

The Role of Social Media in Aiding the Ministry of Health and Prevention to Spread Awareness About the Covid-19 Pandemic: Case of UAE

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Abstract

This study aims to elucidate the function of social media in helping the Ministry of Health and Prevention's efforts to disseminate information regarding Covid-19 to the populace of the United Arab Emirates. The study will center on two prevalent social media platforms, namely Twitter and Instagram, to examine the effectiveness of the official page of the Ministry of Health and Prevention in disseminating health-related information. The research is founded on quantitative methodologies. The study collected data from a sample of 1,038 participants who were residents of the United Arab Emirates. The survey aimed to investigate the participants' perceptions regarding the role of social media in disseminating information during the Covid-19 pandemic. The findings suggest that the Ministry of Health's social media initiatives have significantly enhanced awareness and comprehension regarding COVID-19 in the UAE, amounting to 95%. This outcome may account for the Ministry of Health and Prevention's success in disseminating social media knowledge. Moreover, the efficacy of media-based health initiatives to enhance knowledge and comprehension regarding the significance of receiving the COVID-19 vaccine is estimated to be 80%.

Keywords: Covid-19 virus, UAE, Social Media Platforms, Ministry of Health and Prevention, Awareness.

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Introduction

The current global state is precarious due to the widespread outbreak of the Coronavirus disease, posing a threat to individuals' health and socio-economic development worldwide. The Coronavirus is a novel virus responsible for the onset of a contagious illness known as Coronavirus (Abbas Zaher et al., 2021). The dissemination of information regarding Covid-19 has been facilitated by various social media platforms, including but not limited to Twitter, Facebook, and Instagram, reaching a broad audience comprising nations and individuals. The dissemination of information regarding the Covid-19 Pandemic is prevalent through various social media platforms, which individuals widely utilize to receive and share such information. Social media platforms are widely employed as sources of information on a global scale.

The utilization of social media has emerged as a straightforward and efficacious approach for disseminating information amidst the Covid19 Pandemic, owing to the Internet's affordability and user-friendly nature, coupled with the vast number of users. Extensive searches were conducted by individuals seeking information about the outbreak of the Coronavirus. The utilization of social media has emerged as a powerful tool for facilitating interpersonal communication among individuals amidst quarantine periods, thereby alleviating the adverse psychological effects of isolation, such as anxiety, stress, and apprehension. Amidst the pandemic, social media was a crucial medium for establishing connections with peers and facilitating communication with kin. Bryer and Zavatarro (2001) define "social media" as technological tools that enable social interaction, collaboration, and stakeholder deliberation (p. 327). Social media has emerged as a potent tool not only for the dissemination of information and news but also for the communication of affirmative messages.

Amidst the Covid-19 Pandemic, individuals may encounter challenges maintaining communication with their families and acquaintances, who are expected to remain confined to their homes for safety reasons.

Moreover, individuals must comprehensively understand the pertinent regulations, data, and safety measures. Social media platforms offer their users a convenient, streamlined, and expeditious experience. The present study aims to underscore the pivotal function of social media in facilitating the Ministry of Health and Prevention in the United Arab Emirates to enhance public knowledge regarding the Coronavirus. The principal aim of this investigation is to analyse social media platforms' impact on public health protection against the COVID-19 pandemic in the United Arab Emirates using heightened public health consciousness and changes in behaviour (Al Hosany et al., 2021).

Research problem

The Covid-19 pandemic has underscored the crucial function that social media fulfils in distributing information and elevating public awareness. The extent to which the Ministry of Health and Prevention (MoHAP) in the UAE is utilizing social media to disseminate information about Covid-19 remains to be determined. This study aims to investigate the utilization of social media by the Ministry of Health and Prevention (MoHAP) in the United Arab Emirates (UAE) to promote awareness of Covid-19 and encourage the adoption of preventative measures among the populace (Abd El-Kader & Mohamed, 2022).

Research Questions

Two research questions are formulated as follows:

- How has social media benefited in enhancing awareness of the COVID-19 pandemic?
- To what extent has the Ministry of Health succeeded in spreading awareness about the COVID-19 pandemic through social media?

Research Objectives

The objectives of this research are stated as follows:

- Examining the methods and strategies utilized by the Ministry of Health and Prevention (MoHAP) to raise awareness of the Covid-19 outbreak via social media is crucial.
- Determine the effectiveness and reach of MoHAP's social media campaigns in informing the public about the Covid-19 pandemic.
- Determine how UAE residents feel about MoHAP's efforts to raise awareness and encourage preventative measures against Covid-19 via social media.

Research Significance

The present study holds academic importance as it sheds light on the techniques employed by the Ministry of Health and Prevention in the United Arab Emirates to disseminate information pertaining to the Covid-19 outbreak through social media platforms. The results could be employed to evaluate the effectiveness of social media tactics, enhance public health communication practices in the future, and more effectively engage and inform the public regarding health emergencies via digital channels.

Literature Review

In recent times, a number of scholars have explored topics pertaining to social media, highlighting its potency as a communication and persuasion instrument. This section places particular emphasis on the scholarly literature pertaining to the role of social media in disseminating information and raising awareness during the COVID-19 pandemic (Haneya et al., 2021).

