

## New Media the Other face of a Health Culture in the Time of the Coronavirus Pandemic (COVID-19), Ethnographic Study of Some Facebook Pages Model

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### Abstract

Recently, there has been talk of the health crisis of the coronavirus around the world. The COVID19, which confused the rhythm of life, required new practices such as social distancing. In this difficult situation, the role of new media came as a new philosophy for the dissemination of a health culture. Thus, this research paper revealed the main real issues of Facebook in promoting a health culture using ethnographic method by disseminating some of the Corona cases in numbers and analysis. Adding to this, relying on the electronic observation technology to monitor the most important tips, guidance and methods of prevention and awareness.

**Key words:** New media; health culture; crisis; health crisis; Corona pandemic.

### 1. Introduction:

The field of diseases and epidemics has been one of the current and emerging issues at the researchers' table in their various specializations, as the epidemic is in fact a purely human product, with serious consequences for both the natural environment and the social environment.

Today, the world is in an exceptional state like the rest of the previous years, a state of terror and panic, as a result of the outbreak of the coronavirus pandemic (COVID-19) that emerged in the Chinese city of Wuhan in December 2019, which has confounded the rhythm of the world's social, health, cultural and commercial life. It was a health crisis the world has never seen before, and this is of course after many deaths and daily infections were recorded.

This has become the focus of attention of many interested and researchers of various disciplines not only the medical field, but also the need for human and social science intellectuals to intervene by dissecting this health crisis, which has become attached to humanity at all levels. This was based on many cognitive and methodological approaches to understand the epidemiological situation. This

coincides with the emergence of social media platforms in particular where it witnessed a lively activity in media coverage of this deadly pandemic. That had becoming a daily talk by showing the total number of deaths and infections per day and statistics to look for the emergence of this epidemic and ways of spreading it. Also to reveal the perfect health experience to deal with this pandemic and how to cope with it from health methods and know the consequences of this pandemic at the political, economic, cultural, social and even psychological levels.

Based on the above, this study comes to highlight the new role of the media (Facebook) in spreading a healthy culture on many virtual pages, which represents the problem of our study according to a pivotal question:

How can the threat of the COVID-19 pandemic be managed through the new media philosophy (Facebook) in spreading a healthy culture and awareness to citizens during this crisis situation?

Under this problem, the following hypothesis has been included:

The new media (Facebook) has had optimal repercussions during crisis, becoming a new philosophy for managing this pandemic to spread health awareness on the virtual level (Facebook pages) in exchange for the social distancing policy to confront the coronavirus (Covid-19).

## **2. Objectives of the study:**

1) Work to demonstrate the importance of new media in times of crisis, especially in the media coverage of the coronavirus in terms of the number of deaths and infections at the local and global levels.

2) The need for forward-looking studies on the COVID-19 crisis, after three waves of the pandemic passed in Algeria.

3) The reality of Algeria's media experience in the light of the coronavirus pandemic.

4) Looking for alternatives and planning strategy to tackle the coronavirus crisis.

## **3. Methodology of the study:**

The study is one of the most common ethnographic researches in anthropological researches. On this basis, the importance of social and anthropological studies that monitor field investigation by examining and diagnosing the epidemiological situation through field investigations by relying on the ethnographic approach to present the overall outcome of this pandemic by voice and image via Facebook. With a reliance of observation technology by virtual participation across many virtual pages to know about aspects of the coronavirus

crisis and to reveal the most important health methods and measures to confront this pandemic.

#### **4. Conceptual framework:**

##### **4.1. New Media**

The new media concept (New Media) emerged at the end of the twentieth and beginning of the twenty-first century, most notably in this dangerous media production, that it approached the limits of communication, almost melted down. The new media philosophy is based on the principle of integrating computerized means, electronic networks and communication technologies (Mekdai, 2013 :207-208).

Facebook is a social site joined by many people of different cultures and orientations, through the presentation of their data and information. In this study, this virtual platform formed the most powerful episode in managing the threat of the coronavirus pandemic via a series of virtual pages that became a virtual public theatre to discuss the epidemiological situation in Algeria particularly.

##### **4.2. Health Culture:**

Health culture is defined as: "The process of translating known health facts into healthy behavioral patterns at the individual and community levels, with the aim of changing uneven behavioral attitudes and habits, as well as helping the individual to acquire the right experiences and practice healthy habits". (Badah, under one year:14).

A healthy culture is one of the habits and rituals practised by people in the time of the coronavirus pandemic, which is part of a healthy culture aimed to spread healthy and cultural communication among members of society and preventing this deadly epidemic.

