social reality; and the second level effects arising from the relationship between exposure to television and value judgments, attitudes and viewer's behaviour in relation to the world.

According to study by Phua et al. (2017), media outlets have used the social media platform to identify the news stories that are most popular with people throughout the world. As a result, the media outlets have presented various news stories on their individual channels. However, it has been noted that during the COVID-19 pandemic, several concerns, such as the number of

fatalities worldwide, have gained very notable notoriety. Based on these factors, the media has played their role in which various news either real, fake or modified have been portrayed on different media channels, which has negatively affect the people because the people were having the information regarding large numbers of deaths globally causing adverse results for them because the people were scared of this deadly virus. On the other hand, there has been no or very less news were shown regarding the efforts that were made by doctors and scientists in the process of vaccine development. These are the theories that describe the role of media along with their implications during the tenure of COVID-19 pandemic(Bunker, 2020).

2.3KAP Model

In their work, Kwol et al. (2020) presented the use of the KAP model, which is utilised for the creation of hypothesised associations. According to KAP (Knowledge, Attitude, and Practice), knowledge has a beneficial impact on a person's attitude, which then affects their behaviour or practises. Additionally, it has been assessed based on the Spring-Nutrition.org (2020) report, which outlines the use of the KAP model in the research process. According to analysis, the KAP survey is a quantitative approach that accesses both qualitative and quantitative data through pre-defined questions written in a standard questionnaire.The application of the KAP model is crucial because it offers useful ways to identify misunderstandings or misconceptions that can be thought of as impediments to activities, and because its effects can be seen in changes in behaviour. The KAP model can be used to capture declarative opinions. Utilizing a KAP survey enables the researcher to examine the claims and identify significant gaps, which is beneficial to the research. However, the KAP model was employed extensively in this study, which analysed several elements of the function of media in the COVID-19 pandemic and addressed the challenges brought on by the effect of media on society in the intended way(Huang and Zhou, 2018).

In this study, the use of KAP model was significant because it provides essential means to examine the extent of the known situations by which the hypothesis can be confirmed or rejected and new tangents can be identified to identify the situation realistically. On the other hand, the use of KAP model was also essential because it enhances the knowledge regarding the KAP factors based on the specific themes, and different aspects can be identified what is known along with the measures to deal with the identified issues(Ali et al., 2020). Moreover, the KAP model

was also significant in this study because a reference value (i.e. a baseline) was set up by which the future assessments can be performed and the effectiveness can be measured in the desired manner. Based on the identified results with the use of KAP model, it has been determined that different interventions can also be identified producing its reflection on the local circumstances and different practices can be induced along with different activities that could be used for to deal with the identified situation (Karasneh et al., 2020).

The use of KAP model in this study was significant because different essential means were identified that could be used to evaluate the role of media during the COVID-19 pandemic. The use of KAP model has provided vital means to analyse the current situation emerged after the influence of media in the COVID-19 situation and different aspects were determined that caused an impact on the people because of the news that was portrayed in different media channels(Khalid et al., 2020). Furthermore, the use of KAP model was significant by which different aspects were identified along with the different interventions that could be used for the people by which the negative issues caused because of media could be addressed and sustainable means can be induced to have positive measures for the people during the period of COVID-19 pandemic(Hong et al., 2019).