Social Media and Information of COVID-19

In the first half of 2020, the Corona Virus began to spread across the globe, but its impact is minimal in most nations. The infection has swiftly affected hundreds of millions of people within a few months. The majority of individuals are inquisitive about this virus and continue to seek COVID-19 news and information, which has become a trend on most social media platforms and the top stories

in various publications (El Hayek et al., 2020). People utilise search engines to learn more about COVID-19, its risks, and how to avoid and prevent this crisis. Saud et al. (2020) examined the activities conducted on social media and demonstrated that social media has progressive effects on individuals. Positive or negative, social media significantly impacts people's behavior and thought processes. This phenomenon was particularly noticeable in Saudi Arabia. Since the onset of the pandemic, there has been a substantial rise in internet users, reaching 95.7%, including within Saudi Arabia. Consequently, social media has evolved into a breeding ground for rumors and misinformation during this crucial period. Kemp, S. (2021). Different websites have published and disseminated information about COVID-19 and instructed their users and followers on how to prevent the transmission of the virus, including maintaining a safe distance from others, wearing face masks, and cleansing and sanitizing their hands. The world has become more interactive on social media, and the number of search results for Covid-19 news has increased dramatically (Abd El-Kader & Mohamed, 2022). It became a widely discussed and disseminated topic, with people sharing any news or information that affected them positively or negatively (Laato et al., 2020, p. 1). Most individuals rely on social media to obtain information and the most recent update regarding COVID-19.

During the COVID-19 Pandemic, most countries were under strict quarantine, and all services, except hospitals, pharmacies, and airports, were shut down to prevent the spread of the virus and protect the population. Bavel et al. (2020) analyzed the optimal use of social media as a social support factor in these pandemic situations. In this instance, individuals remained at home, and distance learning portals and software were utilized for education. Employees and businesses began working remotely, utilizing a variety of websites and platforms to facilitate their connectivity to the office and their colleagues. In the United Arab Emirates, in 2022, a study was conducted to evaluate individuals' knowledge of the Covid virus, and the practices used for the virus; the total

correct score for knowledge and practice questions was high at 85 and 90 per cent, respectively (Saeed et al., 2021).

Social Media Support in Health Sector

Prior studies have demonstrated social media's significance in providing medical treatment and disseminating information. A notable increase in disseminating health-related news and information among individuals and their social circles was observed on popular social media platforms, including Instagram, Facebook, and Twitter. A significant proportion of these individuals subscribed to and monitored pages or accounts that featured content on COVID-19. Private sector companies, including health agencies and local and national public health institutions, are utilizing Twitter as a practical electronic platform for health education and promotion (Habes et al., 2020). This is because a substantial portion of the content on Twitter is readily available and can serve as a source of health-related information.

Numerous platforms priorities disseminating health, economic, and political news and factual information to educate individuals and address their inquiries. Numerous health campaigns on social media platforms have been initiated by researcher pairs worldwide to guide the general populace on maintaining their well-being and safety during the pandemic and adhering to the recommended protocols. An example of a health awareness campaign has been formed based on the Fresh Empire Campaign Website as a healthy brand. Health awareness is a plan that uses marketing rules to promote Substantial behavior change (Abbas Zaher et al., 2021). Before the pandemic, many campaigns paid attention to political and economic fields, and it was infrequent to find a health campaign.

On the other hand, during the pandemic, many companies did a different health campaign to reach the highest number of people to aware them of the size of the pandemic, the extent of its impact on the region and how to maintain it. Zhao et al. found that social media can be a critical tool to know the general public's attention

towards public health emergencies; researchers have argued that social media communication can transfer useful information about infectious diseases based on identifying and tracking users' behavioral patterns. According to a study, the sources of information that were most frequently consulted included health information websites, social media, government communications, and personal networks such as family and friends (Alam, 2022). Personal physicians, healthcare professionals, and government communications were the most trustworthy sources.

Social Media and Health Attitudes:

According to a scholarly investigation, contemporary electronic modalities, encompassing social media platforms, were employed to disseminate accurate and erroneous data to individuals (Haneya et al., 2021). Numerous individuals seek information regarding the pandemic on various online platforms and websites, often without discerning the veracity of the information presented. This practice can have both beneficial and detrimental effects on their well-being. In contrast, Shimizu has documented that the media has prioritized coverage of COVID-19 and portrayed it as a dangerous menace, exacerbating the general populace's apprehension, strain, and alarm (Bonyan et al., 2020). The impact of social media content on individuals is predominantly negative, as it can lead to the dissemination of false or inaccurate information that can adversely affect their behavior and health.

Moreover, individuals may place undue trust in popular pages or platforms with ulterior motives for publishing false information. According to Araz and Herash, the impact of social media on the spread of fear and panic related to the COVID-19 outbreak in Iraq and Kurdistan has been reported by participants to be significant. This impact can potentially negatively influence the mental health and psychological well-being of individuals (Crawford et al., 2020). During the COVID-19 crisis, much information has been spread on social media and got people's attention. People share most of their information with their friends and must know the exact sources. However, researchers argue that social media's most troubling

aspect is its ability to spread fake news, negatively affecting society and people's decisions and behaviors (Al Hubaishi, 2022). Amidst the COVID-19 Pandemic, many individuals uncritically adhered to and placed trust in news and information without conducting due diligence to ascertain the veracity of the sources. Also, people must verify and search the news source to share information with their family and friends, which may harm individuals (Abd El-Kader & Mohamed, 2022). Most of the information disseminated on Facebook about the Zika Virus necessitated greater precision and pertinence.

