



ROLE OF SOCIAL MEDIA IN SPREADING AWARENESS OF COVID-19 COMPARATIVE STUDY BETWEEN FACEBOOK, TWITTER.

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ABSTRACT Media plays a prominent role in disseminating information among people. It plays an important role in spreading public awareness about certain issues. It is the most powerful tool to create awareness in society. This paper was focused on the role of social media in spreading awareness about Covid-19, and how media have been following every step of this journey with multiple stories, incessant headlines, and continuous updates across the past two years, the paper took a look at some of the challenges that have faced journalists during the COVID-19 outbreak and how the media played a role in containing and spreading Awareness COVID-19 and potentially, saving lives. And also, the role played by social media in the fighting against pandemic COVID-19 with the influx of news, information, and health guidance on social media to prevent coronavirus.

KEYWORDS : Covid-19, Social Media, Spreading Awareness.

INTRODUCTION:

The Coronavirus disease 2019 emergence was initially noticed in Wuhan, a city in the Hubei province of China. On 31st December 2019, China reported to the World Health Organization (WHO) about the cluster of pneumonia cases. Initial investigations revealed that these cases were due to previously unknown Coronaviruses. This new subset of Coronavirus was given the tentative name 2019-nCoV on 17th Jan 2020. Subsequently, it spread within and outside of China and has become an exceptional global public health issue. On 11th February 2020, the disease was officially named Coronavirus COVID-19 by WHO. On March 11, 2020, the WHO declared COVID 19 a pandemic. Till now, 24,18,845 Confirmed cases and 1,65,759 deaths from 208 countries have been reported (20th April 2020). During these times Print Media has been played a crucial role in spreading awareness among people. People are interested in health-related news and updated knowledge, seeking information on diseases, their prevention, diagnosis and treatment, nutrition, medications, and other factors related to their health. (Paper, 2019).

What is COVID-19

The outbreak of a new virus disease known as the Coronavirus Covid-19, which began in Wuhan, China, last December, has sickened more than 1,000 people and killed more than 100. Efforts to contain the outbreak have caused major disturbances in China, particularly in Wuhan and nearby cities. While researchers quickly identified the Coronavirus sequence, many questions remain about the new Coronavirus, including species that were first passed on to humans.

According to WHO, the virus can cause pneumonia-like symptoms. Those who have fallen ill are reported to suffer coughs, fever, and breathing difficulties. In severe cases, there can be organ failure. As this is viral pneumonia, antibiotics are of no use. The antiviral drugs we have against flu will not work. If people are admitted to the hospital, they may get support for their lungs and other organs, as well as fluids. Recovery will depend on the strength of their immune system. Many of those who have died were vulnerable because of existing underlying health conditions (Gardian, 2020).

The director-general, Tedros Adhanom Ghebreyesus, said: "We had to find a name that did not refer to a geographical location, an animal, an individual or group of people, and which is also pronounceable and related to the disease. Having a name matters to prevent the use of other names that can be inaccurate or stigmatizing." It has been approximately 10 weeks since the COVID-19 outbreak was first reported, and when you compare the amount known about the virus when it first emerged (nothing!) to the amount known now, including its clinical progression and the at-risk demographics. (diseases, 2020).

However, this constant barrage of new information, new cases, and new advice has been challenging to keep up with. It not only makes the story difficult to keep up with from a journalist's perspective, but it also makes it confusing for anyone trying to follow the story. A news piece you read one day could be entirely out-of-date by the next morning, and this has meant there have been many questions from the public surrounding the outbreak and the virus. In addition, as more information has emerged over the past years, experts and public health

officials have revised their opinions, advice, and recommendations in line with this, and it has been suggested that these updates have made it hard to build trust.