2.4 Research Framework

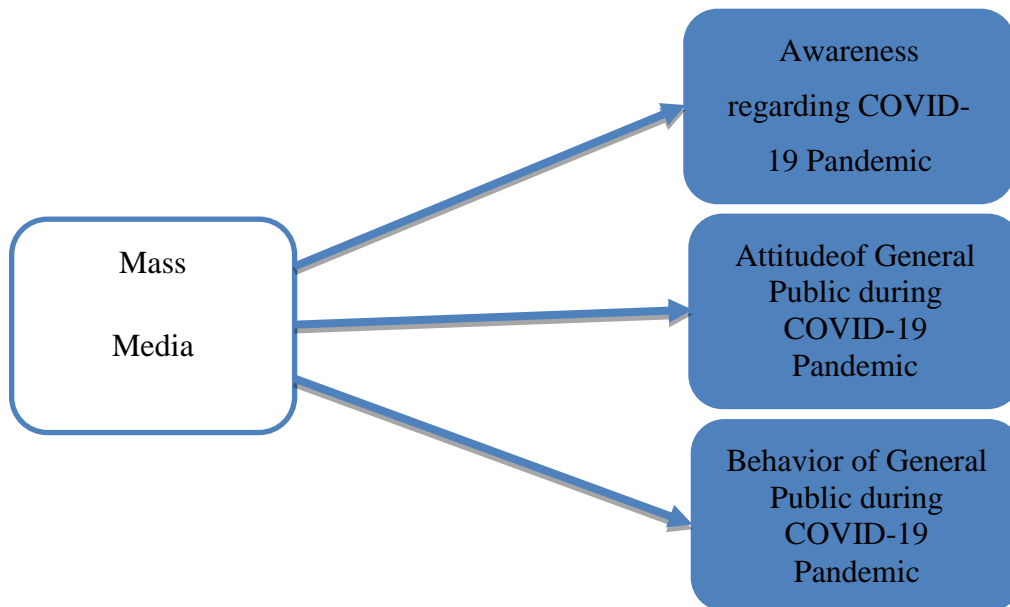


Figure 1: Research Framework (Al Omari et al., 2020)

2.5 Research Hypotheses

H1: Mass media has positive impact on creating awareness regarding COVID-19 pandemic in Pakistan.

H2: Mass media has positive impact on changing attitude of general public during COVID-19 pandemic in Pakistan.

H3: Mass media has positive impact on changing behavior of general public during COVID-19 pandemic in Pakistan.

Chapter 3

RESEARCH METHODOLOGY

Introduction

Research methodology refers to the process of investigating a given issue using one or more than one research methodologies (Kumar, 2019). A systematic investigation of a phenomenon in order to characterize, explain, and anticipate for management is referred to as research. The process and processes used to explore, select, analyze, and evaluate literature on a certain topic are referred to as research methodology. A research study assesses the research study's overall validity and reliability. The research onion concept was designed and implemented to guarantee that all areas of study design, strategy, data collecting, sample, and analysis are properly carried out (Flick, 2015). This chapter will go through the methodology and mindset used to conduct this research. This chapter also looks at several approaches and why one is better than another. The ethics that must be addressed when gathering data are explored. This chapter discusses the method for assessing the impact of mass media on awareness, attitude, and behavior of general public during COVID-19 pandemic in Pakistan.

3.1 Research Design

The research onion describes the various tactics that must be used when doing research. The research onion proposes processes to follow, such as surveys, interviews, and research action, as well as a plan for carrying out subsequent action depending on the data acquired and the study's purpose. The research onion was created by Saunders et al. (2016) to ensure that researchers go through all stages of creating a technique. The research onion represents a branch of the research technique tree. A study design is the process through which a researcher gathers data, analyses it, develops conclusions, and provides suggestions. There are three sorts of approaches that may be employed in a research project: qualitative, quantitative, and mixed method (Mackey & Gass, 2015). The quantitative technique was used in this study because primary data was used to investigate the statistical relationship between mass media, awareness of the COVID-19 pandemic, public attitude during the pandemic, and public behavior during the pandemic.

3.1.1 Type of Study

This study was aimed to identify the link between public awareness of the COVID-19 pandemic, public attitude during the COVID-19 pandemic and public behavior during the COVID-19 pandemic, the research type adopted in this study was correlational. The purpose of correlational research is determining why something happened by establishing a cause-and-effect relationship.

3.1.2 Study Setting

Present research used a non-contrived environment since it collected data from Pakistanis in a natural context using distributed questionnaires.

3.1.3 Time Horizon

The current study was a cross-sectional study since it incorporated the observation of data from a population at a specific point in time.

3.1.4 Research Interference

The researcher's involvement was required, as the researcher acquired the data for this study via distributing questionnaires. Statistical testing was used in this study to assess the relationship between the variables. The researcher developed findings and gave suggestions at the end of this study.

3.1.5 Research Philosophy

Research philosophy refers to a process through which the researcher converts concepts into knowledge in study's context (Kumar, 2019). When a researcher makes ambiguous assumptions, research philosophy becomes a significant issue to investigate in research methodology because it affects the purpose, design, and techniques to be used when evaluating and interpreting the results. The research philosophy used in this study was positivism philosophy.

