

Influence of media on the value of life among COVID-19 survivors: A case study of Iraqi Kurdistan Region

Araz Ramazan Ahmad, Muhammad Saud, Ayoob Kareem Saeed

Department of Administration, College of Humanities, University of Raparin, Ranya, Iraq, Department of International Relations & Diplomacy, Faculty of Administrative Sciences and Economics, Tishk International University, Erbil, Iraq, Department of Sociology Faculty of Social and Political Sciences, Universitas Airlangga, Indonesia, and Sulaymaniyah Polytechnic University (SPU), CDC, Iraqi Kurdistan Region.

Objective: To determine the influence of media on the value of life among COVID-19 survivors.

Methodology: In this study, mixed method was used and informal interviews and survey (semi-structured) were conducted with 30 survivors of COVID-19 from The Kurdistan Region of Iraq. The researchers relied on snowball sampling as we could not obtain the list of COVID-19 survivors by health organizations and hospitals. A descriptive content analysis method was used to analyze data which was coded in SPSS 25.

Results: The majority (80.0%) of the respondents showed a positive response that they were

affected by the COVID-19 and are survivors, some of them added that to some extent (13.3%) I am affected by it. The attention on the positive thinking about life and showing the relevant activities added were 2.93 ± 0.25 .

Conclusion: The outcome of the study illustrated the perspective of the mass media's point of view, in paying attention to the health aspects of the media. Furthermore, media is providing regular updates on COVID 19 and health education on the pandemic. (Rawal Med J 202;46:770-775).

Keywords: Covid 19, media for health education, informatics health.

INTRODUCTION

The Covid-19 pandemic or Coronavirus disease was first discovered in Wuhan, China and has been announced as a pandemic by WHO in March 11, 2020.¹⁻³ Efforts are made in the form of social distancing, self-isolation, and the changing the behavior of clean and healthy life.⁴ The symptoms experienced are usually mild and appear gradually.⁵ The symptoms may not be visible but the patient physical condition can be seen clearly.⁶ By June 2020, the Iraqi government had enforced the implementation of New Normal,⁷ and health protocol to be able to break the chain of the spread of Covid-19.⁸

The media has taken the opportunity to socialize and give productive updates regarding the health care issues. The outbreak caused panic, disinformation, fear to anticipate this virus dealing with various aspects of life.⁹ Facemasks should be essential for health workers and washing hands frequently with a sanitizer and water for at least 20 seconds were enforced.¹⁰ The lockdown policy implemented in many countries.¹¹ The media exposure may affects the formation of beliefs, attitudes and even people's behavior.¹²⁻¹⁴

During these hard times, the media supports and

constructs the news that prepared by the viewpoints of experts, determining news sources, and covering the events.¹⁵ Therefore, we can rely on the way how the media presents events, either seen from the way the media emphasizes certain parts or certain aspects events and how the media tell stories about any reality.¹⁶ The aim of this study was to determine the influence of media on the value of life among COVID-19 survivors.

METHODOLOGY

In this study, quantitative-survey and qualitative interviews were used, and face to face interviews were conducted with 30 survivors of COVID-19 in The Kurdistan Region of Iraq. The researchers relied on snowball sampling techniques as we could not obtain the list of COVID-19 survivors by health organizations and hospitals.

Statistical Analysis: The data were analyzed by using SPSS version 25. A descriptive content method was used to analyze the data categorize and test the results to analyses whether the media has an impact on the value of life among COVID-19 survivors, and the level of its effects, impact on the

social relations, the goal of life, positive thinking about life, feeling of existence, the type of life, and the self-confidence.

RESULTS

The majority (80.0%) of the respondents showed a

positive response that they were affected by the COVID-19 and are survivors, some of them added that to some extent (13.3%) I am affected by it (Table 1). The attention on the positive thinking about life and showing the relevant activities added were 2.93 ± 0.25 (Table 2).

Table 1. Data description of media (first dimension) and the goal of life means (the second dimension).