##### **4.3. Crisis:**

Crisis means several things from a serious situation or an important turning point, unstable situations in political, economic or global affairs in which decisive change is about to occur, a sudden change in chronic disease to either improve or deteriorate. (hyena, 2015:15).

##### **4.4. Health Marketing:**

It is a series of activities and events aimed to achieve contact with the target audience and to gather information about them, also to identify their needs in order to create healthy behavior in individuals. (Al-Banabi, 2016:13).

The main objective of health marketing is to work towards achieving health awareness among individuals in times of crisis of all races, by shaping and crystallizing healthy behavior embodied in social media platforms .

#### **4.5. Health crisis: Coronavirus pandemic**

The Covid-19 pandemic has been one of the health crises that have hit the entire world. It is a global pandemic of the spread of this virus, which has mixed the papers of the new international system.

The pandemic is an epidemic that spreads far beyond international borders affecting a large number of individuals, and pandemics may occur to affect the environment, agricultural organisms from livestock, agricultural crops, fish, trees, (Saalem, 2020:607).

The COVID-19 pandemic, known as the pandemic, is currently a global pandemic of the coronavirus disease. The disease first occurred in the Chinese city of Wuhan in late December 2019.

#### **5. Reading in Epidemiological Danger: Coronavirus as a Health Crisis**

Since the Chinese government's announcement of the virus, the world has undoubtedly entered the tunnel of precautions and procedural measures to confront this pandemic, which is not seen in the naked eye. The coronavirus pandemic has become the most serious health crisis in historical sparring.

".. On 30 January 2020, the World Health Organization declared a public health emergency of international concern, the deadly coronavirus, and has identified more than 400,000 deaths worldwide since it first emerged in China in December 2019". (Mansour, 2020:492.)

"The COVID-19 virus emerged in China in late 2019 and has moved to the majority of countries. States can no longer control it, specifically in the absence of a vaccine to prevent it so far and the entire world is experiencing panic and anxiety as a result of accelerated infections and daily deaths. The World Health Organization has listed the virus as a public health emergency and the cause of a system collapse for most countries". (Attab, 2020:339).

"The disease caused by the new virus that first emerged in Wuhan, China, has been called coronavirus disease 2019 (Covid-19), and the English name of the disease is derived as follows: CO are the first two letters of coronavirus and VI from word (virus) and D are the first letters of the English word Disease, previously called Coronavirus 2019. (Attab, *ibid*:339).

Throughout history, the world has witnessed many deadly diseases and epidemics, some of which have been epidemics confined to a certain geographical range, and others that have left many dead, with effects on health, economic,

political and social dimensions. One of the world's most serious epidemics is the coronavirus pandemic (COVID- 19), which has become increasingly dangerous as a result of its rapid spread, and the lack of a vaccine or antiretroviral treatment so far, has left and continues to have many impacts across sectors including public health and public order within countries. (Mansar, 2020:35.)

