




Media and the Corona pandemic: credibility or crises and rumors?

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Arab Republic of Egypt

Menofia - Shibeh El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

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Influential Factors on Egyptian Public's communication behavior during COVID-19 crisis: A field study

Dr. Eman Saber Sadek Shaheen

Eman.Shaheen@women.asu.edu.eg

Assistant Professor of Mass Communication,
Faculty of women,
Ain Shams University

Abstract

The study aims to find out the influential factors on Egyptian Public's communication behavior during the COVID-19 crisis, analyze and explain Egyptian Public's attitudes towards the treatment. The study relied on media survey methodology, questionnaire tool and interviews to collect information. The study concluded that there is a statistical significance relationship between the level of trust in information sources during the COVID-19 crisis and information search and sharing. However, no relationship is proved between trust in information sources and compliance with precautionary measures during the COVID-19 crisis. In addition, there are statistical significance differences between the respondents in information search and share, and compliance to precautionary measures as per the level of involvement and follow-up for the COVID-19 crisis. However, no differences in communication behavior are proved, whether there are contracted persons surrounding the respondents or not.

Keywords: Communication behavior, crisis, information search, trust in information sources, compliance to precautionary measures during crises, COVID-19.