



Cover Page



## ZIKA VIRUS WORLDWIDE HEALTH COMMUNICATION THROUGH THE DIGITAL MEDIA: A SURVEY ANALYSIS

**Chekka. Nageswararao**

Research Scholar

Department of Journalism and Mass Communication

Acharya Nagarjuna University

Guntur, Andhra Pradesh, India

### Abstract

The beginning in 2016, the analysis of the world health organization acknowledgement to the zika virus. To discuss by means of spread out through social media communication networks platforms has created a significant challenge for the world health organization hierarchical model of report authority". Zika virus outbreak in the past, the media spread out through mobile phone and social media networks status away unseen data filtered the air tighter, helping make antipodal narratives conflicting the communication of authoritative health groups. That is vividly like the virus of zika media over the digital media bifocal how to distinct origin of report and social context of translation posture novel challenge of worldwide health communication.

**Keywords:** Social Reasons of Health, Viral Spread, Youtube, Whatsapp, Facebook.

### Introduction

In 1948 the establishment of the world health organization, various pictures are came that viewed the desire of the novel beginning to audience all over the world. "The Eternal Fight" is one of the movies, (WHO, 1948), to make a chance a theatrically and refined anecdote of mankind's loose achievement to success diseases many years. This fictional event concludes by the establishment of the world health organization as a effective stop in the growing war against infectious diseases on the globe. The opening a merger of animation films, action, melodrama, melodic count and growth comment dramatizes of the eternal fight the world wide peril stiff by hugely endemic diseases such as cholera and plague. Showing the vivid the global graph, the movie knowingly hints the leakage of diseases taken away undeveloped ability of the globe to the highest population city centers that promote community-rate pandemic. The promoting appearance of world transit in spread-out diseases and the appearance of the world information in stop our dissemination, "the eternal fight" vivid view of technology express globe in use of ability by the device of the current control and regulation. the movies' view of world health organization as the globe intramural direction and regulation main office moves a emphasis of generous condescendence mingled with authoritarian refining aim, furrify away kind of incoherent allegation of brotherhood, as the comment declare, the world of all human and faith will be supported by doctors from all human and states. The terrific progress of the earth faith agreement is novel birth.

The aural and visual explanation of the world health organization aim, "The Eternal Fight" apprehension the grouping hierarchical understanding on the health betterment and zika virus annihilation. Capable persons could gather, identify troubles, solve the explanations and appliance their ability in the cure disease. the disease about quick explosion, medical teams could be fast shipped to stop the dissemination of infections. Local people would gain from the capable persons awareness, built possible to other region, and the problem of health was disciplined capable persons could left. Streamline, ranked, unofficial knowledge of model spread in movie screen of world health organization and all organizations after 2nd war time. Similarly screen movies are ban structure of information would deliver stop airtight communication in one way to the receive public, the world health organization is gathered of medical capable persons who appoint health experts instruction and postpone to bad news all over the globe with no availability of talk, discuss or in always swap.

Doctrine and esthetics inserted in the movie of 'the eternal fight' enlighten historical specififness approach to medical betterment and medical information of after 2<sup>nd</sup> war time, spell further starring the transform from national to international medical structure for dreaming the progress of zika virus arbitration. (This volume Jean "paul Gaudilliere", world health organization, Brown et al.,) Aside differentiation sample to the present news spread by "world health organization" reaction of coming the of zika in 2016, the people could saw by means of development in every companion connect established on scattered social media information web such as digital floor has fabricated challenge for the world health organization proper, hierarchical perfect of dissemnational authority. Coming of disease in worldwide knowledge have a hugely imaged and social media exchange experience, pictured trough the two usual and new virus pictorials. Contrasted virus coming of the previous, peculiar virus digital networks exchange over the cell phones, through media webs milled unseen pictures and refine airtight such assisted generates unusual tales the conflicting information of authoritative medical groups. the study numerical analysis told of the virus outbreak have swap via offer 2nd global battle period up



Cover Page



to still, along with debate to far-flung approaching networks medical floor about virus information issue acceleration the novel concern regarding to interchange of individual worldwide virus analysis. The particular process of medical communication analysis generates novel shape of committee centre that orange chance for substitute aggregates to come out, also spell related to tenacity of express kinds of after 2<sup>nd</sup> world war virus theme development. The typical after utilize of visuals information to express examples the standard of the world health organization, “the eternal fight” movie taking the movement in the past of silver screen communication particularly increase from colloid films to worldwide disperse growth individual colloid photos. The caricature webs, "pan American health organization," "United Nations Children's Emergency Fund," and "World Health Organization," adopt aesthetic conversion media networks sites of present networks culture of health information.