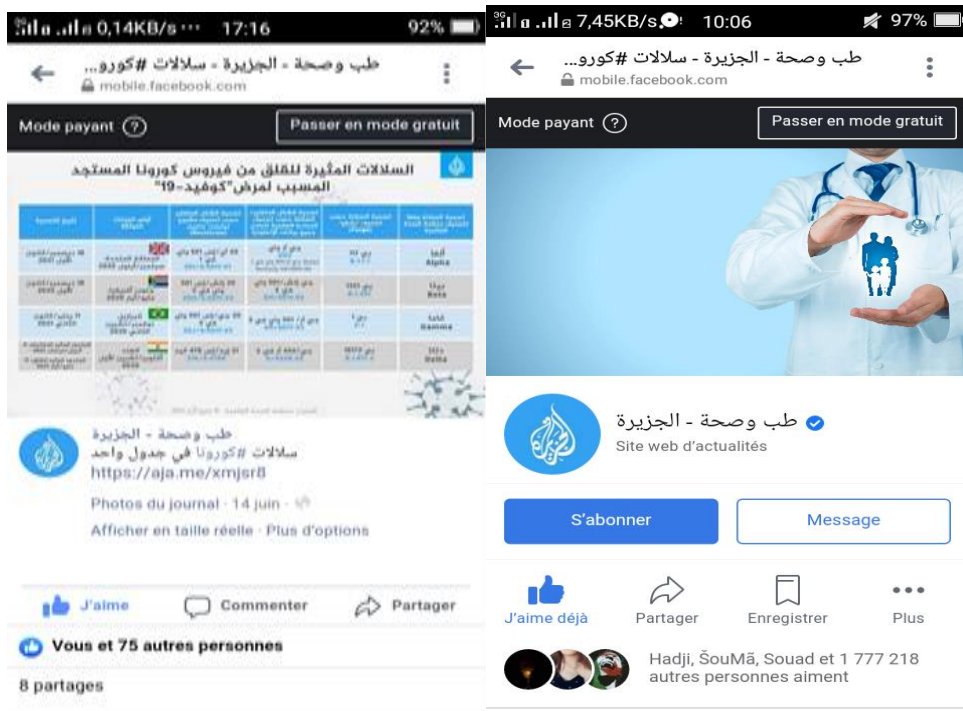
### **5.1. Epidemic's concept:**

The word "epidemic" has long existed in history, one day the pathogenic microbial agents were not known, a translation of the Latin "epidemic", derived from the two Greek segments : "epi" in the sense of "epidemics" and "demos" in the sense of "people", and is defined as: "Prevalence of a particular disease in a particular group of people in a specified period of time with a greater rate of occurrence than was known in normal cases in the same society " . (Manzer, ibid: 35).

There are many terms used to express the epidemic, but they differ in terms of its prevalence and severity, such as the "Pandemic", which spreads across a very large area. (global pandemic), usually affecting a large proportion of people around the world, in addition to the term "outbreak", which is synonymous with the word "pandemic", sometimes preferred to be used to avoid the stirring associated with the word "pandemic", and sometimes used to refer to a modest epidemic compared to the generalized pandemic. (ibid:35.)

Today, the world has known the widespread spread of many epidemiological strains that threaten humanity. The virus has begun to evolve over time and is flying on many continents (Africa, Asia, Europe and others), where every continent has become a symbol of this deadly epidemic. This can be limited to the following:

### **Figure 1. Showing Corona Strains for Medical and Health Page**



This page, which has a medical and health name, is accompanied by a white and blue colour that suggests a healthy culture. The number of subscribers to this page is about 1777218; this page contains its own website, and an email with Twitter.

The contents of a medical and health page vary between topics related to modern medicine and a range of advice, guidance and news for disease prevention. As a reminder exclusively here is the media coverage of the coronavirus pandemic by presenting the latest epidemiological data on the phenomenon of the spread of the coronavirus and ways of confronting it. The most important strains around the world are also reviewed, as illustrated in the following figure: alpha, beta, gamma, delta, and also keen to provide a healthy food culture to cope with this pandemic.

**6. Manifestations of managing the threat of the coronavirus pandemic via the new media for Facebook pages Model:**

**6.1. Manifestations of the coronavirus pandemic:**

The symptoms of the coronavirus may be similar to other diseases that humanity has known throughout history, such as influenza, plague, etc. Therefore, the symptoms of this global virus can be limited to a number of symptoms as follows:

### **6.1.1. Fever:**

People with coronavirus usually feel a high body temperature, which affects the breathing method and severe head and throat pain.

The WHO review of some 55,924 laboratory-confirmed cases in China indicated the following symptoms and typical signs:

Fever (87.9%), dry cough (18.6%), fatigue (38.1%), crusty production (33.4%), shortness of breath (18.6%), sore throat (13%), headache (13.6%), bone or joint pain (14.8%), chills (11.4%), Nausea and vomiting (5%), Nasal congestion (4.8%), diarrhea (3.7%), blood puff (0.9%), congestion (0.8%). (Bouamoucha2020:127).

### **6.1.2. Shortness of breath:**

People with COVID-19 experience shortness of breath and severe chest pain.

### **6.1.3. Loss of sense of smell:**

The sense of smell seems to be one of the first indicators of coronavirus infection, as we find people with a loss of smell, who cannot taste some substances whether they are salty, sweet or sour.

### **6.1.4. Dry and persistent cough:**

A person with coronavirus feels a very dry cough at the throat level, causing dry pain.

### **6.1.5. Confusion :**

The prevalence of confusion is 11%.

### **6.1.6. Nausea**

The prevalence of nausea among coronavirus cases according to the study is 6%.

**Figure 2. Illustrates the manifestations and symptoms of coronavirus via a medical and health page**



Other symptoms include shortness of breath, feeling pain or tightness in the chest, muscle or body pain, headache, loss of taste or smell, thought disorder, sore throat, nasal congestion, runny nose, diarrhea, nausea and vomiting, abdominal pain, rash. (Bouamoucha, 2020:62).

