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Impact of mass media on changes in life style pattern, usage pattern and reliability of mass media information during COVID-19 among adolescence

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Abstract
The development of Coronavirus pandemic has seriously influenced people from varying backgrounds. The current expects to assess the broad communications influence on food propensities, food inclination and personal satisfaction during the Coronavirus among puberty. A survey was outlined and changed over as Google structure. The created Google structure was shipped off 200 teenagers having a place with AC and RI and CSC and RI, Madurai and the got 200 reactions from the understudies. The information got was combined. TV was a significant wellspring of data with respect to Coronavirus. It gives solid data and high attention to individuals in regards to Coronavirus. From this study, it was discovered that greater part of the respondents felt restless, discouraged in regards to Coronavirus news and required channels for the data gave by broad communications to exact data with logical proof.

Keywords: COVID-19 pandemic, mass media, immune boosting foods

Introduction
Broad communications has turned into the significant wellspring of data about Coronavirus - 19. The public's awareness and the dissemination of the government's orders and guidelines to health workers, sanitation workers, and the police at the local level were greatly helped by the media. It empowered quick and far and wide reach of general wellbeing correspondences to assist people with taking opportune self - assurance intercessions. The general public, world leaders, celebrities, and professionals all use social media differently as a result of the COVID-19 pandemic.

These days, virtual entertainment are in many cases seen as quick and successful stages for looking, dividing and conveying wellbeing data between everybody. YouTube and Facebook are the most widely used social networking sites of all the social media platforms available in India. In fact, India has the most Facebook users worldwide. Recently, WhatsApp, Instagram, and Facebook Messenger have also emerged as popular social networking platforms in India. People's perceptions of disease exposure, as well as their decision-making and risk-taking behaviors, are significantly influenced by social media.

During the COVID-19 outbreak, the dissemination of false information via social media and electronic media may increase mental health stress. Different examinations likewise framed outlandish tales or stunning media inclusion has the capability to develop misunderstanding, falsehood concerning danger estimated in the personalities of the broad public with respect to the probability in a general wellbeing emergency. During pandemics, the media play a crucial role by disseminating a wide range of information that can have an effect on people's physical, social, psychological, and environmental quality of life.

Therefore, the purpose of this study is to investigate the relationship between mass media and the impact of mass media on changes in food habits, food preferences, and life style patterns among adolescents during the COVID-19 pandemic. A questionnaire will be used to investigate the impact of mass media on these changes, as well as the use of mass media during COVID-19.

Materials and Methods
Study area
Agricultural college and research institute, Community Science College and Research Institute Madurai. Many of the students are actively in Mass Media for searching the COVID-19 related information. Absolutely 200 respondents (both male and female) of AC and RI and

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CSC and RI, Madurai. The students were given the Google form, and the responses were gathered and analyzed.

Schedule construction
A comprehensively structured Google form was used for structured questions that were appropriate for respondents in light of the study's objectives and selected variables. The most applicable and functional inquiries were remembered for the structures, properly keeping away from insignificant things.
The Google form survey was designed into 4 parts
Part 1: Contains information related to profile characteristics of the respondents.
Part 2: Contains information about impact of mass media on changes in food preference during COVID-19
Part 3: Contains information about impact of mass media on life style changes during COVID-19
Part 4: Contains information about constrains and suggestions
The percentage analysis was carried out for the consolidation of data.

Results and Discussion
Basic Information of the respondents
Age: The number of completed years of the respondents at the time of the inquiry was used to measure age, and chronological age was used as the measure. The respondents were arranged into 18 years, 19 years, 20 years, 21 years, 22 years and 23 years. The percentage was used to classify and categorize the age distribution of respondents.

Table 1: Age particulars of the Respondents

Age	Number and Percentage (%)
18	16 (8)
19	25 (12.5)
20	44 (22)
21	89 (44.5)
22	26 (13)
Total	200 (100)

* Values in paranthesis indicates percentage

Table 2: Gender details of the respondents

Gender	Number and Percentage (%)
Male	46 (22.9)
Female	154 (77.1)
Total	200 (100)

* Values in paranthesis indicates percentage

The purpose of the percentage analysis was to classify the gender-specific proportion of respondents. Among the 200 respondents 77.1% of the respondents were female puberty and 22.9% were male respondents.

Marital status of the respondents
The rate examination used to sort the wedded and unmarried people. 99.5 percent of those who responded were single.

