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Role of social media during lockdown on various health aspects

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Abstract

The present paper is highlighting various points and factors of social media playing major role during the lockdown social media always update current affairs to the people during lockdown social media's role is very vital to control the peoples emotion, stress, fear and to help them update of current scenario. Even Study suggests active social media use is better for you than inactive use, so consider writing a blog or posting status updates as a way of communicating yourself. And it will help you to organize virtual meet-ups with friends and family. These needn't be limited to chatting: they can take part in group activities like watching films, drama, and online discussion through video calls and share their views on academic aspects as well other aspects or cooking together. As I, myself I am conducting online lectures for my BPED, MPED students so they won't miss their academics during the lockdown through social media application use Hangouts effectively. All my alumina BPED bathmats in the lockdown we share our thoughts, as well we all physical educator uploading small clippings of their daily physical workouts on social media so this type of clips can help to motivate the masses in the larger view.

Keywords: Social media, News, Rumors, effect on mental health, academics

Introduction

Definition and meaning of social media

Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos) (*Media, 2020*).

Governments could track COVID-19 lockdowns through social media posts

Social media posts could be used by companies and governments to help save quarantines during the coronavirus outbreak. Ghost Data, a research group in the US and Italy has collected around half a million Instagram posts in March, targeting regions in Italy where residents were ordered to be on lockdown. It gave those images and videos to LogoGrab, an image recognition company that can mechanically identify people and places. The company found at least 33,120 people breach Italy's quarantine orders. Andrea Stroppa, the founder of Ghost Data, his company has given its research to the Italian government. Stroppa doesn't think about the social media scraping to be a privacy concern because the researcher's removed identifying details from the data they removed the profile and specific location data before scrutinizing it. He also has public health on his mind. "In our view, privacy is very important. It's an important human right," Stroppa said. Tech companies have also united the effort there, with mobile network providers like Vodafone giving heat maps of location data.

Keep track of the coronavirus pandemic

The WHO (World Health Organization) has called the technology firms to track the spread of COVID-19. Countries like Singapore and China have used surveillance tools to track their people by their phones. Ghost Data's researchers have mined social media for past projects, including studies about ISIS supporters using Instagram Stories to recruit new members and about Russian disinformation efforts on Instagram. (*Ng, 2020*)

Balancing privacy and public health

It's a tricky thing to find that balance between using technology to curb the coronavirus outbreak and protecting privacy.

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Sen. Ed Markey, a Democrat from Massachusetts, raised concerns about data tracking efforts during the pandemic, warning there needs to be safeguarded in place on how location data is used. When users upload post on social media, even though the content is public, they don't post with the awareness that the images and location data could be used by government agencies and private companies. "Perhaps the posts are public, but people don't understand that beyond the one-on-one level, these massive collection schemes are happening constantly to give corporations better understanding and ability to control people at scale," O'Sullivan said. "How would you feel if your insurance policy was able to charge you more money because they saw on your Instagram that you were outside at the beach during the pandemic?" The coronavirus pandemic has changed how privacy is being protected, but data protection commissioners see it as a necessary step to save lives. So do the researchers gathering this data. (Ng, 2020)

Social media scraping

Governments leveraging data gathered from scraping social media is a controversial subject, but it isn't a new idea. Clearview AI, a facial recognition company first uncovered by The New York Times, boasts a database of more than 3 billion photos collected from social networks without people's permission. Like LogoGrab and Ghost Data, the company said it's simply taking public posts that people willingly upload for the world to see. Clearview AI works with hundreds of law enforcement agencies around the world and has also been in talks to develop tracking for COVID-19. Police have used Geofeedia, a social media analytics firm, to gather posts about protests to identify people to law enforcement. Instagram said both Clearview AI and Geofeedia violated its data policies. (Ng, 2020)

As Government has advised everybody to maintain social distance during the lockdown, in this situation social media is playing huge role because people are stuck at home and they are spending more time on Watching Facebook and Instagram live. Due to medical guidance many people have to make significant changes to the way they socialize. Fortunately, we can stay in touch with loved ones although we are far away from them physically, thanks to the many digital and social media application options at our fingertips. Social networks and online communication services are already starting to see the impact of people increasingly relying on technology to stay in touch. According to data shared with CNET, as of the end of last week, 70% more people are participating in group video calls using Facebook Messenger and voice and video calls on Whatsapp week-over-week, and the time people are spending on those group video calls has doubled globally. (Collins, 2020)

All NGOs could help during the COVID-19 lockdowns through social media

There are many NGOs during the lockdown which want to help a needy person. As I saw in my area there few NGOs who start an initiative on Whatsapp group of food distribution for the needy people. They broadcast messages to their contacts and their contacts forward that message to their friends and family for the noble cause. By this initiative, many people come forward for help, and they cook food every day with the help of locals and they distribute food packets to the poor and needy people. They also ask people to donate raw food material so they can

cook for more people and after their request, many donors come forward to donate food grains. By this initiative, they are distributing nearly around 1000 food packets in breakfast and in lunch daily. Social media played a huge role in this whole setup. Social media is very powerful and can reach many people easily and in a jiffy.

