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The Impact of Social and Broadcast Media on Public Health Initiatives: Study of the COVID-19 Infodemics

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Speaker Introduction

- Ph.D. Scholar at Taipei Medical University, Taiwan
- Assistant Professor at, Shoolini University of Biotechnology and Management Sciences, India
- My research Interest revolves around Artificial Intelligence, Big data analysis and visualization, and Long-term care with Wearable technologies, I am very interested in problems broadly related to Microbes and their biomes and I am specialized in deciphering metagenomes, WGS, and Medical Data using Artificial Intelligence Machine Learning Predictive tools and Bioinformatic tools.

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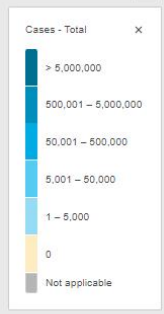
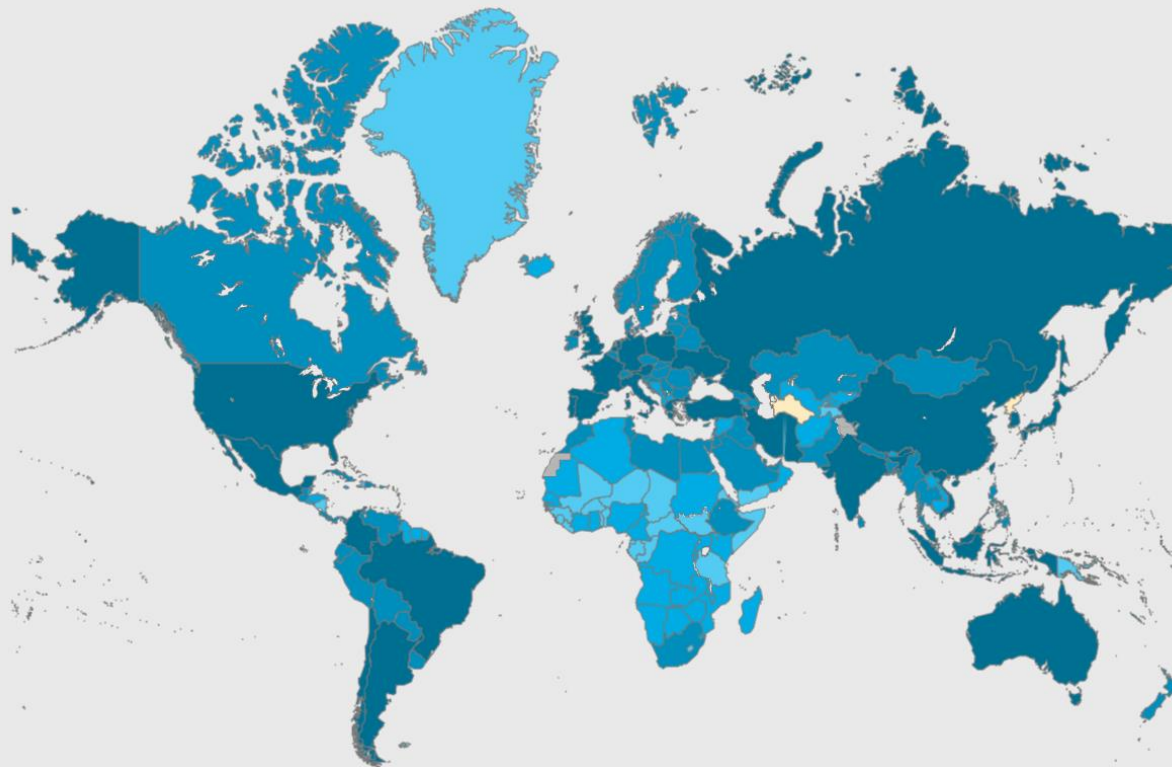


Background

- Caused by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2)
- It quickly spread within China and then internationally, leading to a global pandemic.
- WHO declares it a pandemic on March 11, 2020.
- Caused millions of infections and deaths worldwide.
- During the COVID-19 pandemic, the rapid spread of fake news and misinformation on social media has been a significant challenge.
- Social media and the Healthcare IT sector have played a crucial role in the context of the COVID-19 pandemic in several ways.