Table 3: Marital status of the respondents

Marital status	Number and Percentage (%)
Married	1 (0.5)
Un married	199 (99.5)
Total	200 (100)

* Values in paranthesis indicates percentage

Educational status and family type: Every one of the

respondents are concentrating on Under Graduate education program. The rate examination was finished to order the evaluate the extent of respondents as indicated by their schooling. Among the 200 respondents 83.6% of the respondents were has a place with family unit framework and 16.4% were has a place with joint family framework.

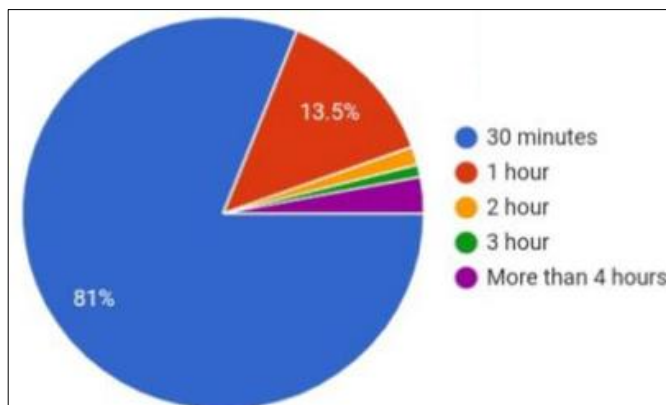**Hours spent on mass media for searching immune boosting foods during COVID-19 per day**

Fig 1: Pictorial Representation of Hours spent on Mass media by the respondents

Table 4: Hours spent on Mass media by the respondents

Hours spent on mass media	Number and Percentage (%)
30 minutes	162 (81)
1 hour	27 (13.5)
2 hour	3 (1.5)
3 hour	2 (1)
More than 4 hour	6 (3)
Table	200 (100)

* Values in paranthesis indicates percentage.

During COVID-19, 3 percent of participants spent more than 4 hours on mass media in search of immunity-boosting foods, while 81 percent of participants spent 30 minutes per day on the media. Study led on effect of broad communications on personal satisfaction during Coronavirus pandemic among Indian populace explored that most of them watch news < 1 hour day to day.

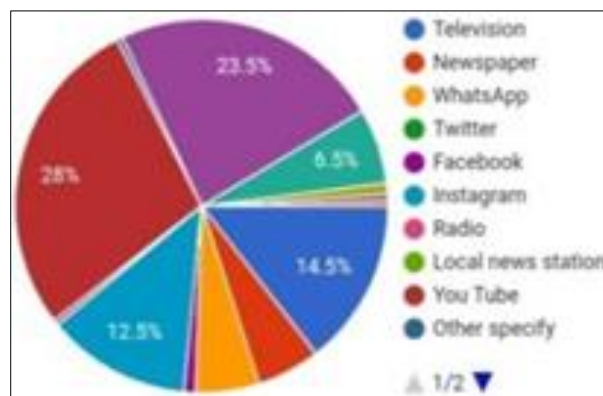**Sources to get information regarding immune boosting foods during COVID-19**

Fig 2: Pictorial Representation of Major sources in obtaining information on immune boosting foods

Table 5: Major sources for obtaining information on immune boosting foods

Sources of media	Number and Percentage (%)
Television	28 (14.1)
Newspaper	11 (5.5)
WhatsApp	10 (5)
Twitter	-
Facebook	4 (2)
Instagram	25 (12.6)
Radio	1 (0.5)
Local news station	-
You Tube	69 (34.5)
Google	47 (23.6)
Not searched	3 (1.5)
Other	1 (0.5)
My grand mother	1 (0.5)
Total	200 (100)

* Values in paranthesis indicates percentage

A comparative analysis of sources to get information regarding immune boosting foods during COVID-19, the number of individuals using different applications for get information regarding immune boosting foods was obtained. YouTube found to be most searched mass media in search ofimmune boosting foods. 34.5%of the respondents used YouTube followed by Google (23.6%), television (14.5%), Instagram (12.6%), newspaper (5.5%), Whats App (5%), facebook (2%).0.5% of the respondents used radio and other source. Surprisingly 1.5% of the participants not searched the immune boosting foods on mass media.