## 6.2. The precautionary measures taken by the Algerian State to prevent the epidemic:

The precautionary decision by the Presidency of the Republic of Algeria was the first to prevent the coronavirus epidemic. On 12 March 2020, the President of the Republic ordered the suspension of education at all levels, whether primary, intermediate or secondary, and even institutions of higher education and vocational training.

On March 12, 2020, the relevant authorities announced the suspension of the education's programs by introducing the spring holiday after it was scheduled for March 19, 2020, after some cases were recorded at the University of Blida. This extraordinary initiative is part of the urgent decision to protect Algerian citizens from the coronavirus.

In accordance with the Ministry of Education's decision to extend the suspension of social entry into educational phases, as one of the precautionary measures to face this pandemic, after Algeria experienced a third wave, which

claimed many lives, due to the lack of oxygen condensate.. They can be explained in the following figure:

Figure 3. School admissions extended due to Covid-19 crisis

The image shows a screenshot of a Facebook post. At the top, the status bar indicates a data speed of 2,48KB/s, the time is 18:01, and the battery is at 53%. The Facebook interface shows the post is from 'Coronavirus Algérie' (كورونا الجزائر) with 3 likes. The post title is '#عاجل تأجيل الدخول المدرسي القادم إلى 21 سبتمبر 2021.....'. The main content is a document from the Algerian Ministry of National Education, titled 'بيان حول تعديل تاريخ الدخول المدرسي للسنة الدراسية 2022-2021'. The document states that according to Article 31 of Law No. 04-08 of 08-04-2008, the 2008-2009 academic year started on January 23, 2008, based on the Ministerial Decision No. 095 of 17-09-2008. For the 2021-2022 academic year, the start date is postponed to September 01, 2021, for administrative staff, September 07, 2021, for teachers, and September 21, 2021, for students. The document also mentions that the 2021-2022 academic year will start on September 01, 2021, for administrative staff, September 07, 2021, for teachers, and September 21, 2021, for students. The document is signed by the Minister of National Education, Mohamed El Ghazal.

طبقا للمادة 31 من القانون رقم 04-08 المؤرخ في 15 محرم عام 1429 الموافق 23 جانفي سنة 2008، المتضمن القانون التوجيهي للتربية الوطنية، وبناء على القرار الوزاري رقم 095 المؤرخ في 17 أوت 2021، المعدل للقرار الوزاري رقم 59 المؤرخ في 23 جوان 2021، الذي يحدد تاريخ الدخول المدرسي وبرنامج العطل المدرسية للسنة الدراسية 2022/2021، تعلن وزارة التربية الوطنية، عن إجراء تعديل على تاريخ الدخول المدرسي للسنة الدراسية 2022-2021 لجميع المناطق كالاتي:

- الموظفون الإداريون: يوم الأربعاء 01 سبتمبر 2021 صباحا،
- الأساتذة: يوم الثلاثاء 07 سبتمبر 2021 صباحا،
- التلاميذ: يوم الثلاثاء 21 سبتمبر 2021 صباحا

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Algeria's Ministry of Education has worked on a new approach to the education sector. This is in line with the preparation of an urgent strategy to coincide with the persistence of the epidemic. Information and communication technology has become a real bet in strengthening the educational system by

keeping pupils at home and having to pursue their studies on digital floors, which contain many lessons in various subjects.

In addition to the opening of an Algerian television channel, Algeria is working on the addition of tutoring courses for pupils coming to the Mediterranean and Baccalaureate degrees, on the one hand, and on the other, using the system of screwing for the three phases, to avoid overcrowding and direct contact with people to curb the coronavirus.

The Ministry of Higher Education and Scientific Research has also announced a modern approach in the context of the global pandemic, to using the digital floor of university students.

The new media has also played a major role in this health crisis by providing multiple readings on the overall epidemiological situation daily. This is reflected in the social media platforms such as El Bilad's page belonging to the Algerian television channel. It can be explained as follows:

**Figure 4. Total coronavirus pandemic (number of infections and deaths).**



### **6.2.1. Acknowledgement of quarantine:**

Muslims have known two types of quarantine: the spatial quarantine of persons and the quarantine of animals. The Holy Prophet Muhammad, peace and blessings of Allah be upon him forbade entry or exit from the country where epidemics are prevalent, for example, the plague. The owner of sick animals is also ordered not to come with his animals to graze behind healthy animals. God said: "Do not throw your hands to the decimation. (The Holy Koran, Surah Al-Baqarah, verse 194 ).