3.1.6 Research Approach

Present study employed a deductive method, which began with development of hypotheses on the basis of previous research articles. Then, using a research approach, developed assumptions

were tested (Flick, 2015). The deductive technique provided for a thorough analysis of occurrences in order to establish a fact.

3.1.7 Research Strategy

Research strategy refers to an action plan which provides guidance to a researcher via research process, allowing them to finish it in a methodical manner by concentrating over research methodology used for conducting the research (Flick, 2015). It is hard to stress the importance of a research strategy in carrying out an effective research investigation. Research strategy used within the study provided necessary direction to the researcher. Present research used survey strategy for collecting data from respondents, which included using a structured questionnaire adopted from previous research articles.

3.1.8 Unit of Analysis

Individuals constituted of Pakistanis (the general public) are unit of analysis in this study.

3.2 Population and Sampling

3.2.1 Population

The population refers to collection of individuals, groups, or organizations that share characteristics with researcher's area of research (Saunders et al., 2016). The researcher considered the people (the general public) of Pakistan as the intended population area for this study. It was practically impossible for a research to obtain data from everyone in the population. As a consequence, a sample of the complete population was picked. Meanwhile, a variety of methods (such as Morgan Table and Sample Size Calculator) can be used to choose a sample size for representing entire population.

3.2.2 Sample Size

Sample refers to a group of people or things finalized for representing characteristics of population so that results of this sample represent whole population (Mackey & Gass, 2015). Morgan's Table was used to refine a sample of 300 Pakistani respondents for this research. Sample of 300 respondents (people of Pakistan who are employed) was selected for data collection and analysis in research study.

3.2.3 Sampling Technique

In this study, convenience sample method was employed since it was an optimal sampling technique for this study because precise population was unknown in present research. This sampling strategy appropriately addressed data collecting difficulties, since it had undoubtedly benefited in easy collection of data even under the current pandemic scenario induced by COVID-19. Only those who have shown availability and consented to fill out the questionnaire were requested to do so by the researcher. This technique has certainly helped within collection of vital data because whole survey went off without a hitch.

3.3 Research Instrument

For data gathering, a questionnaire adopted from past research articles was employed. The questionnaire chosen was simple and uncomplicated in order to express the objective of spreading it and gathering reliable data. The adopted questionnaire comprised of demographic questions as well as questions related to all variables of the research (mass media, awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic). The items were all scored on a five-point Likert scale.

3.4 Data Collection Procedure

Data collection refers to a process to collect information in terms of symbols, objects, facts, and other components from various sources. Data might be collected in numerous ways, and it is classified into two types based on how it is collected. One is the primary data collecting method, while the other is secondary data collection method (Kumar, 2019). The data gathering technique used in this study was primary data collection method in which data was obtained from Pakistanis. Because a survey was performed, this study focused on primary data gathering method. Data was collected using a questionnaire adopted from existing literature and delivered to 300 respondents, similar to the method employed by Hess (2021) in his study. Social networking networks such as Facebook and Whatsapp were used to collect internet data. This was done to eliminate researcher biasedness and to utilize a quantitative data collection technique, which assisted in targeting more active smartphone users and producing precise results. To minimize biasedness, all respondents' names were kept anonymous, and they were

also informed that the questionnaire was only used for academic research purposes. Offline data collection was accomplished by the self-administered distribution of questionnaires in public places to aid respondents in understanding the questions if they needed assistance.

3.5 Data Analysis Techniques

Data analysis refers to a process to collect, model, and analyze data for extracting information that may be used to make decisions. The approach used to analyze data is defined by the audience and the goal of the analysis. Once the data has been reviewed and assessed, data analysis may help to uncover connections and create solutions to problems. Data collection was followed by data analysis, which entailed using statistical tests (correlation and regression analysis) to evaluate data obtained from survey respondents. The relationship between mass media (independent variable) and awareness of the COVID-19 pandemic, attitude of general public during the pandemic, and behavior of general public during the pandemic (dependent variables) is explored using SPSS software. The statistical tests show the link between the variables in the research.

