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## Effects of Social Media Health Awareness Campaigns on Lahore-based Youth: A Case Study of COVID-19 [2021-2023]

**Abstract:** *This article explores the impact of social media health campaigns related to COVID-19 on youth. These campaigns aim to disseminate accurate information, combat misinformation, and promote healthy behaviours. The study examines knowledge acquisition, its influence on youth behaviours, its effects on mental health, and the factors contributing to the effectiveness of such campaigns. The research hypothesis suggests that these campaigns create awareness, change behaviours, facilitate preventive measures, and are positively utilized by youth. The study, conducted through a questionnaire in Lahore, includes 350 participants and uses descriptive survey methods and statistical analysis to assess the impact of these campaigns on the youth population, shedding light on their role during the COVID.*

**Key Words:** Health Campaigns, Covid-19, Misinformation

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### Introduction

The "COVID-19 pandemic" has notably impacted societies worldwide, with precise interest given to draw shut its penalties on as a substitute a range of demographic groups, inclusive of youth. Social media health campaigns about COVID-19 are initiatives conducted on quite a number of social media systems to raise awareness, train the public, and promote healthful behaviours in response to the COVID-19 pandemic. These campaigns make use of the reach and influence of social

media to disseminate accurate information, fight misinformation, and inspire men and women to undertake preventive measures to reduce the spread of the virus. This article desires to delve into the magnitude of inspecting the results of social media fitness campaigns about COVID-19 on youth, shedding moderate on their notable experiences and the viable implications for public health strategies (Al-Dmour et al., 2020).

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Here are some normal factors and targets of social media health awareness campaigns associated with COVID-19:

**Information Dissemination:** These campaigns focus on sharing reliable and up-to-date information about COVID-19, along with symptoms, prevention strategies, testing, vaccination, and on-hand resources. They intend to battle misinformation and grant correct practice to the public.

**Health Education:** Social media campaigns often emphasize instructing the public about COVID-19 and its manageable influences on bodily and intellectual health. They might also moreover furnish sources and hints on maintaining standard well-being at some factor of the pandemic, consisting of fantastic hygiene practices, mental fitness support, and healthful way of existence choices (Chen & Wang, [2021](#)).

**Addressing Vaccine Hesitancy:** Given the magnitude of vaccination in mitigating the effect of COVID-19, many social media campaigns in particular propose vaccine hesitancy. They furnish factual statistics about vaccines, address customary problems or misconceptions, and spotlight the benefits of vaccination to promote acceptance and uptake.

**User-Generated Content:** Social media fitness campaigns regularly inspire clients to create and share their very own content related to COVID-19. This can encompass nonpublic stories, experiences, artwork, or movies that promote awareness, prevention, or resilience in the face of the pandemic. User-generated content material helps foster a journey of community engagement and ownership (Cascini et al., [2022](#)).

### Effects of Social Media Health Awareness Campaigns on Youth

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Social media fitness focus campaigns about COVID-19 can have extensive outcomes on youth. Here are some possible impacts:

**Increased Awareness:** These campaigns help to raise interest amongst young people about

the risks, symptoms, and preventive measures related to COVID-19. Youth who may also have limited get admission to to widespread sources of data or who are increasingly lively on social media structures can learn about the virus and its impact.

**Knowledge Acquisition:** Social media campaigns furnish an opportunity for early life to accumulate accurate and reliable information about COVID-19. They can research the magnitude of mask-wearing, hand hygiene, physical distancing, and vaccination through informative posts, infographics, videos, and different attractive content shared on social media platforms (Chen & Wang, [2021](#)).

**Combatting Misinformation:** Social media health campaigns play a critical position in countering misinformation and conspiracy theories associated with COVID-19. By imparting evidence-based information, these campaigns assist young human beings in distinguishing between correct files and false claims, fostering a more informed and accountable online community.

**Behaviour Change:** The campaign's intention is to have an impact on behavioural exchange among early existence through the way of merchandising healthful practices. Through persuasive messaging, formative years can additionally be prompted to observe endorsed guidelines, undertake preventive measures, and take accountability for their private health and the well-being of others (Winter & Lavis, [2022](#)).

**Emotional Support:** The campaigns can also additionally address the emotional and intellectual health desires of youth for the duration of the pandemic. They can share resources, coping strategies, and intellectual health support initiatives, assisting younger people navigate the challenges of isolation, anxiety, and uncertainty (Al-Ghamdi & Albawardi, [2020](#)).

**Peer Influence:** Social media campaigns capitalize on the impact of pals and social networks amongst youth. When young humans see their friends or friends actively collaborating in fitness campaigns, adopting preventive measures, or getting vaccinated, they are higher in all likelihood to observe suit, leading to incredible behavioural change within their social circles.

**Community Building:** These campaigns create a feel of region and concord among youth, emphasizing that every character has a feature to play in overcoming the pandemic. By encouraging children to share their stories, challenges, and initiatives, social media buildings come to be areas for support, encouragement, and shared experiences (Wong et al., 2022).

### Statement of the Problem

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The study projected to analyze the end results of social media health awareness campaigns about COVID-19 on youth, and how a social media health awareness campaign is influencing youth in multiple aspects during the COVID-19 pandemic (Chen & Wang, 2021).

### Significance of the Study

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Social media health focus campaigns about COVID-19 have played an imperative role in disseminating information, raising awareness, and advertising public health measures throughout the pandemic.