Impact of mass media on life style changes during COVID-19

Table 6: Lifestyle changes during COVID-19

Activities	Number and Percentage (%)	
	Yes	No
Frequent hand washing	190 (95)	10 (5)
Usage of hand sanitizer than usual	166 (83)	34 (17)
Wearing a mask when out in public	200 (100)	-
Taking bath after return from home/out door	182 (91)	18 (9)
Frequent cleaning of home than usual	170 (85)	30 (15)
Usage of disinfectant than usual	159 (79.5)	41 (20.5)
Disinfecting or wiping down groceries box/parcels received from outside	149 (74.5)	51 (25.5)
Washing of vegetables with salt water or turmeric water	150 (75)	50 (25)
Avoiding/cancelling domestic travel	181 (90.5)	19 (9.5)
Avoiding/cancelling international travel	186 (93)	14 (7)
Not ordering take out from restaurants	176 (88)	24 (12)
Maintaining social distance	195 (97.5)	5 (2.5)
Avoiding hand shaking/hugging	186 (93)	14 (7)
Taking steaming	148 (74)	52 (26)
Doing breathing exercise	113 (56.5)	87 (43.5)
Waking up early and doing physical work outs	117 (58.5)	83 (41.5)
Total	200 (100)	200 (100)

* Values in parenthesis indicate percentage

During COVID-19, the majority of them altered their lifestyles. The greater part of them followed SOP endorsed by Government, for example, hand washing (95%), use of hand sanitizer (83%), utilization of veil openly (100 percent), washing subsequent to getting back from outside (91%), cleaning the home than expected (85%), use of sanitizer than expected (79.5), sanitizing of basic foods box (74.5), washing of vegetables by salt water or turmeric water (75%), dropping the homegrown travel (90.5%) and worldwide travel (93%), not arranged food from eateries (88%).

Rumman Akter Kafura *et al*, 2016 [9] revealed in their exploration concentrate on that higher the training better will be the reception could be a coherent derivation. Likewise, the aftereffects of Way of life changes during Coronavirus - 19 was found that the progressions may be because of their insight granted by the training.

The best way to reduce the COVID-19 infection is to avoid face-to-face contact. The participants maintained social distance (97.5%), avoided hand shook (93%), and avoided steaming (74%). Around 56.5 percent of the participants performed breathing exercises, and 58.5 percent of the participants performed physical workouts. Overview led on effect of lockdown because of Coronavirus flare-up way of life changes and general wellbeing worries in India evaluated

that 70% of the members favored hand washing utilizing fluid hand wash, 57% of members utilized hand sanitizer and 87% of the respondents kept up with social removing during Coronavirus.

Steaming practice as a preventive approach for COVID-19 among respondents
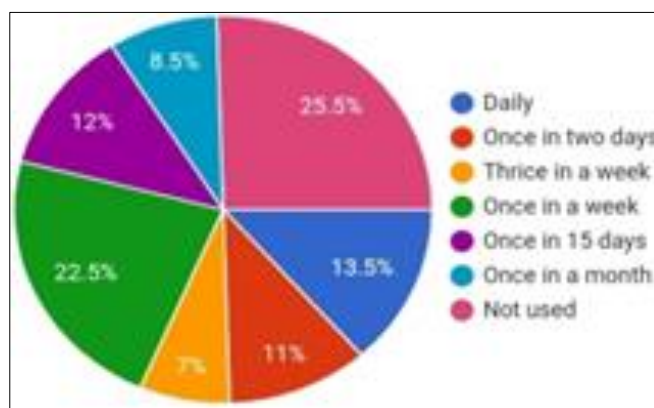

Fig 3: Usage of steaming practices for preventing COVID-19 by the respondents

Table 7: Steaming pattern as a preventive approach for COVID-19 among respondents

Steaming pattern	Number and Percentage (%)
Daily	27 (13.5)
Once in 2 days	22 (11)
Twice in week	14 (7)
Once in a week	45 (22.5)
Once in 15 days	24 (12)
Once in month	17 (8.5)
Not used	51 (25.5)
Total	200 (100)

* Values in paranthesis indicate percentage

25.5% of the respondents not utilized steaming during Coronavirus while 22.5% of the respondents utilized steaming in once in seven days. Seven percent of respondents used to steam twice per week.