Variables	Effectuated	Effectuated to some extent	Not effectuated	Mean	S.D	C.V	R.I
First Dimension: Media							
To what extent social media platforms have an impact on the value of life after you recovered from COVID-19	28 (93.3%)	-	2 (6.7%)	2.87	0.51	17.77	95.67
After my recovery from COVID19, I have depended on media to think more about the value of my life	20 (66.7%)	8 (26.7%)	2 (6.6%)	2.6	0.44	16.92	86.67
After my recovery from COVID19, Media taught me to be more aware of my health	26 (86.7%)	3 (10%)	1 (3.3%)	2.83	0.46	16.25	94.33
Media taught me to hope to look at my future, After my recovery from COVID19	22 (73.3%)	5 (16.7%)	3 (10%)	2.73	0.45	16.48	91.00
Total	90 (80.0%)	16 (13.3%)	8 (6.7%)	2.76	0.47	16.86	91.92
Second dimension: The Goal of Life							
Variables	Effectuated	Effectuated to some extent	Not effectuated	Mean	S.D	C.V	R.I
After recovered from COVID19, I feel stable in my personality	19 (63.3%)	8 (26.7%)	3 (10%)	2.53	0.68	26.88	84.33
After recovered from COVID19, I feel alive and enthusiastic for life	26 (86.7%)	3 (10.0%)	1 (3.3%)	2.83	0.46	16.25	94.33
After recovered from COVID19, I have a clear goal in life	24 (80%)	5 (16.7%)	1 (3.3%)	2.77	0.5	18.05	92.33
If I could choose, it would be better to live more than once.	23 (76.7%)	6 (20.0%)	1 (3.3%)	2.73	0.52	19.05	91.00
My life consists of hope and interesting things	25 (83.3%)	4 (13.3%)	1 (3.3%)	2.8	0.48	17.14	93.33
If it is fate to die one day, I would feel like the life I lived was worth living	13 (43.3%)	13 (43.3%)	4 (13.4%)	2.3	0.7	30.43	76.67
Total	130 (72.2%)	39 (21.6%)	11 (6.1%)	2.66	0.56	21.30	88.67

Source: Primary data

Table 2. Data description of positive thinking about life (third dimension) and the Getting existence (fourth dimension).

Variables	Effected	Effected to some extent	Not effected	Mean	S.D	C.V	R.I
Third dimension: positive thinking about life							
I feel like my life is full of activity, and I have a feeling for the future	28 (93.3%)	2 (6.7%)	-	2.93	0.25	8.53	97.67
I hope the future holds something interesting and important for me	26 (86.7%)	4 (13.3%)	-	2.87	0.35	12.20	95.67
After my recovery from COVID19, I dream of seeing myself in a new place and new personalities	26 (86.7%)	4 (13.3%)	-	2.87	0.41	14.29	95.67
I think I'll get something new and different from what I've achieved before.	24 (80.0%)	6 (20.0%)	-	2.8	0.62	22.14	93.33
After my recovery from COVID19, I keep thinking about the secrets of life	20 (66.7%)	8 (26.7%)	2 (6.6%)	2.6	0.44	16.92	86.67
After my recovery from COVID19, I feel like I have found a new chance in life	27 (90.0%)	2 (6.7%)	1 (3.3%)	2.87	0.43	14.98	95.67
After my recovery from COVID19, I feel like getting myself	24 (80.0%)	4 (13.3%)	2 (6.7%)	2.73	0.58	21.25	91.00
I feel like I can make positive changes in my life	26 (86.7%)	3 (10%)	1 (3.3%)	2.83	0.46	16.25	94.33
After my recovery from COVID19, I will eagerly do my activities	22 (73.4%)	7 (23.3%)	1 (3.3%)	2.7	0.53	19.63	90.00
Total	223 (82.5%)	40 (14.8%)	7 (2.5%)	2.80	0.45	16.24	93.33
Fourth Dimension: Getting existence							
After my recovery from COVID19, I would like to change the main goal of my life.	20 (66.7%)	6 (20.0%)	4 (13.3%)	2.53	0.73	28.85	84.33
Before I get my main goal, I never think of another goal.	25 (83.3%)	5 (16.7%)	-	2.83	0.38	13.43	94.33
I am a person who always takes responsibility	30 (100%)	-	-	3.00	0.00	0.00	100.0
I'm ready for death and I'm not afraid of it.	17 (56.6%)	8 (26.7%)	5 (16.7%)	2.4	0.77	32.08	80.00
I feel like my personality is meaningful.	28 (93.3%)	-	2 (6.7%)	2.87	0.51	17.77	95.67
I have my life in my hands and I have completely controlled it	22 (73.3%)	8 (26.7%)	-	2.73	0.45	16.48	91.00
Total	142 (78.8%)	27 (15.0%)	11 (6.1%)	2.73	0.47	18.10	90.89

Source: Primary data

Table 3. Data description of the life type (fifth dimension) and the accepting its existence (sixth dimension).

