

The Role of Radio Clinic during COVID-19 Pandemic: A Case Study of Swat

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Abstract

The current research study aimed to explore the role of radio clinics during the COVID-19 pandemic in Swat. The study was a content analysis based and radio programs were examined that how radio programs are playing role in creating awareness among the public about the coronavirus and what sort of information is disseminating to educate the people to save themselves from this hazardous disease. Data of one month from April 1, 2020, to April 30, 2020, was collected about radio programs about the public health of Radio Pakistan Swat. Furthermore, researchers made coding sheet to categorize the data. The findings of the study showed that almost all the programs emphasized keeping social distance, regular hand washing, wearing face masks, and stay home to secure themselves from being infected from coronavirus. The overall study concluded that community radio is playing a vital role in public awareness and education especially in rural and remote areas of Pakistan.

Keywords: Radio Clinic Programs, Covid-19, Public Awareness, Swat

Introduction

Media especially radio is considered an important tool in society because radio highlights the majority of the local issues in comparison with other national-level media organizations. The radio transmits its contents in the native language. Most people listen to the radio because the nature of highlighting issues is different there (Shabir et al., 2015a; Safdar et al., 2015).

In recent age, Covid-19 has impacted not only Asian countries but also all the world. The origin of this disease is pointed out in Wuhan China. Later it was declared as a global public health emergency by WHO on January 31st (being times) this intense situation grabbed the attention of the international media and some of them labeled the coronavirus by race inappropriately using headlines like “Chinese virus pandemonium” and even China kids stay home. This partial coverage presented by the western media provoked anger in the Chinese community in China and around the globe (Wen et al., 2020; Safdar, 2020).

The media holds the potential to influence the health of the Audience at various levels. The media constitutes a set of strategies of interference. The media’s impact and narrowcast media can be intensified and comprehensive with the combination of other forms of interference (Safdar et al., 2018). Media is significant at all levels of audience organization. It has been proved from various researches that how the use of media can be increased so does our understanding of human behavior and the social system (Flora et al., 1989; Khan et al., 2018; Safdar & Khan, 2020).

Education about health is an important constitution for the public’s health and its promotion. It influences the health behaviors of the masses positively by instructing and informing them concerning health hygiene and other issues related to health (Safdar et al., 2018a). Globally the target audience’s behavior influence by health promotion activities that focus on health education. Mass media play an important role in education and awareness of the public (Shabir et al., 2015; Safdar et al., 2018a). Regarding health, over some time a lot of behavioral changes media bring in attitudes and knowledge beliefs about health and healthy behavior media proved to be the good source for spreading information about health and awarding public (Sharma & Gupta, 2017).

The coronavirus flare-up has tremendously affected our economy and society. Different actions are effectively taken to react to this plague, with computerized mediums assuming an essential

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job, particularly in the utilization of visual information to spread data, versatile wellbeing to facilitate clinical assets, and internet-based life to advance general wellbeing efforts (Bao et al., 2020).

In any case, computerized media additionally faces a few difficulties like falsehood, absence of direction, and data spillage. We energize the expanded utilization of advanced media, while improving trust, building social solidarity, lessening turmoil, instructing people in general for anticipatory measures, and diminishing the clinical weight in office-based locales (Shabir et al., 2015b).

History of Covid-19

In human's coronavirus causes a respiratory infection which includes pneumonia, cold, sneezing, and cough on the other hand it causes diarrhea and affects the upper respiratory system in animals. It can spread between humans; through airborne droplets, it can transfer from humans to animals. It enters into human cells through membrane ACE -2 through exopeptidase receptor. WHO and ECPC are advising people to avoid close contact with infected ones which may humans or pets and also avoid going to public places, COVID-19 was artistry secluded from a market in Wuhan China on January 07, 2020, to stop coronavirus spread avoid close contacts with the infected humans and separate pets such as dogs, cats, etc. which are infected. To avoid be affected, ensure social distancing as there are no vaccines to prevent the coronavirus yet (Jones, 2020, Safdar et al., 2020).

Statement of problem

Radio is playing a better role in our society. Its role is aware, inform and educate the people. Hence in this study, the researchers tried to explore the role of radio contents to aware, inform as well as educate the listeners about Covid-19 and explored what factors boost up the role of radio clinic in Swat particularly in KP generally.

Significance of the study

This study explored the importance of radio which is considered a vital source of information in rural and remote areas because most people consider regular listeners due to the broadcast of local issues. Radio focuses on such type of content which is not focused on by national media organizations.

Objectives of the Study

To know about the role of Radio in creating awareness about Covid-19

To know about that focus of Radio in adaptation of precautionary measures against Covid-19

Research Questions

RQ 1: What is the role of Radio in creating awareness about Covid-19 in Swat?

RQ 2: What is the focus of Radio in the adaptation of precautionary measures against Covid-19?