The Effective Use of Social Media in Health

The use of social media can assist the government and community in reaching people and communicating with them about health and COVID-19 prevention measures. Social media campaigns can instantaneously or indirectly influence the health-related behaviours of a large population. According to research, Internet-based social marketing campaigns can influence individuals to alter their behavior and attitudes (Habes et al., 2020). Social media has an influence and a positive effect on the dissemination of information in various medical, economic, and political fields. It enables individuals to post and share information without restrictions or regulations. In this view, research indicates that social media is a fast and intelligent instrument for this epidemic. Numerous people seek information about the Coronavirus on social media, including its causes, symptoms, and prevention. As with online tools, social media provide global platforms for disseminating information, content, and opinion and facilitate social interactions among and between individuals and organizations.

Social media opens the door to the world and connect all people, allowing them to use various platforms to access as much information as they require. The majority of people from various nationalities and regions use social media and share news, particularly during the COVID-19 period. Similar to the previous study, some individuals are threatened by everything published on social networks (Alam, 2022). In addition, certain information,

such as the number of COVID-19 victims, is disseminated by social media users, causing hysteria and dread. In addition, health experts and scientists use social media to engage with the public directly, share accurate information, and discuss awareness, safety measures, and emergent research. In contrast, community leaders use it to create networks of public volunteering to assist the vulnerable. Researchers have investigated the implications and effectiveness of social and digital media in promoting public health and disease prevention (Bonyan et al., 2020).

Studies have been conducted on the role of social media in assisting the Ministry of Health and Prevention in promoting awareness of the Coronavirus in the United Arab Emirates. The research focuses on the best practices of social media in aiding the Ministry of Health in preventing the spread of the virus and educating the public. The Ministry of Health and Prevention (MoHAP) and the Crisis and Disasters Management Authority were the two government entities analyzed by the researcher, and the findings revealed that, depending on the risk management scenario, the UAE government employed different communication goals and strategies to combat the pandemic (Al Hubaishi, 2022). During the quarantine period, communication efforts focused on disseminating disease knowledge, raising public awareness of the disease, promoting healthy lifestyle adjustments, and educating the public on official policies and procedures.

Theoretical framework

The present study centers on investigating the function of social media in aiding the Ministry of Health in disseminating information on Covid-19 during the pandemic in the United Arab Emirates. The research underscores the significance of leveraging social media platforms in facilitating the learning and support mechanisms amid the Covid-19 crisis. The present investigation holds significant importance in mitigating the severity of the virus and managing the ongoing pandemic. The empirical investigations rely on a conceptual framework known as New Media Theory. The emergence of new media represents a novel technological

development that has the potential to catalyse sociocultural transformation within developing societies (Crawford et al., 2020). In broad terms, the theory of New Media contemplates the ramifications of digital technologies, encompassing the emergence of novel social and political structures facilitated by computer-mediated communication and the aesthetic and cultural import of digital culture. The amalgamation of communication media has brought about a substantial transformation in the global landscape, with new media possessing the potential to supplant or eliminate traditional media.

The emergence of new media has revolutionized how people consume audio-visual content, as they can now access it through a single device such as a mobile phone or computer. According to McLuhan, the emergence of new media represents a transformative electronic revolution that involves a shift from traditional broadcast models to more networked forms of communication. Furthermore, Mark Poster predicted in his work "The Second Media Age" that the Internet would facilitate a network of multiple producers, distributors, and consumers, thereby providing a viable alternative to the broadcast model's significant technical constraints. In a post-broadcast era, the conventional audience would become obsolete, and a novel audience favoring tailored content over broadcasting would emerge (Abbas Zaher et al., 2021). This is exemplified by the prevalence of interactive television and the practice of bookmarking web pages. This study centers on utilizing novel forms of media, specifically social media, to disseminate information and educate the general populace regarding the pandemic.

Research Methodology

Utilizing a cross-sectional design in this study requires data collection at a single point in time. The objective is to provide a brief overview of the attitudes and perspectives of individuals residing in the United Arab Emirates. The purpose of this study is not to establish correlations or monitor trends over time. This study employed quantitative research methods. The methodology utilized

involves the administration of surveys to gather individuals' perceptions and evaluations, which are subsequently subjected to numerical analysis. This methodology facilitates statistical analysis and furnishes an impartial and numerical comprehension of the research issue.

The primary aim of the exploratory phase of the investigation is to furnish descriptive data. A quantitative survey strategy was employed to accomplish this task. The survey selection was based on its ability to gather detailed responses that can aid in identifying changes in viewpoints and evaluations among diverse respondent attributes. Individuals residing in the United Arab Emirates were randomly selected to participate in the survey. The research community was found to be heavily reliant on educators and academic professionals, as indicated by most respondents. It is imperative to comprehend that the extent to which findings from convenience sampling can be generalized is restricted.

During the period spanning from November 1 to November 28, 2021, a cumulative sum of 1,038 questionnaires were completed. The survey was administered utilizing the professional software Survey Zoho, which facilitated effective data gathering and administration. The participants were guaranteed that their involvement in the study was both voluntary and anonymous. Moreover, the reported findings did not contain any personally identifiable information. To uphold confidentiality, solely aggregate figures were disclosed. The data that has been gathered will be subjected to suitable quantitative techniques for analysis. The data will be subjected to descriptive statistical analysis, including measures such as mean, median, and standard deviation, to offer a comprehensive overview of the perspectives and evaluations of the participants.

It is essential to acknowledge that the study's methodology incorporates certain limitations. The utilization of a cross-sectional methodology presents difficulties in establishing causality or tracking temporal patterns. Convenience sampling may introduce

biases and limit the extent to which the data can be generalized to the broader population.