Variables	Effectuated	Effectuated to some extent	Not effectuated	Mean	S.D	C.V	R.I
Fifth Dimension: The life type							
After my recovery from COVID19, I constantly think about the value of life	26 (86.7%)	4 (13.3%)	-	2.87	0.35	12.20	95.67
I can do important things in my life	26 (86.7%)	3 (10.0%)	1 (3.3%)	2.83	0.46	16.25	94.33
Things that were worthwhile and invisible in my life After my recovery from COVID19, I can identify them	22 (73.4%)	7 (23.3%)	1 (3.3%)	2.7	0.53	19.63	90.00
I feel like what I lost I have to get it again, so I have decided to seek it throughout my life	26 (86.7%)	2 (6.7%)	2 (6.7%)	2.8	0.55	19.64	93.33
After my recovery from COVID19, the beginning of life is very interesting	23 (76.7%)	6 (20.0%)	1 (3.3%)	2.73	0.52	19.05	91.00
Every day is a completely different day	22 (73.3%)	5 (16.7%)	3 (10.0%)	2.63	0.67	25.48	87.67
Total	145 (80.5%)	27 (15.0%)	8 (4.4%)	2.76	0.51	18.71	92
Sixth Dimension: Accepting its existence							
When I think about my life, I always find experiences in my existence	25 (83.3%)	5 (16.7%)	-	2.83	0.38	13.43	94.33
After my recovery from COVID19, I didn't think about suicide for just one time	26 (86.7%)	1 (3.3%)	3 (10.0%)	2.78	0.63	22.66	92.67
I feel like I care about my abilities in finding the goals and messages of my life	25 (83.3%)	5 (16.7%)	-	2.83	0.38	13.43	94.33
When I do my daily duty, I am a source of joy and pleasure	24 (80.0%)	6 (20.0%)	-	2.8	0.41	14.64	93.33
Total	100 (83.3%)	17 (14.1%)	3 (2.5%)	2.81	0.45	16.04	93.67

Source: Primary data

Table 4. Data description of COVID-19 Survivors (seventh dimension) and their social relationships (eight dimensions).

Variables	Effectuated	Effectuated to some extent	Not effectuated	Mean	S.D	C.V	R.I
Seventh dimension :COVID-19 Survivors							
COVID19 taught me that life is a blessing we need to value	30 (30.0%)	-	-	3.00	0.00	0.00	100
COVID19 taught me to hope to look at my future	28 (93.3%)	2 (6.7%)	-	2.93	0.25	8.53	97.67
COVID19 taught me to be more aware of my health	27 (90.0%)	2 (6.7%)	1 (3.3%)	2.87	0.43	14.98	-
Total	85 (94.4%)	4 (4.4%)	1 (1.1%)	2.93	0.23	7.84	97.78
Eleventh dimension: Social relations							
COVID19 has made me more important in social relations	28 (93.3%)	2 (6.7%)	-	2.93	0.25	8.53	97.67
COVID19 taught me a lesson that people's lives are important to me	27 (90.0%)	3 (10.0%)	-	2.90	0.31	10.69	96.67
Total	55 (91.6%)	5 (8.3%)	-	2.92	0.28	9.61	97.17

Source: Primary data

Eating habits slightly, but one-third of patients gained weight while doing some physical activity has decreased dramatically, such as more working on screen and sitting time was increased (Table 3). Table 4 shows mean, standard deviation, coefficient of variance and relative importance indicated explanatory variables that data on the COVID-19 Survivors. This variable has a mean of 2.93. And a standard deviation of 0.23 and the relative importance are 97.7% reported.

DISCUSSION

According to Karataş et al there are significant links between life satisfaction and hope, meaning in life, and COVID-19 fear, as well as the degree to which these factors predict life satisfaction.¹⁷ In addition, COVID-19 improved eating habits slightly, but one-third of patients gained weight while physical activity decreased dramatically and more working on screen and sitting time was increased.¹⁸

According to a research by Ekwonye et al it's clear that accomplishing personal life goals and a sense of fulfillment is another prominent category which are, life accomplishments, and a sense of self are three areas identified in this category.¹⁹ Consistent with a new research by Attoe and Chimakonam, fostering harmony, communing, creating constructive relationships with others, and displaying solidarity with societal and cultural traditions were stopped and were effectively isolated from each other throughout the lockdown.²⁰

Intuitively, the virtual or digital formation has been practiced, especially when compared to the tangible world. Individual relationships appear to be more concrete than virtual ties between human. However, it is based on an incorrect assumption, because the digital world is operated by humans, and the relationships that are fostered in this digital world have real-life consequences, as they affect individuals in much the same way that physical relationships do, but with a wider reach.

Individuals now seek to effect social change, even at a global level. Performing acts of love, such as "giveaway challenges," became popular during lockdowns. Therefore, people sought to engage in certain social, cultural and religious rituals through

apps like YouTube, Zoom, and Skype.

