The Role of Egyptian Media in Raising Awareness and Applying Preventive Measures During Phases of COVID-19 Crisis: A Comparative Media Study of Traditional and Social Media

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Abstract:
This study aims to explore the relationship between Egyptian media representation of COVID-19 crisis and raising awareness along with constructing preventive response during the phases of such crisis. COVID-19 has been highly, globally covered by all media platforms, whether traditional or new media through different projection or frames by using specific language and words to deliver information about the disease vaccine and its consequences regarding stopping the crisis.Preventive measure are actions implied by media portrayals to persuade audiences to behaviorally respond to the pandemic disease by providing people with tips like wearing a mask/gloves, staying at home, and keeping social distance. These preventive responses can sometimes be ineffective if audiences' preferences aren't matching the media source delivering information which takes us to the importance of studying audiences' needs and wants as well as addressing their concerns and stress.The study targets two age groups of males and females (18-25 and 26-30), to explain the use of traditional and new media in constructing perceptions upon COVID-19 vaccine plan and the urge Egyptian media impose when it comes to accepting the vaccine intake. Social media platforms are widely used as prosumers are no longer restricted from sharing, selecting, and creating the content which takes the portrayal of news to a new level.Moreover, this study will use "The Crisis Communication Lifecycle" model as its theoretical framework through which it explains the types of information needed to be delivered in times of crisis by explaining five main stages the crisis will go through.Besides, the study will use a mini survey to explore media' role in raising awareness and affecting Egyptian's behavioral responses concerning COVID-19 crisis along with Egyptians interactivity and reliance on traditional and social media

1. Introduction

A novel coronavirus has recently spread across China, triggering a severe outbreak of viral pneumonia and catching the world's eyes. Cases of pneumonia of unknown etiology (unknown cause) have been registered in Wuhan City in December 2019. It was found that on 7 January 2020, a novel coronavirus was the causative virus. The novel coronavirus is distinct from SARS coronavirus and MERS coronavirus; it causes a serious acute respiratory disease and a variety of symptoms includes fever, cough, and dyspnea, with chest radiographs revealing invasive lesions in both lungs.

The rapid spread of COVID-19 has already resulted in a wide audience Attention, and numerous endless arguments, the mass media start publishing important information about the virus and the epidemic. Since it is important to introduce effective public health measures in time to prevent the breakdown of the health system, the media definitely play a critical role in the communication of updated policies and regulations between the authorities and the citizens.

In response to all of this, the relationship between the mass media and the spread of disease is complex and mutual. , On one hand the media coverage of COVID-19 affects the public's attitude towards the disease and increases their awareness of self-protection. People who are informed by media reports start changing their acts and take adequate precautions; such as frequent hand-washing, wearing protective masks, maintaining social distances, and even quarantining at home to avoid touching and becoming contaminated by the virus. On the other hand, the degree of mass media exposure to COVID-19 is defined by the seriousness of the outbreak. While how media reports relate to COVID-19 infection prevention and control, and how media reports impact the peak time and peak value of the outbreak. Thus it is important to study the role of the media in raising awareness and in applying preventive methods among people through the phases of Corona Virus starting from it emerge along with this phase where a vaccine has been developed.

2. Literature Review:

Corona Virus disease affects different countries around the world , with a wide variety of infection rates and death rates. Social awareness is essential in the management of the transmission of Corona Virus. Personal behavior such as self- hygiene and avoiding crowds may minimize the spread of COVID-19. Risk

communication and crisis communication principles have been used in disaster and emergency communication research. The two definitions share concerns but still have differentiated characteristics, so they have been used together to enhance each other or separately to address the particular context of research towards a certain disaster. Crisis communication research focuses on public relations and communication management issues in multiple different crises (corporate/business, organizational risks, food safety, organizations, society and government). Risk communication research studies communication from an aspect of "risk management," and communication seeks to control or moderate risks. Risk communication has been used most often in public health crises, such as epidemic outbreaks due to the need to integrate a constructive and innovative strategy to prevent more negative impact of this risk. It is used for long-term consequences and impacts in more complex disciplinary contexts (e.g. catastrophe, environmental threats, climate change, infectious illness, food, psychology, and ecology) than crisis communication that deals with short term consequences.

2.1 Role of media in Health Promotion

The media is an effective avenue for communicating health education. It plays an important role in the global response to a pandemic, as it functions as a communication channel between governments, health institutions and individuals. As the media acts the "eye" of the public, the existence of pandemics dictates an important role for the media. Media channels become windows by which the public seeks for accurate information, valid scientific facts, government decisions, and general public responses.

In changing attitudes and intentions, and in shaping health behavior, media plays an important role. Health communication is a broad concept, defined as the study or use of techniques of communication to develop the health sector. The efficacy of the media in health communication rests in its strong methods in written, verbal and visual communication that can influence public attitudes and perceptions. (Mheidly and Fares, 2020)

During the COVID-19 outrage in China and other nations, Mass media plays an important part in reducing transmission of the virus among people. As there was a strong correlation between the average daily number of media stories, measured according to the 'hotness' measure, the daily number of IP addresses accessed, and the daily number of newly confirmed cases. It was confirmed that there is an interconnection between the case data and media data.(Zhou, wang and xia, 2020)

2.2 The Right Communication for awareness!

A case study was conducted in Saudi Arabia by distributing online survey randomly among residents in South West Saudi Arabia to measure awareness and preparedness of people about COVID-19 is linked to the preparedness of people to take preventive measures. The results of this study showed that 98.7% of people perceive corona virus as life threatening disease and that it's related to associated symptoms.