3.6 Research Ethics

Some of the ethics followed in present research include using appropriate methodology to preventing misconduct, informed participant permission, full disclosure of the research techniques used, etc. (Pandey & Pandey, 2021). The precision of data collection was crucial for the current study. Hence, it was assured that no fraudulent activity was done during data collection process. In addition, preventing violations of privacy rights entailed obtaining consent before conducting any study or acquiring information/data from participants, as well as being honest about all processes and taking informed consent into account. Furthermore, every data obtained was documented, and all procedures and assumptions used during the study were scrutinized before being released in line with the criteria. All communication for the purposes of the current study was truthful. Throughout the study, it was ensured that data was collected authentically and that the results were reported accurately. Furthermore, it was established that the data assessment was carried out honestly and without manipulation. Prior to conducting research or gathering data from a subject, consent was acquired. The participants' privacy and dignity were respected throughout the study. The current study avoided any misleading material that appeared to

contradict the study's purpose and goals. Objectivity was maintained both during the data gathering procedure and after the results were made public.

Chapter 4

DATA ANALYSIS AND FINDINGS

Introduction

This chapter presents the questionnaire results linked to research hypotheses. Results acquired were divided into two sections. First section includes a demographic evaluation. Meanwhile, second section offers analyses pertinent to study hypotheses. At the end of the chapter, there are crucial findings and key outcomes. A standardized questionnaire was provided to 300 respondents (Pakistanis) in a survey, and data was collected from them.

4.1 Data Analysis

4.1.1 Reliability Analysis

A questionnaire's reliability is determined by using relevance, consistency, and dependability of the questionnaire. Reliability analysis is mainly done to explore the reliability of both the items used within the questionnaire as well as responses gathered as a result of data collection by using the questionnaire. The score of reliability analysis must be equal or more than 0.7 in order to consider both questionnaire and responses collected through it as reliable (Hair et al., 2014). Results of reliability analysis for the questionnaire used for present research and responses gathered for data analysis are as follows:

Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Mass Media	.826	5
Awareness Regarding COVID-19 Pandemic	.729	8
Attitude of General Public During COVID-19 Pandemic	.748	8
Behavior of General Public During Covid-19 Pandemic	.791	6
Total	.773	27

The reliabilities of mass media, awareness of the COVID-19 pandemic, general public attitude during the epidemic, and general public behavior during the pandemic are 0.826, 0.729, 0.748, and 0.791, respectively. Cronbach's Alpha values (0.826, 0.729, 0.748, and 0.791) for all variables are more than 0.7, which indicates that each item of the questionnaire and responses gathered through the questionnaire are highly reliable. Cronbach's Alpha of 0.773 suggests that value of entire questionnaire is above recommended threshold level by Hair et al (2014). Once the desired data was obtained, the study proceeded on to investigate the association between the study's variables.

4.1.2 Descriptive Frequencies

Different categories were developed within the questionnaire for distribution of data, as categorization has helped in better interpretation of results. Gender, age, education, annual income, and frequency of utilizing media or mass media are all sub-sections of the questionnaire's demographic section. The questionnaire also takes the following demographic information from respondents:

Descriptive Frequencies

Demographics		Frequencies	Percentages	Cumulative Percentage
Gender	Male	172	57	57
	Female	128	43	100
Age	Less than 30 years	99	33	33
	30 to 45 years	115	38	71
	More than 45 years	86	29	100
Education	Undergraduate	136	45	45
	Graduate	98	33	78
	Postgraduate	66	22	100
Annual Income	Less than 500,000	147	49	49

	500,000 to 1,000,000	88	29	78
	More than 1,000,000	65	22	100
Frequency	Rarely	37	12	12
	Occasionally	102	34	46
	Frequently	161	54	100

In terms of gender, 172 out of 300 responders (57%) were males. Females made up 128 of 300 responses (43%). In terms of age, 99 out of 300 responders (33%) were under the age of 30. 115 of 300 responders (38%) were between the ages of 30 and 45. 86 of 300 responders (29%) were beyond the age of 45. According to education, 136 of 300 respondents (45%) were undergraduates. Graduates made up 98 of 300 responders (33%). Postgraduates accounted for 66 of 300 respondents (22%). In terms of annual income, 147 out of 300 respondents (49%) earned less than 500,000. 88 out of 300 responders (29%) earned between 500,000 and 1,000,000 per year. 65 of 300 responders (22%) earned more than 1,000,000 per year. In terms of frequency of using mass media, 37 out of 300 respondents (12%) utilized mass media on rare situations. Furthermore, 102 out of 300 respondents (34%) utilized mass media occasionally. Finally, 161 out of 300 respondents (54%) utilized mass media frequently.