Besides the quarantine contains foundations in sunnah of the prophet. In a number his hadiths, the Prophet Prayer of Allah (PBUH) explained the principles of quarantine in a statement, preventing people from entering the town infected with the plague, as well as preventing the people of that town from getting out of it, and even he considered that like the escape on the day of creep which is one of the greatest sins. Muhammed the messenger of Allah said: "If you hear about it (the plague) in a land, do not come on it, and if it's happened on your land do not leave it". This is an explicit foundation for the legality and origin of the quarantine. (Al-Ayadi, 2020: 11-12).

In line with the terrible increase in cases of the COVID-19 pandemic, a state of emergency has been declared in all national territory in order not to spread this pandemic, which has taken thousands of lives. This is why the home quarantine was imposed by restricting the movement of citizens Home quarantine calendar came from 8 a.m. to 6 p.m. shops, mosques, bathrooms and party halls are also closed and places are in turn working to assemble citizens.

This state of emergency is one of the most important strategies for combating this pandemic. It also prevents anyone from going out during these times except for exceptional licenses passed by the relevant authorities, such as going to treatment and diagnosis centers and others.

Under the decision to impose a domestic quarantine on citizens to prevent the coronavirus, anyone who deliberately violates this decision and goes outside carries severe penalties, mainly a fine of 10,000 DZD, and shopkeepers who breach quarantine times are exposed to the fate of suspending the commercial register with financial fines.

### **6.2.2. Coronavirus Pandemic Fund:**

The Algerian Government has allocated a budget for this fund to address the coronavirus pandemic by providing some hospitals with medical equipment and various devices, with a special budget for Algerian families with low incomes. This comes after this pandemic has had serious effects on the economic, health and even psychological aspects, as a result of the quarantine imposed on citizens. So these

needy families, orphans and widows were allocated a symbolic sum of 10,000 DZD as a subsidy for the acquisition of certain food items.

### **6.2.3. Efforts of informal organizations and civil society in the fight against the coronavirus pandemic:**

After the virus peaked in Algeria, where social and professional life was paralysed, a state of emergency was declared after quarantine was imposed, producing a major obstacle, especially for poor families. Some charities have taken the initiative to distribute some of these families' foodstuffs. Since August 2021, Algeria has experienced a difficult situation due to the third wave of the coronavirus pandemic, due to the drastic decline in oxygen condensate. «In the last 98 hours, oxygen prices have been sharply speculated, and record numbers have been known as a result of the scarcity and rising numbers of coronavirus infections and some intermediaries have been involved in creating scarcity and inflaming the market for profits on the way of patients, taking advantage of the COVID-19 crisis."

The role of civil society has come through the launching of donation campaigns (gold, money... and others) on Facebook, can be restricted to some pages:

### **Figure 5. Solidarity campaigns for oxygen generators**

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Journal el Bilad

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المستشفيات

<https://www.elbilad.net/s@hebjxsar96297>



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Commenter



Partager



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### 6.3. Health methods to prevent the coronavirus pandemic:

The coronavirus pandemic, one of the most serious epidemics in history, has dominated the world and tipped its scales. Developed countries have succumbed to this crisis situation, precipitating the Algerian Ministry of Health's Committee to seek the most important health methods to curb the pandemic. They can be restricted as follows:

#### 6.3.1. Regular washing and sanitizing of hands:

Regular handwashing and sanitizing are among the first hygienic methods to prevent anyone infected with this deadly virus by disinfecting hands with an alcoholic liquid that kills viruses and removing germs and microbes on hands. The

sterilization process is not limited to the level of hand cleansing, but also includes various public places and spaces, especially hospitals and treatment and diagnostic centers, as well as the sterilization of various personal tools used by the person at his work.

### **6.3.2. Promotion of respiratory hygiene:**

Care for respiratory hygiene is one of the health measures to prevent coronavirus, as the virus is invisible and transmitted through the air. That's why anyone has to cover their mouth and nose, especially during coughing and sneezing. This step is no less important than other preventive methods, but it's even at the center of the preventive process to mitigate the epidemic, as it works to protect yourself and others to prevent the leakage of certain viruses that would transmit the infection.

### **6.3.3. Avoid human friction:**

Respecting the safety distance between people is among the simple methods that play their role as a preventive method of decreasing the number of coronavirus cases. Otherwise, coronavirus infection indicators are increasing through gatherings in public places, so human contact such as handshakes should be avoided; shops and markets should be limited too.