Most of people rely on WHO as the credible source of information by most of them (89.6%) and perceived as wearing masks , also social distancing and washing hands as the common preventive measures. The conclusion of this study, to find the importance of focusing on people who are less educated because this factor impacts their awareness and preparedness for COVID-19 (Tripathi et. al , 2020)

COVID-19 : scientists have limited information about it and still the complete clinical picture is missing and not yet understood to the maximum. Based on the information we got from the media, COVID-19 is dangerous due to high spread of it and some symptoms appear as dry cough , fever , fatigue and difficulty in breathing. It also spreads through respiratory droplets. (Tripathi et. al , 2020). In any crisis , comes the role of communicators to people in order to help them respond effectively. The center of Preparedness & Response identifies type of information in crisis phases(CERC , 2017). In pre crisis: Preparing people is very important and in this initial phase preparing communication plan is mandatory to do drafts of messages , predict risks of the crisis that might take place.This initial phase is the phase where some confusion happen due to least information about the topic or the crisis. Its important to understand that progress of information to people should be updated due to the changes of audiences needs to know different information so resources should adapt to meet these needs.

All crises should go through these five stages but the length of the time may differ according to each crisis for example: Zika disease affected new areas every now and then so some countries may be in pre-crisis others may be in initial phase. Some countries move to maintenance phase quickly.

So in conclusion, communicators should put into consideration the different phases of crisis and keep in mind the need to address audiences who are in different crisis stages. And that sometimes, new information can cause moving back to a stage due to information and confusion again that leads to the initial phase again.

Implementing preventive behavior is the most needed to prevent spread of pandemic and to control it as much as possible. Data collection on 653 respondents in China through surveys to study the impact of mass media and social networking services on preventive behavior. Results of this study showed that mass media as Television had significant impact on enhancing preventive behaviors while , social networking services had positive correlated impact on negative emotions but on the same time it helped also in intentions to preventive

techniques but through negative emotions. (Liu et al. , 2020)

2.3 Risk, crisis communication and social media
Foreign and local television networks have encouraged public awareness and reduced fear through live coverage of news briefs, press conferences, and town halls following the spread of the outbreak. Health authorities and several others have written and clarified health recommendations and government guidelines on websites, newspapers, magazines and social media platforms such as Facebook, Instagram and Twitter.

In epidemics and diseases, social media has been used for numerous uses, including digital epidemiology, offering valuable insights into web news, negating rumors and circulating false facts, and exploring public viewpoints and emotions.

Many guidelines and policies for risk and crisis communication issued in the past decade have introduced a general implementation of the role of social media in communication in the public health domain. For example, WHO (2017) guideline for emergency risk communication policy and practice, highlighted the role of social media in "engaging the public, promoting peer-to-peer communication, building situational awareness, tracking and reacting to rumors, public reactions and concerns during an emergency, and facilitating local-level responses.

The U.S. Center for Disease Control and Prevention (CDC) (2014)'s crisis and emergency risk communication manual also defined the significant role of social media in the gathering and sharing of information and its advantages in fast communication. Due to the growing focus on the use of social networking more case studies on social media risk communication are emerging in adverse event through hazard types, such as hurricanes, earthquakes, infectious outbreaks, and environmental events. On the other hand, monitoring all published posts linked to the pandemic faces a difficult challenge in the era of social media dominance. The problem of transmitting disinformation during outbreaks has been reported to exist. It is, however, significantly amplified by social media. In reporting inaccurate numbers of cases and incorrect recommendations, and selling unapproved therapies and solutions as antiviral cures.

A widespread activity has resulted in the COVID-19 pandemic such as, Hysteria, anxiety, the spreading of misinformation on social media and the inaccurate judgement of events. But also social media has helped in sharing good stories and attempts from all over the world and sharing frontline healthcare workers' unimaginable contributions. During the pandemic, notable focus was paid to healthcare practitioners, mostly characterizing healthcare workers on social media as heroes and many more.

Role of Social Media platform "Facebook" during COVID-19 Crisis
During facing a pandemic, it has never been possible neither so easy to interact so flexibly in human history between all countries on planet earth, yet with the rise of technological advancements and the reliance on social media networks, there has been a vital piece of information dissemination and uncountable multiple advantages that must be taken into consideration.

Since the COVID-19 pandemic started, the usage of Social media as an important resource of gathering knowledge about it has been of great help as it rapidly disseminate valuable new information, specific new research findings, exchange guidelines for diagnosis, treatment, and follow-up, as well as compare various methods internationally, for the first time in history, eliminating regional boundaries.

Through social media, people have been able to gather information about COVID-19, how to prevent it through washing hands, wearing masks or spraying alcohol. Also, through social media, Egyptians gather information about how to treat COVID-19 and also gather information about the new vaccines that aim to fight and treat COVID-19 (Sharma, 2020).