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Cases
Total

286,078
new cases last 7 days

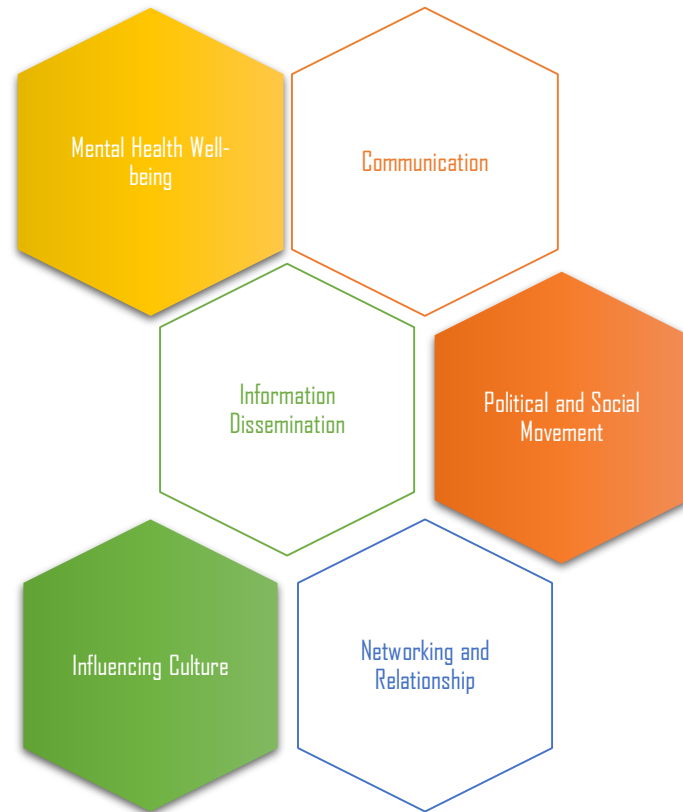
767,984,989
cumulative cases

6,943,390
cumulative deaths



Social Media in Daily Life

Social media has become an integral part of our daily lives, shaping the way in different ways.





Covid-19 and Social Media

BENEFITS

1. Real-Time Updates
2. Education and Awareness
3. Vaccine Advocacy and Promotion
4. Emotional Support and Community Building
5. Remote Working and Learning
6. Combating Misinformation

DRAWBACKS

1. Amplification and Virality
2. Lack of Fact-Checking
3. Undermining Public Health Efforts
4. Efforts to Combat Misinformation
5. Health Risks and Misguided Actions
6. Increased Anxiety and Panic



Dissemination of medical and scientific Information



29 February at 11:48 pm · 🌐

IMPORTANT ANNOUNCEMENT - CORONAVIRUS

Last evening dining out with friends, one of their uncles, who's graduated with a master's degree and who worked in Shenzhen Hospital (Guangdong Province, China) sent him the following notes on Coronavirus for guidance:

1. If you have a runny nose and sputum, you have a common cold
2. Coronavirus pneumonia is a dry cough with no runny nose.
3. This new virus is not heat-resistant and will be killed by a temperature of just 26/27 degrees. It hates the Sun.
4. If someone sneezes with it, it takes about 10 feet before it drops to the ground and is no longer airborne.
5. If it drops on a metal surface it will live for at least 12 hours - so if you come into contact with any metal surface - wash your hands as soon as you can with a bacterial soap.
6. On fabric it can survive for 6-12 hours. normal laundry detergent will kill it.
7. Drinking warm water is effective for all viruses. Try not to drink liquids with ice.
8. Wash your hands frequently as the virus can only live on your hands for 5-10 minutes, but - a lot can happen during that time - you can rub your eyes, pick your nose unwittingly and so on.
9. You should also gargle as a prevention. A simple solution of salt in warm water will suffice.
10. Can't emphasise enough - drink plenty of water!

