

Role of Digital Media and Social Media in the Lifestyle of Indian Doctors During Covid-19

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Abstract

Health care sector facing unprecedented challenges during Covid-19. This time many digital app and platforms for communication, information dissemination, and professional collaboration surged. In India, Covid-19 infection has caused severe damage to all the citizens and regions. At this time the case of covid-19 patients was increasing day to day, which is no less than a challenge for the health department. This research paper has been analysis with the help of secondary sources. By collecting data from News and research Articles from Shodhganga, Research Gate, The Times of India, Hindustan Times, Danik Jagaran etc. This study examine the impact of digital and social media on the lifestyle of Indian doctors during the Covid-19 pandemic.

Key Words- Digital Media, Social Media, Lifestyle, Covid-19

Introduction

A serious global public health concern is the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) and its offspring, COVID-19. As of January 18, 2021, the virus was thought to have infected 95 million individuals globally, killing roughly 2 million of them. The global healthcare sector has been drastically altered by the Covid-19 pandemic, introducing unexpected hurdles and modifications to medical practices worldwide. In India, where a substantial number of people depend on the healthcare system, the importance of doctors has increased significantly. Indian doctors, working

on the frontlines, encountered challenges from the virus and misinformation, along with higher patient numbers and the necessity for ongoing professional growth in a changing environment. In this chaotic time, doctors found digital and social media to be crucial for changing their professional and personal relationships. The need for virtual appointments and the quick shift to telehealth demonstrated the flexibility of the healthcare system. Digital platforms have allowed doctors to continue caring for patients, exchanging knowledge, and staying connected with colleagues, creating a sense of community in a typically solitary setting. Nevertheless, this heightened dependence on digital communication also presented major obstacles. Concerns have been raised about the spread of inaccurate health information on social media platforms, making patient education even more challenging. Moreover, the increased stress and burnout experienced by healthcare professionals is attributed to the constant online connectivity blurring the lines between their professional and personal lives. In such a situation, this serious epidemic has increased the occupational stress of doctors and has given rise to problems like anxiety, depression, fear, infection, family insecurity, emotional insecurity, emotional isolation. The Government of India and the Ministry of Health have organized many types of guidelines, rules, policies, protective equipment, medical assistance, emergency numbers, motivational speeches, conferences etc., so that the workload of doctors can be reduced. Digital media and media, educational knowledge, initiatives taken by governments as well as the guidelines given by WHO have been seen and recognized globally as a tool to assist in all these tasks. The WHO defines an infodemic as a rapid and extensive transmission of both accurate and inaccurate information about an epidemic, as COVID-19. The term infodemic is a mix of the words information and epidemic.

Objective

The purpose of this study is to see how much and to what extent the digital media and social media contributed during the pandemic. Before writing this paper, several research thesis, article, newspapers and journals were reviewed; however, the lack of research in this area led to the presentation of this paper to benefit society and further research.

Research Methodology

This study has been finished with assistance from sources other than primary. An effort was made to understand the impact of media on the lifestyle of Indian doctors during Covid-19 by gathering information from newspapers, research papers, Shodhganga, Research Gate, etc. Furthermore, has the media played a role in supporting the doctor's life.

Life during COVID-19

The rapid spread of Covid-19 as a worldwide pandemic has had a detrimental impact on every country, resulting in the loss of many lives. Lockdown was implemented in the majority of nations in order to stop the transmission of this disease. Lockdown was also imposed nationwide in India to control the spread of the infection while prioritizing safety. The way it spread was so horrifying that by the end of 31 May 2020, 367,166 individuals lost their lives. The impact of COVID-19 was significant, causing a complete disruption to people's way of life. Life turned into total disorder. The absence of a country's health or medical system is crucial as it directly impacts the well-being and finances of its citizens. This sector was greatly affected by the epidemic on a massive scale. Doctors are still discovered to be experiencing mental anxiety and depression. This was the first time a pandemic of this size had affected the majority of active physicians. This community had to change their practices, update their expertise and treatment tactics, shield themselves while fighting for their patients, and deal with the stress of posing a threat to their own families, to name a few of the difficulties they faced. Nevertheless, the present circumstances are an improvement from the previous ones, resulting in a reduction in their mental well-being and workload. The rising patient numbers, limited infection prevention materials, fewer doctors, increased workload due to lack of planning, stress, anxiety, apart from family, Indian doctors face challenges from government guidelines, health department instructions, and mass media efforts to alleviate these issues, proving beneficial to both citizens and doctors' lifestyles. The media served as an intermediary in raising consciousness about the pandemic and was crucial in carrying out various tasks like promoting social distancing, minimizing physical contact, bridging gaps between individuals, and providing online medical advice to healthcare professionals in India. Numerous

webinar-based academic meetings were held during the pandemic, which presented a fresh window of opportunity in the field of medical education. Participants had the pleasure of sitting in the comfort of their own homes while attending meetings with esteemed teachers from around the world. Nearly 50% of the participants said that this type of online education has potential for the future as well. Following the COVID-19 pandemic, the Medical Council of India (MCI) authorized telephone consultation, which had previously not been recognized as a legitimate form of consultation in the nation, on March 25, 2020. Guidelines for registered medical practitioners were also issued.¹⁶ This resulted in a significant shift in consultation procedures, allowing patients to see their physicians without having to travel and interact with other hospital patients.

Some important functions of social media during the pandemic

Social media is crucial in decreasing social isolation during the COVID-19 pandemic. Because of the lockdown, all Indian citizens were experiencing social distancing. Doctors were ensuring their own well-being and that of their family members by maintaining contact through social media in order to stay emotionally connected, while simultaneously tending to the patients under their care during the pandemic.

