

# Chapter 16

## Effectiveness of Visuals in Learning Social Media Awareness During the Pandemic

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### **ABSTRACT**

*The study aimed to identify whether social media visual advertisements can engage and influence individuals during the pandemic period. Further, it also aims to identify the important factor influencing an individual in social media visual advertisements in the awareness campaign. From the results obtained through analysis, it can be interpreted that most of them agree and strongly agree that visual advertisements in social media influence them to engage some of their time perceiving the content. Further from the mean score, it can be well interpreted that most agree and strongly agree that visual advertisements in social media influence their decision. Also, it was found that quotes, timing of advertisements, picture presentations, and celebrities are the most influencing factor in visual advertisements in the awareness campaign.*

### **INTRODUCTION**

At the end of the year 2019, Coronavirus got distributed globally; Wuhan, China, is the only place where you could find the first place to have it, and later on, it was everywhere. In initial reports, Measles is typically reported as one of the deadliest respiratory illnesses, though it typically moves from one individual to another quickly. Gradually, within weeks and months, it was obvious to all it was something not clear but surely a great threat to humanity. The equal danger was for the health sector as it is carried over from any area of existence. Until now, in 2022. One or other type of COVID variant is being reported from all parts of the world. The pieces of information about some kind of vaccine that has improved the

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situation have caused further issues, and this pressure was felt on the global healthcare system. Lack of clarity on COVID, its symptoms, its strength, its variants, and possible treatments added to the problem. At one stage world, powers and countries had to accept and announce that it was a pandemic and the world was not ready for this; precautions were the best possible solution at the time. A large population of the world is people who aren't aware of the seriousness and severity of the problem and are unaware of any useful facts about it. Here, in this regard, the objective is to identify the potential of visuals to spread customer knowledge and how effective these adverts are.

A researcher has used an online survey to obtain data from 456 samples of people, which has been subsequently analyzed concerning collecting information on 408. Data were randomly obtained from participants on the internet using a quick, free-response online questionnaire. During the period between May 2019 and January 2020, the data was obtained. It was seen that digital media is responsible for two factors: "Information Sharing" and "Health Care in the Digital" are essential in getting Covid-19 attendees to know about the topics. Therefore, the conclusions from this study were confirmed by all the results that showed the importance of digital media and social media during the healthcare crisis and the success and efficacy of other research on that mentioned. Thus, the researchers concluded that further analyses of Covid-19's social media audiovisual communication impact on public consciousness should be done, as these results make clear the crisis of how social media was effective.

People on social media use many media, emphasizing images, text, and geographic details. For government organizations, it is a faster medium for sharing information about social development schemes. For corporations, the information could be used to shape their management practices; for politicians, it may be useful in tracking public sentiment; and for public bodies, it could be used to understand the spread of illness or respond to natural disasters. Some researchers see social networking as a window into the collective mind. Many benefits come from utilizing social networks; however, there are certain difficulties with using data from social networks. This medium has a large potential and is normally transmitted in radio waves. The data is often multidimensional, with varying quality, and highly context-dependent.

Regarding social networking, communication patterns are rapidly occurring in various forms. There are several developed disciplines, such as artificial intelligence and data analysis, for processing and understanding such large, complicated data. A machine intelligence technique for discovery method that looks for identifiable patterns in data that can be described algorithmically.

Users may work through interactive visualization to explore intriguing associations by mapping dynamic data to visual types. The sidebar on Social Media Visual Advertisements addresses the systems' core methodological properties. The use of visual advertisements on social network data exemplifies the numerous advantages of this integrated strategy. The abundance of social media info and the resources it provides to different stakeholders has ignited a lot of interest in visual advertising. There are two types of Univariate Analysis; visual advertisements in social media influence you to spend more time perceiving the material, and therefore, visual advertisements in social media influence decision-making. Multivariate analysis is another factor in visual advertising that influences an Awareness Campaign the most.

Instead of working through these challenges, the medical practitioners returned to conventional approaches. By the third month of the disease had emerged, millions of cases were recorded from across the whole regions of the planet, and it rapidly became a global catastrophe. Severe Acute Respiracirus has already surpassed its disease severity after significantly increased incidences of Severe Acute Respiratory Syndrome (SARS- CoV). To prevent the Coronavirus from spreading, as it is in Africa, the participating nations are looking into needed help and training requirements, along with assistance in the development of pharmaceutical research, to create greater healthcare capacities in those countries. The World Health

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