According to a webinar hosted by representatives from the International Federation of Red Cross and Red Crescent Societies (Geneva, Switzerland), BBC Media Action (London, UK), Inter news (CA, USA), and the WHO it was discussed that journalists and media organizations should do their utmost to keep up to date with the outbreak using reliable information from respective health departments and the WHO and that they should both fact- and reality-check information in order to remain a trusted source. Moreover, one of the major moving parts in the outbreak is clearly the constantly growing case numbers, but some have questioned whether the numbers still matter? Although the numbers are of interest to the public, it's also important to communicate the story behind the numbers, what countries are doing to respond to the disease and what individuals can do too, ensuring stories have practical and actionable information. One of the major moving parts in the outbreak is clearly the constantly growing case numbers, but some have questioned whether the numbers still matter?" (IFICRC, 2019).

Social Media

Today, social media platforms have become a major source of information. Although these platforms have incredible reachability, some have also mediocre reliability, which makes them suitable to spread pseudoscience and misinformation. Due to its unique features, social media can and should be harnessed to support the public health response in case of outbreaks, for example, the pandemic of COVID-19. The situation in developing countries is of special interest, where the government health services are not sufficient and the for-profit private sector may not be accessible for most of the population due to their high cost and the lack of governmental support. This aspect can justify the popularity of some not-for-profit entities as reliable (Browson, 2018).

The challenge right now in our world for fighting Coronavirus is how to transfer knowledge of current best practices to the people who need it most, at a pace equal to or better than the spreading epidemic. The paths for and rate of dissemination of traditional scholarly publications static on websites and even email is known to be slow. During the SARS epidemic, worldwide internet access was well established, yet gaining access to potential medical users was largely reliant on email contact and personal communication.

Well-designed free open access educational material should distill key and information in a clear, actionable format, while paired with social media-powered dissemination using social networks, in addition to traditional communication methods. Utilizing social media in this way has shown promise as a speedier alternative. The use of the principles of the Free Open-Access Medical education (FOAM) networks further provides good examples of the effectiveness of making information freely available. We describe an example of an efficient and rapidly disseminated infographic describing a practical intubation guideline for use in operating theatres and other critical care areas during a pandemic (Griffith, 2003).

Social Media In Middle East

In this context, Syria may represent a factual example. The role of non-governmental scientific initiatives in the Middle East was proven, as some of them showed them attractively in societies that mostly lack public non-political unbiased scientific platforms that may fill the gap between original scientific sources and a non-English speaking population. The Syrian Researcher's Network may represent a suitable model. It has more than 2 million followers on its online platforms that address Arabic-speaking individuals and societies attempting to raise medical and scientific awareness. Furthermore, it has published more than 20 000 works for more than 7 years. It has also helped actively in carrying out peer-reviewed original researches publications (Wallace, 2020).

Recently in the COVID-19 outbreak, the Syrian Researchers' Network has played the role of local awareness provider by publishing, until April 30th, more than 313 written and visual COVID-19-related pieces such as explanatory videos, infographics, short and long communications, charts, and diagrams. The content was created depending on reliable sources and continuously updated data. Importantly posting short, shareable bullet points was an effective approach to get massive attention, particularly under quarantine and confinement statutes. The aim of this method is to provide simple comprehensive public health advice and provoke possible changes in public attitudes and behaviors (such as social distancing, mental health, hand washing, and disinfection), as well as to disseminate reliable information about the disease and its symptoms, preventive measures, development of new treatments and rebutting widely spread misleading information and rumors.

By the end of April, COVID-19-related reachability exceeding 16.5 million was registered across its social media platforms: Facebook 15 million, Instagram 1.19 million, and Twitter 313 thousand. This high reachability is of special importance given the fact that it helps guide the public toward reliable information and faces the untrusted 'infopandemic' that accompanied the spread of the COVID-19 pandemic, as warned by the WHO. As the world continues its battle to contain the spread of COVID-19, more attention to online health promotion and digital platforms must be given (Academic, 2020)

The Helpful Of Social Media

The use of social media will evolve with this outbreak. There is currently a lot of good information on social distancing and self-quarantine. As things progress, social media will be used by governments as well as public health authorities and medical experts to tell people everything from where to get tested and what you should do if you're getting tested, all the way to rolling out a vaccine and ensuring that people have confidence in the vaccine and believe it is safe and effective. Responding to COVID-19 is a long-haul operation. Even though it has started as a sprint, it is really a marathon.

