



biGd

WEBINAR

INFO-DEMIC Crisis of Communication during Corona Epidemic

Presented by: Dr. Shahaduz Zaman | 26 April 2020

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UNIVERSITY
OF SUSSEX

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INSTITUTE OF
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DEVELOPMENT**

Research • Learning • Change

THE RESEARCH TEAM

- ❑ **Principal Investigator:** Dr. Shahaduz Zaman, University of Sussex, UK
- ❑ **Co-Investigator:** Dr. Sumon Rahman, University of Liberal Arts, Bangladesh
- ❑ **Research Coordinator:** Mehnaz Rabbani , BIGD
- ❑ **Advisor:** Imran Matin, BIGD
- ❑ **Research Associates:** Faruq Hossain, Tanvir Shatil, Dipanwita Ghosh, Kamruzzaman, Sazia Sharmin, Samia Syed

Background

Ample information and advice on Covid 19 :
Hardly any enactment

Epidemic considered as public health, economic and political crisis; underplaying the crisis of communication

Communication does not work in a vacuum:
Important to understand the lifeworld of the recipient

The disease outbreak transmits through social routes: Insights from social sciences is critical

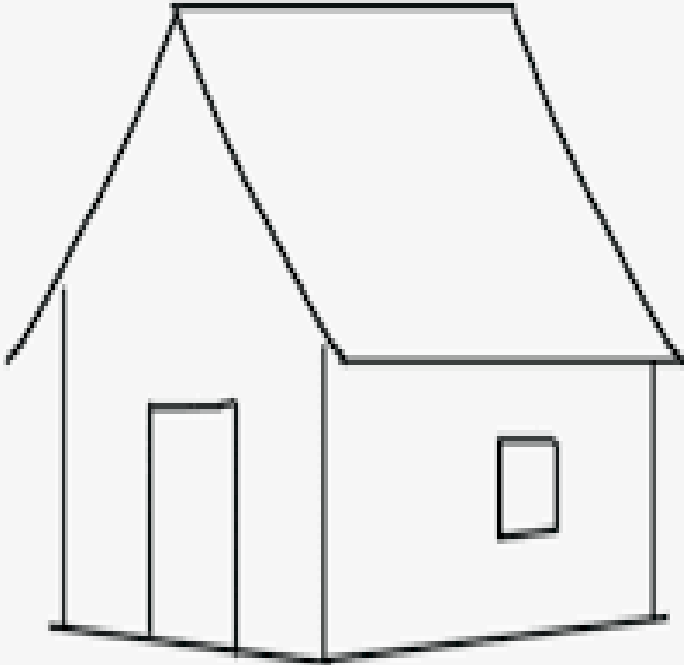
Study Aim

Understand how Covid-19 related information are being received, interpreted and enacted within the everyday life of the recipients

STUDY METHOD

- ❑ *Anthropological approach*
- ❑ **Given the current context, alternative triangulation of tools used**
- ❑ **Telephone in-depth interviews:**
4 Clusters (Rural, District town, Dhaka slum, Dhaka urban middle class area
Total 82 interviews
- ❑ **Netnography:** Observation of online behaviour
- ❑ **Shadow Participant Observation**

Definitional Crisis



UNIT OF RESIDENCE

'STAY AT HOME'

- ❑ Ghor, Bari, Para—village
- ❑ Moholla—District town
- ❑ Corridor—Slum
- ❑ Own flat—Dhaka urban

Netnography findings



April 9 at 2:11 PM · 🌐



যাত্রী রিকশাচালককে জিজ্ঞেস করলেন, লকডাউন মানে বোঝো?
রিকশাচালক হাসলেন, ভাই, রিকশা চালাই বলে লেখাপড়া কিছুই করি নাই, সেইটা ঠিক
না।

: ওহ। তা হলে বোঝো।

: জ্বি। লক মানে তালু আর ডাউন মানে নীচে। মানে তালু হইল নীচে। মানে তালু ভাইয়া
পড়ছে।

⚙️ · Provide translation to English



👤 and 254 others

12 Comments 2 Shares

Social Distancing



- ❑ Mere impossibility in a slum context
- ❑ Disrespectful in rural and district own context
- ❑ Claustrophobic for urban middle class

TRICKY AVOIDENCE

People understand these new concepts as “administrative orders” rather than life-saving mechanisms



Netography

<https://www.facebook.com/Conceptologist/videos/10158418468280844/>

<https://www.facebook.com/ewustory/videos/vb.1264512460358709/228122031758580/?type=2&theater>

HAND WASHING

- ❑ Over emphasis on 'Soap'
- ❑ Confusion about procedure
- ❑ 20 mins? 20 times? 20 secs?



