

A STUDY TO ASSESS THE IMPACT OF MASS MEDIA ON QUALITY OF LIFE DURING COVID 19 PANDEMIC AMONG PARENTS OF NURSING STUDENTS IN SRM COLLEGE OF NURSING, KATTANKULATHUR, CHENGALPATTU DISTRICT

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Abstract

Corona disease (COVID-19) is a deadly disease which continues to affect the world. Media started constant reporting on COVID to the public. The main aim of the study to assess the impact of mass media on quality of life among parents of nursing students. Cross sectional study design was adopted. 203 parents of SRM nursing students who fulfilled the inclusion criteria were selected by Non-Probability convenient sampling technique. Structured questionnaire and Cross-sectional study design was used to conduct the study through google forms. During COVID pandemic most of them prefer (31.6%) social media, participants spent mass media about 1-2 hours (45.6%) per day. Most of the impact form of mass media is television (39%). Many of them have not been attended the psychiatric counselling (66.9%). The people are mostly convinced and moderately satisfied with mass media (45.6%). In the overview opinion of parents of nursing students there is no influence of mass media in relationships (27.9%). They were very satisfied with access to health service (32.4%). They felt panic, most of the time after watching the news (43.4%). They felt very depressed or hopeless after watching the news (41.9%). Most of the time they cannot concentrate on daily routine work and job life after watching the news on COVID-19 (37.5%). Most of the time they are affected emotionally due to physical distancing (36.8%). They felt either satisfied and dissatisfied with energy for every day life (39%). Majority of them dissatisfied with the conditions of living place (30.1%). Parents of nursing student's quality of life were moderately affected during COVID-19 as compared to the pre COVID-19 period (39%). The demographic variables corresponding to the p values which are less than 0.01, are significantly associated high with "quality of life during COVID-19 such as sex, family income per month and medium of information.

Keywords: Parents Of Nursing Students, COVID 19 pandemic.

INTRODUCTION

Corona disease (COVID-19) is a deadly disease which continues to affect many countries in the world. This is caused by the new strains SARS-CoV-2 which is become the serious public health concern worldwide.

During the pandemic, media & society are closely related to, Mass media started promoting hand hygiene and other preventive measures. Media started constant reporting on COVID which created anxiety among the public

The mass media - print, television, radio, and the internet - has an unprecedented outstretch as an imparting appliance. In the course of a public health crisis (COVID-19) mass media directly influence the solitary life in a positive and negative demeanor both and glance the allage group in one and the potency by patronage to the other abstruse alteration, economic stagnation, education, well-being, employment, communal relationships, healthcare provocation to combat COVID 19, and many more amid the society

METHODOLOGY:

Cross-sectional research design was adopted to the study. 203 samples parents of nursing students who fulfilled the inclusion criteria were selected by Non probability convenient sampling technique. Structured questionnaire through online google forms was used for the study. Descriptive and inferential approaches were used to analyze the information based on the objectives. Part-A It consists of demographic variables such as Age, Sex, Religion, Educational status, Occupation, Family income per month, Area of residence. Part-B It deals with structured questionnaire to assess the impact of mass media on Quality of life during COVID 19 pandemic among parents of nursing students in SRMCON which comprised of 27 questions.

ETHICAL APPROVAL:

Before beginning data collecting, the research committee of the project was approved by SRM college of nursing, SRM institute of science and technology, kattankulathur, Chengalpattu district. The Dean of the SRM College of Nursing granted permission, and each participant gave informed consent. The subjects were assured that their identity would be preserved and that they may withdraw from the research at any moment.

RESULT AND DISCUSSION:

The study was conducted among parents of Nursing students in SRM college of Nursing, Chengalpattu district. In this study the demographic characteristics were as follows: Regarding the age, 72(52.9 %) were in the 31- 40 years, 49(36.0%) were in the 41-50 years, 13(9.6%) were in the 51 – 60 years, 2(1.5%) were in the above 61 years. Regarding the sex, 58(42.6 %) were male, 78(57.4%) were female. Regarding the Religion 86(63.2 %) were Hindu, 35(27.5%) were Christian, 12(8.8%) were Muslim, 3(2.2%) were others. Regarding the educational Status 12(8.8 %) were post graduate and professional degree, 31(22.8 %) were graduate, 21(15.4 %) were intermediate or diploma, 48(35.3 %) were High school certificate, 11(8.1%) middle school certificate, 8(5.9%) were primary school certificate, 5(3.7%) were illiterate. Regarding the Occupational status 4(2.9 %) were legislator, senior official and manager, 29(21.3 %) were professional, 20(14.7%) were technicians and Associate professional, 6(4.4%) were clerk, 5 (3.7 %) were skilled agriculture and fishery workers, 26(19.1%) were graft and related trade workers, 3(2.2%) were plant and machine operators and assembles, 4(2.9%) were elementary occupation, 15(11.0%) were skilled workers and shop worker, 24(17.6%) were and un employed. Regarding the family income per month, 37(27.2%) were below 10,001 income, 51 (37.5%) were 10,00 – 29, 972 income, 17(12.5 %) were 29,973 – 49,961 income ,14(10.3%) were 49,962 – 74,755 income, 13(9.6 %) were 74,756- 99,930 income, 2(1.5%) were 99,931 – 1,99,861 income, 2(1.5%) were above 1,99, 862. Regarding they area of residence 44(32.4%) were urban, 71(52.2%) were rural, 21(15.4 %) were semi urban. Regarding the medium prefer the most to get information 43 (31.6%) were social media, 45(33.1%) were television, 43(31.6%) were newspaper, 5(3.7%) were radio.