Social media is already being used by citizens to reinforce collective action by applying social pressure to self-quarantine and abiding by government guidelines. People are also sharing a lot of useful information that you won't find on the news, like what grocery stores are open and well-stocked, which have toilet paper, and which are rationing what people can buy. Social media is a double-edged sword. The problem is that, just as social media has been really effective at sharing positive messages, it is conducive to people sharing rumors and misinformation that can spread easily.

Limitations Of Social Media

There are limitations to the dissemination of online resources, and before considering implementation, healthcare workers must critically appraise the information provided. Known risks of non-peer-reviewed materials disseminated via social media include the application of context-specific resources to unsuitable situations; engagement with biased knowledge within echo chambers' (groups consisting of only like-minded individuals) and algorithm-driven filter bubbles that selectively display information based on user preference and insufficient source information available to Distinguish between valid and invalid information.

In medicine, there is the additional risk of early adoption of invalidated research or practice, and the risk of future medical reversal. Some of these issues are not unique to non-peer-reviewed resources, and peer-reviewed materials face similar challenges. One of the advantages we have today in the fight against coronavirus that wasn't as sophisticated in the SARS outbreak of 2003 is big data and the high level of

technology available (Council, 2004).

China tapped into big data, machine learning, and other digital tools as the virus spread through the nation in order to track and contain the outbreak. The lessons learned there have continued to spread across the world as other countries fight the spread of the virus and use digital technology to develop real-time forecasts and arm healthcare professionals and government decision-makers with Intel they can use to predict the impact of the coronavirus.

Role Of Social Media During Covid-19

Fighting Misinformation

Misinformation about the number of fatalities, diagnosis and treatment options, vaccines, medicines, government policies, etc., creates more panic and anxiety among the population. The result can be widespread chaos, panic buying, hoarding of essential commodities, price rise, violence on the streets, discrimination, conspiracy theories, and so on. In order to reduce false information, companies like Google, Facebook, and YouTube are working tirelessly to guide people to the right, verifiable information such as that published by WHO or local authorities and government. By making accurate information available to everybody, a transparent scenario can be created and the people can be informed about the right steps to take.

Misinformation And Accurate Information On Social Media

It is important to break down which type of misinformation we're talking about. At one end of the spectrum are people just being uninformed and sharing incorrect information that they think is correct and helpful. This misinformation may not be such a big deal, but it is not evidence-based. Toward the other end of the spectrum are people sharing actively harmful misinformation that is reinforced by their preexisting beliefs. For example, the claim that the government is using COVID-19 as an excuse to vaccinate people and support big pharm. These types of rumors are actively harmful. On the far end is extreme disinformation. Disinformation is when people purposely share information that they know is false in an effort to scare people. Whoever made that image of tanks in San Diego doesn't actually think that there are tanks in San Diego. They came up with that image in order to start a dangerous rumor.

A Science Stories On Social Media

The COVID-19 outbreak is not only far-reaching in terms of cases spreading globally, the disease has now impacted so many sectors it has become far more than a health and science story, and therefore more than the remit of health and science journalists. COVID-19 has affected many areas: the travel restrictions being imposed by different countries have turned it into a story about tourism and travel; the economic impact of fear on the stock market and the impact of people not attending work in the most-affected countries have turned it into a finance and business story; and the cancellation of football matches, the postponement of rugby matches and the potential cancellation or postponement of the Tokyo 2020 Olympics have made this a sports story. This poses a challenge, with so many journalists now covering and learning about the COVID-19 outbreak – not just journalists who might be more familiar with the field – could there potentially be more scope for error or accidentally misleading information?