Findings

Table 1. Age (Categorized) by Gender Crosstabulation

			Gender	
			Male	Female
Age (Categorized)	19 to 34	Count	110	353
		% within	50.0%	43.2%
	35 to 44	Count	60	314
		% within	27.3%	38.4%
	45 to 69	Count	50	151
		% within	22.7%	18.5%
Total		Count	220	818
		% within	100.0%	100.0%

Table 1 displays the positively skewed age distribution of the participants, with 20.1% of them belonging to the age group of 19 to 24. In contrast, the majority of the respondents, i.e., 53.4%, were aged between 30 to 44 years, as presented in Table 2. Notably, 19.3% of the completed surveys were contributed by respondents aged between 45 and 69 years. The survey participants exhibit a statistically significant variance in their number and gender distribution. Based on the findings presented in Table 3, out of 1,038 participants, 818 individuals, constituting 78.8% of the sample, identified as female, while 220 individuals, representing 21.2% of the sample, identified as male.

Table 2. Nationality of Respondents

Nationality	Valid Percent
Emirati	15.4
Egypt	9.1
India	38.8
Jordan	5.6
Lebanon	1.3
Pakistan	9.1
Palestine	3.3
Philippines	6.1
Syria	5.0
UK	3.3
Other	3.1

Table 2. demonstrates the diversity of respondents' nationalities, which is expected given the presence of individuals from more than 190 countries in the United Arab Emirates workforce. According to Table 2, the most significant percentage of respondents who completed the survey were Indian (38.8%), followed by Emirati (15.4%), Egyptian (9.1%), and PAK (9.1%).

Table 3. Highest Level of Education Achieved

Qualification	Valid Percent
Less than high school	16.3
High school diploma or equivalent	5.8
Some College (less than 1 year)	5.9
2-year College Diploma	1.6
3-year College Diploma	3.5
Bachelor's Degree (4+ years)	42.7
Master's Degree	23.9
Doctorate Degree	.4
Total	100.0

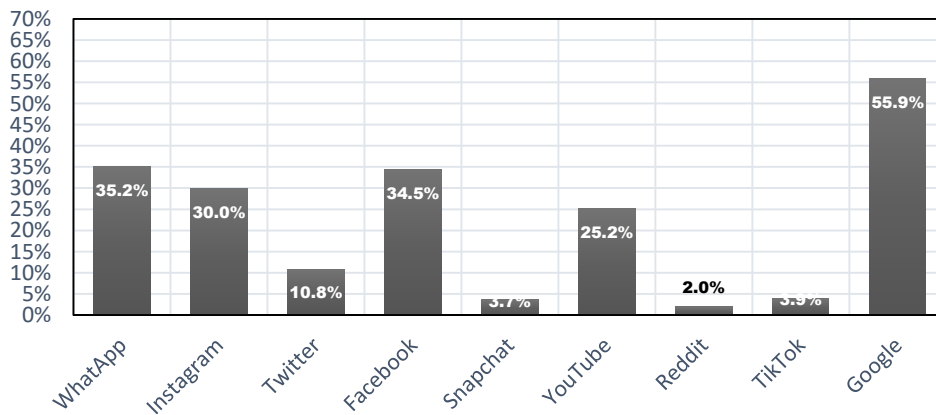
Table 3 shows that 42.7% of the participants obtained a Bachelor of Arts degree or a four-year degree. Approximately 22% of the participants possessed a high school diploma or lower level of education. According to the research findings, a significant proportion of the participants possess a high level of education and knowledge.

Table 4. How first heard information about COVID-19?

Tools	Valid Percent
Social Media	49.7
TV News	24.0
Online News	13.1
Radio	0.4
Friend	2.6
Family Member	2.7
At Work	5.0
Newspaper	2.5

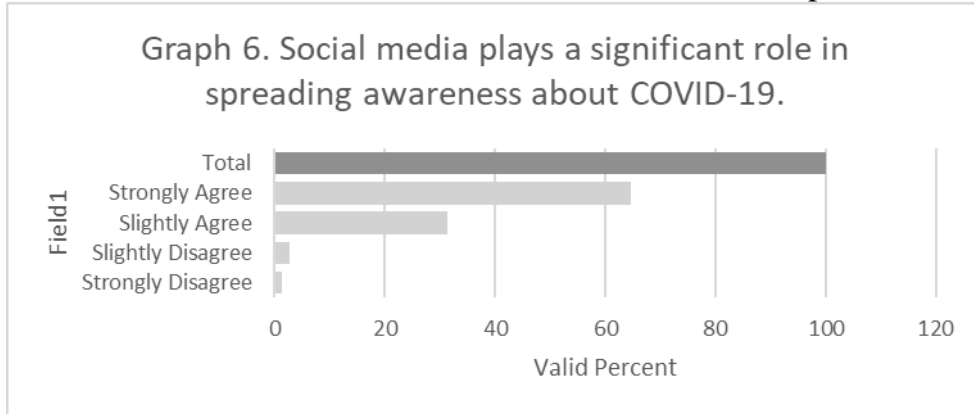
Table 4 presents how COVID-19 was initially brought to respondents' attention via social media, as reported in the survey. The study results reveal that approximately 50% of the participants were informed about COVID-19 through social media, indicating that social media was the primary source for obtaining information

about the virus. Furthermore, a notable proportion of individuals, precisely 24%, were informed about the COVID-19 pandemic through television, while 13.1% initially became aware of the outbreak through online news sources. Approximately 13% of individuals were initially informed about the existence of COVID-19 through means other than official channels.