It is recommended to use social media to follow some clear guidelines when exchanging information in the COVID-19 period, in order to use these resources in a responsible and useful manner. Social media provides Egyptians with the most important information about COVID-19, its disadvantages, treatment and number of infected cases during the COVID-19 pandemic.

The modest and inexpensive access to the internet with a huge number of recorded users on those sites are reasons that made social media platforms one of the most commonly used information sources in the world, which leaves such sites to be considered one of the most easy and effective methods to disseminate information.

The overall reaction is generally a greater search for information during significant events, as the COVID-19 disaster that we're living. The rapid distribution of protocols at regional, national, and international levels has been one of the most important characteristics of social media channels in this pandemic. Sharing care protocols, personal security devices, or even proposals for equal distribution in scarce settings of medical services have now become the new standard. In the COVID-19 period, Social media has the great benefit of rapid distribution of educational content. Information is shared via Social media platform as the official Facebook page, disseminating and allowing the infographic to be tailored to the specifics of each healthcare community. (Blanco, 2020).

The dissemination of scientific information about COVID-19 on social media networks as Facebook, increases the number of questions that have undoubtedly facilitated rapid dissemination of information

worldwide with the COVID-19 pandemic, in addition to significantly increased crisis management (Sharma, 2020).

2.4 COVID-19 Vaccine Program Plan Dealing with the Crisis
Corona virus has been invading the whole world creating a global crisis with people's lives, transportation, economic downfall. Corona virus media representation has been planned to influence a high number of people convincing them with the disease vaccine safety and its usefulness. This vaccine is framed within a context under the label of penetrating or stopping the crisis by delivering the solution through different media platforms to persuade audiences decision-making. Understanding an individual's perception regarding corona's vaccine is essential for adopting media platforms' vision when it comes to the vaccine intake. This is implemented by media platforms addressing resources via social media networks for further information regarding facts and research concerned with the safety of corona's vaccine. Moreover, evidence-based messages are the main frame through which messages circulate in to help influence audiences through balance, clarity, explaining costs and benefits, and tailored contexts to complement with audiences' needs, wants, and their right to know (World Health Organization, 2020).

A program playbook suggested that media is the main effective tool to implement a successful COVID-19 Vaccine Program by building different strategies with different frameworks to inform and persuade audiences to take the right decision and dispel any vaccine misinformation. Media platforms, especially social media networks have been planning on ensuring the vaccine's safety and creating a trustful bond between tailored messages and audiences. Ensuring the public confidence is the main target of media platforms, whether tradition or new media, to build main agendas and connect media, policy, and public agendas together creating a constant and solid picture about corona's vaccine. In addition, this playbook stressed on creating dialogues between opinion leaders and audiences along with different political parties internally and externally to detect people's needs and wants regarding their questions and concerns (U.S. Department of Health and Human Services, 2020).

National Academy of Medicine declared that authorities must respect audiences' diversification which has to do with message design regarding key messages and the plan constructed to stop the crisis without being biased, but transparent, not only when it comes to the vaccine validation, but also number of the disease survivors and people infected. Thus, community trust will be implemented when it comes to the vaccine constructed plan. Traditional media and social media should work parallelly together to ensure objectivity and balance of the crisis representation without misleading audiences and affecting their perception negatively. Also, National Academy of medicine advocated that authorities should deliver different organizations opinions when it comes to the vaccine intake to represent a wide picture of the whole situation by also creating partnerships with community organizations to provide two-way communication channels to hear the public concerns and provide trusted sources with a privilege of free access (National Academy of Medicine, 2020).

COVID-19 Vaccine Misinformation Dissemination
Another study asserted that negative messages regarding corona virus portrayal caused people to highly panic which causes vaccine intake refusal, as misinformation has been delivered to people on Twitter. Twitter is a very effective social media platform through which youth and even old people have accounts with a high activity regarding tweets, retweets, and even hashtags searching. It's the main used platform for news through which youth gather their information from. Tweets with misinformation have been classified with 32.47% which is represented as "misleading statements" that are projected in portraying that the survival rate is actually high which caused vaccine safety and effectiveness to be questioned, as why it's important to take the vaccine if people easily survive the disease? A qualitative content analysis was constructed with different themes by analyzing 7 major units to explain media representation effectiveness in leading the public agenda, concerns, and decisions (Nuzhath, Tasnim, Sanjowal, Trisha, Rahman, Mahmud, Arman, & Hossain, 2020).

Vaccine content on social media platforms have been highly shared by prosumers as social media platforms help users to create, share, select, discard, and get exposed to what matches their preferences without forcing them to adopt or watch a specific content. Eighty-seven videos on YouTube were examined and 65% of them expressed an anti-vaccine point of view and 5.6% were produced by government authorities while 36.8% lacked scientific evidence. This analysis explained why audiences rejected the vaccine as sources are not available to access and messages aren't scientifically created which caused audiences to hesitate as they can't adopt an opinion through a video without having evidences or even experiments to check the vaccine's safety. Additionally, among the top YouTube videos, 27.5% contained non-factual information which implies social media platforms weaknesses. All categories of people can participate in creating the content without professionally detecting facts and statistics to fully present the picture which causes any kind of information to go viral without restrictions (Puri, Coomes, Haghbayan, & Gunarante, 2020).