Misinformation, Stigma And Fake News

A pressing problem with modern-day, online media is the spread of misinformation – this has been much talked about in political spheres but has also been a prevalent issue in healthcare regarding sentiment towards vaccination. The spread of misinformation on SARS-CoV-2 has been no different – theories have been floating around that the virus was engineered in a lab as a bioterrorism agent, or that the symptoms are actually caused by the 5G mobile network. In addition, thousands of listings on Amazon promoting fake COVID-19 cures have been reported, and the prices of some sanitizers and facemasks have increased by over 2000%, despite in many cases not being fit for purpose (Mahnaz, 2012).

According to Forbes Another challenge in the social media age has been avoiding stigma. Early in the COVID-19 outbreak, before the disease or the virus were officially named, many outlets referred to the virus as 'Wuhan virus' or similar, with this hashtag trending on Twitter.

Unfortunately, this wording has a tendency to stigmatize individuals from that city, and also builds an association with those of a certain ethnicity, in some cases stoking fear and xenophobia (Forbes, 2020).

Building stigma is incredibly bad for outbreak control – it can drive individuals to hide illness in order to avoid discrimination, it can prevent people from seeking healthcare and it can discourage people from seeking healthy behaviors, all of which aids viral spread. The WHO has stressed this standpoint, with Director-General Tedros Adhanom Ghebreyesus stating in several press conferences: “This is the time for science, not rumors. This is the time for solidarity, not stigma.” “It is important that trusted media sources don't just ignore misinformation but attempt to counter it.” However, it is important that trusted media sources don't just ignore misinformation but attempt to counter it. This can be done by thinking about who their audience might trust, bringing incredible experts, showing empathy with those affected, using appropriate language, and thoroughly and carefully explaining terminology, for example, what does a 'community case' mean? One example of this is the WHO 'myth buster' section, which addresses some misbeliefs about COVID-19 (Tedros Adhanom, 2019).

Appropriate language can also be important in countering stigma – particularly with reference to places or countries. The virus does not differentiate between nationalities or otherwise, so there's no reason journalists should. In addition, questions have been raised around terminologies such as 'patient zero' and 'super spreaders', with much criticism raised when the identity of the first British case of COVID-19 was released in the UK media. Reporting should look at the bigger picture and move away from the details of individuals, to avoid stigma and its potentially devastating impacts.

Finally, in addition to reporting the story, journalists can offer practical information to audiences – or 'news you can use' – for example relevant local telephone numbers for healthcare services or advice on handwashing. These smaller, practical steps from trusted and up-to-date sources could help inform the public on the advice coming from broader governing bodies that they may otherwise not hear (HUB, 2020).

Non-politicization

The politicization of this outbreak has been another difficult aspect to manage. Fundamentally, for many journalists, political motive is an important part of their job, with the aim of the media being to hold governments and governing bodies to account. However, some outbreak coverage and press statements have been criticized as having particularly pro- or anti-China political sentiments, as the virus emerged there, and this could impact public trust in the source. This is tough to balance in scenarios where politics is inherently intertwined with the outbreak response, and where it is in many cases impossible to tell whether some of the actions taken by politicians will pay off in the long run – for example, the 'lock down' of many cities by the Chinese Government in January was an unprecedented move that has not been tried in outbreak response before (Pariser, 2012)

“Balance should be integral when reporting health and science in all media agencies, particularly in situations that compromise public health.” Balance should be integral when reporting health and science in all media agencies, particularly in situations that compromise public health, such as this outbreak. Reporting the facts with a genuine intent to expose the latest outbreak news, and not carry out a political motive, should be paramount. Hopefully with this in mind and a focus on reporting both the good news and bad news – for example, many individuals in China initially diagnosed with COVID-19 have now been treated and discharged – the information provided should accurately reflect the situation.