### **6.3.4. Not touching the eye, nose and mouth:**

During this epidemiological circumstance, a person must not touch his nose and mouth, because the hands can absorb the virus, and this virus enters various viruses and microbes within the human body, so the hands must be cleaned and sanitized at every moment, taking care to wear medical gloves to prevent his leakage.

### **6.3.5. Wearing a mask as a preventive and hygienic mask:**

Wearing a mask has become a feature of the Covid-19 pandemic, forcing all citizens to wear it compulsorily, following the recommendations approved by the World Health Organization after the deadly virus spread widely. This is done through sneezing, coughing, or touching. In this context, the Algerian state has approved a health decision that consists of the mandatory wearing of this mask to limit the spread of the Covid-19 epidemic, with the need for citizens to adhere to the health protocol and feel responsible towards this health crisis. The relevant authorities have also worked to provide this protective mask in the local market and to ensure the quality of the product in terms of price and quality. On the other hand,

anyone who does not wear a mask will undoubtedly be subject to a fine of 10,000 DZD.

"A medical mask is a medical supply that covers the mouth and nose, with the aim of preventing the transmission of droplets filled with viruses through the respiratory system from one person to another". (Rabab, 2021:107).

**Figure 6. Coronavirus Prevention Methods via Medical & Health Page.**





Algeria has adopted the "chloroquine" coronavirus treatment protocol, which has shown its effectiveness in treating some infected people. However, the World Health Organization, which has recognized the effectiveness of the malaria drug, is still adhering to the proactive measures of social distancing, which have resulted in huge social disruptions and economic losses around the world. Many countries have announced the extension of the quarantine until mid-May as a precautionary measure, while several mediators are awaiting the President of the Republic's decision to extend the quarantine period recommended by scientific and medical bodies.

This additional campaign is part of the vaccination campaign against Corona, with the aim of supporting the basic health units that started the vaccination process since last January. This process affects all citizens, (whether registered or not), on the digital platform allocated by the Ministry of Health, Population and Hospital Reform for the process. The Algerian Ministry of Health renewed in a statement its call to all people wishing to be vaccinated against Covid-19 to go to health facilities or places designated for this purpose. This is what will be displayed on the page of "coronavirus Algérie".




Figure 7. Illustrates citizens' vaccination through the coronavirus page




Mode payant ? Passer en mode gratuit

← Coronavirus Algérie ... كو Q


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▼ تتواصل عملية التلقيح ضد فيروس كورونا "كوفيد 19" عبر مختلف الهياكل الصحية وكذا خارج الهياكل الصحية على مستوى الأحياء ودور الشباب والادارات والمساجد والعيادات المتنقلة ، كما تم جلب 28400 جرعة لقاح جديدة وهي في طريق الوصول إلى الولاية .  يجدر الذكر بأنه لحد الساعة تم تلقيح ازيد من 43814 مواطن بالجرعة الاولى و 10808 مواطن تلقوا الجرعة الاولى و الثانية  والي ولاية خنشلة السيد **#علي\_بوزيدي** يؤكد ومن خلال مدير الصحة والسكان للمواطنين بأن العملية قد سخر لها كل الإمكانيات المادية والبشرية المتمثلة في الأطقم الطبية وشبه الطبية وذلك لضمان حسن سير العملية ،  كما يدعوا مواطني ولاية خنشلة للتقرب إلى جميع مراكز التلقيح داخل الهياكل الصحية وخارجها من أجل تلقي جرعات اللقاح وذلك للمساهمة في التقليل من انتشار عدوى الفيروس.

Messenger ENVOYER UN MESSAGE

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 Vous et 43 autres personnes

## **7. Conclusion:**

From the foregoing,, social outreach platforms have been a real bet in managing the coronavirus crisis, covering the virus daily with figures and statistics locally and regionally, knowing what the pandemic is and why it originated, and early detection of its manifestations and symptoms by professionals, in line with preventive precautions such as social distancing policy.

The role of the new media was to create the ground for citizens to spread a culture of health and awareness created by the Facebook pages : (medical and health page, El Bilad page, coronavirus Algeria page). This virtual platform (Facebook) has become a real window to provide citizens with all precautionary measures to prevent this deadly virus.

The Department for Managing the Threat of the Coronavirus Pandemic, through the philosophy of this virtual world, has not only spread a healthy culture, but has also become evident in its dimensions: achieving a gift of solidarity among citizens, by launching youth volunteering campaigns and donating from charities to acquire some medical equipment. This study is taking us to talk about a question that comes to our mind: What will be the parameters of a world after the coronavirus crisis?

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