Present analysis regarding media networks affinity all over the globe high point of the worldwide rate of this experience, enlightening the unequal circulation about analysis, during still display yearly direction noticing immovable development. In the beginning of 2018, world urbanization people are 7.593 billion, 55% in urbanization people individual cell phone use people 5.135 crore 68%, use of internet 4.021 crore 53%, current use of social media 3.196 crore 42%, current use of mobile social media 2.958 crore 39%. In the beginning of 2019, world urbanization people are 7.676 crore 56%, in urbanization people individual cell phone use people 5.112 crore 67%, use of internet 4.388 crore 57%, current use of social media 3.484 crore 45%, current use of mobile social media 3.256 crore 42%, In the beginning of 2020, world urbanization people are 7.75 crore 55%, individual cell phone use people 5.19 crore 67%, use of internet 4.54 crore 59%, current use of mobile social media 3.80 crore 49%. As a January 2021, world unique urbanization people are 7.83 crore 56.4%, individual cell phone use people 5.22 crore 66.6%, use of internet 4.66 crore 59%, current use of social media 4.20 crore 53.6%. (History and Political Economy “Kemp”, p.85.) Heaps of the global is through connected by hyperlinks internet cell phone gadgets such as continuous make cyberneted aisle and build set-up of hope as analysis more express to routine in our lovely hood, as well as communication of health analysis. Illustration of the region of Asia-pacific, only the biggest trade for wearable all over the globe, cell phone affinity is the percent of 102. (Carter, 'Digital in 2018', p.7.) It is no wonder use of internet the worldwide increase higher steadily overtake cell phones. The current telecommunication hurdles up the inactive connection and link information technology use of websites to create novel types of spread web of analysis, chain of mobility in their mobile, expel earlier paradigm of disease control of state supervision. The under-development countries and the developing countries, cell phone network build novel chance for supervisions disease all over cyber earlier connection were truancy of wired telecommunications infrastructures. (Wallis, 'et al, 'Integrating mHealth'.) Although the novel models impel analysis with many structure the power of corporate instance, that is moreover persist content to information and communication control of the state. Comparison under development countries charges and developed countries charges different in connection of internet, the largest of the globe is hear more than 100 percent cell phone connection. (Kemp, ' Digital 2018', pp.29,95.)

In abounding part of the globe, the minimum fifty percent of use social media by the people, that communicate is the type of dissemination is not under the control, neither irregular as a origin of visuals and narration about recent event, in addition to disease outbreaks. Kemp; "world Health Organization," ('Digital in 2018', p. 51, and 'Global Diffusion,' p. 127.) The greatest platform social media used all over the globe are twitter, weibo, sino, ozone tumblr, instagram, tencent QQ, wechat, facebook messenger, whatsapp, youtube, facebook. (Digital in 2018 “Kemp”,p.59.) As the global become growth digitally mediates, the most of users to on cell phones, media of social network enhance to the developed analysis. Further, the vast analysis of social media that the arising from causal use of daily lovely hood were to be joined another type social media analysis, and associate of purchase, banking, geography, communication, travel, and another types of visuals were utilize to build cyber net profile of utility take appearance the real mirror return to network platform. In extension, increasing popularity is wear wellness and health pursuer from huawei, garmine, xiaomi, apple, and fitbit (the top five wearable companies worldwide), are growth the immense health information user-generated. the address of Social Determinants of Health (SDOH) Keep the particular new information source help the public health-orientate have long debate by researchers suggest must expand biomedical constructs in sequence to websites the network include to SDOH, different directions happening of novel virus alternative almost defined pathophysiology of disease. (“policies and strategies”, “Dahlgren and Whitehead”.) the world health organization described conditions of SDOH in which born of people, work, growth, age and live. The force of wider set and shaping system the daily life of conditions. (Social Determinants of health, world health organization, not paginated) [p.1].