Regarding the time the majority of the participants spent for mass media is 1-2 hours (45.6%). Most of the impact form of mass media is television (39%). The major role and function of mass media is for information (44.1%). Many of the participants spent their time in cleaning activities during COVID 19 pandemic (64%). Many of them have not been attended the psychiatric counselling during the COVID 19 pandemic (66.9%). The people are mostly convinced and moderately satisfied with mass media (45.6%). Quite response to mass media advertisement (24.3%). In the overview opinion of public there is no influence of mass media in relationships (27.9%). In public there is moderately positive effect of mass media on government and society (30.1%). Among students of nursing parents there is slight and strong effect of mass media on faith and religion (30.9%).

Mass media has played moderately important role (37.5%) during the pandemic. The parents are very satisfied with access to health service (32.4). They are very satisfied that publishing more news related to COVID 19 on media (36%). Very satisfied that filters need to be added for specifying news on media (32.4%). The parents felt panic most of time after watching the news on COVID 19 (43.4%). They felt very depressed or hopeless after watching the news on COVID 19 (41.9%). Most of the time they cannot concentrate on daily routine work and job life after watching the news on COVID 19 (37.5%).

Most of the time they are affected emotionally due to physical distancing during COVID 19 pandemic (36.8%). Most of the time they felt either satisfied or dissatisfied with work capacity (34.6%). At majority they felt neither satisfied and dissatisfied with quality of sleep during the COVID 19 period (36.8%). They felt either satisfied and dissatisfied with energy for every day life (39%). Majority of parents dissatisfied with the conditions of living place (30.1%). Mostly the people moderately affected the quality of life during COVID-19 pandemic as compared to the pre COVID 19 period (39%). Rate of mental health over

COVID 19 pandemic is fair (39.7%) among parents. Rate of Physical health over COVID 19 pandemic is fair (39%) among parents. The demographic variables corresponding to the p values which are less than 0.01, are significantly associated high with “quality of life during COVID 19” such as sex, family income per month and medium of information..Prerna Sharma et.al.,(June 2020)⁹ found a basic positive quantifiable association at 0.01 level between hours spent for COVID-19 news on the viewpoint on expansive interchanges with pressure and nervousness 0.54, with stress 0.41 and with Quality of life 0.48.

Dhanashree et.al.,(May 2020)⁴ This examination has been driven on the north of 10-year developed people by the web-based outline through Google bookkeeping pages, July 2020. This assessment shows that the usage of web/online media was the most raised, followed by TV news beforehand and during lockdown. The use of the web and TV news extended during the lockdown and the usage of papers, radio, and magazine declined through and through. The anxiety in view of COVID-related news through expansive correspondences was represented generally raised (27.3 %) in the 40-49 years age pack and least (14.49%) in the 20-29 age bundle. Around 43.18% of people of 30-39 years of age gathering made fear, and 28% of 50-59 age packs felt caution due to COVID-related news in media. It has been found that the usage of online media is most vital in the 20-29 age bundle followed by 10-19 years age pack.

Farzan Sasangohar et.al.,(June 2020)² gathered studies with 195 students at a tremendous state supported school in the United States to appreciate the effects of the pandemic on their enthusiastic health and flourishing. The data were bankrupt down through quantitative and emotional procedures For the 195 students, 138 (71%) showed extended tension and disquiet in view of the COVID-19 episode. These included fear and worry about their own prosperity and of their loved ones (177/195, 91% uncovered unfavourable results of the pandemic), inconvenience in concentrating (173/195, 89%), aggravations to snoozing plans (168/195, 86%), decreased social relationship due to physical isolating (167/195, 86%), and extended stresses on academic execution (159/195, 82%). To adjust to tension and anxiety, individuals have searched for help from others and supported themselves by embracing either negative or positive techniques for managing pressure.

Abu Reza Md. Towfiqul Islam., (November 2020)⁵ found out that there was a positive basic association between the composite lifestyle score and the electronic media is reliable during the COVID-19 pandemic ($r=0.508$, $p < 0.01$).-Samlani Z et.al.,(2020)³ They did a spellbinding cross-sectional investigation of 279 Moroccan residents. The information were gathered utilizing an electronic poll disseminated on the web. The members likewise demonstrated their socio-segment information, their insight and works on with respect to the Covid-19 pandemic and regardless of whether they had persistent medical issues. The personal satisfaction of all members was reasonably disturbed during the Covid-19 pandemic with a psychological well-being score (MCS) of 34.49 (± 6.44) and an actual wellbeing score (PCS) of 36.10 (± 5.82). Members with constant infections scored lower with 29.28 (± 1.23) in psychological well-being (MCS) and 32.51 (± 7.14) in actual wellbeing (PCS). The reality of COVID-19 affects the personal satisfaction and wellbeing prosperity of individuals and this effect is more set apart in individuals with constant medical issues.

CONCLUSION:

The main aim of the study was focused to assess the impact of mass media on quality of life during covid 19 pandemic. Mass media plays major role in affecting the quality of life among parents of nursing students. Family income, sex and medium of information plays a major role in quality of life among parents of nursing student

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CONFLICT OF INTEREST:

There are no conflicts of interest. Furthermore, this research was not sponsored

STATEMENT OF INFORMED CONSENT:

All study participants gave their informed permission before being included in the study.

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