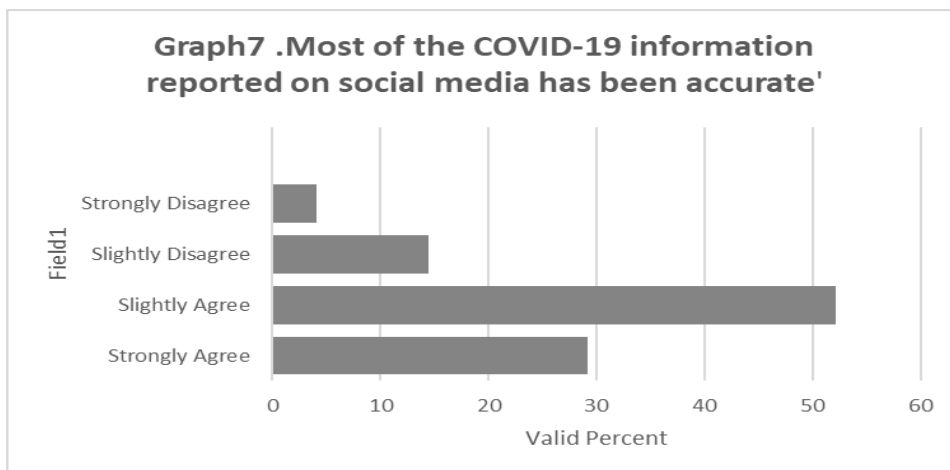


Graph 5 summarizes the social media platforms that are predominantly utilized for acquiring information regarding COVID-19. The findings suggest that a majority of individuals, approximately 56%, utilized Google as a means of obtaining information regarding COVID-19. Additionally, a significant proportion of participants, 35.2%, reported using WhatsApp for this purpose, while 34.5% relied on Facebook. Roughly one-third of respondents, or 30%, utilized Instagram, and 25.2% reported obtaining COVID-19-related information through YouTube. Approximately 10% of individuals utilize Twitter to acquire

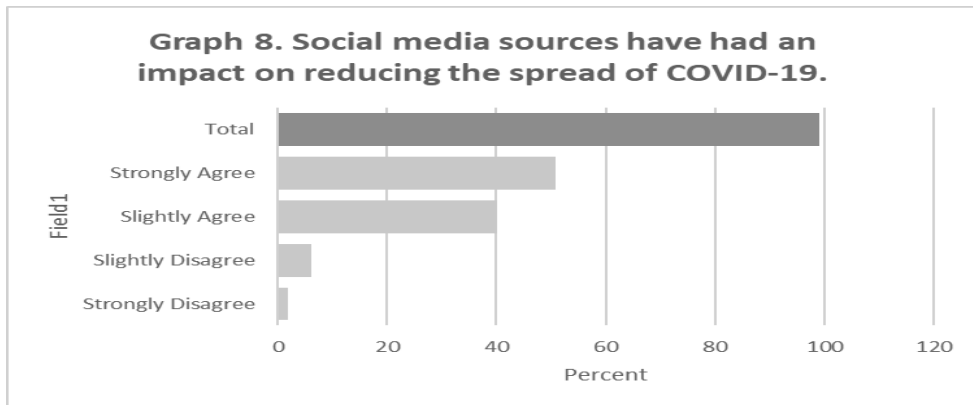
information about the Covid-19 pandemic.



Graph 6 illustrates the significant impact of Covid-19 in disseminating awareness, revealing that over 60% of respondents express a strong agreement regarding the role of social media. This outcome is indicative of the beneficial effects of utilizing social media during a pandemic, as it possesses the potential to reach and influence individuals effectively. Furthermore, 31.3% of respondents expressed a slight agreement regarding the efficacy of social media. Nevertheless, a minority of 1% of the participants hold a robust opposing view that social media does not play a significant role in disseminating information, and a small proportion of them believe that it has a negligible impact.