Usage of antimicrobial herbs during bathing/steaming as a measure to prevent COVID-19
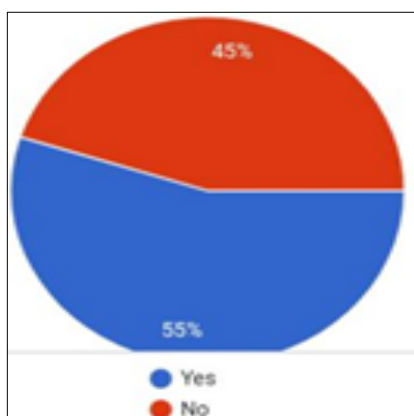

Fig 4: Usage of antimicrobial herbs by the respondents

Table 8: Usage of antimicrobial herbs by the respondents

Usage of antimicrobial herbs	Number and Percentage (%)
Yes	110 (55)
No	90 (45)
Table	200 (100)

* Values in paranthesis indicate percentage

While 45 percent of respondents did not use neem and other antimicrobial herbs while bathing or steaming, 55 percent of respondents reported doing so. Overview directed on impact of the Coronavirus prompts lockdown on sustenance, wellbeing and way of life designs among grown-ups in Zimbabwe evaluated that, 57.7% of the members utilized antimicrobial spices during Coronavirus.

Usage of any other indigenous technology for improving immunity to prevent COVID-19

Table 9: Indigenous Technology adopted by the respondents for preventing COVID-19

Other Indigenous Technology used	Number and Percentage (%)
Yes	70 (35)
No	130 (65)
Total	200(100)

* Values in paranthesis indicate percentage

65 level of the respondents have not involved some other native innovation for further developing insusceptibility and 35% of the respondents involved a portion of the native innovation for further developing resistance.

Consumption of immunity boosting foods (lemon, turmeric, citrus fruits) during COVID-19

Table 10: Consumption pattern of immunity boosting foods by the respondents

Consumption of Immunity boosting Foods	Number and Percentage (%)
Significantly decreased	4 (2)
Slightly decreased	10 (5)
Grossly similar	39 (19.4)
Slightly increased	85 (42.3)
Significantly increased	62 (30.8)
Total	200 (100)

* Values in paranthesis indicates percentage

42.3% of the respondents have somewhat expanded their insusceptibility supporting food sources followed by 30.8% of the respondents have essentially expanded their invulnerability helping food varieties. 2% of the respondents overviewed didn't eat immunity helping food sources. Overview directed on effect of lockdown because of Coronavirus flare-up way of life changes and general wellbeing worries in India audited that 43% of the populace reviewed devoured no resistance sponsor food varieties during Coronavirus. (Subhro Basu *et al*, 2020) [11].

The important Source of Social media in delivering information related to COVID-19 & its Promptness/Quickness
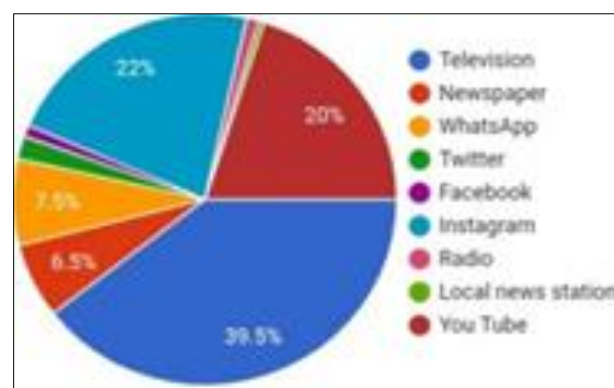

Fig 5: Source of Social media in delivering information related to COVID-19 & its Promptness /Quickness

Table 11: Source of Social media in delivering information related to COVID-19 & its Promptness /Quickness

Source of Social media in delivering information related to COVID-19 & its Promptness /Quickness	Number and Percentage (%)
Television	79 (39.5)
News paper	13 (6.5)
WhatsApp	15 (7.5)
Twitter	4 (2)
Facebook	2 (1)
Instagram	44 (22)
Radio	2 (1)
Local news station	1 (0.5)
You Tube	40 (20)
Total	200 (100)

*Values in paranthesis indicates percentage

Television was mentioned by 39.5 percent of respondents as the most reliable source of COVID-19-related information, followed by Instagram (22%), YouTube (20%), WhatsApp (7.5%), the newspaper (6.5%), and Twitter (2%) Shockingly 1% of the respondents announced Facebook and radio gives data rapidly. Just 0.5% of the respondent revealed that neighborhood news station gives data rapidly.