4.1.3 Correlation Analysis

The process of determining how two or more variables are connected is known as correlation.

Correlation

	Mass Media	Awareness	Attitude	Behavior
Mass Media	1			
Awareness	.437	1		
Attitude	.416	.458	1	
Behavior	.441	.483	.436	1

The findings of above correlation table show that there is a positive association between the variables. The findings indicate a moderately significant and favorable correlation between mass media and awareness of COVID-19 pandemic, with a magnitude of .437. The mass media and public attitude during COVID-19 pandemic show a moderately significant and positive relationship with a magnitude of .416. Similarly, there is a moderately significant and positive relationship between awareness of COVID-19 pandemic and general public attitude during the pandemic, with a magnitude of .458. The mass media and public behavior during COVID-19 pandemic exhibit a moderately significant and positive correlation with a magnitude of .441. Similarly, there is a moderately significant and positive relationship between awareness of COVID-19 pandemic and general public behavior during pandemic, with a magnitude of .483. Finally, attitude of general public during COVID-19 pandemic and behavior of general public during COVID-19 pandemic exhibits a moderately significant and positive relationship with a magnitude of .436.

4.1.4 Regression Analysis

The findings of the linear regression analysis are shown in the table below.

4.1.4.1 Impact of Mass Media on Awareness Regarding COVID-19 Pandemic

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.651 ^a	.424	.420	.46186	1.749

a. Predictors: (Constant), Mass_Media

R-square reflects the variance in dependent variable (awareness regarding COVID-19 pandemic) caused by predictive variable (mass media). According to R², the mass media accounted for 42.4 percent of variation in awareness of COVID-19 pandemic. Durbin Watson's value needs to be within 0-4. Value of Durbin Watson is 1.749, which is highly acceptable.

Adjusted R2 shows the fitness of theoretical model. Value of Adjusted R2 is 42.0 percent which indicates that theoretical model utilized in this research is 42 percent fit.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.276	1	4.371	20.026	.000 ^b
Residual	69.736	298	.338		
Total	75.012	299			

a. Dependent Variable: Awareness_Regarding_COVID-19_Pandemic

b. Predictors: (Constant), Mass_Media

In accordance to results of ANOVA, significance value is below 0.05 and value of F value is above 4. Hence, statistical significance of theoretical model is proven. In accordance to ANOVA, mass media has a strong influence on awareness of general public during COVID-19 pandemic.

Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.025	.256		4.183	.000
1 Mass_Media	.698	.091	.693	3.274	.001

a. Dependent Variable: Awareness_Regarding_COVID-19_Pandemic

The table above illustrates that mass media has a positive influence on public awareness of COVID-19 pandemic. In the model, significance value of mass media for public awareness of COVID-19 pandemic is below 0.05, indicating a substantial positive link between them. Mass media (b = 0.698) is significant and coefficient is positive, showing that increased public awareness of COVID-19 pandemic is associated with increased mass media exposure.

4.1.4.2 Impact of Mass Media on Attitude of General Public during COVID-19 Pandemic

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.636 ^a	.404	.400	.43746	1.830

a. Predictors: (Constant), Mass_Media

R Square indicates mass media accounts for 40.4 percent variance in attitude of general public during COVID-19 pandemic. Value of Durbin Watson is 1.830. Value of Adjusted R² is 40.0 percent, which indicates 40 percent fitness of theoretical model.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	5.817	1	4.384	24.408	.000 ^b
1	Residual	80.025	298	.332		
	Total	85.842	299			

a. Dependent Variable: Attitude_Of_General_Public_During_COVID-19_Pandemic

b. Predictors: (Constant), Mass_Media

In accordance to results of ANOVA, significance value is below 0.05 and value of F value is above 4. Hence, statistical significance of theoretical model is proven. In accordance to ANOVA, mass media has a significant impact on attitude of general public during COVID-19 pandemic.

Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.103	.241		3.004	.000
1 Mass_Media	.531	.083	.526	2.501	.001

a. Dependent Variable: Attitude_Of_General_Public_During_COVID-19_Pandemic

In model, significance value of mass media for attitude of general public during COVID-19 pandemic is below 0.05, indicating a significant positive relationship among them. Mass media (b = 0.531) is significant and coefficient is positive, showing higher attitude of general public during COVID-19 pandemic is related to high mass media.

4.1.4.3 Impact of Mass Media on Behavior of General Public during COVID-19 Pandemic

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.682 ^a	.465	.461	.44716	1.904

a. Predictors: (Constant), Mass_Media

R Square indicates mass media accounts for 46.5 percent variance in behavior of general public during COVID-19 pandemic. Value of Durbin Watson is 1.904. Value of Adjusted R2 is 46.1 percent, indicating 46.1 percent fitness of theoretical model.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	6.683	1	5.206	27.781	.000 ^b
	Residual	77.318	298	.351		
	Total	84.001	299			

a. Dependent Variable: Behavior_Of_General_Public_During_COVID-19_Pandemic

b. Predictors: (Constant), Mass_Media

In accordance to results of ANOVA, significance value is below 0.05 and value of F value is above 4. Hence, statistical significance of theoretical model is proven. In accordance to ANOVA, mass media has a significant impact on behavior of general public during COVID-19 pandemic.

Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	(Constant)	1.114	.225	3.374	.000	
1	Mass_Media	.617	.080	.612	2.623	.001

a. Dependent Variable: Behavior_Of_General_Public_During_COVID-19_Pandemic

In model, significance value of mass media for behavior of general public during COVID-19 pandemic is below 0.05 indicating a significant positive relationship among them. Mass media (b = 0.617) is significant and coefficient is positive, showing higher behavior of general public during COVID-19 pandemic is related to high mass media.

4.2 Data Findings

Data Findings

Hypothesis	Statement	Accepted/Rejected
H1	Mass media has positive impact on creating awareness regarding COVID-19 pandemic in Pakistan.	Accepted
H2	Mass media has positive impact on changing attitude of general public during COVID-19 pandemic in Pakistan.	Accepted
H3	Mass media has positive impact on changing behavior of general public during COVID-19 pandemic in Pakistan.	Accepted

Chapter 5

CONCLUSION AND RECOMMENDATIONS

5.1 Discussion

The purpose of this research was to evaluate the link between mass media, awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic in Pakistan. The independent variable used in this study was mass media. However, awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic were employed as dependent variables. Meanwhile, the people of Pakistan were chosen as target audience for examining the link between variables indicated above. To obtain data from respondents, a structured questionnaire was employed. The acceptance and rejection of study's hypotheses were examined using significance level scale with a range of up to 5%. The significance level scale determined the study's hypotheses (H1, H2, and H3) acceptance or rejection. Significance level of mass media for awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic was less than 0.05. As a consequence of significance level, H1, H2, and H3 (which were constructed using a theoretical framework) were accepted. Regression analysis has proved the significant relationship between mass media (independent variable) and awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic (dependent variables) in Pakistan, accepting H₁, H₂, and H₃.

5.2 Conclusion

The purpose of this study was to evaluate the impact of mass media on awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic in Pakistan. A questionnaire was distributed among 300 respondents (people of Pakistan) to collect data and assess the relationship between study variables. For investigating the association, mass media was empirically tested with awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic and found a positive

correlation between them. Findings have shown that mass media was positively connected with awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic with the magnitude of 0.437, 0.416, and 0.441, respectively. In addition, regression analysis revealed a strong association between mass media (independent variable) and awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic (dependent variables). As a result, findings show that a shift in mass media causes a definite change in awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic in Pakistan.