### Objectives of Research

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To examine the knowledge acquisition which social media health awareness campaigns about COVID-19 aid in increasing the understanding and knowledge of youth regarding the virus.

To Probe the waves of social media health awareness campaigns on youth behaviours relating to COVID-19.

To Explore the effects of social media health awareness campaigns on well well-being of youth and mental health

To Identify those factors that contribute to the effectiveness of social media health awareness campaigns targeting youth.

To provide recommendations for effective campaign strategies based on the findings

### Research Questions

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Have you come across any COVID-19 health awareness campaigns on social media? (e.g., mask-wearing, vaccination, social distancing, etc.)

How often do you engage with or share content from these campaigns?

Have these campaigns influenced your behaviour regarding COVID-19 safety measures?

What type of content from these campaigns do you find most effective in conveying important health information?

Have you ever reported or flagged COVID-19 misinformation on social media platforms?

Do you have any suggestions for improving these campaigns or making them more effective?

### Hypothesis

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- 1.It is likely to say that the Social media wellbeing campaign is making mindfulness for youth around COVID-19.
- 2.It is likely to say that Social media well-being mindfulness campaigns are quick source of changing behaviour approximately misguided judgment with respect to COVID-19
- 3.It is likely to say that Social media well-being mindfulness campaigns are awesome facilitators for youth to

preventive measures, inoculation take-up, and looking for exact data amid COVID-19 widespread

4. It is likely to say that youth are utilizing social media wellbeing mindfulness campaigns in a positive way.

## Writing Survey

As COVID-19 widespread required open well-being intercessions that diminished in-person social intuition, young people have experienced significant and special challenges to their well-being and social improvement. Social media stages, omnipresent within the lives of this statistic, show a possibly noteworthy road for relieving these negative impacts and advancing both personal and collective well-being. Be that as it may, open well-being organizations and authorities have however to completely capitalize on the sweeping potential of social media for locks in with youths. Building upon set-up chance communication methodologies and experiences gathered from both youthful advancement and human-computer interaction grants, we analyze existing endeavours in this space, distinguish basic crevices, and propose concrete proposals for leveraging social media as an effective instrument for hazard communication with young people amid the COVID-19 widespread and past. Whereas recognizing existing investigations in this region, our commitment particularly dives into the effect of social media well-being campaigns on youth in the midst of the widespread.

Teenagers and youthful grown-ups (AYAs) are omnipresent social media clients, however remain a statistic famously withdrawn with well-being and inclined to moo healthcare utilization. This presents an interesting opportunity to use the unavoidable reach of social media for healthcare conveyance, well-being instruction, and approach activities

straightforwardly important to AYAs. In any case, viable tackling of this stage faces challenges:

firstly, setting up a clear esteem recommendation for AYAs to lock in with health-related substance, and furthermore, creating vigorous and evidence-based systems to degree the effect of social media intercessions on their wellbeing outcomes. In our article, we recognize the impacts of social media well-being campaigns around COVID-19 on Lahore-based youth.

Youths display a proclivity for locking in health-risk behaviours related to COVID-19, emphasizing the significant part of their adherence to disease control measures in relieving the disease's spread. This is about points to examine the information, states of mind, and hones concerning COVID-19 and their related components among Jordanian teenagers. Utilizing a web cross-sectional overview, reactions were collected from 1,054 Jordanian teenagers aged 12–18. Discoveries show a commendable information base with respect to COVID-19 among Jordanian young people, independent of statistic characteristics, with for the most part positive states of mind towards the nation's check-in time and other prudent measures. Overwhelmingly, young people depend on TV and social media as essential sources of COVID-19 data, whereas a minority get such data from instructive education. The lion's share of respondents detailed embracing successful well-being defensive behaviours to anticipate COVID-19 transmission, a result altogether impacted by their information and demeanours toward these measures. In any case, a noteworthy but restricted rate of young people displayed insufficient information on COVID-19, unfavourable demeanours towards defensive measures, and engaged in hazardous behaviours contributing to contamination spread. Custom-fitted intercessions are basic to upgrade adolescents' information, states of

mind, and hobbies. Lifting mindfulness and cultivating positive states of mind play urgent parts in altering adolescents' health-related behaviours. Policymakers ought to guarantee the nearness of school medical caretakers in all instructive education, recognizing their crucial part as indispensable individuals of widespread readiness, school reviving arranging groups, and pioneers in socially competent, proactive well-being care hones to address students' needs. Keeping in the previous ponders, we discover crevices and distinguish the impacts of social media well-being campaigns almost COVID-19 on youth.

The continuous challenge of antibody aversion poses a critical obstacle to worldwide endeavours aimed at relieving the effect of COVID-19. Later investigation highlights the importance of social media as a channel for data spread, with the potential to influence individuals' states of mind towards open well-being campaigns. This orderly audit endeavours to solidify the existing proof relating to the conceivable impact of social media on the arrangement of states of mind towards COVID-19 immunization. Furthermore, the survey points to exploring the potential of social media in forming open well-being mediations planned to neutralize antibody aversion. We focus on the impacts of the social media wellbeing campaign approximately COVID-19 in Lahore-based youth in our article.

The broad utilization of social media for health-related destinations, especially in the midst of the COVID-19 widespread, is essential. Past audits have solidified data on social media applications inside particular well-being spaces, counting well-being intercessions, campaigns, therapeutic instruction, and infection episode observation. Eminently, the most recent comprehensive survey of social media applications for well-being purposes dates back to 2013. Hence, there exists a squeezing requirement for an

orderly survey enveloping assorted well-being goals to illustrate the advancing applications and distinguish and investigate lacunae that have emerged in recent a long time. We discover holes from past thinks about and distinguish the impacts of social media wellbeing campaigns approximately COVID-19 on Lahore-based youth (Dardas et al., [2020](#)).