### Control of Zika Virus Through the Communication

The worldwide public health process of growth of techniques intermediates of health information, many researchers are debate that the control of concept of epidemiology principles, become revise the information analysis. The present access is suggested capture of better how spread of digital networks sensorics tracking of other tools associate with design of algorithms to tell patterns and behaviors of future. As Just Schull and Ruckenstein have debate, the way of control shall be understood as image shipping and centre



Cover Page



of organization the fact characters abounding to the network, endless trolling process of information through digital network and the analysis of algorithmic in present the control of process. (“Datafication of Health “, p.274. Schull and Ruckenstein) that is control hint observation from above visuals, as example by the group of shown on TV lens of camera organize control of citizen of china, United Kingdom, and abounding other global capitals of nations. .(Liwis, 'You're Being watched'.)

While utilize by the companies of digital health information those digital platforms provide individual information about endless zika virus, the particular design should understand analysis of the SDOH. (Mason, 'Dear Silicon Vally'.) anyhow it is observe the value of the control of epidemiological aim is lengthy insert model of recognize, prophecy in sequence to stop or control the dissemination of virus, and the exercise has lengthy usage the pair of pictures and non-pictures technical knowledge of control. (Hothman et al., Modern Epidemiology,) the study of control as widely spread on picture information to detection incidents they phenomenon the account does not full-fledged for the more concise meaning of virus control process in fieldwork of people-health, current situation, previous process of control and noval technology of media analysis are surely exchange. (Propeller Health, 'Outcomes'.) such as illustration, the image of visual analysis narrate the task of physicians in cities of Brazil which usage the wider spread, illigal whatsapp posts networke to send their findinds and distrust over different web sites to collect reconise the virus of zika spreadout. (How Brazilians Use, "Worth and Osborn.") actually during the same time in august of 2015 those doctors were already discussed zika ,the state of Pernambuco health secretariaty (the outbreak zika virus in Brazil as like an epicentre) they research till month of october later did not read, in the middle of october.( "how Brazilians Use" Worth and Osborn.) Away using aservice there is no gatekeping like whatsapp and without absolve function of social media, news spread of wisdom production and communication avoid the administrators, top to bottom central instruct and dominance TVs in the past the health communication.

Further, the significant disturbing This new method of health communication has a lot of potential 87% of use WhatsApp by doctors in Brazil and 50% of doctors in china use of wechat service to communicate with their patients. (Why WhatsApp, Wiczner) the declining of authority push back their force, the health departments of pernambuco and recife the two critical sites outbreak the zika virus in Brazil, the beginning use of whatsapp to share authorithical information contain of conventional public health pictures with alert and prohibition communication.(How Brazilians Use, Worth and Osborn) that spread of use of networks social-media, the permanent strategy other-wise with centralized, controlled media of health networks repeat dates of the period of 2<sup>nd</sup> world war that use picture appearing big photos of transmit like mosquitoes, with caricature photos tell receivers observe the behave in the feeling of face the approach infectious disease.(Cinematic prophylaxis, Ostherr.) Many illstrutions, on the other hand, are coming at the facing conclusion of the authoritative information of health colour cycle, the support of whatsapp groups through the zika virus mothers of babies with microcephaly from all over Brazil, Subscribers in one group explain the level of instant messaging method of healthcare as together enliven and proposal for growth allocation doll and practise for pretentious infants with no zika related microcephaly. (Mother Creates BBC News) Another group formed in a clinic waiting area among mothers. they were known as Special Moms, or Super Maes Especiais. Researchers who spoke with members of the group found a significant disparity between the medical care provided by the clinic's medical staff and the emotional, psychological, and logistical assistance that only the moms could provide. (Moms Lovero and Cardoso are really amazing.) This trend may be regarded a type of countervailance, according to Giddens and Raley, in contrast to official systems of medical observation, which measured and monitored but offered little practical benefit to caregivers. the prevention followed by 'The Centers for Disease Control' is the U.S. government agency conducted a study of a live tweet conversation. Glowacki et al. "According to the survey, both care takers and officials of health are disturbed about understanding how to control virus of zika, which is still an issue for babies and pregnant women". ('Identifying the Public's Concern "Glowacki" 1711 p.) the prevention of followed by 'The Centers for Disease Control' the established protocol for releasing instructional materials on their behalf.

