

# Working in the Era of Covid-19 Pandemic: Measuring the Effects of COVID-19 on Media Professionals

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## ABSTRACT

In the end of second decade of 21<sup>st</sup> century, people of the world have faced a new challenge of pandemic named coronavirus. The start of the disease was China but soon this disease captured the whole world as a wild fire. The spread of this disease affected every field of life and caused strict lockdown in the world for many months even now the fear of the coronavirus exists in every state of the world. Where this disease affected other fields, there, this pandemic also affected media organizations that are only source of information and knowledge for the masses. The aim of the current research study was to know about the effects of Covid-19 on media professional who are working round the clock and informing public. Using the method of survey, researchers collected data from media professionals about their job during pandemic days using self-designed questionnaire. Findings of the study was exposed that media professionals preformed their duties during pandemic days and study concluded that media professionals perform their duties as per routine. Study suggested that media organizations should take it seriously to facilitate their employees to become safe their employees from this dangerous disease of Covid-19.

**Keywords:** Covid-19, Media Professionals, Effects.

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## Introduction

Media considered as forth pillar of the state which has such a great role to maintain the good image of the state at any type of good or bad situations. Media has power to control any type of critical situations due to which media sets agendas to change the mindset of public. In the recent time the whole world faced such a critical situation in the form of Coronavirus which affected every organization and market. Media organizations and media professionals faced such a bad situation in the recent times.

Spread of advancement speculation assessment how the social people embrace the new creative contemplations and how they made the decision towards it. Both wide interchanges and social correspondence direct is related with the dispersal cycle. Human resources are extremely important to the hypothesis (Maciaszek *et al.*, 2020). According to the idea, advancements should be widely adopted in order to achieve improvement and sustainability. All things considered, the adaptability of the way of life played an important role wherever the hypothesis was applied. The examination expected to think about psychopathological articulations during the coronavirus pandemic, as pronounced on spring eleventh 2020 by the World Wellbeing Association (WWA), concerning which institutional factors may recognize the effect of coronavirus in clinical and non-clinical experts. A cross-sectional examination was

performed cross country between sixteenth walk and the 26th April 2020 in Poland. An aggregate of 2039 respondents addressing all medical care suppliers (59.8%) just as different experts filled in the socio demographic area, the overall wellbeing survey 28 and the creator's poll with questions identified with openness to extreme intense respiratory disorder disease, the accessibility of defensive measures, isolate, change of working hours and work environment during the pandemic, just as emotions related with the condition of the pandemic.

Covid has harmed ordinary people's lives and is blocking the economy as a whole. This pandemic has afflicted people from many walks of life, who have been weakened or killed as a result of the disease's spread (Haleem et al., 2020). Fever, cold, hack, bone pain, and breathing problems are the most common symptoms of this viral infection, which can lead to pneumonia in the long term. Antibodies are not yet available for this virus, which affects people in a surprising way. From now on, the emphasis will be on leaving nothing to chance, such as a wide display of neatness (e.g., consistently washing hands, avoiding very close participation, etc. ), social eliminating, and wearing of covers, among other things. This pollution is rapidly spreading over the globe. Countries are banning individuals from getting together in order to disseminate the word and release the emotional shackles. Various governments are isolating their populations and enacting stringent detachments in order to stem the spread of this highly contagious disease.

Covid has had a significant impact on our daily lives, relationships, global trade, and advancements in a short period of time. Because the disease spreads quickly from one person to another, early identification of the sickness is essential for controlling the spread of contamination. The majority of countries have put a stop to the gathering of the objects. This disease has gigantic bang on effects on the step by step life of occupants, similarly as about the overall economy.

### ***History of Covid-19***

In early December 2019, Li Wenliang, a doctor from Wuhan, an enormous metropolitan zone in China's Hubei territory, revealed in a gathering visit that he had seen a progression of patients with symptoms of a serious intense respiratory disorder or SARS-like illness, which was reported to the WHO Country Office in China on December 31, 2019. The genome of the illness was given by Chinese researchers on January 12, and the World Health Organization (WHO) invited a group in Berlin to use the data to produce a symptomatic test to differentiate dynamic contamination, which was developed and shared four days later (Lango, 2020). The WHO declared the flare-up a Global Concern General Wellbeing Crisis on January 30, 2020. (PHEIC) In mid-February 2020, the first case of the sickness in the United States was confirmed due to nearby individual to individual dissemination. WHO declared COVID19 a pandemic on Walk 11?

### ***Statement of Problem***

Media is playing a better role in our society because of his contents. Media front liners suffered badly during corona outbreak. The role of journalist is, to aware, inform and educate the people through media which was so difficult in such emergency. Hence in this study the researchers tried to explore the effects of CIVID-19 on the media professionals during doing their job.