The flare-up of COVID-19 has provoked a surge in online benefit utilization, with a concurrent eminent increment in social media engagement. This has raised concerns about a potential heightening in cyberbullying episodes. In this preparatory examination, we point to survey the probability of a rise in cyberbullying events amid the widespread, coupled with increased social media utilization. To scrutinize this drift, we amassed 454,046 freely accessible tweets related to cyberbullying posted between January 1st, 2020, and June 7th, 2020. We totalled tweets containing particular catchphrases into day-by-day checks for investigation. Our discoveries uncovered the nearness of, at most, one measurably noteworthy change point for the larger part of these catchphrases, basically happening towards the conclusion of Walk. Strikingly, all distinguished change points transiently adjust with the onset of COVID-19, giving observational bolster for our introductory speculation with respect to a rise in cyberbullying, as observed through an examination of Twitter discussions. We discover holes and utilize diverse social media stages to recognize the impacts of social media well-being campaigns almost COVID-19 on youth (Das et al., [2020](#)).

Given the inescapable impact of social media as a strong device for data spread and sharing within the modern period, its increased utilization amid the widespread warrants exhaustive examination. It gets to be basic to scrutinize individuals' encounters to comprehend the nuanced effect of social media on them within the widespread setting. In this

way, the essential objective of this consideration is to conduct a point-by-point investigation, utilizing topical examination, of the social media utilization encounters of effectively locked-in youthful grown-ups amid the widespread.

The think-about cohort comprises 52 youthful grown-ups, mature between 20 and 25, enlisted in university studies. Through the application of topical investigation, four overarching subjects have developed:

"reasons for social media utilization," "substance sharing designs," "social comparison elements," and "self-regulation and inclinations toward compulsion." Each topic is elucidated upon in arrangement with germane writing, giving a comprehensive understanding of the multifaceted angles of youthful adults' social media encounters amid the widespread period (Sobowale et al., [2020](#)).

A developing body of proof underscores the mental repercussions of COVID-19 over differing statistic fragments, with an articulated centre on the mental well-being of youthful people. Be that as it may, there remains an outstanding shortage of writing that effectively consolidates the points of view of youthful individuals themselves. This consideration addresses this hole by displaying findings derived from an examination of young people's dialogues on social media relating to the effect of COVID-19 on their mental well-being (Dardas et al., 2020).

Utilizing real-time, multi-platform online ethnography, we collected and analyzed social media posts from youthful people in the United Kingdom between Walk 2020 and Walk 2021. A add up to of 1,033 unique posts and 13,860 related comments were subjected to topical examination. Mental well-being challenges were as often as possible enunciated in association with school closures, misplaced openings, and challenging family

situations, showing sadness, uneasiness, and suicidality. Incomprehensibly, a few accounts highlighted positive shifts in mental well-being, showing relief from pre-existing stressors such as school-related weights. Furthermore, young people communicated dread approximately the broader societal suggestions of the infection on others. These nuanced discoveries emphasize the complexity of the mental effect of COVID-19 on youthful individuals, emphasizing the significance of contextualizing this effect inside their pre-existing social milieu. Viable back instruments must rise above an individualized conceptualization of young people's mental well-being and instep receive a systemic approach that recognizes their societal integration and social settings. In our article, we point to contribute by distinguishing holes and illustrating the impacts of social media well-being campaigns almost COVID-19 on the youth dwelling in Lahore (Das et al., 2020).

The COVID-19 pandemic's physical removal measures unfavourably affected adolescents' mental well-being, inciting expanded computerized media utilize as an adapting instrument. An efficient audit and meta-analysis of 30 ponders, up to September 2021, investigated the relationship between adolescents' mental health and computerized media utilisation amid the widespread. Whereas most considered demonstrated a positive affiliation between ill-being and social media utilisation and media compulsion, not all computerized media sorts had consistently negative impacts. Positive online encounters, like one-to-one communication and common online fellowships, moderated forlornness and push. The ponder emphasizes advancing such positive online exercises while raising awareness of the negative impacts of addictive advanced media utilisation, especially amid pandemic-induced social separation. Our think about utilized overviews to distinguish

the effect of COVID-19 social media wellbeing campaigns on youth. This ponder digs into the talk encompassing COVID-19 in social media posts, particularly inside the setting of Saudi Arabia. It fights that the intervened COVID-19 talk within the nation includes different voices and topical talks, requiring an assessment established within the sociolinguistic semiotics of the neighbourhood discourse community. The examination centres on 24 writings extricated from Saudi social media stages, overwhelmingly WhatsApp and Twitter, amid the widespread months of February, Walk, and April 2020. WhatsApp and Twitter were chosen due to their noticeable quality as the foremost utilized stages by Saudis in Saudi Arabia (Marciano et al., [2022](#)).

The ponder utilizes a socio-semiotic approach, drawing from Kress & Van Leeuwen (1996), interceded talk investigation (Norris & Jones, 2005; Scollon, 2001), and systemic utilitarian multimodal talk examination (SF-MDA). This explanatory system points to coordinated social semiotics and multimodal approaches, giving a comprehensive understanding of the energetic talk on COVID-19 in Saudi Arabia (Onat Kocabiyik, [2021](#)). The discoveries emphasize the nuanced and multi-layered nature of administrative, personal, and public voices within the setting of COVID-19 multi-discourse topics. Moreover, the think-about highlights novel multimodal assets and the unmistakable social semiotics of Saudi Arabia. It is critical, be that as it may, that our inquiry veers from the show ponder as we investigate the impacts of social media wellbeing campaigns almost COVID-19 employing a sample of Lahore-based youth (Das et al., 2020).

