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The Public's Reaction with Health Information on Social Media during the COVID-19 Pandemic Period: An Analytical Study of the Ministry of Health and Population Facebook Page

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Abstract

This study aims at analyzing the public's reaction with health information on social media during the COVID-19 pandemic period. The study relies on Dialogic Communication and Media Richness theories. The researcher conducts a content analysis of 866 posts published by the Ministry of Health and Population Facebook page between February 9 and August 8, 2020, during that period, Egypt was exposed to the first wave of the COVID-19.

The research concluded that COVID-19 pandemic -related posts received more engagement than posts that were not related to COVID-19 pandemic, the results also revealed a positive correlation between the public engagement with health information and COVID-19 cases and deaths, the results emphasized the role of the dialogic loop in eliciting public engagement with health information, the average public engagement with the posts that included the principles of the dialogic loop was higher than the average public engagement with the posts that did not include the principles of the dialogic loop.

Keywords: Health Information, Public Engagement, Dialogic Communication Theory, Media Richness Theory, COVID-19 Pandemic.