



Media & Social Networks

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The Yemeni Public's Reliance on Social Media as a Source of Information about the Corona Pandemic

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Abstract

The study aimed to reveal the extent to which the Yemeni audience relied on social media to obtain information about the Corona pandemic. It measured the extent to which the cognitive, emotional and behavioral effects are achieved as a result of such a reliance during the pandemic.

The researcher used a survey method on a purposive sample of 300 social media users in the Republic of Yemen. The mean age group is 18 years old and over.

The study revealed a set of findings, the most significant of which are:

- Whats App was the most popular social media, which the Yemeni public relied on to obtain information about the Corona pandemic. Facebook came in the second place, while YouTube came third.
- The most important reasons for the Yemeni public's exposure to social media were represented in the unique advantages that the internet possesses as a means of communication: 1- The speed in transmitting news 2- Knowing the latest developments 3- Interaction and active participation that such social media facilitate for people.
- The goals of understanding ranked first in the goals of the Yemeni public's reliance on social media to obtain information about the Corona pandemic. As for the orientation goals, they came in the second place, while the goals of eliminating tension came in the last place.
- Many effects were achieved as a result of the sample's dependence on social media during the Corona pandemic. The cognitive effects outweighed the emotional and behavioral effects.
- There was a statistically significant positive relationship between the Yemeni public's reliance on social media and the cognitive, emotional and behavioral effects that increased when the Yemeni public relied on social media.

Keywords: Social Media - Yemeni Audience - Corona Pandemic.