Whereas there exists a developing body of writing exploring the part of social media in well-being settings, including open well-being communication, advancement, and surveillance, there may be a striking shortage

of understanding into how the adequacy of social media may shift depending on the particular public health destinations guiding a mediation. Especially, there's limited understanding of the contribution of social media stages to upgrading open well-being mindfulness and avoidance amid scourge malady transmission. The coronavirus illness (COVID-19) poses an imposing worldwide challenge, altogether impacting large cities and open get-togethers, in this manner applying considerable impacts on well-being care frameworks around the world due to its quick spread. Each nation, guided by its special recognition of risk, financial conditions, healthcare approaches, and framework structure, reacts concurring to its capacity. Additionally, a critical crevice in investigation relates to the part of social media campaigns in cultivating public health mindfulness and shielding the open against the COVID-19 widespread in Jordan, particularly as a creating nation. It's critical that whereas this article is centred on Jordanian youth, our inquiry veers by employing a test of Lahore-based youth to explore the impacts of social media wellbeing campaigns almost COVID-19 (Marciano et al., [2022](#)).

## **Methodology**

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This is about embracing a graphic investigative strategy utilizing a survey-type investigative plan. The investigation centred on utilizing surveys to observe open suppositions and discernments with respect to the effect of social media well-being mindfulness campaigns around COVID-19 on the youth. The overview instrument was organized to segregate different perspectives and assumptions, and explanations were defined to gauge reactions related to different perspectives of social media well-being mindfulness campaigns.

## Members

This investigation centres on analyzing the effect of social media campaigns on the youth, utilizing comfort examination as the information collection strategy through surveys inside Lahore city. The member pool comprised overwhelmingly students and graduates. An add up to 350 surveys were dispersed, and the statistic composition uncovered that 54.7% of members were female, with 45.3lling inside the 18–34 age bracket.

## The Survey Structure Included Four Essential Segments

socioeconomics, self-assessment of camping information, the impact of goal picture on campsite choice inclinations, and the impacts of social media campaigns related to COVID-19. The statistic area accumulated data on participants' sexual orientation, age, instruction level, camping involvement, and their self-perceived level of camping information.

## Think about Plan

The investigations utilized a clear investigative approach, utilizing the study

strategy as a technique commonly connected to social sciences.

## Consider Populace

The consideration centred on the youth populace dwelling in Lahore City.

## Testing

A test of 350 people from the youth populace of Lahore was chosen employing a non-random inspecting strategy. The determination enveloped both male and female members.

## Information Examination

The collected information experienced clear measurable examination utilizing the Factual Bundle for Social Sciences (SPSS). In this way, a relationship investigation was performed. Further analysis included applying the Method ANOVA for SPSS to scrutinize the information. At long last, a directed intervention investigation in SPSS was conducted to survey whether the roundabout way was affected by the level of camping knowledge. Various statistical factors were included as covariates within the measurable examinations.

## Research Questions Analysis

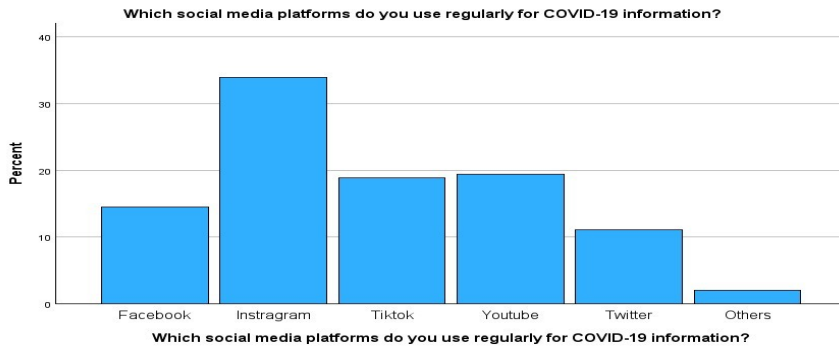
**Table 1**

*Which Social Media Platforms do you use Regularly for COVID-19 Information*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	51	14.6	14.6	14.6
	Instragram	119	34.0	34.0	48.6
	Tiktok	66	18.9	18.9	67.4
	Youtube	68	19.4	19.4	86.9
	Twitter	39	11.1	11.1	98.0
	Others	7	2.0	2.0	100.0
	Total	350	100.0	100.0	