A survey of 4,000 respondents in the US and the UK insured how individuals' brief exposure to misinformation on social media platforms can embed itself into long-term memory which highly affect individuals' response to messages. Some respondents have been neglecting news from the beginning as

misinformation has been implemented within their consciousness causing them to discard the vaccine validation and reject any kind of portrayal that explained its safety and necessity. Those who were resistant to the vaccine had levels of mistrust in traditional and authoritative sources. Therefore, creating a solid relationship between audiences and policymakers or even authorities is important to affect people's vison concerning not only the vaccine, but dealing with the crisis as well. In both, UK and the US, fewer people will definitely take the vaccine and misinformation can create a real chaos regarding having a long-term unsolved crisis (Loomba, Figueiredo, Piatek, Graaf, & Larson, 2020).

2.5 Media Frames of COVID-19 Vaccine

Building vaccine literacy and acceptance should be implanted by directly addressing misconceptions and raising awareness by providing a trusted framework about vaccine intake to create a successful crisis management plan. A global survey testing 9 different countries concluded that 61.4% will take the vaccine if their employers told them to do so. The idea of accepting a decision concerning lives by being influenced by governmental sources, opinion leaders, or even normal people at a workplace is what the media needs to learn from. Opinion leaders are the key that media should exploit to reduce any vaccine rejection by allowing them to interact openly with the public, giving them sources that they can access and showing them the vaccine experiments' results. Older people agreed on taking the vaccine without hesitation, but younger respondents accepted to take it only under an employer's recommendation. Therefore, these diversified acceptance levels should be taken into consideration by the government, policymakers, health professionals and international organizations to create targeted effective messages around COVID-19 Vaccine Plan (Larson, Rabin, Kimball, & El-Mohandes, 2020).

Media coverage has been dominantly using "human fear" frame when it comes to corona virus and the pandemic in general. This dominated frame has to do with audiences' responses to different kinds of messages as the media created a certain image of the disease in people's heads which constructed a part of reality which is the vaccine rejection because of the fear frame. The media repetitive images of number of deaths, disease negative consequences, and limited health resources created a moral panic through which audiences are acting upon, not through their exposure to news or messages. This study concluded that the global coverage of COVID-19 was high, but lacked consistent frames as frames of gloom, frustration, hope, and precaution took place with unfair proportions regarding the portrayal of events. All of these frames used words that generated high fear within people which actually took away a lot of effectiveness from the hope frame (Ogbodo, Onwe, Chukwu, Nwasum, Nwakpu, Nwankwo, Nwamini, Elem, Ogbaeja, 2020).

People who trusted CNN more than Fox News engaged in 3.85% of preventive behaviors, while people who trusted Fox News more than CNN engaged in 3.41 of preventive behaviors. Therefore, sometimes behavioral responses are determined by media bias which goes back to audiences' preferences. Not all communication tools can highly affect people, only media platforms that goes with audiences' preferences, wants, and needs to create a high influence when it comes to decision-making process. These media platforms always reduce audiences concerns, answers their questions, and express them in a way or another. This representation of tailored messages helps in influencing audiences toward precaution responses. Polarization of opinions have been implemented through different messages from different preferred media sources such as CNN and Fox News when it comes to risks of infection and information grasped about corona virus (Zhao, Wu, Crimmins, & Ailshire, 2020).

Canadian print media representation of healthcare service has been highly descriptive and uncritical, failing to engage with the public understanding of a very important health issue and its consequences. A qualitative content analysis reported that news was written by journalists and reporters (92.52%) and some were written by non-media experts (3%), while some had no authors' names (4.5%). These people weren't critically providing information to audiences, as they weren't balancing the representation of corona virus by implying its consequences along with projecting the pros and cons of the vaccine. News delivered to Canadians were a redundancy of what they expect to read by only describing the situation that there is a pandemic, masks are required, and staying at home is essential. It's an expected picture of what they actually know about the situation, but benefits or even essential information wasn't constructed which created an awareness gap (Hardcastkle and Ogbogu, 2020).

2.6 UNDP Response to Covid-19 Crisis In different countries:

According to the United Nations Development Programme , UN has an experience with different outbreaks such as HIV , Ebola , Sars and Malaria. The International Labour Organization estimates that some there are some jobs that could be lost around 25 million jobs. UN is willing to support each country during phases of corona as every country needs to take an action by preparing , responding and then recovering. As part of UN mission is to help eradicating poverty , build resilience and reduce inequalities .

"Achim Steiner , who is an Administrator in UNDP. Stated that *" one of the important priorities for UN family is to strengthen crisis management and response "* (UNDP , 2020)

Starting from pre-crisis (Early stages) UN starting to donate more than 2 million masks and providing any medical equipment needed such as protective suits , gloves and sanitizer. A Social media campaign was launched in China to spread information about Corona virus among helpless communities such as elderly people and other disadvantaged people. As for Lebanon , UN supported the government by developing a Disaster Risk Manegement Plan.While in Vietnam , UN worked with the government to reach ethnic minorities in rural areas.In addition to collaboration with Whatsapp , UNICEF & WHO , by creating an information hub to reach billions around the world with needed information about healthcare.