The importance of communicating through social media platforms has been re-evaluated by official health organizations. According to a recent poll approximately 80% of the Organization World Health Members of United States who replied use social networks to spread information of health to general people. (Global Diffusion, p.127 World Health Organization) Fu et al. In a research of zika interactions on Twitter, Pybus, Cote, and Blanke discovered that consumers prefer information of health provided by like other users, called citizen analysis making, over government-supplied information. (Fu et al, 'How People React', p.1700.) According to CDC's, Glowacki et al, inability let the people attentiveness influence discourse of virus of zika their tweetchat could be the purposeful gambit to redirect attention away from fear-mongering. Hysterical tweets. ('Identifying the public's Concerns; p .1711Glowacki et al.) as previously indicated, In Brazil, Whatsapp was employed as a social support network as well as a network for detecting and controlling digital illnesses. (Mother Creates BBC News)



Cover Page



## Zika Virus Exposure and Social Media Analysis

A media business that studies financial transactions as a critical component of communications infrastructures has created a mechanism for assessing the impact of exposure and social media on health messaging. (Straosielki,Signal Traffic and Parks.) In light of this, Facebook's October 2014 sold of Whatapp for a total of \$19 billion gave some important context, especially considering the firm's ongoing making use of the messaging app's features analysis of better goals it's adverts therefore enhance profits. (Covert, Lomas Whatsapp Facebook.) One of the most basic components of this business chain of 'Facebook' collection of through their WhatsApp accounts, individuals' phone numbers. (Loman WhatsApp, Lomans Facebook.) Before Facebook, WhatsApp's terms of service specified that users' phone numbers and personally identifiable information would not be shared without their permission, for business or marketing objectives. These cross-platform analysis processes allow firms and governments way to the analyze profit for doctor wsbsites, moms of newborn with microcephaly, and ordinary people looking for health information on the internet.

It's unsurprising that Facebook, like Uber, Apple, Google Amazon, and the rest of the big internet companies, wants to cash in on the digital health industry. (Embattled Tech Copanies, finely.) With its 'Project Premonition' infectious illness analysis programme, Microsoft has also made a digital health effort relating to the Zika virus. Project Premonition aims to use a variety of novel analysis and automation techniques to automate and improve the efficiency of human epidemiological management. On the other hand, isolationism based on technology is at the other end of the spectrum. (To Save everything, Morozov.) Citizen research is less expensive compared to traditional procedures and offers comparable quality early warning signals and probability mosquito of human encounters across a larger geographic area. (Citizen Science',p.3 Palmer et al.) Citizen science, a new area supported by Mosquito management is as much about human comprehension as it is about bug knowledge, as evidenced by global networks of non-expert players. Kidenga, a public-health programme growth at the Arizona university in the USA, the same target of the incorporating child in the people scientific research process. According to the website, the software It is completely community-based and employs an anonymized disease delay map within the app. (Please download Kidenga Team, the Kidenga App.) the Kidenga app Once a week, will question if you are healthy or sick, as well as if there is any Mosquito activity in your neighbourhood. Then go to the app to discover who else is in your area, Learn about dengue fever chikungunya and zika, Utilisers in Texas, Florida and Arizona, will have the ability to see whether the Zika virus has affected people in their states.(To get the kidenga App go to kidenga Team )

Both kidenga and mosquito alert collect data via mobile media platforms using location-based technologies, and they inform customers that their participation will be kept private. Sweeney's research team and computer scientist Latanya have also demonstrated that the majority of mobile apps exchange data with third parties without permission the user's knowledge. ('Who knows what?' zang and colleagues) Citizen science provides a counter-narrative to technical advancements isolationism, as this case shows, these methods are frequently caught in the very analysis process they were supposed to criticise.