**Figure 1**

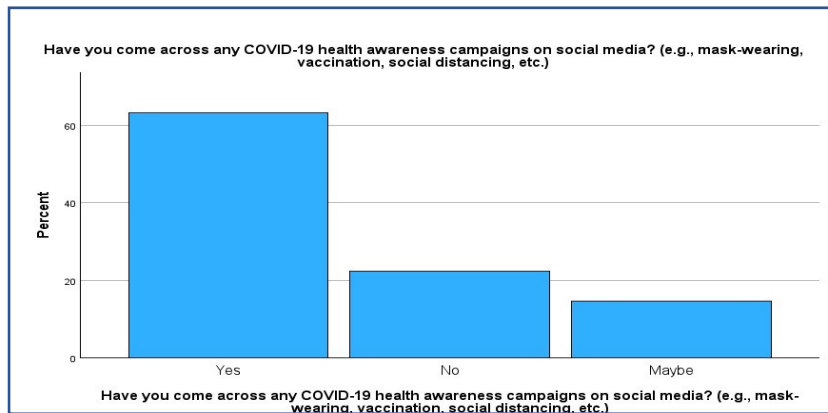


**Table 2**

Have you come Across any COVID-19 Health Awareness Campaigns on Social Media? (e.g., Mask-Wearing, Vaccination, Social Distancing, etc)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	221	63.1	63.1	63.1
	No	78	22.3	22.3	85.4
	Maybe	51	14.6	14.6	100.0
	Total	350	100.0	100.0	

**Figure 2**



**Table 3**

How often do you Engage with or share Content from these Campaigns?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	93	26.6	26.6	26.6
	Weekly	101	28.9	28.9	55.4
	Monthly	69	19.7	19.7	75.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	74	21.1	21.1	96.3
Never	13	3.7	3.7	100.0
Total	350	100.0	100.0	

Figure 3

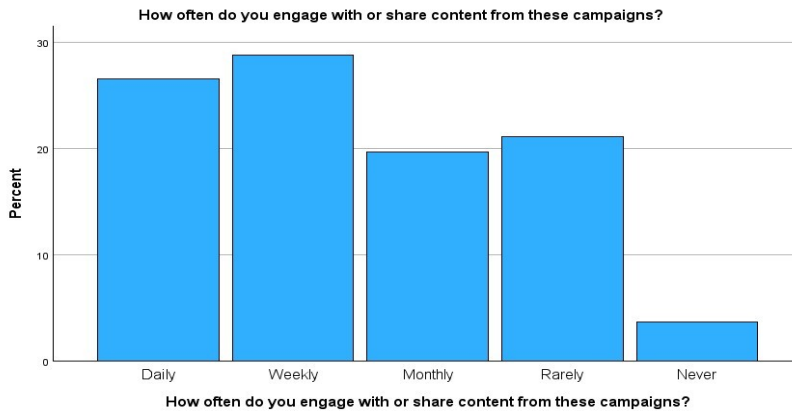


Table 4

Have these Campaigns Influenced Your behavior Regarding COVID-19 Safety Measures?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes Positively	250	71.4	72.5	72.5
	Yes, Negatively	37	10.6	10.7	83.2
	NO, They had no impact	38	10.9	11.0	94.2
	I am not sure	20	5.7	5.8	100.0
	Total	345	98.6	100.0	
Missing	System	5	1.4		
Total		350	100.0		

Figure 4

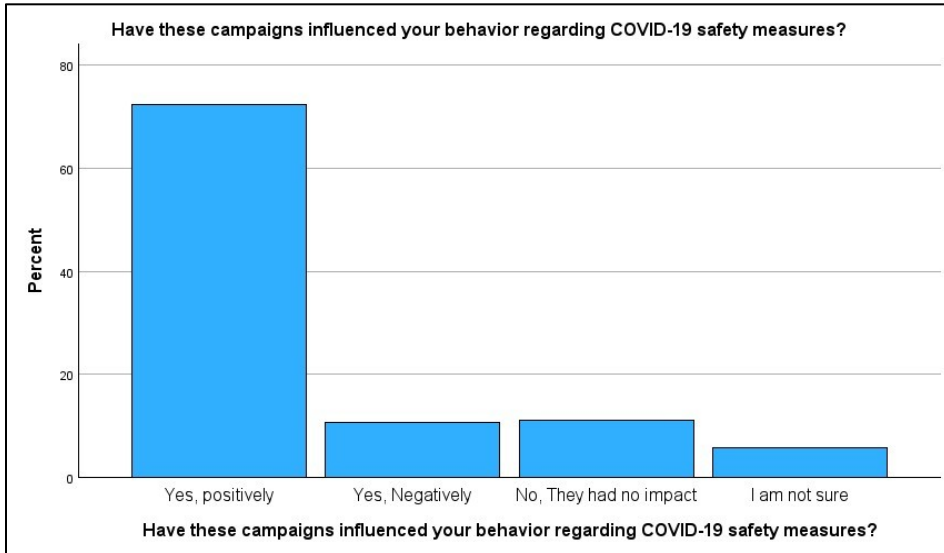
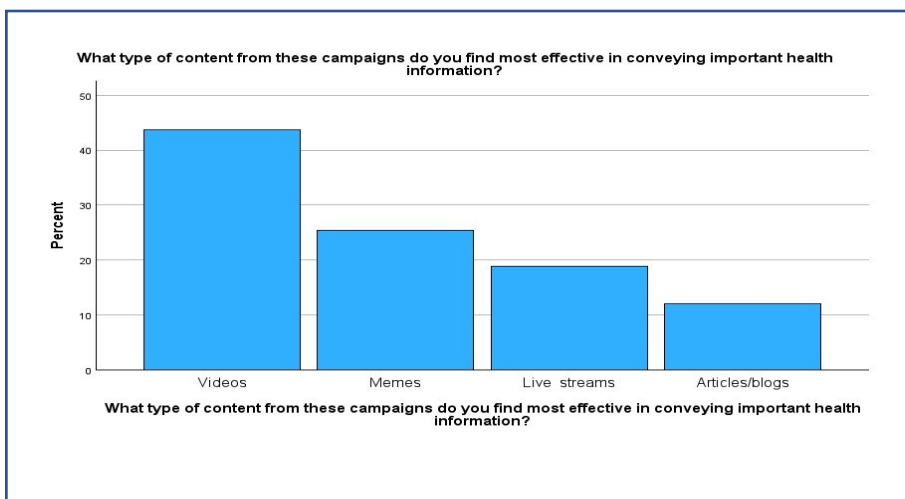