In addition teaming up with (Abbott Mead Vickers) AMV which is One of the largest advertising agency in the world with Tweet Zero campaign that highlight simple precautions to do to keep safe for example hand washing , avoid touching your face and staying at home when you feel illness. UNDP support will ensure that no country is left out and that countries will continue to make progress in achieving their sustainable development goals SDGs. UNDP is willing to have a plan to avoid similar pandemic recurring again. So on the long term UNDP will help countries to manage such crises and make sure that we learn a lesson from COVID-19. (UNDP , 2020)

2.7 Knowledge and Perceptions of Egyptians Towards COVID-19

Coronavirus disease (COVID-19) was recognized by the World Health Organization as a pandemic. Global attempts have been made to avoid the spread of the disease through political decisions, along with personal habits that are based on public knowledge. Yet, the parentage of knowledge of the Egyptian public's awareness, attitudes and attitude towards the COVID-19 disease varies based on how they get exposed to different media platforms, whether traditional or social media platforms. Adults rely mostly on social media that gives knowledge and creates a certain perception about COVID-19. 67% of Egyptian adults create their knowledge mainly though social media and 59% through the internet (Al Orabi, 2020).

Also almost 73% of adult Egyptians during the post-pandemic were looking forward to receive the anti-COVID vaccine when it gets available, and they gather their knowledge about the vaccine through Social media. Egyptian adults were generally well aware of the disease and had a good outlook towards preventive measures. This knowledge is acquired primarily through social media platform, which has great advantages (Abdelhafiz, 2020).

A study has been made and the results show that 67% of Egyptians mention that they had learned and still gather information about COVID-19 through Social media, 59% through the internet and TV/satellite networks were reported as the following sources of information. The study shows other sources of COVID-19 information as 38% from friends or family members, 35% from medical professionals, and 35% from newspapers (Sultan, 2020).Eighty-six percent of the participants thought the disease was infectious, and a similar proportion were worried about the possibility that the virus might affect them or their family members because of what they read on Social media as the official Facebook page.

More than two-fifths 23% because of getting exposed to messages through Social media thought that stigma is associated with infection with the virus, and 17% thought that the media coverage on Social media platform of this disease is exaggerated (Ayyad, 2020).

Amr Talaat , Egypt's minister of Communications and Information Technology announced that citizens increased internet usage since corona virus and that before corona virus , internet usage was five hours from 6 PM to 11 PM , but after the pandemic it changed to be 15 hours per day , which is noticeable change in people's attitudes. (Egyptian Media , 2020)

An online survey was also conducted to gather data from all over Egypt in March and April 2020. The survey elements were produced on the basis of the instructional material published by the World Health Organization (WHO).

The majority of the participants had a satisfactory knowledge about the coronavirus, nearly 82% of respondents were rated as concerned about the virus and its treatment and the efforts of international organizations to deal with the pandemic. The majority of participants had a satisfactory understanding of coronavirus transmission processes. They've also had knowledge on what to do if they felt the symptoms, they will call the hotline whereas some minority said they will go to the nearest hospital. The majority of the participants answered that they believe that there is no vaccine or treatment that is effective for this virus moreover they should consult a doctor on what to take and what not.

Egypt's National Population Council launched an awareness campaign for coronavirus. It was made in the metro station as they targeted the crowded places so that they teach people how to be cautious and take care of themselves and others. The campaign stayed for three weeks they distributed safety kits, vitamins, posters and coloring books for children.

A study was conducted on March 2020 and distributed among Egyptian adults who are not related to the medical field. The study has questionnaires that were distributed online due to the pandemic it was designed in Arabic, they used age group from 18 years to 40. It covered the perception of the disease and the protective

methods towards it. The results showed that the participants knew about the virus from social media with 66.9% followed by the internet with 58.3% then the TV channels with 52.6% then the other sources where family and friends. So the social media represented the most important source for the people, which has its positives and negatives as there maybe fake news on the social media. The people who answered the survey had good knowledge of the virus and how to deal with it which is important so that the virus don't spread.

Corona virus had some impact on Egypt in different sectors during Corona virus crisis.

- **Containment measures:** In the beginning of the crisis, some containment measures by closing all schools, universities, restaurants, mosques and churches. Even all public gatherings were cancelled and religious prayers. In addition to curfew that starts at 8 Pm till 6 Am. Also, all international flights have been suspended.
- **In work field,** number of workers reduced by half the number.
- **In Tourism:** According to the Egyptian government , there's a monthly loss around 1 billion USD from tourism that contributes to 12% of GDP. Due to cancellations which reached the peak by 80% in mid-March caused 138,000 job at risk.
- **Financial Markets:** Egyptian stock Exchange declined by 39% on 9th of February

Critique and Knowledge Gap:

The authors have greatly emphasized the importance of using social media generally and during the pandemic. The authors have clearly stated how vital it is to gather information through Social media platforms. Yet, the authors have decreased and minimized the importance of using Traditional media platforms as Television. It is widely known and accepted that Social media has risen in this era, but not to the extent that it eliminates the importance of the Traditional media. The authors kept stressing on social media and neglected Traditional media, they just sometimes mentioned it subtly with no rigid or detailed explanation about how important Traditional media is.

Authors shall mention the importance of merging between Social media and Traditional media as they both complement each other and complete the process of disseminating information to the target audiences as Social media on its own cannot 100% fully perform.