Finding Drugs

One of the best roles of social media has played that to find drugs for people who needed it, when a new pandemic strikes, the first question on everybody's mind is if there's a drug to cure it or a vaccine to prevent it. The world is now desperate to find ways to slow the spread of the coronavirus and to find an effective treatment. Technology is becoming an enabler to make the process faster. AI is playing important role in suggesting components of a vaccine by understanding viral protein structures and helping medical researchers scour tens of heaps of relevant research papers at an unprecedented pace. Teams at the Allen Institute for AI, Google Deep Mind have created AI tools, shared data sets, and research results.

In January, Google Deep Mind introduced Alpha Fold, a cutting-edge system that predicts the 3D structure of a protein based on its genetic sequence. The University of Texas at Austin and the National Institutes

of Health used a popular biology technique to create the first 3D atomic-scale map of the part of the virus that attaches to and infects human cells with the spike protein. AI Can Help Scientists Find a Covid-19 Vaccine.

Facebook In Spreading Awareness About Covid-19

Facebook has so many followers from all the ages nowadays everyone has account on Facebook and also it considered good place for fake news, but at the same time. According to Facebook's AI tools are the only thing standing between its users and the growing onslaught of hate and misinformation the platform is experiencing. The company's researchers have cooked up a few new capabilities for the systems that keep the adversary at bay, identifying COVID-19-related misinformation and hateful speech disguised as memes. Detecting and removing misinformation relating to the virus is obviously a priority right now, as Facebook and other social media become breeding grounds not just for ordinary speculation and discussion, but malicious interference by organized campaigns aiming to sow discord and spread pseudoscience. “We have seen a huge change in behavior across the site because of COVID-19, a huge increase in misinformation that we consider dangerous,” said Facebook CTO Mike Schroepfer in a call with the press earlier today. The company contracts with dozens of fact-checking organizations around the world but leaving aside the question of how effective the collaborations really are misinformation has a way of quickly mutating, making taking down even a single image or link a complex affair (Devin Coldewey, 2020).

AI's Changing Role In Facebook Policy

According to Mark Zuckerberg Facebook announced its plans to rely on AI more heavily for moderation in the early days of the COVID-19 crisis. In a press call in March, Mark Zuckerberg said that the company expected more “false positives” instances of content flagged when it shouldn't be with the company's fleet of 15,000 moderation contractors at home with paid leave. YouTube and Twitter also shifted more of their content moderation to AI around the same time, issuing similar warnings about how increased reliance on automated moderation might lead to content that doesn't actually break any platform rules being flagged mistakenly.

In spite of its AI efforts, Facebook has been eager to get its human content reviewers back in the office. In mid-April, Zuckerberg gave a timeline for when employees could be expected to get back to the office, noting that content reviewers were high on Facebook's list of “critical employees” marked for the earliest return.

While Facebook warned that its AI systems might remove content too aggressively, hate speech, violent threats, and misinformation continue to proliferate on the platform as the coronavirus crisis stretches on. Facebook most recently came under fire for disseminating a viral video discouraging people from wearing face masks or seeking vaccines once they are available a clear violation of the platform's rules against health misinformation (Mark Zuckerberg, 2019).

The video, an excerpt from a forthcoming pseudo-documentary called “Pandemic,” initially took off on YouTube, but researchers found that Facebook's thriving ecosystem of conspiracies groups shared it far and wide on the platform, injecting it into mainstream online discourse. The 26-minute-long video, peppered with conspiracies, is also a perfect example of the kind of content an algorithm would have a difficult time making sense of. After that, Facebook also released a community standards enforcement report detailing its moderation efforts across categories like terrorism, harassment, and hate speech. While the results only include a one-month span during the pandemic, we can expect to see more of the impact of Facebook's shift to AI moderation next time around.