### ***Significance of the Study***

This study will explore the role of media professionals during corona pandemic. During their duty they faced many issues and barriers. In such emergency they continued their efforts to inform and educate the people to control the spreading of coronavirus.

### ***Objective of the Study***

The aim of this study was to find out the role of media organizations that how media professionals utilize media to fulfill needs of the public. This study was also designed to dig out the role of a journalist during

emergency situation. During corona outbreak media continued their struggle aware the public to control pandemic.

## **Literature review**

The Coronavirus pandemic has significantly affected maternity care arrangement around the world. Studies dependent on displaying assessed huge round about impacts of the pandemic on administrations and wellbeing results. The goal of this examination was to tentatively report encounters of bleeding edge maternal and infant medical care suppliers.

They led a worldwide, cross-sectional investigation of maternal and infant wellbeing experts by means of an online review scattered through expert organizations and web-based media in 12 dialects. Data was gathered between 24 Walk and 10 April 2020 on respondents' experience, readiness for and reaction to Coronavirus and their experience during the pandemic. A discretionary module looked for data on transformations to 17 consideration measures. Semaan, Audet, Huysmans, Afolabi, Assarag, Banke-Thomas & Benova, (2020). Clear measurements and subjective topical examination were utilized to dissect reactions, disaggregating by low-pay and center pay nations (LMICs) and top-level salary nations (HICs).

Results we examined reactions from 714 maternal and infant wellbeing experts. Just 33% got preparing on Coronavirus from their wellbeing office and essentially completely looked for data themselves. A big part of respondents in LMICs got refreshed rules for care arrangement contrasted and 82% in HICs. In general, 47% of members in LMICs and 69% in HICs felt for the most part or totally learned in how to really focus on Coronavirus maternity patients. Office level reactions to Coronavirus (signage, screening, testing and seclusion rooms) were more normal in HICs than LMICs. Worldwide, 90% of respondents detailed to some degree or significantly more elevated levels of pressure. There was a boundless view of diminished utilization of routine maternity care administrations, and of change in consideration measures, some of which were not proof based practices.

As each country on the planet battles with the continuous Coronavirus pandemic. It is fundamental that whatever number individuals as could be expected under the circumstances comprehend the pestilence control, disposal and avoidance systems needed to handle it. Streamlined number crunching models of Coronavirus transmission, control and disposal are introduced in easy to use Sparkly and Dominate designs that permit non-experts to investigate, question, scrutinize and comprehend the regulation choices confronting their country and the world on the loose. Killeen, & Kiware, (2020). Albeit the prescient model is extensively appropriate, the reenactments introduced depend on boundary esteems illustrative of the Unified Republic of Tanzania, which is still early enough in its scourge cycle and reaction to turn away a public fiasco. The three successive objectives that each country needs to unequivocally embrace are contain, dispose of and bar. As of late accentuated by the World Wellbeing Association, achievement will require boundless authentic public solidarity and remarkable worldwide fortitude.

The episode of Coronavirus pandemic has affected all areas of life. Notwithstanding financial plunge, one significant effect of worldwide pandemic is the ascent of 'infodemic' and 'disinfodemic', which really makes challenge for people in general to get to dependable data when they require it. News media assumes a vital part in such unpleasant circumstances by giving opportunity and exact data about the pandemic. Jamil, & Appiah-Adjei, (2020). In any case, when the news check and gatekeeping is feeble, spread of bogus data inside the infodemic can bring about the poisonous disinfodemic of disinformation and falsehood. Recognize that writers, particularly in controlled conditions (like Pakistan), can battle infodemic and disinfodemic about the pandemic when their security and openness to required data are ensured, and when they are not inclined to assorted difficulties. Thusly, drawing on Reese's pecking order of impacts model, this examination looks to investigate the different degrees of impacts that sway on the Pakistani columnists' detailing and their capacity to manage the difficulties of infodemic and disinfodemic in the midst of Coronavirus pandemic. In addition, this examination utilizes subjective technique for top

to bottom meetings (on the web) and utilizes topical investigation to address the investigation's discoveries.

The SARS-CoV-2 virus, which causes Coronavirus disease, triggered the most significant change on the planet in the previous century, destabilising the global economy and financial securities exchanges, as well as the global economy, social events, business, risk, monetary administration, and monetary business sectors, among others. Coronavirus has created unprecedented vulnerability and has had a significant impact on the travel industry, travel, neighbourliness, supply chains, utilisation, creation, tasks, valuations, security, monetary pressure, and costs, all other factors being equal, including petroleum derivatives and sustainable energy sources. Chang, McAleer, & Wong, (2020). This Article presents an Uncommon Issue of the Diary of Danger and Monetary Administration (JRFM) on the "Danger and Monetary Administration of Coronavirus in Business, Financial matters and Money". This Exceptional Issue will pull in commonsense, cutting edge uses of arithmetic, likelihood and measurable procedures on the theme, including observational applications. This paper explores significant issues that have been talked about in the travel industry, worldwide wellbeing security and danger the board in business just as the social and clinical sciences.