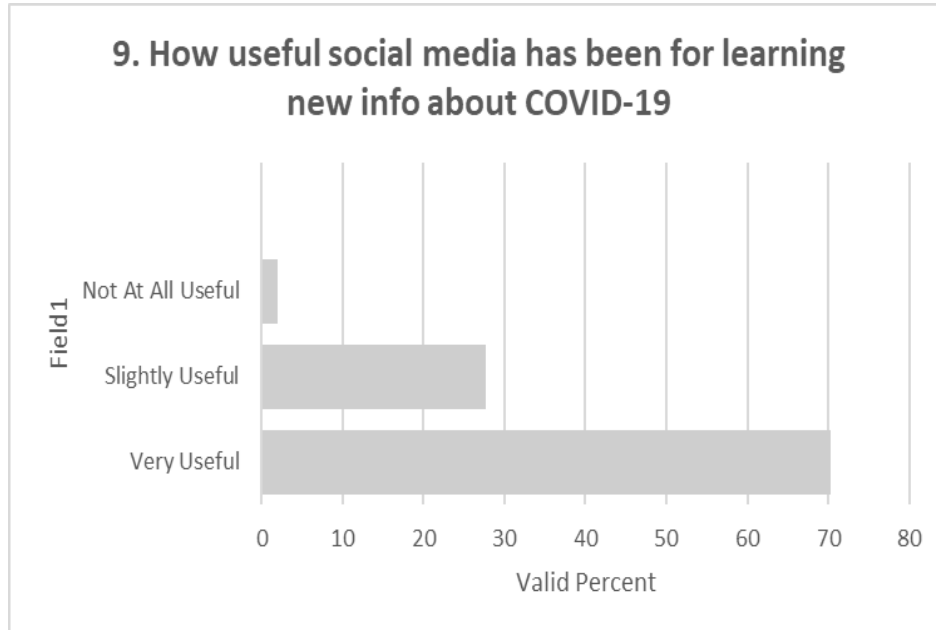


Graph 7 depicts the precision of COVID-19 data disseminated through social media and discloses a considerable proportion. The fact that a significant proportion of individuals exhibit trust in the reliability of social media content is a positive development, as evidenced by the observation that 81.5% of respondents express only a minor degree of disagreement regarding its veracity. A significant proportion of the participants, precisely 29.2%, agreed that the information disseminated through social media platforms is accurate. In contrast, a minority of 4% strongly disagree, which can be attributed to various factors.

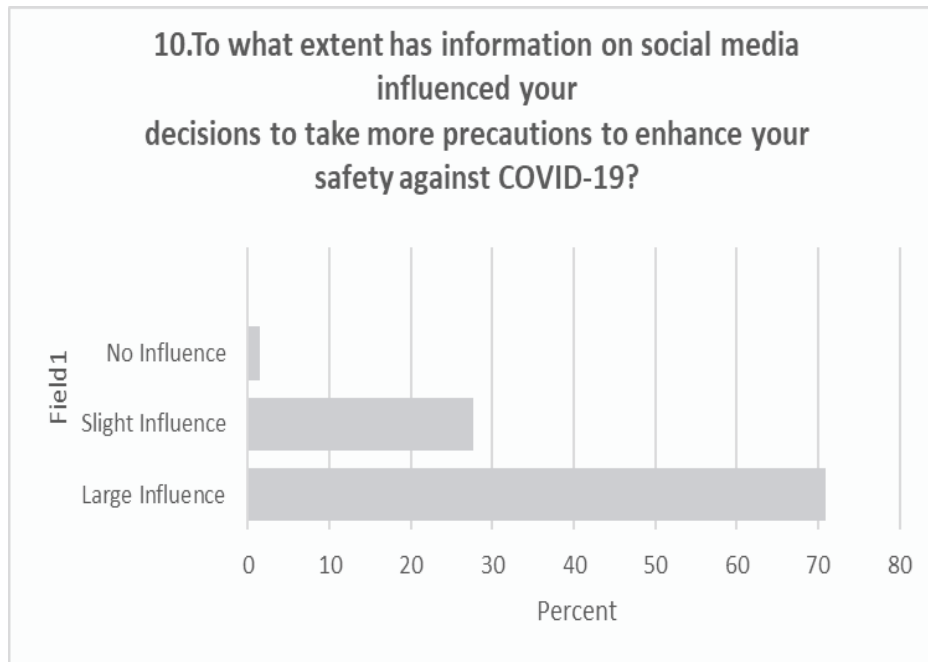


Graph 8. social media sources have had an impact on reducing the spread of COVID-19.

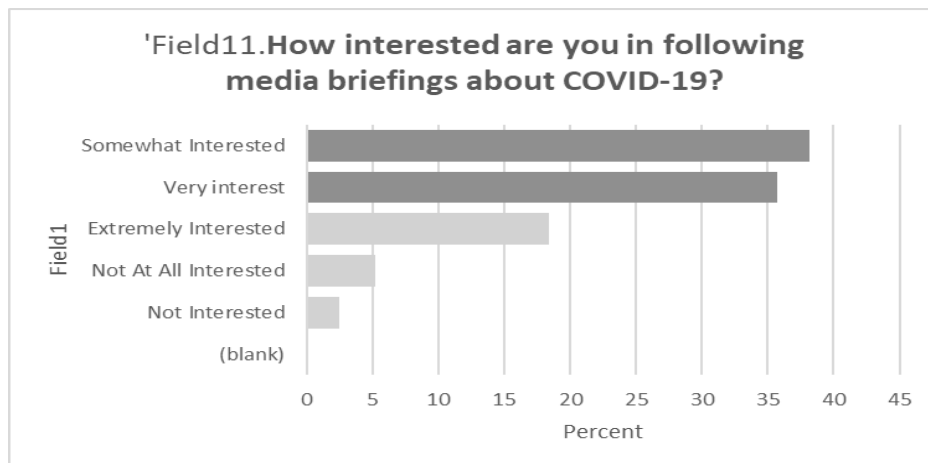
According to Graph 8, the highest percentage of individuals who hold a slightly agreeable stance towards the effectiveness of social media in mitigating the spread of Covid-19 is 91.8%. This statistic suggests that individuals utilize social media platforms to acquire information, educate themselves on the pandemic, and adhere to preventative measures to avoid contracting the virus. However, a majority of, 89% of the participants disagreed slightly with the notion of reducing the impact of the pandemic. A resemblance exists in the count of individuals with a mild and intense opposing viewpoint towards mitigating the pandemic.