Table 5

What Type of Content from these Campaigns do you Find Most Effective in Conveying Important Health Information?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Videos	153	43.7	43.7	43.7
	Memes	89	25.4	25.4	69.1
	Live streams	66	18.9	18.9	88.0
	Article/blogs	42	12.0	12.0	100.0
	Total	350	100.0	100.0	

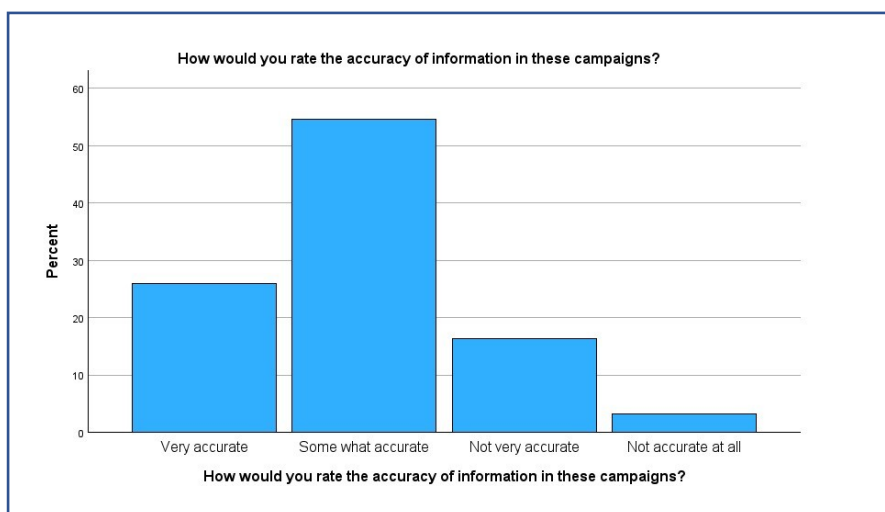
Figure 5



**Table 6**

*How Would you rate the Accuracy of Information in these Campaigns?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very accurate	91	26.0	26.0	26.0
	Somewhat accurate	191	54.6	54.6	80.6
	Not very accurate	57	16.3	16.3	96.9
	Not accurate	11	3.1	3.1	100.0
	Total	350	100.0	100.0	

**Figure 6****Table 7**

*Do you feel that these Campaigns Address the Specific Needs and Concerns of your Community or Region?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	194	55.4	55.4	55.4
	No	89	25.4	25.4	80.9
	Not sure	67	19.1	19	100.0
Total		350	100.0	100.0	

Figure 7

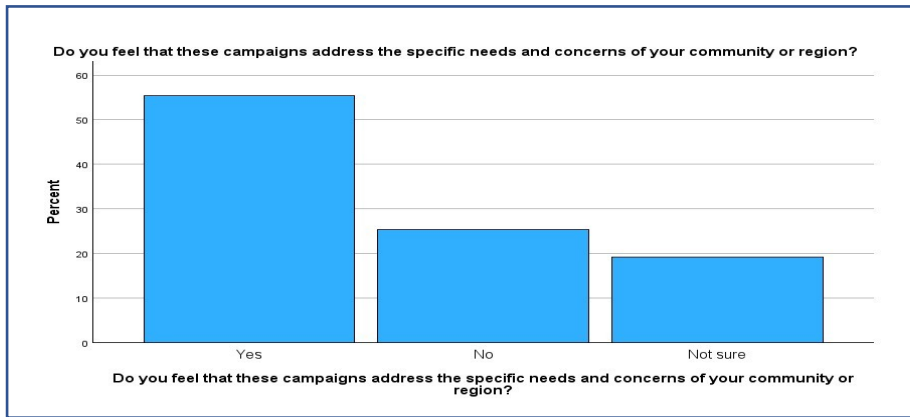


Table 8

Have you Ever Reported or Flagged COVID-19 misinformation on Social Media Platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	194	55.4	55.4	55.4
	No	89	25.4	25.4	80.9
	Not sure	67	19.1	19	100.0
	Total	350	100.0	100.0	

Figure 8

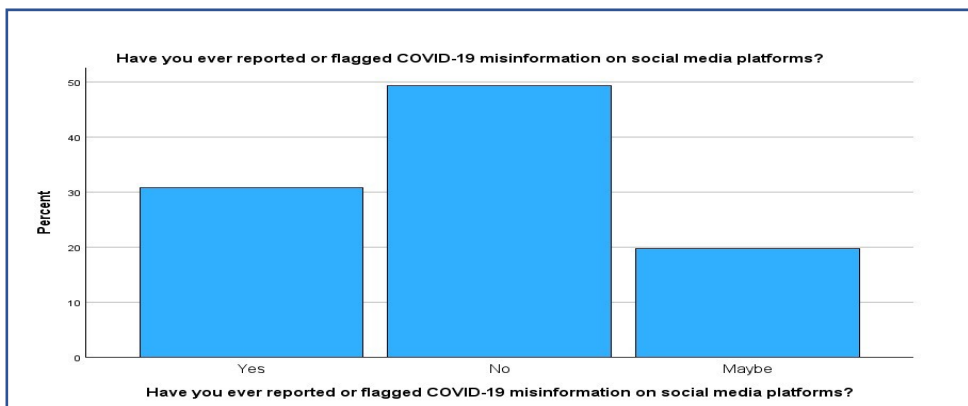


Table 9

How satisfied are you with the Overall impact of Social Media Health Awareness Campaigns on COVID-19?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	70	20.0	20.0	20.0