## Counter Narratives of Zika Virus

As a result of the analysis process, new types of health analysis arise, which extend outside a large number of infrastructures, people typically involved in the provision of healthcare and the making of health-related decisions, allowing Counter-narratives on a big scale will be circulated. alongside official health communications. When The CDC is a federal agency that works to prevent disease. Advised Hundreds of people protested aerie sprayer of the pesticide Naled, the damaging of insects in Puerto Rico in July 2016. (Zika Cases, McNeil.) An audience that is earlier conventional to using networks of social media as information is primary beginning of can readily hijack narratives of epidemiology that sources include, lines, and the pattern of dispersion for other purposes. The algorithmic digital profiling process includes filtering ebullition and feedback loops that promote veracity of such narratives counter. (Filter Bubble, Parister) In June 2016, a group of academics ran a week-long search on Facebook to uncover the most popular zika virus-related videos. The researchers classed all of the videos and news as either related or information misleading. (Zika Virus Pandamic, Sharma et at.) Despite the fact that likes of number or an imprecise views measure of the medium's effect and the engagement of content, result demonstrates the impartant imbalance in expose, which is rational with previous find out on communication of health via networks. (Seymour,Public health Echo and Gyenes) A World Health Organization news conference on the Zika virus convened by the Emergency Committee was the most popular connected information post, with 43000 views. (WHO-BROLL.) WHO-BROLL-14 is the full title of the film, which was published in June 2016 in conjunction with the third conference of the Committee of Emergency upon Zika and the Neurological Disorders in Increase and Neonatal Malformations.

Apart from members of the press who appear on the outskirts of the shot and staffers who emerge on occasion, the main speakers are Dr.David Heymann, Chair of the Emergency Committee on Zika, and Dr.Bruce Aylward, Executive Director ad interim of the Outbreaks and Health Emergencies cluster. Despite the resources obviously committed in The Eternal Flight nearly 70 years prior, the WHO news conference was not meant as a simple, emergency statement in response to a worldwide health crisis. The most





Cover Page



popular false article, titled 10 Startling Reasons Why Zika Virus Fear Is another Fraudulent Medical Hoax and Vaccine Industry Funding Scam, received 535,000 views. (10 Shocking Reasons.) Nearly all Zika infections are harmless, even according to the CDC, which is relentlessly marketing fake Zika alarm [...] enlarges the scope of the deception According to the next intertitle argument, the CDC fabricated the science linking Zika to microcephaly later in the argument. According to Gyenes and Seymour, "distinct sub-communities, foms in digital public health discourse" exist, and public-health organizations are usually lonely within them. If they want to attract viewer attention, the scattered media networks of the twenty-first century require more strategic ways of communication than the media environment of 1948, when the WHO announced its vision of worldwide illness eradication in The Eternal Fight.

### Review of Literature

In 2016, there was a lot of talk about the Zika virus. We can observe how the long network effect, which is related to the concept of health information, is reshaping contemporary health communication methods. The interplay between visual content and transmission mechanisms is a striking element of this perspective. Will examine how health information in the context of the zika virus has enabled the emergence of powerful counter-narratives to official health communication scripts, destabilizing traditional knowledge hierarchies in health care, through reinterpretation of zika media, such as detail based on alternative facts. (in public understanding. Shtulman ) Previous research on the Zika virus in the media gives context for understanding the role of visual imagery in shaping disease perceptions. This area of meaning-making is significant in part because it has a long history of reflecting and establishing society standards, as well as maintaining moralistic attitudes toward social obligations and opinions. (Cinematic prophylaxis Ostherr.) It's much more crucial because the digital media information and communication networks that provide the substrata for visual analysis are primarily picture-based. Many academics have suggested that the digital age is distinguished in part by a shift away from text-based to image-based modes of communication, yet those images, of course, contain vitally important textual metadata. (Simulacra and simulation, Baudrillard.) Remember that YouTube and Instagram are two of the world's oldest social media platforms. (Most popular, statista)