The wellbeing emergency of the COVID-19 episode worldwide affects humankind and the economy. Ling, Hoh, Ho, & Mee, (2020). Such pandemic impacts likewise impact human conduct, issues of frenzy purchasing (overbuying) and resistance with government orders and law among people are obvious, Be that as it may, the basic comprehension of such behaviors due to the pandemic remaining parts muddled. Consequently, this viewpoint paper embraces the social situation hypothesis and micro economic ideas to investigate and clarify the impacts of Coronavirus on social conduct responses. It attempts to address the questions of what and why behaviors of people shown during the coronavirus pandemic.

## **Research Methodology**

In this study, the quantitative technique was used to explore the respondents' feelings and attitudes. Singh, & Bajpai, (2007) explained the method of the survey as, "An attempt to look for the status of the phenomenon examined by the researcher. Kumar (2019) defined research methodology as for conducting study the technique used by the researcher is known as research methodology. Research Methodology is basically a process used by the researchers for solution of the problem.

## ***Population***

The population of this study was media professionals, because during corona outbreak they fought with her life and keep their work with full enthusiasm and spirit. This study explored the effects of COVID-19 on media professionals. Parahoo (1997) elaborate the term Population as "the totality of units from which the data to be collected".

## ***Sampling***

Researchers used random sampling for this study. From 100 media Professionals' data were collected which included reporters, freelancers, correspondents and editors which continued their duty to inform aware and educate the masses during such an emergency situation. Fink (2003) defining the term sampling as "a subset of population from which the data to be collected".

## ***Tool for Data collection***

Data Collection procedures was characterized by Gillham, (2008) as, "A strategy utilized for the aggregation of information by the analyst about a specific circumstance or marvels is called as information assortment method" Specialist configuration coding sheet to gather information. In this study the researcher designed questionnaire to gather data on the mentioned concepts.

## Data analysis

Data analysis permits to determine the issues. Researchers utilized SPSS (Statistical package for social sciences) of version 21. To affirm objectivity in the consequences of the analysis, the dispersion of information was done in frequencies and tables.

Table 1: *Demographic Characteristics*

Sr. No	Demographic Characteristics	Description of Characteristics	F	%
1	Gender	Male	87	87.0
		Female	13	13.0
	<b>Total</b>		<b>100</b>	<b>100.0</b>
2	Affiliation	Print Media	46	46.0
		Electronic Media	31	31.0
		Social Media	23	23.0
	<b>Total</b>		<b>100</b>	<b>100.0</b>
3	Experience	1-5 Years	25	25.0
		6-10 Years	47	47.0
		More than 10 Years	28	28.0
	<b>Total</b>		<b>100</b>	<b>100.0</b>

*N=100*

Table 1 shows the demographis statistics of repondents. From the selected sample of 100 respondents, 87 were male and 13 were female from which data was collected. Furthermore, 46 were affiliated with print media, 31 were affiliated with electronic media and 23 were affiliated with social media.

Table 2: *Descriptive Statistics*

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	100	1	2	1.13	.338
Affiliation	100	1	3	1.77	.802
Experience	100	1	3	2.03	.731
Type of work during Covid-19	100	1	2	1.76	.429
SOP's During Covid-19	100	1	4	2.93	.967
How many hours you worked during Covid-19?	100	1	3	2.03	.594
Your organization provided your safety kit?	100	1	3	1.90	.689
Govt. provided you safety kit?	100	1	3	2.07	.477
Your organization paid salary on time during covid-19	100	1	2	1.84	.368
Which type of issues faced mostly during Covid-19?	100	1	4	2.27	.874

During filed work, your organization facilitate you?	100	1	3	1.98	.752
Valid N (listwise)	100				

***N=100***

Table 2 shows the descriptive statistics of questions that were asked to the respondents. The table shows total number of respondents, minimum, maximum, mean and std. deviation of each question from the sample of n=100 respondents i.e., professional journalists working in print and electronic media.