Also through social media, many NGOs help locals to maintain the quarantine. In a few areas of Maharashtra, NGOs started contacting fruit, vegetable vendors and they arrange for the market with the help of Municipal Corporation keeping safety guidelines in mind. They bought vegetables and food grains from the vendors and set up a market in a building complex that has more than 500 flats. Society committee has organized a proper system in society for purchasing so that everyone can get what they want. This move was very helpful for both the vendor as well as buyer people get the vegetables easily in a systematic way and chances of spreading the virus are very low if people follow safety advice. On the other hand, there was news that mass of people is gathered in the market for shopping they have completely violate safety advisory and it could be very dangerous for them and others also because COVID-19 spreads from human to human. That scenario was very dangerous that after lockdown people were roaming in the market without safety and Police have to advise them to stay home. By making such a great step they help the Government in controlling the spreading of the virus.

Researchers could help during the COVID-19 lockdowns through social media

"The use of high-quality data can support the vital work of scientists, researchers, and public health authorities in tracking and understanding current pandemic," European Digital Rights, an association of civil and human rights organizations, said in a statement. (Ng, 2020)

Researchers have warned in the earlier stages of Pandemic COVID-19 that it could cause mental health crises and the government must prepare to strike them. Many people will face mental health crises due to fear of the new germ's deadliness, a stern quarantine, mistrust of government officials who mishandled the outbreak and a wave of social media misinformation.

Many researchers have warned that if the virus spread globally, governments have to address the public that how to manage mental health needs. They have to coordinate strategy plans and people need to implement them so it won't affect them.

The researchers, from the Rand corporation think tank, said several exceptional features of the outbreak and how it was handled led to the mental health crisis. They said many Chinese people still remembered the effect of the SARS outbreak on their daily life and on the economy. COVID-19 is more deadly than SARS. Measures for large-scale quarantine in major cities added mental pressure on residents. According to reports, shortage of medical masks, medical staff, hospital beds in Wuhan and many social media posts which led to misinformation raised enormous concern.

Academics

Due to the lockdown government have to cancel or have to postpone exams of students. This situation affects the academics of many students. But through social media, it is possible to take lectures and explain theory subjects to

students. There are many social applications, mainly like Google meet, Skype through these video calling applications many teachers conduct lectures from home.

The two-and-a-half-year-old online learning platform like SWAYAM sets up free online courses for students. They created a repository of 1,900 courses to help students study in a global pandemic. They made a tab 'Let COVID-19 not stop your learning', and divided into 5 various parts.

1. Engineering
2. Non- Engineering
3. NCERT textbooks
4. Secondary and senior secondary courses
5. E-books for school students

There was a research available on robotics, programming under the National Mission on Education through ICT.

They got traffic from 63 countries while 90% of traffic is from India many other countries students from the US, Germany, UAE, Canada, and the Netherlands showed interest.

"Online education is the need of the hour and has picked up out of sheer necessity. Since all of this content was already available, we are making it public and people are also using it," says Parameswaran N. (*Khetarpal, 2020*)

Social media also have negative impact

As we saw above that social media is very useful in many ways during the lockdown, there is some negative impact of social media it can create chaos by circulating misinformation. If someone starts spreading a rumor about COVID-19 people will pass the message to their friends and relatives for the safety concern without knowing whether it is fact or not. Social media can spread any message in a jiffy. There are a few other negative impacts related to the online scam and privacy violations.

1) Scam and Fraud

There were many incidents that show social media can be harmful in many ways. There were many cases of cybercrimes but even in this global pandemic situation, few fraudsters created an application to thug innocent people. There were few cases in which attackers will send emails from renowned health organizations like the WHO, UN, ICMR, or even from corporates. They lure people with the various offers of discounts and freebies like "3-month free subscription for Netflix" you just have to click link and download. By performing such action malware is drooped in the device via link or attachments. Through this malware, attackers can access your mail or banking login and password and credit card information and the account holder will lose money. After WHO and government inform people about scam and release official website for COVID-19 information cases of scam dropped.

2) Privacy violation by not scrapping data

Many social media and online service providers have a safety feature of privacy violations. With this feature users are safe and their profile and data remain private. During this global pandemic, the government has taken the help of the social media platform and online service providers to maintain the quarantine. But this step can be harmful if the government doesn't scrape data after the situation get normal, because if they use this data to create AI (Artificial Intelligence) it can be very dangerous for the people.

"However, actions taken by governments and businesses under exceptional circumstances today can have significant repercussions on freedom of expression, privacy and other human rights both today and tomorrow." European Digital Rights said. (*Ng, 2020*)

Conclusion

On the basis of the foregoing discussion, it may be concluded that social media is very important nowadays; it is very useful in providing useful information. It can clear the misconception of people about any queries.

Social media applications like Google meet, zoom can be also useful for academic purposes teachers can conduct online lectures students can read from e-books. While sitting home both the students and teachers can work on their academics and it will give them mental satisfaction, rather than wasting time they can engage themselves in some useful work.

During the lockdown, the government has assigned work from the home facilities for every employee of the public and private sector and social media plays a vital role while working from home. It makes work easier in many aspects. Social media also has a negative impact sometimes. Fraudsters use this facility to thug people by creating malware and attacking their device and by violating their privacy. This facility is very powerful and if some people or organizations use it to create AI (Artificial Intelligence) it can create chaos.

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