	Frequency	Percent	Valid Percent	Cumulative Percent
Satisfied	178	50.9	50.9	70.9
Neutral	88	25.1	25.1	96.0
Dissatisfied	11	3.1	3.1	99.1
Very Dissatisfied	3	.9	.9	100.0
Total	350	100.0	100.0	

Figure 9

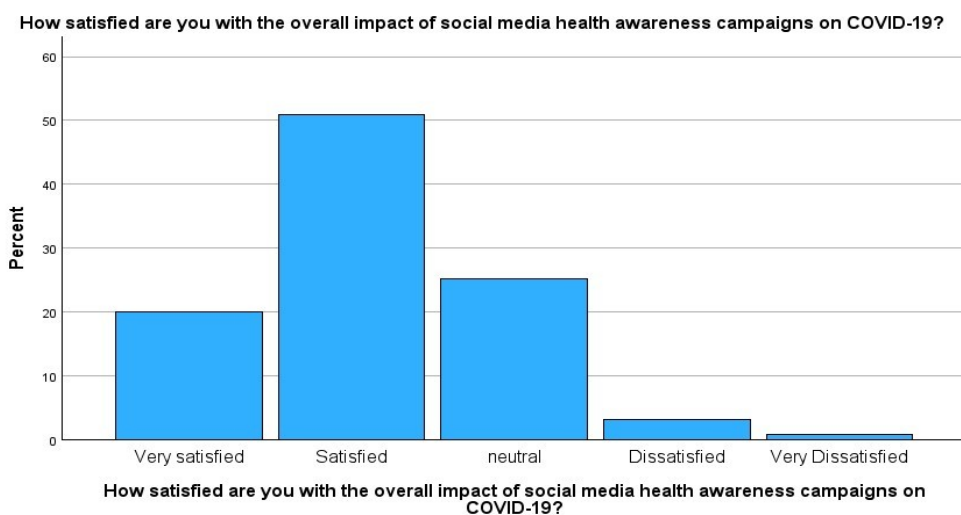
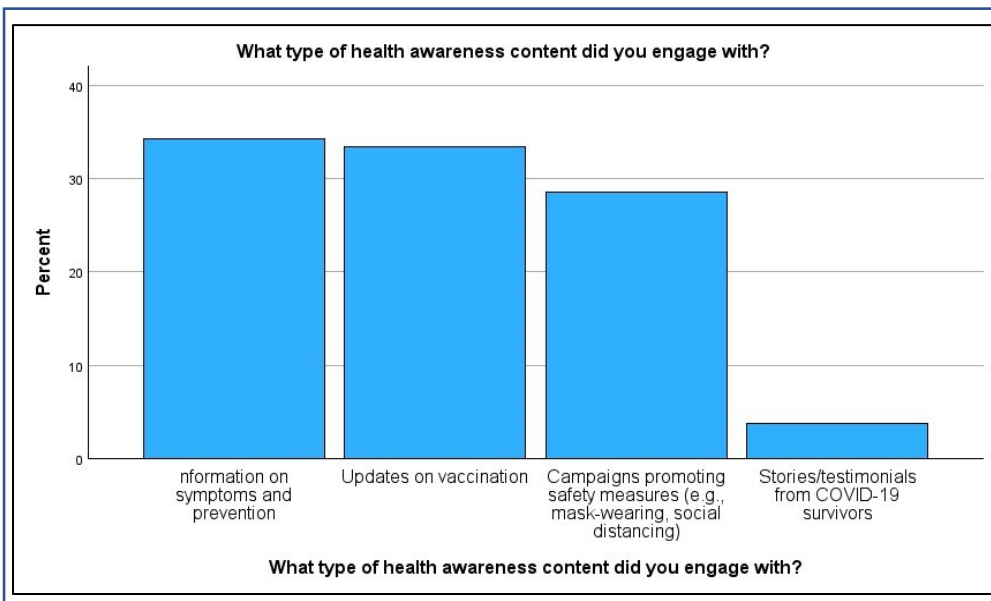


Table 10

What Type of Health Awareness Content did you Engage with?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Information on Symptoms and Prevention	120	34.3	34.3	34.3
Updates on vaccination	117	33.4	33.4	67.7
Campaigns promoting safety measures (e.g., mask-wearing, social distancing)	100	28.6	28.6	96.3
Stories/testimonials from COVID-19 survivors	13	3.7	3.7	100.0
Total	350	100.0	100.0	

Figure 10



### Hypothesis Testing

The results from our statistical analysis provide valuable insights into the relationship

between social media campaigns and health awareness during the COVID-19 pandemic.

Table 11

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Campaigns	350	10.00	1.00	10.00	6.8257	2.03294	4.133
Effects	350	13.00	1.00	16.00	13.1333	3.30339	10.912
Valid N (listwise)	350						

The respondents are of the view that social media campaigns help to aware people of their health in COVID-19. This also shows that to

many extent Campaigns bring **positive** change in heath measures.