Table 3: *Correlations among variables*

	1	2	3	4	5	6	7	8	9	10	11
Gender	1										
Affiliation	.596**	1									
Experience	.515**	.839**	1								
Type of work during Covid-19	-.688**	-.455**	-.299**	1							
SOP's During Covid-19	.430**	.774**	.932**	-.114	1						
Hours you worked during Covid-19?	.635**	.757**	.812**	-.368**	.831**	1					
Organization provided your safety kit?	.620**	.835**	.888**	-.424**	.854**	.871**	1				
Govt. provided you safety kit?	.758**	.650**	.660**	-.312**	.690**	.813**	.729**	1			
Organization paid salary on time	.169	.421**	.618**	.202*	.762**	.761**	.573**	.524**	1		
Issues faced mostly during Covid-19?	.529**	.824**	.872**	-.256*	.871**	.782**	.833**	.657**	.637**	1	
During field work, your organization facilitate you?	.527**	.863**	.957**	-.328**	.901**	.793**	.932**	.652**	.572**	.853**	1

\*<0.05 (2-tailed), \*\*<0.01 (2-tailed)

The table 3 shows the correlation among the variables. The result shows that almost all the variables have strong correlations among each other. However, some of the relationship shows positive correlation, while other shows negative correlation among the variables.

Table 4: ANOVA significance among groups

		Sum of Squares	Df	Mean Square	F	Sig.
Type of work during Covid-19	Between Groups	8.631	1	8.631	88.022	.000
	Within Groups	9.609	98	.098		
	Total	18.240	99			
SOP's During Covid-19	Between Groups	17.108	1	17.108	22.235	.000
	Within Groups	75.402	98	.769		
	Total	92.510	99			
How many hours you worked during Covid-19?	Between Groups	14.059	1	14.059	66.081	.000
	Within Groups	20.851	98	.213		
	Total	34.910	99			
Your organization provided your safety kit?	Between Groups	18.080	1	18.080	61.269	.000
	Within Groups	28.920	98	.295		
	Total	47.000	99			
Govt. provided you safety kit?	Between Groups	12.924	1	12.924	132.120	.000
	Within Groups	9.586	98	.098		
	Total	22.510	99			
Your organization paid salary on time during covid-19	Between Groups	.383	1	.383	2.871	.093
	Within Groups	13.057	98	.133		
	Total	13.440	99			
Which type of issues faced mostly during Covid-19?	Between Groups	21.215	1	21.215	38.151	.000
	Within Groups	54.495	98	.556		
	Total	75.710	99			
During filed work, your organization facilitate you?	Between Groups	15.546	1	15.546	37.698	.000
	Within Groups	40.414	98	.412		
	Total	55.960	99			

Table 4 shows the result among groups of respondents i.e., male and female. The table shows significance among groups in all the questions except in the question about salary timing.

## Discussion

Semaan *et al.*, (2020) it is fundamental that whatever number individuals as could be expected under the circumstances comprehend the pestilence control, disposal and avoidance systems needed to handle it. Killeen & Kiware, (2020) the episode of Coronavirus pandemic has affected all areas of life. Jamil, &

Appiah-Adjei, (2020) The SARS-CoV-2 virus, which causes Coronavirus disease, triggered the most significant change on the planet in the previous century, destabilising the global economy and financial securities exchanges, as well as the global economy, social events, business, risk, monetary administration, and monetary business sectors, among others. Coronavirus has created unprecedented vulnerability and has had a significant impact on the travel industry, travel, neighbourliness, supply chains, utilisation, creation, tasks, valuations, security, monetary pressure, and costs, all other factors being equal, including petroleum derivatives and sustainable energy sources. Chang, McAleer, & Wong, (2020) talked about in the travel industry, worldwide wellbeing security and danger the board in business just as the social and clinical sciences. Ling, Hoh, Ho, & Mee, (2020) such pandemic impacts likewise impact human conduct, issues of frenzy purchasing people's resistance to government instructions and laws (overbuying) is evident. It tries to answer the questions of what happened and why people acted the way they did during the coronavirus pandemic. The study explored that COVID-19 effected media professionals while performing their duty in such a critical situation. This study also revealed that all of the respondents/media professionals maintained their work and faced many issues and barriers like health and transport issue. According to the results majority of the working journalists said that their organization did not paid them on time. The study also explored that most of the respondents facilitated by their organizations only a little while some of them were facilitated not at all.

## **Conclusion**

On the bases of gathered data we have founded that corona outbreak effected media industry badly. Majority of journalists faced many issues to perform their duty like health issue and transport issue in such emergency situations they keep inform aware and educate the masses. It is also concluded that all of the responded journalists performed their duty during COVID in which majority of them were affiliated with broadcast and online media while the ratio of print media was less than broadcast and social media. It is concluded that average of journalists didn't get their salary/payment from their organization. It is also concluded that average of respondents/ working journalists/media professionals were supported by government other institutions to perform their duty. It has been also concluded that most of the media professionals performed their duty more than 5hrs per day in such emergency.

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Authors have no conflict of interest.

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