THE SYMPTOMS

1. It will first infect the throat, so you'll have a sore throat lasting 3/4 days
2. The virus then blends into a nasal fluid that enters the trachea and then the lungs, causing pneumonia. This takes about 5/6 days further.
3. With the pneumonia comes high fever and difficulty in breathing.
4. The nasal congestion is not like the normal kind. You feel like you're drowning. It's imperative you then seek immediate attention.

SPREAD THE WORD - PLEASE SHARE.



Kulvinder Kaur MD @dockaurG · 22h

#Humanity's existing effective defences against #COVID19 to safely return to normal life now:

- The Truth
- T-cell Immunity
- Hydroxychloroquine

🗨️ 184 🔄 669 ❤️ 1,301 📌

🔄 Kulvinder Kaur MD Retweeted



Kulvinder Kaur MD @dockaurG · 1d

Current Status of #COVID19

99.9% Politics, Power, Greed & Fear
0.1% Science & Medicine

🗨️ 109 🔄 2,084 ❤️ 4,881 📌

🔄 Kulvinder Kaur MD Retweeted



Kulvinder Kaur MD @dockaurG · 2d

There is absolutely no medical or scientific reason for this prolonged, harmful and illogical lockdown.
[#FactsNotFear](#)

🗨️ 168 🔄 2,952 ❤️ 8,156 📌

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Donald J. Trump ✓

@realDonaldTrump

HYDROXYCHLOROQUINE & AZITHROMYCIN, taken together, have a real chance to be one of the biggest game changers in the history of medicine. The FDA has moved mountains - Thank You! Hopefully they will BOTH (H works better with A, International Journal of Antimicrobial Agents).....

10:13 PM · Mar 21, 2020 · [Twitter for iPhone](#)

132.6K Retweets **384.1K** Likes



Hydroxychloroquine is a CHEAP,very powerful, effective drug in the treatment of coronavirus.Not promoted because drug companies won't make money from it also the billions they receive in research grants will drop significantly.[#COVID19](#) [#COVID19au](#)

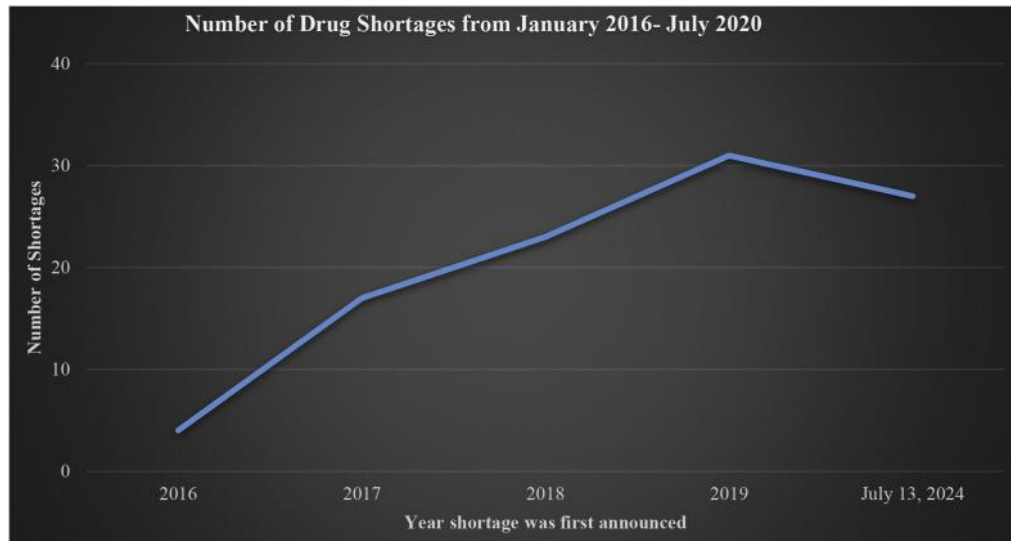
1:47 AM · Apr 16, 2020 · [Twitter Web App](#)