The mobile phone has been viewed as a more accessible and less expensive approach to bridging the digital divide in overall ICT usage and applications. It has been felt that this amazing versatile organization could be put to viable use for conveying information and data to the cultivating local area. Ashutosh Das, 2012) [2]. In the present study, cent percent of the respondents used mobile for assessing the information.

Table 12: Important Source of Social media in delivering give reliable information related to COVID-19

Important Source of Social media in delivering give reliable information related to COVID-19 –19	Number and Percentage (%)
Television	82 (41)
News paper	30 (15)
WhatsApp	11 (5.5)
Twitter	1 (0.5)
Facebook	3 (1.5)
Instagram	43 (21.5)
Radio	1 (0.5)
Local news station	-
You Tube	29 (14.5)
Total	200 (100)

Values in paranthesis indicates percentage

41% of the respondents detailed that TV gives dependable data connected with Coronavirus followed by Instagram (21.5%), paper (15%), YouTube (14.5%), WhatsApp (5.5%), Facebook (1.5). Comparably 0.5% of the respondent revealed that twitter and radio gives solid data connected with Coronavirus. None of the respondent announced that nearby news station gives dependable data connected with Coronavirus. During the COVID-19 pandemic in Bangladesh, a survey on how the media affected people's changing lifestyles found that 16% of respondents thought television provided reliable information about the disease.

The important Source of Social/Massmedia in giving high awareness to the people regarding COVID-19

Table 13: Important Source of Social/Mass media in giving high awareness

Important Source of Social/Mass media in giving high awareness	Number and Percentage (%)
Television	124 (62)
News paper	16 (8)
WhatsApp	9 (4.5)
Twitter	2 (1)
Facebook	1 (0.5)
Instagram	20 (10)
Radio	3 (1.5)
Local news station	4 (2)
You Tube	21 (10.5)
Total	200 (100)

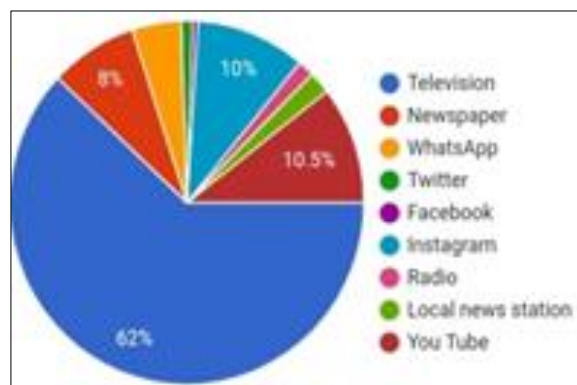*Values in paranthesis indicate percentage

Fig 6: Pictorial representation of Important Source of Social/Mass media in giving high awareness

62% of the respondents revealed that TV gives higher attention to individuals in regards to Coronavirus followed by YouTube (10.5%), Instagram (10%), paper (8%), WhatsApp (4.5%), nearby news station (2%), radio (1.5%), twitter (1%), and facebook (0.5%).

Tahir Munir Butt *et al*., 2008 in their exploration concentrate on revealed that as radio was more affordable and compact subsequently use by both educated and unskilled people, while web was another innovation and because of its pre-requirements less accessible in the review region in this manner its use was extremely low. In the current review it was observed that radio was supplanted by the Web inside a brief period.
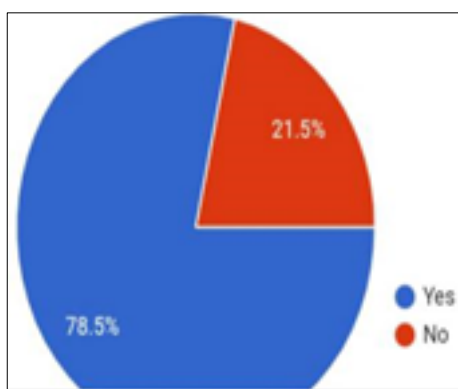
Fig 7: Opinion about Mass media in giving positive impact on COVID-19

Opinion about Mass media in giving positive impact regarding COVID-19 to the people
78.5% of the respondents detailed that broad communications is giving positive effect with respect to Coronavirus to individuals though 21.5% of the respondents announced that broad communications is giving pessimistic effect in regards to Coronavirus to individuals.

