
Impact of COVID-19 2nd Wave on Instagram in India

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Abstract

In April 2021, a sudden increase of COVID-19 cases in India began lifting the panic among the people on how to save their life from the double mutant virus and stop the spread of severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). Night curfew, Break the Chain, and home isolation restrictions were imposed as a collective population response to COVID-19 in the community. Festival like Holi and Laylat al-Bara 'at, social gatherings like election rallies in West Bengal and Panchayat elections in few states, and religious gatherings like Kumbh Mela increase the spread of the virus among the peoples in India. "On 27 April 2021, India had reached 323,144 new cases, bringing its total confirmed caseload to 17.64 million. According to health ministry data, deaths from COVID-19 raised by 2,771 to reach a total of 197,894." Rising number of cases in India, citizens are scrambling for medical oxygen, hospital beds, antiviral drugs, and other supplies. Many have even put out desperate pleas on social media platforms like Instagram and Facebook to find COVID-related resources for their loved ones at any cost. Resources like available beds in hospitals, ventilators, oxygen cylinders, Remdesivir injections, and medicines like Calpol 650.

Keywords: West Bengal Election, Double Mutant, Kumbh Mela, Election Commission, Oxygen cylinder, Remdesivir Injection.

Introduction

People are increasingly turning to social media as a source of information and a means of expressing their thoughts. A collection of Internet-based services known as social media allows users to produce, share, and exchange information in a virtual community. The increasing usage of social media has impacted how individuals get news and information throughout the world. Social media apps have played an important role in how public health emergencies are perceived and managed. One of the platforms like Instagram, has been extensively used to communicate information regarding public health problems. As India battles, the second wave of COVID-19, clinic beds, oxygen supplies, blood plasma, and medications run scant. Along these lines, a few groups are taking to online media by posting pressing necessities on Instagram. People are flooding these stages with allures for critical requirements through posts, stories, reels, short

videos, and long videos with offers and story transfers to help bothered residents in a few urban areas the nation over.

Statement of Problem

Instagram is a free online photos & videos sharing application & social network platform where we can create a story, post, reels, short videos, and long videos. At the time of the pandemic, when people lose the hope to save their loved ones' lives who suffer from COVID -19 diseases and are unable to arrange. Oxygen, food, or to find a caretaker for their children. Instagram played an important role in sharing the oxygen cylinders dealer's numbers, the status of empty beds in hospitals, COVID hospitals, etc.

- Do people still use Instagram as a photo and video sharing application?
- Impact of Instagram information flow on citizens?
- Instagram is an application which a limited age group uses?
- How is effective communication done with the help of Instagram during the second wave of COVID 19 India?

Background of the study

As India's staggering second flood of COVID wave overpowered the medical care framework, frantic clients went to web-based media to seek help from the general population as emergency clinic beds and oxygen supplies ran out. Individuals needing help, either for themselves or their family members, posted stories, reels, and videos on Instagram. Others ordered data on the accessibility of beds in medical clinics just as contact subtleties of sellers with oxygen chambers and different assets are hard to come by. A big responsibility on the shoulder of young generation peoples.

Objectives of the study

The main objective of this study is to find how Instagram helped people in different ways during the second wave and how to be prepared for the third wave while identifying the pros and cons faced in the second wave. Instagram has the capability of uniting individuals with the help of Direct messages (DM), Posts, Reels, Story, Videos.

Review of literature

Instagram was one of the most recent social media platforms in 2010. It is a multi-channel platform available on both a mobile application and identification Instagram was created by Mike Krieger and Kevin System and launched on 6 October 2010; however, in April 2012, Facebook bought Instagram for approximately US \$1 billion. Photo sharing application allows its users to have their profile, either public or private depending on the user's system. Users can prove their photographs and videos on their profile, follow other users, and aim followers and written. Over time, Instagram has rolled out a few improvements to their advanced application filters, editing

tool, hashtags, polls, stories, opinions, songs library, reels, direct message, tagging, creators, and business.

Social media applications are enormously popular with a variety of users according to the Instagram demographics. Women make 60% of the overall users, with 32% of the made users and 90% of Instagram users under 35 age according to the static provided the Instagram in 2016.

This case study aims at the impact of Instagram on the pandemic 2021, the rise of COVID -19 second wave. Instagram has impacted its users before active users do not go a day without checking their Instagram account profile, uploading content, exploring other user's content, finding their known ones. Before the pandemic, users watched upload posts related to clothing, footwear, hairstyle, fitness, recipe and followed celebrities' trends and fashion in the time of COVID-19 second wave getting the help of Instagram people to communicate with each other to know the essential items like oxygen cylinder, information about COVID hospitals, diet plan, medicines, locations, and vaccination details.

This study will focus on how Instagram helps people communicate and save many people's lives during COVID-19 second wave through this application while sharing Textual posts, Photos, Reels, Short videos, IGTV, and Stories.

Role of Instagram (Communication) during COVID-19 second wave

Instagram played an important role in saving several people's life during COVID-19 second wave Beds in hospitals, Oxygen cylinders, Remdesivir injection, guidelines regarding home isolations, and daily updates of COVID cases and containment zones.

Research Questions

- Did Instagram is an effective medium of communication?
- Sharing, 30 seconds reel, is more reachable and effective than short and long video.
- Instagram only helps the young generation?
- Can people continue their business during lockdown with the help of Instagram?
- Will Instagram played an important role in awareness in COVID-19?

Hypothesis

SARS-CoV-2, also known as COVID-19, is quite possibly the most extreme wellbeing challenge worldwide in the last decades. The fast and boundless conveyance of (COVID-19) commands worldwide consideration with nearby execution. Till now, no conclusive remedial drug has been acquainted with the facility. Thus, because of numerous logical sources, the best measures for infection containing stays the preventive procedures. Large COVID-19 spread is through the hands of beneficiaries while viral beads would not pass if two meters safe distance from others.

Research Method

This qualitative content analysis study was carried out in India, with the most confirmed COVID-19 cases. Data were gathered from Instagram posts published in 2021. The Instagram app's search tool was utilized to discover postings about Coronavirus or COVID-19.

Research Tool

Used Instagram to collect all kinds of data regarding this research. Which website helped people during the pandemic, how they helped them, reaction or reviews of people regarding it, study of how much people are getting help from this type of page like Hemkunt Foundation, etc.

Findings

200 of the 500 postings analyzed included video-type content, while 160 had photo-type content. Three hundred fifty important post contents were retrieved from an examination of the contents of 50 Instagram pages.

Discussion

In this study, we examined the content of COVID-19 wave 2 Instagram postings. The evaluated postings included themes: “diagnostic and therapy” and “generic preventive suggestions.” This might be because once informed of the pandemic. Many individuals turn to social media to find strategies to avoid infection and protect themselves and their families from the virus (for oxygen, beds, etc.). The analysis of posts with the “general prevention guidelines” theme showed that they contained recommendations for protecting yourself and others, for protecting your home, for travel, for the workplace, for the use of public transport, oxygen, beds, injection, etc. Many posts also included concerns and information concerning the difficulties of detecting and treating sick persons, such as determining if someone is infected, what signs to look for, and so on. According to the content analysis, the Instagram posts with this subject included information on drug treatment, drug distribution, vaccine news, virus description, oxygen availability, how to detect the illness and identify its symptoms, and the body's response to the virus.

Conclusion

During a public health crisis, content analysis of Instagram postings can give new and realistic insights into the issue and highlight areas of popular interest or concern. Furthermore, the information gathered in this manner can assist individuals in identifying the most significant concerns from a public standpoint and utilizing the obtained knowledge to handle existing and future pandemics.

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