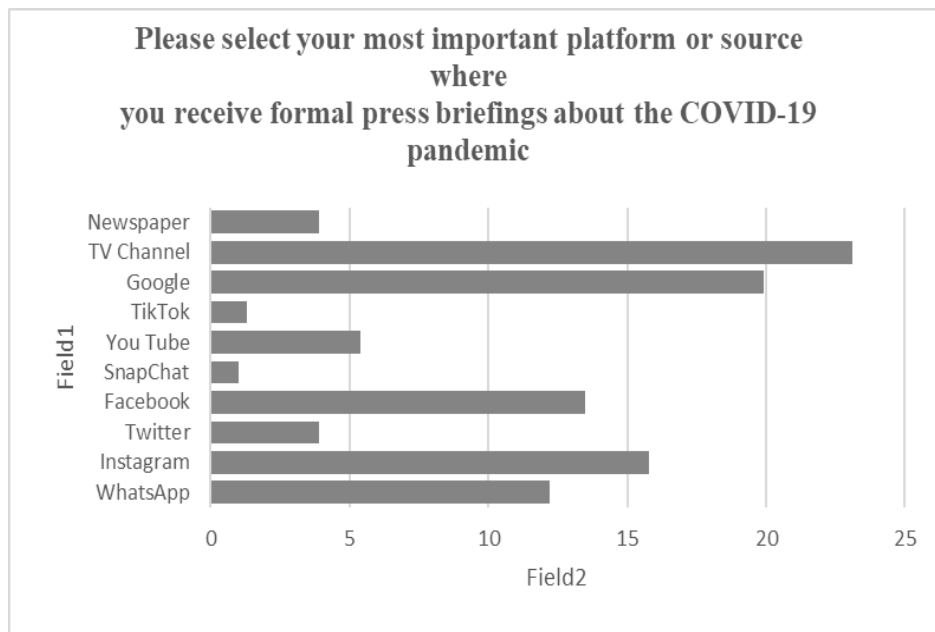
According to the data presented in Graph 9, a majority of the participants, approximately 70%, concur that social media platforms provide them with practical and valuable information about Covid-19. This outcome highlights the practical aspects of utilizing social media for various purposes, including but not limited to staying informed, raising awareness, and acquiring new knowledge. However, around 5% of participants illustrate that social media is not valuable for learning new news about Covid 19.



The graph depicted in Figure 10 demonstrates that most participants, precisely 72%, were significantly influenced by social media in their decision-making process regarding COVID-19. This underscores the importance of social media as a platform for disseminating information related to the pandemic. However, a proportion of 1.5% remained unaffected by it.



According to garaph11 that media briefings pertaining to Covid-19 disseminate comprehensive information and guidelines concerning the pandemic, and over 35% of participants exhibit a keen interest in adhering to the briefings, with a notable similarity observed between those who are "very interested" and those who are "somewhat interested." Approximately 3.0% of individuals exhibit a lack of interest in media briefings. The dissemination of news is significantly facilitated by media briefings.



Graph 12 presents around 23% responses that receiving formal media briefing through TV channels, this is great indicator, as the participants are still following the news and media campaigns on TV channels. Furthermore, it was found that 19% of the participants exhibit a preference for utilizing Google as a means of obtaining formal press briefings. However, Tik TOK, snap chat and Twitter platforms show a low percentage in receiving press briefings. As a result, there is a conflict between the use of old media and new media, as individuals are still using old media to follow media campaigns, and they are also many individuals follow

new media to receive media campaigns through some platforms and websites.

Impact of Ministry of Health & Prevention Press Briefings

Table 12 Have you ever received information from a press briefing through social media

COVID-19 which was sponsored by the Ministry of Health and Prevention?

Have you ever received information from a press briefing through social media about COVID-19 which was sponsored by the Ministry of Health and Prevention?		Valid Percent
Valid	Yes	69
	No	14.8
	Don't Know	16.2
	Total	100

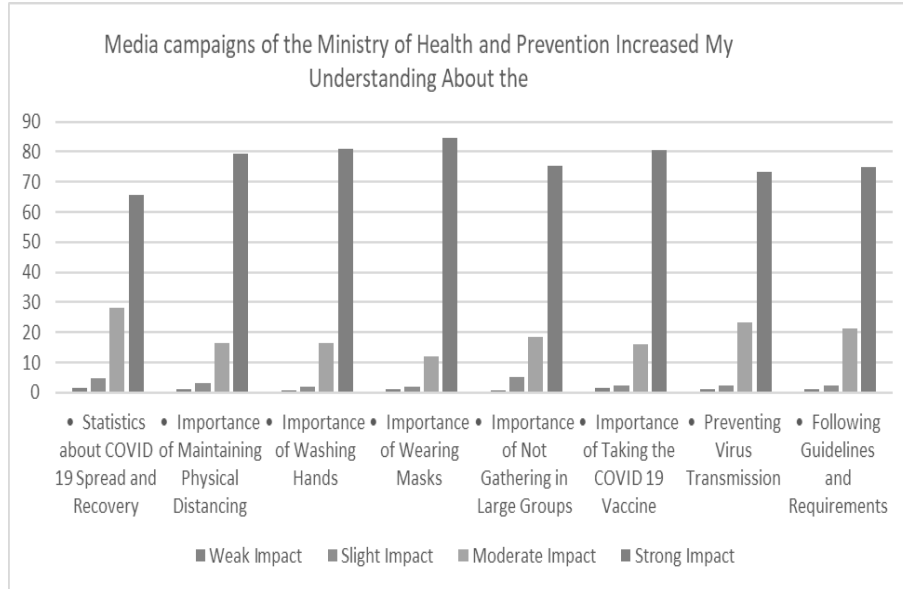
Health depicts the proportion of individuals who received information from the Ministry of Health and Prevention briefings via social media. A significant majority of 69% responded affirmatively, indicating the Ministry's substantial contribution towards disseminating awareness in the community through press briefings. Conversely, 14% of respondents provided a negative response.