Role of media in public awareness

Statistics show that currently, India has approximately 350 million social media users, a number that is expected to increase to around 447 million by the year 2023. Health professionals utilized social media platforms like Twitter and Facebook during the COVID-19 pandemic for personal awareness, sharing health-related information with the public, combating misinformation, providing treatment guidelines, preventing dissemination of false information, and exchanging knowledge. Social media platforms were being utilized to promote adherence to public instructions and quarantine regulations. A 2019 report revealed that the typical Indian devotes 2.4 hours daily to social media use. Indian doctors living in Britain have established a digital center to support their fellow Indian doctors. Experienced doctors from Britain were found sharing their knowledge and experience with Indian doctors via video calls and providing hospitals with free advice on treating patients. There are specific social networking platforms that allow doctors to stay in touch with their professional and personal contacts, including colleagues and coworkers, both formally and informally. There are specific apps made for doctors and healthcare practitioners, serving as doctor-centric social networking platforms, enabling crowdsourcing for valuable information and opportunities, in addition to common apps like Facebook, Whatsapp and Google that doctors are currently using. information, news bulletins, research reports and recommendations along with recent issues and contributing factors (keeping them current).

Docplenus:- Docplenus is the biggest platform for 250,000 Indian healthcare professionals, offering knowledge exchange, opportunities, skills, conversations, informative blogs, and press releases.

PlenusMD:- This application provides medical updates, case studies, job listings, resources, and updates from more than 500 sources like Mindscape, WebMD, Harvard, and others.

Dailyrounds:- Dailyrounds is a networking platform that encompasses various medical topics such as keys, medications, and case databases. It also offers information on over 2,000 modules and more than 10,000 brands of international and national medical programs.

In India, there are several apps where doctors provide advice to patients only after having a discussion with them.

Practo:- Practo, a health tech startup founded in 2007 by Shashank and Abhinav Lal in Bengaluru, has expanded to over 36 cities as an online consultation app. The issues and remedies of patients are kept in digital records. It also offers assistance for scheduling appointments, consulting with doctors, purchasing medications, and seeking insurance in India. Over 100,000 doctors serve 25 million patients annually.

Lybrate:- Established in 2013 in Delhi, this startup was founded by Saurabh Arora and Rahul Narang. It assists in locating and subsequently contacting a physician, interacting with patients via video chat, and scheduling appointments.

Portea:- Portea provides care for patients who cannot go to hospitals. The majority of these instances were discovered amid the Covid pandemic. The EMR platform receives patient data through a smartphone upload.

Docttocare:- Docttocare is an app for consultations, that was introduced in 2018 at NASSCOM Bangalore. It offers immediate online ambulance reservations, information on blood group availability at hospitals, and the option to share health records with doctors.

Doctalk:- Doctalk is a healthcare software app that was established in 2016 by Akshat Goenka and Vamsi Chamkura.

Murgency:- Murgency has documented more than 300,000 emergencies and offers medical assistance in select cities.

QuantiaMD:- Research has shown that 90% of personal activities among over 4000 doctors surveyed on QuantiaMD are carried out on a social media platform, with 65% using social media for professional purposes. However, in the midst of the Covid-19 transition period, the usefulness of technology has grown in both personal and professional contexts.

Sermo:- Sermo is a social networking community for doctors where they can provide treatment, guidance, expert consultation, and peer consultation. By 15 April 2014, this network reported 260000 doctors as its members. Additionally, there are websites that assist doctors in sharing their work, expertise, dialogue, advice, and interactions with patients.

- Visit QuantiaMD website at www.quantiamd.com.
- MkWDVIZgSaxvkmV is the website for doctors to hang out, visit www.doctorshangout.com.
- Doc2Doc (doc2doc-bmj-com) can be paraphrased as Doc2Doc (doc2doc-bmj-com) is able to be restated as
- The website address is www-ananursespace-org.
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Conclusion

Research also discovered that 35-70% of physicians utilized Wikipedia and Google for information weekly, with 93% finding the data to be both precise and readily accessible. Even though the Covid-19 pandemic has wrought havoc domestically and internationally, it has also presented opportunities for innovation and problem-solving across different sectors. During the Covid-19 pandemic, unexpected changes were observed in both the education and medical fields which were unforeseen by anyone. In addition, the government, Ministry of Health, and Ministry of Education have witnessed various negative challenges and positive initiatives in this field. The significance of each Indian citizen, as well as the crucial role and influence of education and digital media, has been recognized in all of this. The efforts made by both the society and the government, along with the Ministry of Health Department's guidance, have somewhat lessened and safeguarded doctors' workload, personal life, and concerns about their family's and society's safety. Digital media has provided a new source of optimism, allowing individuals to still communicate with coworkers and family, as well as maintain mental and emotional connections during self-isolation, enabling them to continue serving themselves and patients in a commendable way. Through this collaboration, India can protect its future by preventing infections, while future generations can recognize and appreciate Indian citizens as warriors. We citizens will be highly thankful to the media, digital media, and education for keeping us and our future generations well-educated. During the pandemic, doctors are fully committed to treating patients on the brink of death, remaining emotionally connected while physically distancing from family. Digital and social media, along with education, have aided Indian doctors and citizens alike in bravely battling the serious issue of COVID-19. Every Indian citizen is expressing gratitude to the doctors for their sincerity and commitment during the pandemic by presenting them with flowers and garlands daily, and rejoicing Doctor's Day on 1st July annually with enthusiasm, dedicating it as a festival to doctors, a sentiment evident across the country during this crisis.

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