In a call about the company's moderation efforts, Zuckerberg noted that the pandemic has made “the human review part” of its moderation much harder, as concerns around protecting user privacy and worker mental health make remote work a challenge for reviewers, but one the company is navigating now. Facebook confirmed to TechCrunch that the company is now allowing a small portion of full-time content reviewers back into the office on a volunteer basis and, according to Facebook Vice President of Integrity Guy Rosen, “the majority” of its contract content reviewers can now work from home. “The humans are going to continue to be a really important part of the equation,” Rosen said (Guy Rosen, 2019).

Twitter In Spreading Awareness About Covid-19

Through my remarks I found that Twitter has posted many tweets that warn against the dangerous Corona virus which has recently spread all over the world. Stars, celebrities and community stars used their platforms and pages to guide the community with the publication of short videos and also through live at raising the public awareness of the need to wear masks, wash hands, stay away from gathering areas and markets and stay at home. I think that Twitter also played an active role in educating the Twitter audience by making the Virus, Corona platform that a person can by pressing the atom of the platform and can get all the important and reliable information from the World Health Organization that indicates the number of hives in the world who have recovered from the epidemic and the number of deceased in each country and the health guidance provided by doctors and who doctors around the world. The reality of the role that Twitter game is great and very great thanks to the developers who are constantly working in the development of the platform and facilitate access to information (Carlisle, 2017).

Health centers, hospitals, and medical organizations have also taken twitter to post medical information from The Coronavirus and how to counter this deadly virus. There are many apostates of these pages documented to take advantage of the guidelines and know the latest developments for The Coronavirus, as the Twitter site also developed a platform for the public to keep up with the events of The Corona Virus and this is a great effort by developers of Twitter.

According to statistics that the Middle East countries use the Twitter platform to learn new developments more than the Facebook platform and this is also an important aspect that should be referred to and can be said that all social networking sites work in one crucible to pump information and medical guidance through important tweets only This is by community stars, celebrities or social media influencers who have received thousands of followers and these are good things to remember in this aspect. In conclusion, I can say that Twitter was very influential and played an active role in spreading awareness and warning of the dangers of the virus and how to avoid it and also the work of the developers of the Twitter platform to create a special icon in The Twitter site entitled Virus Corona through which you can read all the information pumped by the World Health Organization and all medical institutions (Nickson, 2017).

DISCUSSION

Many of the same efforts are happening now, but on a much larger scale. The COVID-19 pandemic is at a scale that we have never seen in the age of social media. And it's critical to use social media to understand what kind of information is being shared and what people believe in order to ensure effective policy. The Centers for Disease Control and Prevention adapts its messaging based on information people share on social media. For example, the agency noticed a spike in the number of people talking about a drug that was believed to help prevent or treat COVID-19. In response, the CDC created messaging warning the public of the dangers in using these unapproved drugs.

CONCLUSION

In the current COVID-19 pandemic, social media has the potential, if responsibly and appropriately used, to provide rapid and effective dissemination routes for key information. Today the greatest risk of worldwide catastrophe is pandemic, an enormously infectious virus that's more devastating and may kill many people. With the transparency that we have gained through this current COVID-19 situation, we now understand that we were not geared up for this pandemic situation. The next pandemic is not a matter of "if it happens", but "when it happens", would we be prepared in advance against the pandemic at an individual and collective level.

What we actually need is preparedness. Indeed, Social media has advanced more and will continue to advance exponentially And that social media also played an important role in raising the level of alertness to prevent the Corona pandemic I think Facebook had the biggest role because it has a large group of subscribers and we can say that it is better because you can post videos and educational videos of the epidemic and at the same time can spread the educational publications by writing and here Facebook plays the role of Twitter and the role of YouTube, but the human institutions and societies need to accelerate in adapting to it and continue investing in building the technology systems for the preparedness. After the COVID-19 outbreak, it is evident that, from AI to robotics, the technology innovations are helping to manage the epidemic and better equip to

fight future public health emergencies in a timely, systematic, and calm manner.

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