Different investigations have likewise revealed an adverse consequence of media openness on psychological wellness during this pandemic. Sonali Sharma, 2015 [10] revealed that The different parts of ICTs are not accessible in nearby dialects. Additionally, the majority of new technologies lack cultural sensitivity. Indeed, even radio (and progressively the cell phone), maybe the most omnipresent specialized gadgets in numerous country regions, are frequently not available to ladies. 21.5 percent of respondents to the current study were dissatisfied with the information they received from mass media sources.

Table 14: Publications made by the respondents regarding COVID-19 on social media

Publication of information related to COVID-19 on social media	Number and Percentage (%)
Yes	60 (30)
No	140 (70)
Total	200 00)

*Values in paranthesis indicate percentage

Thirty percent of respondents shared information and news about COVID-19 on social media, while seventy percent of respondents did not share any information or news about COVID-19.

Table 15: Impact of Mass media in giving awareness on COVID-19 news, food habits and food preference

Percentage of Awareness on COVID-19 news	Number and Percentage (%)
Yes	192 (96)
No	8 (4)
Total	200 (100)

*values in parathesis indicates percentage

Ninety-six percent of respondents said that the media helped spread awareness of COVID-19 news, food preferences, and habits, while only four percent said that the media did not help spread awareness of COVID-19 news, food preferences, and habits.

Broad communications openness and varying media training materials are advantageous for successful nourishment guiding. As a result, the creation and utilization of nutrition counseling materials within the health support system is beneficial to nutrition education. (Deshpande, 2022) [3].

Table 16: Availability of Mass media information related to COVID-19 in regional language

Availability of Mass media information related to COVID-19 in regional language	Number and Percentage (%)
Yes	191 (95.5)
No	9 (4.5)
Total	200 (100)

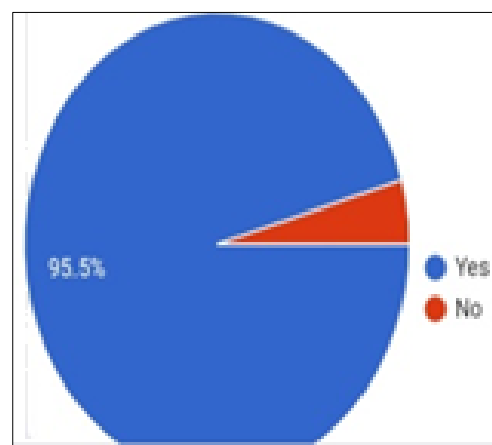*values in parathesis indicates percentage

Fig 8: Availability of Mass media information related to COVID-19 in regional language

95.5% of the respondents announced that the broad communications give Coronavirus related data in local language while 4.5% of the respondents revealed that the broad communications didn't gives Coronavirus related data in provincial language. In 2015, Sonali reported that regional language training materials were unavailable.

As media can be considered as the source, which interfaces the individual to a genuine situation by refreshing them about the ongoing circumstance and with one individual to another by the method for online entertainment. The unfortunate availability, financial issue, and absence of refreshed data were a portion of the issues detailed by the utilization of m-learning. (Kailash *et al.*, 2017) [6].

Conclusion
Larger part of the members expanded the hours spent on broad communications for looking through resistant supporting food sources. Compared to local news stations, Twitter, Facebook, and radio, television, WhatsApp, and Instagram are the most popular forms of mass media for COVID-19 19 information. Practically all respondents in the overview revealed wearing veils, while going outside. A large portion of the members in the review utilized hand sanitizer inferable from food cleanliness measures. Separating in work spot and public spots can considerably decrease the pace of spread of Coronavirus. Participants in this study revealed that the best ways to control the spread of COVID-19 are social isolation and avoiding travel. Television, YouTube, and WhatsApp account for the majority of information about lifestyle shifts. This media is giving data rapidly and

dependable data simultaneously certain individuals felt broad communications gives misleading and misinforming data. During bathing or steaming, nearly half of the participants used antimicrobial herbs. Study showed that a portion of the members impacted by mental pressure and nervousness. This may be because of physical distance, increased anxiety and fear, and daily news about COVID-19. Media is amazing asset to give data to the overall population and to advance positive climate during Coronavirus pandemic, yet it might likewise spread deceiving data. As of now, broad communications is the most impressive in India. Way of life changes saw during the lockdown massively affect the social and emotional well-being of the populace. Changes in dietary patterns, advanced media utilization, and uneasiness are found in home repression. This study will uphold decision making to construct public mindfulness towards social removing and further developing cleanliness rehearses in the general public.

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