Table 13. In your opinion, have the social media campaigns of the Ministry of Health and Prevention helped you to increase your knowledge and understanding about COVID-19?

Table 13. In your opinion, have the social media campaigns of the Ministry of Health and Prevention helped you to increase your knowledge and understanding about COVID-19?		Valid Percent
Valid	Yes	95
	No	1.1
	Don't Know	3.9

Table 13 displays the results of a study indicating that the social media campaigns implemented by the Ministry of Health and Prevention have a noteworthy impact on enhancing knowledge. The data reveals that 95% of participants surveyed agreed with this

assertion. Merely 1% of individuals hold a dissenting view that media campaigns are ineffective in disseminating information to the masses.



Media campaigns have a substantial impact on educating and disseminating information to the general public amidst the Covid-19 pandemic. Graph 14 illustrates the significance of media campaigns in enhancing public awareness regarding Covid-19. The majority of respondents express a strong agreement with the effectiveness of the campaign in emphasizing the significance of adhering to preventive measures such as maintaining physical distancing, hand hygiene, wearing masks, and limiting social gatherings to a small group. shows the importance of taking vaccines to be safe and healthy. According to the data presented in the table, a significant proportion of participants (80.4%) reported that taking vaccines had a strong impact on increasing their understanding. A minority of participants, specifically 1.4%, exhibit a limited influence on their comprehension of vaccine administration. As a result, the study indicates that the role of the Ministry of Health prevention has effectively affected the

dissemination of awareness of the Corona virus, and that the majority of the participants follow the Ministry's progress in social networks.

Table 15. In your opinion, have the social media campaigns of the Ministry of Health and Prevention helped you to increase your knowledge and understanding.

In your opinion, have the social media campaigns of the Ministry of Health and Prevention helped you to increase your knowledge and understanding about COVID-19?		Total
valid	Yes	680 95.0%
	No	8 1.1%
	Don't Know	28 3.9%

The study revealed that the social media campaigns initiated by the Ministry of Health and Prevention have contributed significantly to enhancing awareness and comprehension of COVID-19. Approximately 95% of the participants expressed their confidence in the reliability of the information disseminated through these campaigns, which has facilitated their understanding of the disease.

Discussion

The findings suggest that the Ministry of Health's social media initiatives have contributed to a 95% increase in knowledge and comprehension of COVID-19 in the UAE. This may indicate that the Ministry of Health and Prevention has effectively disseminated information and raised awareness through social media platforms. Our findings indicate that the Ministry of Health and Prevention (MoHAP) and the Crisis and Disasters Management Authority employed distinct communication objectives and strategies in response to the pandemic based on their respective risk management approaches. The given situation yielded a high degree of success. The Ministry of Health and Prevention's media campaigns follow the general public's guidelines and requirements.

According to Sallam et al. (2021), Continual exposure to health-related information in the news and on social media could also influence individuals' attitudes and actions, impacting their decisions regarding vaccination (Vaccines, 9(1), 1-16)."

Furthermore, the efficacy of media-based health campaigns to enhance public awareness and comprehension of the significance of receiving the COVID-19 vaccine is estimated to be 80%. Twitter has emerged as a prominent and efficacious platform for enhancing health literacy and disseminating health-related information.

The findings indicate that a substantial proportion of individuals, precisely 23%, rely on TV channels as a primary source to obtain formal press briefings regarding the COVID-19 pandemic. In contrast, a mere 3% of individuals resort to the Twitter platform for this purpose, which contradicts the Farmer and Holt studies. The research findings indicate a notable degree of awareness regarding Covid-19 guidelines among the populace of the United Arab Emirates, with an estimated 75% of respondents citing social media as their primary information source. Numerous online platforms have played a pivotal role in disseminating vital information and guiding users and adherents on precautionary measures against the virus. These measures include maintaining physical distancing, wearing face masks, and practising regular hand hygiene through handwashing and sanitization routines. The extensive distribution of information has significantly promoted a broad comprehension of preventative measures within the community.

Conclusion

The research underscores the importance of the influence that social media has exerted in promoting awareness of the ailment within the confines of the United Arab Emirates (UAE). As per the findings of the research, a significant proportion of the populace in the United Arab Emirates possessed the means to obtain and exhibited a keen interest in augmenting their knowledge regarding medical information via diverse social media channels. Media briefings played a significant role in disseminating instructions and

procedural information, thereby exerting a considerable influence on public health. The findings of the analysis indicate that additional research is required to determine a viable platform for the medical sector in the United Arab Emirates. The present study has the potential to enhance the comprehension of public health officials and emergency communicators regarding the most effective social media platforms and strategies to advance public health objectives and enhance crisis communication.

Nevertheless, it is crucial to acknowledge the constraints of this investigation. A plausible issue that could arise is the reluctance of specific specialists affiliated with the Ministry of Health and Prevention or the Crisis Authority to engage in interviews due to the atypicality of the epidemic. This has the potential to limit the scope and comprehensiveness of insights obtained from crucial stakeholders. Subsequent research endeavors could potentially investigate alternative methodologies for surmounting this constraint and guaranteeing a comprehensive understanding of the subject matter. The conclusion of the study acknowledges the limitations and caveats, while also reiterating the findings and advocating for further investigation.

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