During the run-up to the 2016 Summer Olympics in Rio de Janeiro, Brazil, the Zika virus was a deeply visual and digitally intermediated facts, built on both familiar and foreign graphics, that travelled quickly among Brazil's networked population, with its 113 percent mobile connectivity rate. (Digital in 2018, p.97, Kemp), Near-by mosquitoes are among the outstanding representational motifs with historical precedent. (Houston Braces.McNeil) View maps on a global and local scale, (como el virus zika, BBC Mundo; History of zika virus World Health Organization) travel warnings, (Goldschmidt and LaMotte, Considers' CDC) Mosquitoes are being sprayed by health officials wearing force masks or biohazard space suits. ('Miami steps up'uptain, scientiststease out; Allen,) Spraying from the air by planes, (Patch of Miami' Belluck; Air Attack Staletioich.) Doctors in white coats and microscopic images of the viewpoints. (How the Response, McNeil) In the United States, NBC News demonstrates how montage techniques have been employed in the past. In the United States, the television network NBC News displays how montage methods have been used in the past with news coverage of virus epidemics. (Zinka Zone Triples,Holt.) Health workers spraying insecticide, maps of transmission zones, near mosquitos, Zika testing in laboratories, aerial spraying from planes, and anti-insecticide demonstrators at a city commissioner's meeting are all hastily edited together, followed by a newscaster voice-over. The present set of images, which are familiar from previous epidemic narratives, demonstrates how public views of increasing infectious disease danger grow along well-established expressive tropes.

High-tech medical imaging of infections and foetuses in the womb by computed tomography scan and sonography are among the new images emerging from the zika virus. (Zika virus Takes, Dana; Zika cases; How the Response McNeil) photos of Microcephaly-affected newborns (Osborn and Worth,' how brazilian use; World Health Organization, Firger, History of Zika Virus; New Evidence.) as well as images of people in affected locations staring closely at smartphone displays, (How Brazilians Use Worth and Osborn.) their primary source of up-to-date information on the outbreak and risk mitigation is the internet. The lexicalization of mosquito sprayers, the othering of brown faces, the patronization of patients, and the use of arrows to place blame on global maps all resemble outbreak media from the second world war and earlier. (Otherr: cinematic prophylaxis) The Eternal Fight and a spate of other postwar public health program feature all of the photographs.

### Methodology

A survey method was adopted and conclusion was drawn according to the findings of the survey. A purposive sampling technique was adopted. Only social media users were included in the survey. The survey tool employed was a set of close ended questions. This analysis depending on online with social media groups survey.



Cover Page



**Unit of analysis**

The unit of analysis for the study consisted of straight news byline news, photos, twitter, weibo, sino, tumblr, instagram, tencentQQ, wechat, facebookmessenger, whatsapp, youtube, facebook.

**Research Objectives**

1. To find the preference of social media use for health information.
2. To analyze the scope of the social media in the health communication.

**Theoretical framework**

Theoretical framework is essential for a study to interpret the utility of social media and how its wide reach can be utilized properly in the field of health communication. It can also help in developing health literacy among people if properly used and campaigns strategically launched. Uses and Gratification Theory is applied in the study when it comes to the use of social media for health-info seeking tendency of its users. The Uses and Gratification theory tries to understand why people prefer using one media over another. What is their expectation behind choosing a particular medium. The central idea of this theory is people are free to decide how they will use a particular media to satisfy (which is particularly referred as ‘gratification’) their needs or purposes for which they are using it (Ghosh.2009). The number of internet and social media users is on rise all across the globe. People are using social media for various purposes and this will be analyzed on the context of health communication. The findings of the study which is discussed later will show that there is a strong inclination towards social media usage for health information and people follow advices they read on social media. This in turn indicates there is a scope of behavioural or lifestyle related changes social media can bring. This is also a tendency towards health literacy. In the context of the Uses and Gratification Theory the study reflects social media is meeting the demands of its users in the context of health communication.

**Data Analysis**

**Global Urbanization of people (Table -1)**

	year	Total population	Core People of Users	Percent-tage
<b>Individual cell phone use people</b>	2018	7.593	5.135	68%
<b>use of internet</b>	2018	7.593	4.021	53%
<b>Current use of social media</b>	2018	7.593	3.196	42%
<b>Current use of Mobile Social Media</b>	2018	7.593	2.958	53%

source©Global Digital Overview January2018 Data Report)

when percentage of distribution is global urbanization of people first position is individual cell phone use people 68%, second position is use of internet 53%, third position is current use of mobile social media 53%, and fourth position is current use of social media 42%. So, people are use individual cell phones. Current use of social media very low because of people are uneducated and poor. Use of internet and current use of mobile social media better than social media because of people are uneducated.