CONCLUSION

The study found that media is portraying an influential role in updating the COVID 19 information on electronic channels. The role of the media is not limited to conveying information, the times demand the media to play the role of

Author Contributions:

Conception and design: Muhammad Saud

Collection and assembly of data: Araz Ramazan Ahmad

Analysis and interpretation of data: Araz Ramazan Ahmad

Drafting of the article: Muhammad Saud

Critical revision of article for important intellectual content: Ayoob Kareem Saeed

Statistical expertise: Ayoob Kareem Saeed

Final approval and guarantor of the article: Araz Ramazan Ahmad

Corresponding author email: Muhammad Saud:

muhhammad.saud@gmail.com

Conflict of Interest: None declared

Rec. Date: Jan 1, 2021 Revision Rec. Date: Jun 27, 2021 Accept

Date: Aug 19, 2021

"watchdog" and working for the public benefit.

REFERENCES

- Rodriguez-Morales AJ, Cardona-Ospina JA, Gutiérrez-Ocampo E, Villamizar-Peña R, Holguin-Rivera Y, Escalera-Antezana JP, et al. Clinical, laboratory and imaging features of COVID-19: A systematic review and meta-analysis. *Travel Med Infect Dis* 2020;34:101623.
- Ahmad AR, Murad HR. The impact of social media on panic during the COVID-19 pandemic in Iraqi Kurdistan: online questionnaire study. *J Med Internet Res* 2020;22:e19556.
- Saud M, Mashud MI, Ida R. Usage of social media during the pandemic: Seeking support and awareness about COVID-19 through social media platforms. *J Public Aff* 2020; 20:e2417.
- Long N. From social distancing to social containment. *Med Anthropol Theory* 2020;7:247-60.
- Chen B, Wang Y, Yang T, Li C, Xu C, Shen Y, et al. Mental health among COVID-19 survivors and healthcare workers exposed to COVID-19 in Wuhan, China: a cross-sectional study. *Authorea* May 06, 2020.
- Christensen AJ. Patient-by-treatment context interaction in chronic disease: A conceptual framework for the study of patient adherence. *Psychosom Med* 2000;62:435-43.
- Clinicaltrials.gov. Quality of Life and Physical Performance After Novel Coronavirus Infection (COVID-19); 2020.
- Yunus NR, Rezki A. Lock down Enforcement Policy in Anticipation of the Spread of Corona Virus Covid-19. *J Sosial Dan Budaya Syar* 2020;7:227-38.
- Sim K, Chua HC, Vieta E, Fernandez G. The anatomy of panic buying related to the current COVID-19 pandemic. *Psychiatry Res* 2020;288:11301-5.
- Saud M, Ashfaq A, Abbas A, Mahmood QK. Seeking

- social support through Religion, Psychological wellbeing and Social capital: A Global Survey on Coronavirus situational stress and coping strategies. Researchsquare.com
11. DW News Ghana: COVID-19 survivors stigmatized. {cited May 12, 2020}. Available from URL;. <https://www.dw.com/en/ghana-covid-19-survivors-stigmatized/av-53418720>.
 12. Hobbs R, Jensen A. The past, present, and future of media literacy education. *J Media Lit Educ* 2009;1:1-3.
 13. Hobbs R. A review of school-based initiatives in media literacy education. *Am Behav Sci* 2004;48:42-59.
 14. Saud M, Mashud MI, Ida R. Usage of social media during the pandemic: Seeking support and awareness about COVID-19 through social media platforms. *J PublicAff* 2020;20:e2417.
 15. Damayanti S, Mayangsari ID, Putra DK. Analisis framing robert n. Entman atas pemberitaan reklamasi teluk jakarta di majalah tempo. *Proceed Manag* 2016;3:23-5.
 16. Muhaemin E, Sanusi I. Religious Intolerance in the Framing of the Kompas Newspaper. *Communicatus: J Commun* 2019;3:17-34.
 17. Karataş Z, Uzun K, Tagay Ö. Relationships Between the Life Satisfaction, Meaning in Life, Hope and COVID-19 Fear for Turkish Adults During the COVID-19 Outbreak. *Front Psychol* 2021;12:778-82.
 18. Chopra S, Ranjan P, Singh V, Kumar S, Arora M, Hasan MS, et al. Impact of COVID-19 on lifestyle-related behaviours-a cross-sectional audit of responses from nine hundred and ninety-five participants from India. *Clin Res Rev* 2020;14:2021-30.
 19. Ekwonye AU, Ezumah BA, Nwosisi N. Meaning in life and impact of COVID-19 pandemic on African immigrants in the United States. *Wellbeing Space Soc* 2021;2:100033.