5.3 Research Limitations

While investigating the correlation between mass media, awareness regarding COVID-19 pandemic, attitude of general public during COVID-19 pandemic, and behavior of general public during COVID-19 pandemic, the researcher encountered very few limitations (such as a limited time period, limited sample size, etc.). The study's time period was very constricted since more time was necessary to complete this research than was available. If time allowed, a more in-depth survey with responders from varied backgrounds would have been possible. The researcher, on the other hand, should be given greater time to gather data from people from varied backgrounds. Researcher would have the opportunity of collecting data by including people who were previously not considered responders owing to time restrictions. In addition, sample size of 300 was insufficient for getting data from Pakistanis. To provide a comprehensive study with a more representative sample of Pakistanis, sample size might be raised to 500 or more. Finally, most academics and researchers on this literature topic have only conducted cross-sectional studies, disregarding the requirement for longitudinal study, which was another limitation.

5.4 Recommendations & Future Research

Most of the study's aspects have been addressed properly; however, small changes could be made to improve the effectiveness and reliability of this research. Minor changes to time period, sample size, and study type, are possible. To allow the researcher to perform a comprehensive

research, time limit should be extended. A reasonable time restriction for the researcher to collect data from respondents of diverse races and cultures might be beneficial. The researcher may be able to utilize the extra time to include people who were not completing the survey to help with data collecting. Members of the public can be encouraged to be enthusiastic, as this will assist in increasing the sample size, improving the validity and reliability of data acquired and processed. Furthermore, while emphasis of this study was on the people of Pakistan, data relevant to study variables may be gathered and analyzed utilizing people from any specific city in Pakistan. In addition, if a researcher is given extra time to finish a research project; sample size may be increased. Finally, rather than cross-sectional research, longitudinal research might be utilized to examine the relationship between study variables.

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APPENDIX

Research Questionnaire

This study seeks to establish “Impact of Mass Media on Awareness, Attitude, and Behavior of Public during COVID-19 Pandemic in Pakistan”. Kindly spare 10 minutes of your time to give your personal opinion in relation to the following questions. All the information obtained will be treated with strict confidentiality and will only be used for academic purposes.

Section A: General Information

Gender:

- Male
- Female

Age:

- Less than 30 years
- 30 to 45 years
- More than 45 years

Education:

- Undergraduate
- Graduate
- Postgraduate

Annual Income:

- Less than 500,000
- 500,000 to 10,00,000
- More than 10,00,000

Frequency of Using Media or Mass Media:

- Rarely
- Occasionally
- Frequently

Section B: Mass Media

Mass Media	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I often watch the television	1	2	3	4	5
I often listen the radio	1	2	3	4	5
I often read the newspaper	1	2	3	4	5
I often use Facebook	1	2	3	4	5
I often use Twitter	1	2	3	4	5

Section C: Awareness, Attitude, and Behavior of General Public during COVID-19 Pandemic

Awareness of General Public Regarding COVID-19 Pandemic	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I was constantly checking news channels for COVID cases	1	2	3	4	5

I know about precautionary measures through advertisements on channels	1	2	3	4	5
I gained information about the spread of COVID in different parts	1	2	3	4	5
I knew about COVID-19 vaccine	1	2	3	4	5
I got knowledge about COVID-19 from family and friends	1	2	3	4	5
I got knowledge about COVID-19 from billboards/banners/posters	1	2	3	4	5
I feel I am much aware of COVID-19	1	2	3	4	5
I have started keeping masks and sanitizer with me	1	2	3	4	5

Attitude of General Public during COVID-19 Pandemic	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
After knowing the information, I have started washing my hands more frequently	1	2	3	4	5
I keep on checking information about COVID-19 regularly	1	2	3	4	5

I used to discuss the issue of COVID-19 with friends and family	1	2	3	4	5
I am interested to gain knowledge about COVID-19 and its protective measures	1	2	3	4	5
I like people who use masks and keep social distancing	1	2	3	4	5
I am interested to know about the COVID-19 vaccine	1	2	3	4	5
I am interested to know the impact of COVID-19 on the lives of people	1	2	3	4	5
I like the government's efforts for the prevention of COVID-19	1	2	3	4	5

Behavior of General Public during COVID-19 Pandemic	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I wash my hands for 30 seconds as shown in advertisements	1	2	3	4	5
I have started taking greens and fruits as experts' advice on news channels	1	2	3	4	5
I have stopped throwing masks	1	2	3	4	5

outside					
I avoid going to public places	1	2	3	4	5
I also avoid going to wedding ceremonies	1	2	3	4	5
I try to maintain social distancing in public places	1	2	3	4	5

Thank You!