The “mask” narrative



- Mask being used as a ritual to fulfill the Govt order
- Effectiveness of mask: the global confusion
- The N-95 myth: lack of a premium mask, lack of interest
- Masking as unsocializing: removed during interpersonal talks
- Masking as a tool for apathy
- Masking as an instrument for avoiding identification during unlawful acts

COVID-19 DISEASE MANAGEMENT

Confusion across all the locations



Where to go – What to do

IEDCR
Phone

Local
pharmacy

THC

Medical
College,
District
hospital

Social
capital
(Urban
upper and
middle
class)

Information source and reliance

RURAL

- BTV
- Street miking
- Mosque
- Interpersonal discussion

District

- Cable TV
- Street miking
- Social media
- Interpersonal discussion

Slum Dwellers

- Cable TV
- Employer
- Interpersonal discussion
- Social media

Urban Middle-class

- International media (BBC, CNN, Al Jazeera)
- Online discussion
- Social media

Print visual social media

Over
sensitizing
the crisis

Global
confusion
at the local
level

Region
based
rumours

Conflicting
information
by Islamic
preacher

INFO-DEMIC

**Excessive, conflicting and
unclear information making
solutions more difficult**

Summary Reflections

Uncritical transfer
of global messages
unfit for local
reality

Assumptions
behind the
messages are
faulty

Lack of recognition
that clarity of
information
reduces uncertainty

Peace time
communication
strategy in a war
time situation

Needs 'out of box'
thinking for
optimum
communication

Recommendations



NATIONAL LEVEL

Coordinated and Targeted message

Clustering message for different
sociodemographic group

Avoiding sensationalizing news

Highlighting positive news, initiatives

Avoid publicizing false claims of cure

COMMUNITY LEVEL

The new terms (Social distancing, quarantine, isolation, home-stay, lockdown) should be clearly defined keeping local context in mind

Operationalizing the definitions - at least maintain social distancing within your own unit of residence (para, moholla, corridor)

(ORS experience)

Use innovative ways of social distancing

Example of Social Distancing



INDIVIDUAL AND HOUSE HOLD LEVEL

- ❑ Sneeze in the elbow, clear the most frequently used surfaces in the house hold. (Nicaragua)
- ❑ Visual demonstrations of soap use
- ❑ Clear flow chart for disease management and dead body management

Examples of flow charts used in other contexts: Needs local adaptation



DAY

PERSON A

PERSON B

PERSON C

PERSON D

01

Develops symptoms, triggering 7-day isolation for herself and 14 days for her household

02

03

04

05

06

07

08

Isolation ends if symptoms have stopped

09

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19

20

Develops symptoms and starts 7-day count

Isolation ends if symptoms have stopped

No symptoms isolation ends

Develops symptoms and starts 7-day count

Isolation ends if symptoms have stopped

Help stop the infection spreading and support each other

- Wash your hands with soap and water often – do this for at least 20 seconds.
- Cover your mouth and nose with a tissue or your sleeve (not your hands) when you cough or sneeze.
- Put used tissues in the bin immediately and wash your hands afterwards.
- Don't touch your eyes, nose or mouth if your hands are not clean.
- Clean and disinfect frequently touched surfaces and objects in your home, such as door handles and taps.
- Shop responsibly, follow advice in stores, and only buy what you need for yourself and your family, and those you're supporting.



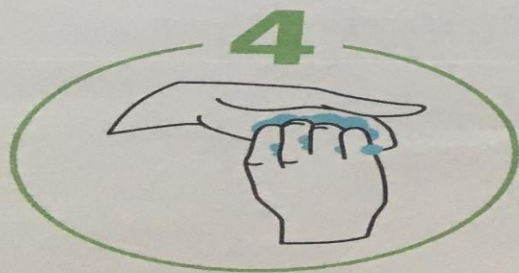
Palm to palm



The backs of hands



In between the fingers



The back of the fingers



The thumbs



The tips of the fingers