Table 12

Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.303 <sup>a</sup>	.570	.089	3.15238

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
a. Predictors: (Constant), Campaigns				

As indicated in this table, we can see the R- R-square value is 0.570, which means that our independent variable i.e. social media

campaign causes a change of 57% in the dependent variable.

**Table 13**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	345.308	1	345.308	34.748	<.001 <sup>b</sup>
	Residual	3408.558	343	9.937		
	Total	3753.867	344			

a. Dependent Variable: Effects

b. Predictors: (Constant), Campaigns

In this table, ANOVAa results show that the p-value is <0.001 which is less than 0.05. Hence we can say that there is a **significant**

**relationship** between social media campaigns on health awareness during COVID-19.

**Table 14**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.774	.595		16.439	<.001
	Campaigns	.491	.083	.610	5.895	<.001

a. Dependent Variable: Effects

This table shows coefficient results as the beta value is 0.61, which means that a change in the independent variable can cause a change in the dependent variable by 0.61. Furthermore, the beta value is **positive** which indicates the positive relationship between the dependent and independent variables. In other words, we can say that the Social media campaign increased by one unit the awareness about health also increased by 0.61 units 'F.

**Findings and Discussions**

The results from our statistical analysis provide valuable insights about social media campaigns. We will discuss the key findings in relation to the R-squared value, ANOVA results, and coefficient results.

**R-squared Value:** The R-squared value of 0.570 indicates that our independent variable, the social media campaign, explains approximately 57% of the variation observed in the dependent variable, health awareness.



This suggests a substantial degree of influence of the social media campaign on the level of health awareness. However, it's important to acknowledge that 43% of the variation may be attributed to other factors not accounted for in our analysis.

**ANOVA Results;**The ANOVA results, with a p-value of less than 0.001 (i.e.,  $p < 0.05$ ), strongly support the notion of a significant relationship between the social media campaign and health awareness. The low p-value suggests that the observed relationship is unlikely to have occurred by chance. This reinforces the idea that the social media campaign has a meaningful impact on raising awareness about health during the COVID-19 pandemic.

**Coefficient Results:**The positive beta value of 0.61 in the coefficient results is particularly significant. This value indicates that a one-unit increase in the social media campaign is associated with a 0.61-unit increase in health awareness. The positive sign of the beta value confirms a positive relationship between the social media campaign and health awareness. In other words, as the social media campaign intensity increases, so does public awareness of health matters related to COVID-19. This is a valuable finding, as it underscores the potential effectiveness of social media campaigns in disseminating crucial health information.

In summary, our analysis reveals that the social media campaign has a substantial and statistically **significant impact** on increasing health awareness during the COVID-19 pandemic. The positive relationship between these variables suggests that a stronger emphasis on social media campaigns can be an effective strategy for enhancing public awareness of health-related issues. However, it's essential to recognize that other unaccounted factors may also contribute to health awareness. Further research and

exploration are warranted to gain a more comprehensive understanding of this relationship and its implications for public health campaigns.

## Recommendations

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Recommendations for the study on the impact of social media health awareness campaigns about COVID-19 on youth:

- Collaborate with youth influencers and local community leaders to enhance the reach and credibility of social media health campaigns. oEmploy a variety of content formats (videos, infographics, live Q&A sessions) to engage youth effectively.
- Integrate mental health resources and support within social media campaigns to address the emotional impact of the pandemic on youth. oEncourage open discussions about mental health and self-care practices.
- Implement fact-checking mechanisms within the campaigns to swiftly correct and clarify any misinformation that may circulate. oEncourage youth to critically evaluate information sources and provide guidance on reliable sources. oEmphasize the importance of vaccination, mask-wearing, social distancing, and hand hygiene through relatable and informative content.
- Showcase success stories of youth who have taken preventive measures. oContinuously monitor the impact of campaigns using metrics like engagement, knowledge gain, and behaviour change. oBe ready to adapt strategies based on evolving circumstances and audience feedback.
- Encourage youth to share their own experiences, questions, and insights, creating a supportive online community.

- Organize virtual events or challenges that promote collective action. Ensure that campaign materials are accessible to all, including those with disabilities and people from diverse backgrounds.
- Promote inclusivity and diversity in campaign representation. oExtend campaigns to various social media platforms to reach a broader youth audience.
- Utilize data analytics to identify which platforms are most effective.
- Consider the long-term impact of social media health campaigns by supporting follow-up initiatives and resources for youth even after the pandemic subsides.

These recommendations aim to maximize the the positive influence of social media health awareness campaigns on the youth pandemic and help public health planning adapt to the needs of this demographic group.

## **Conclusion**

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In conclusion, this study seeks to look at the profound effect of social media health consciousness campaigns about COVID-19 on youth. It is evident that these campaigns have performed a quintessential role in

disseminating information, raising awareness, and merchandising public health measures in the course of the pandemic. The hypotheses in this learn about propose that social media campaigns are indeed growing awareness, changing behaviours, facilitating preventive measures and vaccination uptake, and normally being utilized positively by means of youth.

The goals of this find out about the purpose to discover the know-how acquisition, behavioural changes, mental health effects, and the contributing elements to the effectiveness of these campaigns among youth. This research is indispensable as it sheds mild on the giant position that social media can play in public fitness techniques throughout a world crisis.

The findings of this study about maintaining the attainable to guide future marketing campaign strategies, making sure that they are tailored to efficiently reach and have interaction with the youth demographic. As we pass forward in the fight towards COVID-19 and prepare for future health challenges, the insights received from this research will be valuable in crafting impactful and informed public health initiatives.

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