Cover Page



Global Urbanization of people (Table-2)

	year	Total population crore people urbanisation users	crore people of users	Percent- tage
Individual cell phone use people	2019	7.676	5.112	67%
use of internet	2019	7.676	4.388	57%
Current use of social Media	2019	7.676	3.487	45%
Current use of Mobile Social Media	2019	7.676	3.256	45%

source: (Global Digital Overview January 2019 Data Report)

when percentage of distribution is global urbanization of people first position is individual cell phone use people 67%, second position is use of internet 57%, third position is current use of mobile social media 45%, and fourth position is current use of social media 45%. So, people are use individual cell phones. Current use of social media are low use and current use of mobile social media are use very low because of people are uneducated.

Global Urbanization of people (Table-3)

	year	Totalpopulation crore people urbanisation users	crore people of users	Percent- tage
Individual cell phone use people	2020	7.75	5.19	67%
use of internet	2020	7.75	4.54	59%
Current use of social Media	2020	7.75	3.80	49%
Current use of Mobile Social Media	2020	7.75	....	.....

source: (Global Digital Overview January 2020 Data Report)

when percentage of distribution is global urbanization of people first position is individual cell phone use people 67%, second position is use of internet 59%, third position is current use of mobile social media 49%. So, people are use individual cell phones. Current use of social media are use very low because of people are uneducated. People are use of internet in better than use of social media because unaware of social media.



Cover Page



Global Urbanization of people (Table-4)

	year	Totalpopulation crore people urbanisation uers	crore people of users	Percent- tage
Individual cell phone use people	2021	7.83	5.22	66.6%
use of internet	2021	7.83	4.66	59%
Current use of social Media	2021	7.83	4.2	53.6%
Current use of Mobile Social Media	2021	7.83	....	.....

source: (Global Digital Overview January 2021 Data Report)

when percentage of distribution is global urbanization of people first position is individual cell phone use people 66.6%, second position is use of internet 59%, third position is current use of mobile social media 53%. So, people are use individual cell phones. Current use of social media are use very low because of people are uneducated. People are use of internet in better than use of social media because unaware of social media.

Table-1 shows to percentage of distribution is global urbanization of people first position is individual cell phone use people 68%, second position is use of internet 53%, third position is current use of mobile social media 53%, and fourth position is current use of social media 42%. So, people are use individual cell phones. Current use of social media very low because of people are uneducated and poor. Use of internet and current use of mobile social media better than social media because of people are uneducated. Table-2 shows to percentage of distribution is global urbanization of people first position is individual cell phone use people 67%, second position is use of internet 57%, third position is current use of mobile social media 45%, and fourth position is current use of social media 45%. So, people are use individual cell phones. Current use of social media are low use and current use of mobile social media are use very low because of people are uneducated. Table-3 shows to percentage of distribution is global urbanization of people first position is individual cell phone use people 67%, second position is use of internet 59%, third position is current use of mobile social media 49%. So, people are use individual cell phones. Current use of social media are use very low because of people are uneducated. People are use of internet in better than use of social media because unaware of social media. Table-4 shows to percentage of distribution is global urbanization of people first position is individual cell phone use people 66.6%, second position is use of internet 59%, third position is current use of mobile social media 53%. So, people are use individual cell phones. Current use of social media are use very low because of people are uneducated. People are use of internet in better than use of social media because unaware of social media.

**conclusion**

Because of the increased use of social media to communicate news, more people are getting their news from their social media networks rather than from traditional journalistic news sources. While social media can be a helpful source of peer-to-peer healthcare, researchers have shown that material provided through these platforms can "cultivate anxiety and hasten the spread of disinformation in the face of a public health hazard," according to Mitchell et al. ('Identifying the Public's Concerns', Glowacki et al ..) Researchers have also discovered that the immediacy and timeliness of social media can help to calm people down during illness outbreaks, especially when the public is actively involved and able to contribute fully, rather than just as a channel for official messages (P.1709, Identifying the Public's Concerns) 'How People React,' by Glowacki et al. (also see Fu et al.) Health authorities like the WHO and the CDC must investigate innovative approaches to real-time, truly social health communication as long as there is a demand for participatory, image-based public collaboration. I'll wrap up with a brief discussion of Mission Zika (2016), a short





Cover Page



animated public-service broadcast produced by the Cartoon Network in collaboration with the World Health Organization, the Pan American Health Organization (PAHO), and the United Nations Children's Emergency Fund during the 2016 Zika outbreak (UNICEF).

