

**SOCIAL MEDIA DISCOURSE: NEURO-PERSUASIVE
STRATEGIES PSYCHOLOGICAL ANALYSIS
DURING COVID-19 IN PAKISTAN**

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Abstract

This study investigates Neuro-Persuasive Strategies in Covid-19 Social Media Discourse in Pakistan by visiting WhatsApp, Facebook statuses, YouTube channels, and questionnaires. The researcher explored the Social Media Discourse components that impact health status indicators. However, the data is analyzed by SPSS software. The study deals with social media users sharing a message or their viewpoints about Neuro-Persuasive Strategies in Covid-19 Social Media Discourse in Pakistan. The concepts of horror, fear, anxiety, peace, psychological, social, and economic growing issues of the modern era on social media related to the human health crisis are also highlighted. It is suggested that the use of refined, courteous, respectable, and polished language, without religious, racial, or regional bias is appreciated.

Keywords: *Anxiety, Facebook, Fear And Death, Frustration, Meditation, Neuro-Persuasive Strategies, Peace Persuasion, Socio-Psychological Ideologies, Solitude, Video, Voice, WhatsApp*

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1. Introduction

In the social characteristics of the social media users, media users are from all classes' poor, middle and rich class of people, thoughts of working class about putting their responses about corona disease, to find out the symptoms of spreading disease, to find out the remedy in different people of different regions, to find out discussion's outcomes on by users of Facebook, WhatsApp, Twitter, email, snap-chat, Instagram and so on (Bavel et al., 2020). To find out social media effects. On minds of people, On changing psychology, On daily life routines, On eating schedule plans, On life patterns to cut down social life and entrance into the new social life on media, Change is there in business, In education, In economy, In daily life plans and movements, In celebration patterns from physical life to media, from green time to screen time benefits and drawbacks, Homesickness negative effects, a Home time good feelings, Home time meditation, To find out fear about life security, Fear about economy deficiency, Fear about life stability, Fear about plans incompleteness, Fear about life uncertainty and peace of mind is disturbed. (Brouskeli & Nikolaidou, 2024)

1.1. Research questions

- 1) How do textual and visual cues on WhatsApp and Facebook status predict the emotions of terror and peace to motivate in a "memorable" approach to social media discourse in COVID-19 in Pakistan?
- 2) What are the new challenges of "visual" and "emotional" incitement to social media discourse in COVID-19 in Pakistan?
- 3) How is anxiety produced in response to "personal" and "contrastable" encouragement regarding social media discourse in COVID-19 in Pakistan?

1.2. Statement of the problem

It's about Neuro-Persuasive Strategies in COVID-19 social media discourse in Pakistan in connection with the concept of horror, the concept of fear, feelings of anxiety and peace of mind and heart in context with lingual, language use, psychological issues, social life approach, and economic growth issues of the modern era is the main problem statement of the present study.

1.3. Key Terms

Key terms about Neuro-Persuasive Strategies in COVID-19 social media discourse in Pakistan are about the concept of horror, fear, feelings of anxiety and peace of mind and heart in context with lingual, language use, psychological issues, social life approach, and economical growing issues of the modern era of the present study.

1.4. Significance of the Study

The present study is significant in finding out the concept of horror, the concept of fear, feelings of anxiety, and peace of mind and heart in context with lingual, language use, psychological issues, social life approach, and growing issues of the modern era in the present study.

2. LITERATURE REVIEW

2.1. Reports I by I World I Health I Organization (WHO)

The World Health Organization reports that the novel coronavirus, or 2019-nCoV, was first reported in a situation report posted on January 21, 2020. The summary of the events was shared between December 31, 2019, and January 20, 2020. The WHO China Country I Office received notification on December 31, 2019, of pneumonia cases in Hubei I, China, with an unknown etiology (unknown cause). The national authorities in China reported to WHO on January 3, 2020, a total of 44 case-patients with pneumonia of unknown etiology. The causative agent remained unidentified during the reported period (WHO, 2020).

The outbreak is linked to exposure in one seafood market in Wuhan City, according to additional detailed information that WHO received from the National Health Commission China on January 11 and 12, 2020. A novel coronavirus strain was discovered by the Chinese authorities in January 2020. It was isolated on January 7. China made the novel coronavirus's genetic sequence available to other nations on January 12, 2020, so they could use it to create customized diagnostic kits. The first case of lab-confirmed novel coronavirus (2019-nCoV) from Wuhan, Hubei Province, China was reported by the Ministry of Public Health in Thailand on January 13, 2020 (World Health Organization, 2020).

A laboratory-confirmed case of 2019-novel coronavirus (2019-nCoV) from Wuhan, Hubei Province, China was reported to the Ministry of Health, Labor and Welfare, Japan (MHLW) on January 15, 2020. The first case of novel coronavirus in the Republic of Korea was reported by the National IHR Focal Point (NFP) on January 20, 2020 (WHO, 2020).

3. METHODOLOGY

The present research is fundamental analytic research. A mixed methodology is applied. Data was collected by questionnaires via Google Forms. Data was collected by male and female doctors, teachers, medical students, patients, medical lab assistance staff, and medical learners to find out the objectives of the present study.

Data was collected by 19 Doctors for guidance. The discussions were managed with 129 young doctors and house jobs doing young medical learners. It was shared and discussed to find out about problems and solutions regarding Coronavirus symptoms, their effects on the body and mind, their remedy, medical tests, psychological, social, moral, and spiritual effects, safety measures, and recovery tips.