Moreover, it was positive when the authors mentioned Egyptian studies and conducted quantitative method to gather statistics as it helped in identifying and quantifying factors that have influence on the target audiences knowledge about COVID-19 in Egypt.

Using quantitative method helped in providing rigid numbers that prove a certain phenomenon that needed proofs. Using quantitative method helped in creating knowledge and understanding the importance of social media through numbers.

Yet, authors should add the qualitative method to gather detailed information that number and statistics on their own cannot provide. Qualitative method should be added to support the statistics that have been gathered from using the quantitative method. Qualitative method will help as it is not bound by any limitations or restrictions that the quantitative method has. Qualitative is flexible and will add more details even if the researcher never asked about a certain question, he can still get answers from the flexible conversation that happens in a qualitative form.

Some of the studies were based on surveys where the access of all people are limited to the ones who use the internet and this is a major limitation as there are people who don't have access to the internet so they won't get the survey moreover studies were based on secondary sources only as there were limitations in going out and meeting people.

All previous studies agreed on how media representation of COVID-19 vaccine used specific frames going back to the medica channels' agenda or even individuals on social media platforms agenda which caused a specific picture to be delivered and misleading language to be used.

Also, all previous studies suggested that social media platforms are more effective when it comes to delivering tailored massages through which governments and authorities can make a use of to persuade specific behavioral responses. Additionally, all previous studies profoundly asserted that the use of language and words are pivotal when it comes to constructing the public's agenda by focusing on specific frameworks such as gloom, number of deaths/survivors, and vaccine intake. Moreover, traditional media is used by opinion leaders to address the mass audience by using simple and clear language to influence higher number of people instead of using tailored messages for customized audiences. Unlikely, most of the previous studies lacked an explanation of the pre-crisis and post-crisis plans, as all of them focused on the crisis management, but pre-crisis wasn't mentioned. Post-crisis was only depicted through tips regarding how officials should deal and communicate with the public, the media tools they should use, and carefully studying audiences, but the post-crisis plan regarding corona or even its vaccine intake isn't tackled.

Similarly, neither media portrayal of vaccine consequences was addressed nor physicians' experiments related to the validation of the vaccine which supports the idea of how media representation is depicting this important health issue from a specific angle which is urging people to take the vaccine without taking other

important aspects into consideration.

3. Results of Exploratory Study:

A survey was distributed online by available non-probability sampling. 82 respondents answered the survey (N= 82). The sample x̄ included 39% (N=32) Males and 61% females (N=50) ages from18-25 takes up till 56.1% (N=46) while , 26-30 takes up till 43.9% (N=36).

Most of the respondents (51.2%) agreed that they watch traditional media. Also,Egyptians in the crisis phase still take precautions as pre-crisis but , the percentage between both of them is not that big as 52.4% agreed on taking precautions as when corona first spread in Egypt , while , 47.6% disagreed about taking same precautions as pre-crisis.Egyptians feel that they do not have all the information about COVID-19 Vaccine that answers all the questions they have in mind to be aware of the vaccine as 91.5% said that they do not have enough information from Egyptian media. Thus , only 25.6% said that they are willing to take it which shows is a small number. These results concluded that Egyptians from 18-30 highly rely on social media, especially Facebook to gather information about COVID-19 and its vaccine. Moreover, Egyptians believe that the traditional media uses specific words or frames through which COVID-19 vaccine is portrayed trying to urge people to take it without revealing the whole story. Also, Egyptians asserted that they aren't going to take the vaccine because of the missing information and the concerns that they wish the Egyptian media would answer, but doesn't, as 74.4% proclaimed the vaccine intake rejection.

Conclusion of the exploratory study:

Thus, the portrayal of Egyptian media is missing a lot regarding providing Egyptians with the vaccine's pros and cons which project a full and balanced coverage that Egyptians want for the media to handle their stress and answer their questions. Unlikely, Egyptians believe that the traditional media is effective regarding the portrayal of the precautions, as 62.2% agreed that the Egyptian media helps in raising awareness when it comes to wearing masks and washing hands procedures. Additionally, Egyptians stated that they watch traditional media , and that they are still taking the precautions since COVID-19 outbreak , which reveals that traditional media stressing on preventive measures and raising awareness regarding protection is high, but Egyptian media balanced portrayal of COVID-19 vaccine is low.

4. Problem Statement

Since the breakout of the COVID-19 pandemic, Egypt has been facing a crisis that needed and still needs to be managed. The Egyptian Media plays a huge role in raising awareness and applying preventive measures during the 3 phases of COVID-19 Crisis.

This research needs to be conducted to explore how Egyptian Media cover the crisis of COVID-19 in the 3 phases with their preventive measures. This research will shed lights on how differently the Egyptian media deal with the crisis in the 3 phases, pre-Crisis, during the crisis and post-crisis.

This research will also emphasize the comparison of how Egyptian adults receive COVID-19 information, whether through Traditional media through watching TV programs or through the official Facebook Page of World Health Organization.

This research needs to be conducted to gather information on how Egyptian adults gather their COVID-19 information, whether they rely more on TV programs or Social Media through the Official Facebook page, and which platform do they consider to be more trustworthy.