While artistically diversified, The Eternal Fight relied on animation to illustrate the global spread of illness and other processes that would be impossible to depict with traditional photographic film. The central authority figure issues an order, and the observer may act or not act in response, but there is no feedback loop in place to allow prompt response to health message in any situation. Based on distributed methods of analysis and the resistance reaction of citizen study-making, Mission Zika presents an aesthetic update to an otherwise entirely outmoded paradigm of asynchronous, top-down, remote broadcast of expert messaging to a presumed passive watching public. While new computational challenges are posed by emerging phenomena such as study analysis and making, they do not negate the necessity for human-centered approaches. interpreting and disseminating, particularly in light of the rise of infectious diseases and other global health challenges How do we think about the role of Smart phones and applications in disease communication, monitoring, and control as academics continue to employ concepts like analysis and study as vital aspects of a new style of health communication? Individuals and groups who are not subjected to analysis may be more vulnerable to health disparities than those who are. While corporate and state techno-paternalism may be effective at extracting data from studies, they fall short when it comes to social involvement, leaving official health organizations to contend with a scattered communication ecology (internet and mobile apps) The patients are in command. The forces at work are largely unknown to their participants. For meaningful public involvement in health communication, transparency in study and analysis, as well as actual opportunities for citizens to participate in active study development in response to global health threats in their communities, will be required.

**Suggestions**

1. The survey findings are summarized below for getting an idea about the prospects of social media in health communication and developing health literacy among its users.
2. 45% are of the opinion that social media can be useful in spreading health-related awareness.
3. Although a major portion of the population thinks that doctor-patient interaction can be improved by social media, when it comes to their own usage of social media to interact with their doctor the percentage is strikingly low. 80% of them do not prefer using social media to communicate with doctor.
4. Another important aspect was highlighted when asked about whether they have ever accessed social media during any health emergency. This is really very important data when the scope and user preference of social media in health communication is under study.
5. As the goal of any health campaign is to bring about behavioural changes among its target audience so the survey tried to find an answer about whether they follow the health advices they read on social media.
6. The population said that they think social media can improve doctor patient interaction.
7. When asked about which is their most preferred media for health information, they prefer social media.



Cover Page



## References

1. This volume Jean “paul Gaudilliere”, world health organization, Brown et al.
2. History and Political Economy “Kemp”, p.85.
3. Carter, 'Digirtal in 2018', p.7.
4. Wallis, 'et al , 'Integrating mHealth'.
5. Kemp, ' Digital 2018', pp.29,95.
6. 'Digital in 2018', p. 51, and 'Global Diffusion,' p. 127.
7. “policies and strategies”, “Dahlgren and Whitehead”.
8. social Determinats of health, world health organization, not paginated [p.1].
9. “Datafication of Health “, p.274. Schull and Ruckenstein.
10. ‘Liwis, 'You’re Being watched’.
11. Mason, 'Dear Silicon Vally’.
12. Hothman et al, Modern Epidemiology.
13. Propeller Health, 'Outcomes’.
14. 14.How Brazilians Use, ”Worth and Osborn.”
15. Why WhatsApp, Wiczner.
16. Cinematic prophylaxis, Ostherr.
17. Mother Creates BBC News.
18. Identifying the Public’s Concern “Glowacki” 1711 p.
19. Global Diffusion, p.127 World Health Organization.
20. Citizen Science’, p.3 Palmer et al.
21. Zika Cases, McNeil.
22. Filter Bubble, Parister.
23. Zika Virus Pandamic, Sharma et at.
24. Seymour, Public health Echo and Gyenes.
25. In public understanding. Shtulman.
26. Cinematic prophylaxis Ostherr.
27. simulacra and simulation, Baudrillard.
28. Zika virus Takes, Dana; Zika cases; How the Response McNeil.
29. 29. Osborn and Worth, ' how brazilian use; World Health Organization, Firger, History of Zika Virus; New Evidence.
30. 30. Goldschmidt and LaMotte, Considers’ CDC.
31. 31. Patch of Miami’ Belluck; Air Attack Staletoch.