Literature review

Bode and Vraga (2018) conducted research entitled "See something, say something: Correction of global health misinformation on social media". The study aimed to know how social media is being used to spread false information about health issues. The study was correlation-based and information was produced using an algorithm. The findings of the study showed that social and algorithmic correlation was equally effective in limiting misperceptions and also found low and high correlation about conspiracy belief of individuals. A study suggested that users should be encouraged to refute such false health information.

Chawla et al., (2020) conducted research entitled "Corona Virus-SARS-CoV-2: An Insight to Another way of Natural Disaster" and argued that unique respiratory infections caused by a virus identified as Covid-19. This viral disease spread too quickly from China to many other countries in the world. Staying home, social distancing, and lockdowns made some solutions to control the spread of the virus in the absence of vaccines. This virus identified RNA enveloped and can cause a respiratory disease of severity from common Cold to fatal pneumonia, the scientists and doctors are trying their best to develop an anti-Tod for this virus and this is the first time that Pandemic is so quickly dragooned and analyzed by the help of the technology. Many biotech companies are coming with intelligent solutions to fight this pandemic, confinement of kids at home will have a deep impact on their mindset if the pandemic gets so long. Some superstition also exists regarding the coronavirus a Hollywood science fiction film "*Contagion*" has shown an example of a pandemic similar to the COVID-19 in 2011, many types of research and literature also exist which predicted the COVID-19 impact and spread but as of now many types of research have been unfolded while some are still untouched, researchers advised the public to stay away from rumors and to not spread fear.

Motta et al., (2020) argued that we are still not completely aware of the novel corona virus's ultimate global impact. Their study analyzed the relationship between the consumption of right-leaning media and health-related news or beliefs. They believed that right-leaning outlets are more incorrect about the claims, the beginning, and behavior of COVID-19 and those people who self-reported are consuming more right-leaning news were subsequently more expressing misinformation. While right-leaning media discussed misinformation about novel coronavirus. The study revealed that it is not possible to monitor straight whenever people consuming particular stories that included misinformation about novel coronavirus and nor can ignore the impact of factors. However, the study found a strong association between misinformation approval and right-leaning media.

AI-Youbi et al., (2020) argued that the recent corona outbreak has raised challenges at the global level. It is necessary to take on some strong and well-organized strategies to tackle this issue and educate people during these crises. The article presented a framework for social media impact on which Twitter contributes the most areas. Administration strong planning, media awareness campaigns, and attitude of people towards eradicating this global disease are mandatory. Community responsibility, positive sentiments, and community bonds to this framework integrate the fire pillars of the strategic acceptance of social media.

Sharma et al., (2020) stated that the ongoing pandemic of COVID-19 highlighted the interconnectedness of our current globalized world virtual communication has become a sore of miss information due to social distinct policies. Just because most of the people on the news from social media with this identification of misinformation has emerged as a dangerous task in this pandemic situation and this misinformation is risking public health to tackle this issue. They designed a dashboard that provides visibility into social media discussion about the pandemic and quality of information shared. They collected data through Twitter API from March 1st 2020 to June 30, 2020, and identified misinformation or disinformation from collected tweets.

Pollett and Rivers (2020) argued that the human and social cost of the COVID-19 pandemic has just proved a few significant general wellbeing exercises learned and the topic of compelling and mindful logical correspondence among them. They recommend that media has played a basic however frequently shaky job in allowing continuous worldwide correspondence between researchers during the COVID-19 plague, on a range not seen previously. In their research they talk about three main aspects of media to educate, inform, and entertain the public.

Benton et al., (2017) stated that media has changed information-driven exploration in political theory, social sciences, wellbeing, and medication. Since wellbeing study regularly addresses delicate themes that identify with morals of treatment and patient security, comparative moral considerations ought to be recognized when using online life information in wellbeing research. While much has been said concerning the moral contemplations of media research, wellbeing research prompts an additional set of concerns. They gave practical recommendations as rules for specialists who work with media information in wellbeing research.

Pieri (2019) stated that pandemics presented new and troublesome difficulties. Dangers related to the spread of pandemics created serious hypotheses in Western media. Using the method of contextual analysis, the article fundamentally investigated how the danger of viruses in the US, Europe, and the UK has been built in UK media and strategy talk. Sketching on the significance of media confining in molding a given issue meaning, causal understanding, and treatment suggestion, the research evaluated the effects of British paper surrounding Ebola, scrutinizing the basis of UK. The article likewise takes a near edge, the article considered the job of the media correspondence in the degree for unwrapping discussion around better reactions to a pandemic crisis.