This research is needed to cover the how Egyptian Media is Raising Awareness and Preventive Measures when COVID-19 firstly appeared, how the Egyptian Media is dealing with the crisis through mentioning the precautions as washing hands/wearing masks/using alcohol, and how the Egyptian Media in the post-crisis phase is portraying the new Vaccines, how they are mentioning the pros and cons of the new vaccines and how they are urging the vaccines intake.

Research Objectives:

- Shed lights on the Role of Egyptian Media in Raising Awareness about COVID-19.
- Emphasize how Egyptian Media applies Preventive Measures During the phase of COVID-19 Crisis.
- Explore the differences between how the media is sending information through the 3 phases pre, during and post COVID-19 Crisis.
- Compare between how the Egyptian Media disseminates information about COVID-19 through Traditional and Social Media platforms.
- Shed lights on which Media platforms do Egyptians rely on the most.
- Discover which Media platforms do Egyptians consider to be more trustworthy.
- Investigate how Egyptians gather COVID-19 information from.
- Determine if Egyptians have enough information about how to deal with COVID-19.
- Conclude if Egyptians have enough needed information about the new COVID-19 vaccines.

- Study if Egyptians have enough information about the preventive measures of COVID-19.
- Measure how knowledgeable Egyptians are about COVID-19 because of Egyptian Media.
- Discover which, Traditional or Social Media, platform is more effective and gives more information.

5. Theoretical framework
The Crisis Communication Lifecycle
This proposal is going to apply the crisis communication lifecycle on COVID-19. The communication of crisis and emergency risk includes the importance of emergency communication and the need to explain to stakeholders and the public the risks and benefits. Crisis and emergency risk communication is distinct from crisis communication in that the communicator is not viewed as a crisis or catastrophe participant, except as a crisis or emergency resolution agent.

Crisis and emergency risk communication is the attempt of experts to provide evidence to encourage an individual, stakeholder, or a whole community to make the best possible decisions under almost difficult time limits regarding their well-being and eventually allow people to understand the uncertain nature of choices during the crisis.

Identifying a crisis's pattern will allow communicators to predict and react efficiently to problems. It is important for communicators to realize that any emergency, disaster, or crisis occurs in stages and that communication needs to change in parallel. The communicator will anticipate the communication needs of the media, stakeholders, and the general public by the division of the crisis into the following phases. Each stage has its own precise information specifications.

The crisis life-cycle model is adapted from the life-cycle marketing product model, which usually charts data over time on sales or usage. Product life-cycle theory implies that businesses should create and execute marketing techniques in relation to four phases of the product life-cycle according to the role of a service or product. The theory that crises also progress in a certain way, or follow a cycle,was founded in the early 1980s and is consistent with this period's literature on crisis management.

Fink (1986) applied the crisis life-cycle model to understand crisis behaviors better.As marketing analysts used the product life cycle to understand product and demand dynamics, In general, the literature on crisis management identifies the need to address each of the five stages with an specific management plan in order to better handle the various complexities and aspects of each level.The general crisis communication paradigm presented in the research suggests that mass media coverage is essential as it affects the attitudes of stakeholders during a crisis.

Before the emergency occurs, the **pre-crisis stage** is the best time for a communicator to prepare by designing a crisis response strategy, writing messages, identifying target audiences, and anticipating communication needs. These ready resources can help communicators react quickly when a new disaster occur. In the early phase of a response, strong communication using CERC concepts is crucial where there is the most uncertainty and the least amount of available information. It is essential to remember that the information available and the needs of the audience can change as the emergency response develops. In order to fulfill these evolving demands, communication resources and strategies must adapt.

This phase is considered **the second phase** of the model,which is known by researchers as the 'crisis build up' or prodromal phase. The model suggests that prodromes (issues that have the ability to become crises) emerge as minor during the original stage of a crisis. The model suggests that a set of trigger topics would be used in mainstream media coverage, each providing a brief discussion on active prodromes. In the mass media, the level of interpretation and detail of each cause subject is limited and certain topics appear as minor news reports.

Third phase, which is called preparation or preventing, researches claims that media control over the messaging is the key to crisis management. The power of the media to transmit news as soon as it occurs has forced organizations to develop crisis strategies that can be rapidly executed. The CERC model assumes that in mass media coverage, trigger themes will begin to occur and that how the theme is managed is also necessary vital. Research confirms this prediction, suggesting that management should concentrate entirely on taking care of the triggers, controlling damage, and restoring the organization as soon as possible to normal operating conditions at this point of the crisis.

Foruth phase, which is called acute, when the crisis bursts out of the trigger theme (prodrome) stage and develops into an actual crisis, this is the shortest and most serious period of a crisis. Studies suggest that prior to the acute stage, crises actually begin. Mass media usually announce the outcome of fiscal, physical, or emotional harm to the organization and its stakeholders. The model predicts that the trigger theme will be the focus of mass media content which will be on the immediate prodrome, and mass media coverage will develop into detailed discussions on the actual crisis.

Journalists attempt to address the cause theme in the **final stage** which is resolution to summarize how the crisis happened, who or what was to blame or who is responsible for the crisis, and what should be learned as

lessons for the future from events. When organizations are unable to address what have produced the trigger theme. The theme then moves to passive status and remains there until the trigger theme is reactivated and brought back into prominence by another occurrence and then comes the last part which evaluation of the crisis and the strategies applied to manage this crisis.