1 Retweet **1** Like



Impact of Social Media

Medication shortages in 2020 have reached 87% that of the shortages reported in 2019 in half of the time. When considering the effect of the second wave of COVID-19 cases it is likely that medication shortages will continue to escalate. (Sen-Crowe, McKenney et al. 2021)





Trends and Methodology

- Increased Prescriptions and Clinical Trials after the promotion by the US president, which leads to a shortage of drugs and concealed the negative aspects.
- Attempts of self-prescription cause deaths due to overdose.
- We looked up the google trends data during the period of 13 March to 12 April 2020 (Figure 2)



Comparison

- Inefficient management of COVID-19 in Group A countries
- Effective containment of the virus in Group B countries
- Different interests in medications
- Factors influencing interests
- Limited public interest in other medications

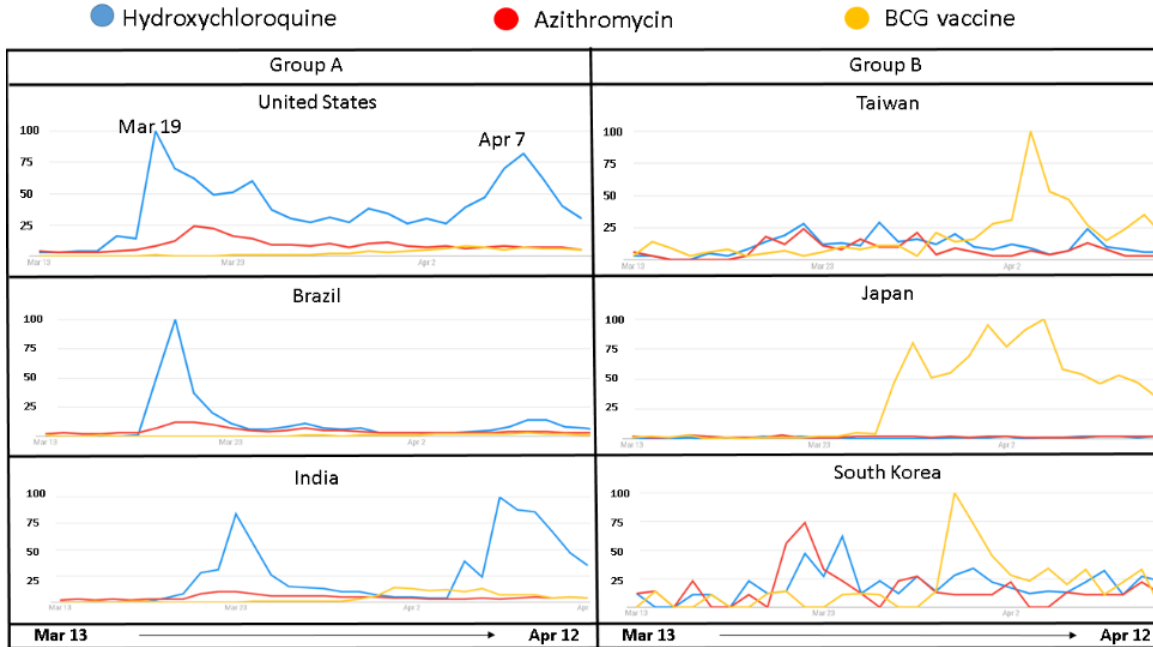


Figure 2. Google trends for hydroxychloroquine, azithromycin, and the Bacillus Calmette-Guérin (BCG) vaccine across six countries from 13 March to 12 April 2020



Discussion

1. Impact of Media and political leaders on public health initiatives during the COVID-19 outbreak and highlight the potential risks associated with the use of unprescribed drugs in emergencies.
2. Pre-Liminary trials of Hydroxychloroquine.
3. Shortage of HCQ after the tweet of the US President.
4. Notice of FDA and WHO on 15th June.
5. Adverse Effects of HCQ Overdose.
6. Main purpose of the study was to create awareness among the people.
7. Not to succumb to opinions and assumptions of political leaders or some random post on social media.
8. Urge the public not self-prescribing the drugs instead of this follow the advisories issued by healthcare and government authorities.



**THANKS
FOR
YOUR ATTENTION**