Gozzi et al., (2020) study was aimed to present comprehensive reactions of individuals during the COVID-19 pandemic. In this article, the researchers gave a portrayal of media inclusion and online aggregate consideration to the COVID-19 pandemic in visiting nations like Italy, the United Kingdom, the United States, and Canada. For this reason, the researchers gathered a heterogeneous dataset including 227, 768 online news stories and 13, 448 YouTube recordings distributed by the prevailing press, 107, 898 client's posts and 3, 829, 309 remarks on the web-based life stage Reddit, and 278, 456, 892 perspectives to COVID-19 related Wikipedia pages. The outcome showed that open consideration measured as client's movement on Reddit and dynamic ventures on Wikipedia pages was for the most part determined by media inclusion and decreases quickly, while news introduction and COVID-19 occurrence stayed high. Moreover, by utilizing an unaided dynamical

point displaying approach, they show that, while the consideration devoted to various subjects by media and online clients were in acceptable understanding, fascinating deviations develop in their transient examples.

Research Methodology

The methodology is a guide for the researcher to analyze result comes from the data. It is an organized and methodical technique to do anything in any field correctly and decently. The researchers used quantitative as well as a qualitative methods in this study to collect data from radio regarding Covid-19 awareness and guiding listeners regarding saving themselves from this hazardous disease.

Quantitative Data

Quantitative data refers to the data that can be quantified in numbers and digits. The numbers of radio programs about Covid-19 and their total timing of program refers to the quantitative data.

Qualitative Data

The qualitative content analysis is defined as "an exploration strategy for the deliberate, objective and quantitative portrayal of the shown substance of correspondence (Rourke & Anderson, 2004). Content analysis is a group of orderly, rule-guided procedures used to break down the enlightening substance of printed information (Mayring, 2000; Jane et al., 2007). In this research qualitative data refers to the nature of radio clinic programs i.e., hand washing, social distancing, wearing masks or stay home, etc.

Universe of the study

The universe of the study was broadcast media where the researchers selected particularly radio Pakhtunkhwa Swat because for the first time the concept of radio clinic started in this area which appreciated not only in this region but also all over the world as such concept of radio clinic has introduced by many international media organizations.

Sample, Technique & Tool

Fink (2003) has defined the term sampling as "a subset of the population from which the data to be collected". For the current research, the researchers selected only Covid-19 related radio programs (radio clinic) as a sample for the research, and data was collected from April 1, 2020, to April 30, 2020. To collect the appropriate data, the researchers adopted the purposive sampling technique to collect the desire data. Chaleunvong (2009) defined data collection techniques that, "It is a method which allows the researcher to accumulate data about particular phenomena is known as data collection technique". Hence, the researchers followed the purposive sampling technique in which pandemic-related data were collected from Radio Pakistan Swat. Furthermore, data were collected through a coding sheet to find out the role of the radio clinic during a pandemic and the nature of the program to guide people i.e., hand washing, social distance, wear masks, or stay home, etc. After collecting data, it was analyzed using SPSS and MS Excel programs to draw charts and graphs.

Data Analysis

Table 1: *Duration of Programs*

Time	F	%
Less than hour	6	22.1
Hour	8	29.8
Above an Hour	13	48.1
Total	27	100.0

Table 1 illustrates that 48.1% of the programs transmitted on Radio Pakhtunkhwa were above an hour in time duration of transmission, 39.8% of them were an hour while 22.1% of programs were less than an hour of transmission.

Table 2: *Information given to the listeners*

Information	F	%
Social distance	25	9.1
Hand wash	5	1.8
Use mask	2	0.7
Stay home	59	21.4
All of these	185	67.0
Total	276	100.0

Table 2 shows that 67% of programs were noticed to inform the public to adopt all precautions to secure themselves from Covid-19 i.e. to use a mask, keep social distance, wash hands regularly for 20 seconds and stay home, etc. while 21% of programs emphasized on to stay home to

secure yourself and your family from corona disease, on the other hand, 09% of programs focused on keeps social distances and 2% programs specifically emphasized on hands washing while the 1% of the program specifically focused on the use of a mask. Hence, almost all the programs generally focused to adopt all precautionary measures to prevent coronavirus.

Results and Discussions

The study founded that radio Pakhtunkhwa played an important role to aware as well as educate the people during the corona outbreak, it was the first attempt to start a radio clinic because 48% of the programs transmitted on Radio Pakhtunkhwa regarding health issue were above an hour of the time duration of transmission, 30% of them were an hour while 22% were less than an hour which highly focused on aware people about coronavirus and how to tackle this issue during a pandemic and consider high response ratio as compared to other regional radios.

The study also revealed that health tips and safety precautions from COVID-19 have given, 67% about all the safety measures like stay home, use masks, wash hands regularly and use sanitizer while the remaining 33% of the programs focused on specific safety measure.

Conclusion

It is concluded that radio has a great influence on society specifically in rural and remote areas and the ratio of response of the listeners is more than any other medium. Current research study highlighted that radio clinic is playing an important role in awareness during COVID-19 outbreak particularly in Swat valley where radio called Pakhtunkhwa radio started radio clinic transmission on 20th of march to aware the public to adopt safety measures to secure themselves form coronavirus.

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