Depending on the crisis, moving through each of the stages can differ, and situations will evolve in unpredictable ways. Not all crises are equal; they will vary significantly in frequency and longevity. For effective response communication, well-planned and well-executed CERC, completely integrated into the processes of each stage, is essential.

6. Research Questions:
RQ1: Does Egyptian traditional media raise awareness of precaution against COVID-19?
RQ2: How does Egyptian traditional media represent COVID-19 crisis?
RQ3: How do Egyptian traditional media portray COVID-19 vaccine?
RQ4: Is there a relationship between media preferred sources and preventive responses?
RQ5: Is there a relationship between social media projection of COVID-19 vaccine and misinformation?

7. Methodology
The research will use both qualitative and quantitative techniques
   1) Quantitative Technique:
   - **The paper will include Quantitative (Survey).**
Quantitative research is characterized by obtaining quantifiable data and applying scientific, analytical, or computational techniques as a comprehensive examination of the phenomena. Quantitative research collects information from potential people using sampling methods by sending online surveys, questionnaires, etc.
In this paper, Survey will be used and distributed online.
   - **Population:**
Egyptian youth from both genders. Two Age brackets; from 18 years to 25 years old and 26 years to 30 years old. , can be considered as good TV viewers and internet users "Social media platforms" in order to reach to significant results according to different demographical changes such as " age , gender , and different educational levels" in order to identify whether demographical differences lead to differences in attitudes towards the level of acceptance of piece of news from ordinary citizens.
   - **Sampling:**
Non-Probability Available Sample. As it will be online due to time constraints and money constraints, and people are available online will answer the survey. Sample size will be 400 surveys.
   - **Method: Survey**
   Survey's Objectives:
   1- To find out from where youth get the information given about Coronavirus.
   2- To measure the level of awareness youth have about coronavirus from Egyptian TV and social media platforms.
   3- To explore if youth are precautious through the crisis or not.
- **Survey's themes:**
Area#1: Sources of gathering info
Area#2: COVID-19 Egyptian Media Portrayal
Area#3: Effects of Egyptian Media Portrayal
Area#4: Demographics
   2) Qualitative Technique:
   - ***Qualitative content analysis:*** The methodology we are going to use here is content analysis by categories of analysis and units of analysis to analyze and interpret numbers of talk shows, news and pieces in traditional Tv and shared on social media platforms.
   Qualitative Content Analysis Objectives:
   1- To know what Egyptian platforms are more informative and give awareness about the coronavirus.
   2- To analyze how people interact with information given by sharing, commenting and liking.
   3- To investigate how talk shows and news pieces talk about the precautions.

8. Conclusion and recommendations
In conclusion , Preventive measures are still taken as the beginning of the epidemic in the crisis phase as the pre crisis , but level of awareness decreased from pre-crisis till the crisis phase because now Egyptians believe that they are not aware enough about CORONA virus from the Egyptian media. The recommendations of the researchers are to research more about post-crisis phases information.

Mainstream media projecting COVID-19 vaccine is repetitively depicting one side of the story regarding

precautions which is highly implemented on different traditional media such as print media, television, and radio, neglecting other issues within the crisis that Egyptians should be aware of such as the vaccine composition, its safety, its effectiveness, and the experiments such a vaccine passed by which made it an approved medicine for people to take. Thus, the Egyptian media fails to uphold its standards of fairness and balance based on the exploratory study on Egyptians.

Therefore, this paper recommends that media organizations would provide diversified trainings for media people such as journalists and reporters concerning news gathering and news writing for a balanced coverage if news.

Editors and journalists should consider audiences in their projection asking themselves what are their concerns and questions, which means that studying audiences should be implemented within these courses regarding the lifestyle research that includes Demographics, Psychographics, and Geographic's which is going to play a role in the language and choice of words.

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APPENDIX
Hello, this survey is about the role of media and applying preventive measures among Egyptians during Phases of COVID-19 crisis.
(Preventive measures: are some actions that keep harm or illness from occurring.)
We would be grateful if you answered this survey and we appreciate your time and effort doing so. Your answers would be confidential for research purposes only.

Q1: How often do you gather information about COVID-19 from Facebook?
1. Usually
2. Sometimes
3. Rarely
4. Never

Q2: Do you watch any traditional media platform?
1. Yes
2. No

Q3: From where do you gather information about COVID-19 vaccine?
1. Print media
2. Television
3. Radio
4. Google
5. Facebook
6. Twitter
7. YouTube
8. Other (please specify)

Q4:

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
I rely on social media for gathering information				
COVID-19 vaccine pros and cons are portrayed by the Egyptian media				
Egyptian media portrayal of COVID-19 helps in raising awareness About precautions as washing hands and wearing masks				
Egyptian media uses specific words or frames to urge COVID-19 vaccine intake				

Q5: Are you still taking the same precautions since Corona virus prevailed in Egypt?
1) Yes
2) No

Q6: Do you feel that you have all the information you need to know about the new Vaccine from the Egyptian media?
1) Yes
2) No

Q7: Would you take the Vaccine that is proposed now?
1) Yes
2) No

Q8: Your Gender.
1. Male
2. Female

Q10: Your Age.
1) 18- 25
2) 26 - 30