3.1. Sample:

Doctors, lab technicians, medical learners, researchers, chemists, and medical students to find out the objectives of the present study. Physicians for counselling conversations N=15 and younger generation of learners N=129

3.2. Population:

The doctors from Punjab Medical College, Faisalabad; Aziz Fatima Medical College, Faisalabad; Independent Medical College Faisalabad, and Sahiwal Medical College, Sahiwal. Collected data was analysed with the help of SPSS software to find out the objectives of the present study.

3.3. Respondents:

Collected data was analysed with SPSS software to find out the objectives of the present study.

3.4. Data Collection:

Data was collected by doctors for guidance, learners and websites. Data was collected with the help of questionnaires.

3.5. Procedure:

The complete collected data was put on the SPSS prescribes and given charts to find out the results of each and every aspect of research questions.

3.6. Type of Research:

For Neuro-Persuasive Strategies in Covid-19 Social Media Discourse in Pakistan, mixed methodology was used with SPSS analysis.

3.7. Data Collection Tool:

Questionnaires, Interviews and discussions were used as the research tools. Questionnaires were prepared manually and on Google Forms for assistance in gathering the required information.

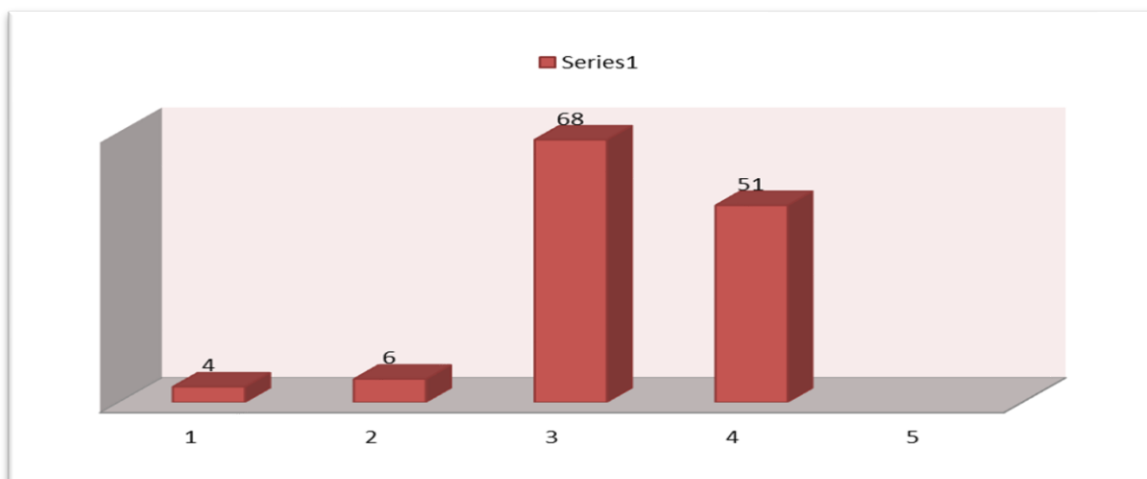
3.8. Data Analysis Tool:

The SPSS program has been used to interpret all of the data.

4. RESULTS AND FINDINGS

The present research is fundamental analytic research. A mixed methodology is applied. Data were collected by Questionnaires and online Google form doc questionnaires to find out the social and spiritual impact of social media discourse. Data was collected by doctors for guidance and to find out neuro-persuasive strategies in COVID-19 social media discourse in Pakistan.

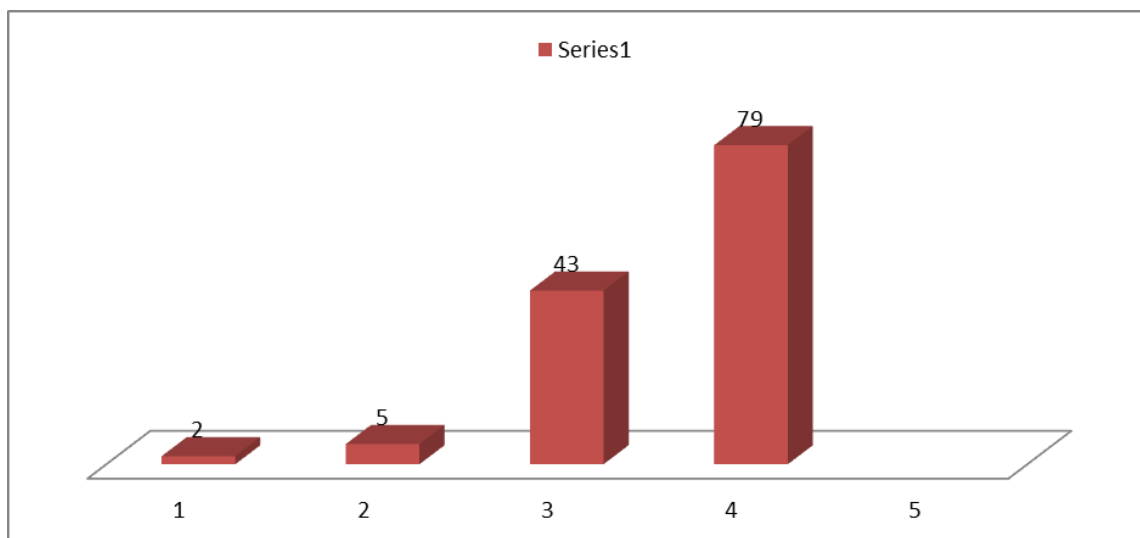
Fig No 1: Discourse about Culture is depicted through media as 'Memorable' to recall memories of life events



To find out neuro-persuasive strategies in COVID-19 social media discourse in Pakistan it was clear that out of 129, 51 learners were strongly in favor of the statement that culture is depicted through media. To find out neuro-persuasive strategies in COVID-19 social media discourse in Pakistan as objectives of the present study as the concept of horror, fear, anxiety, peace of mind and heart, lingual, psychological, social, and

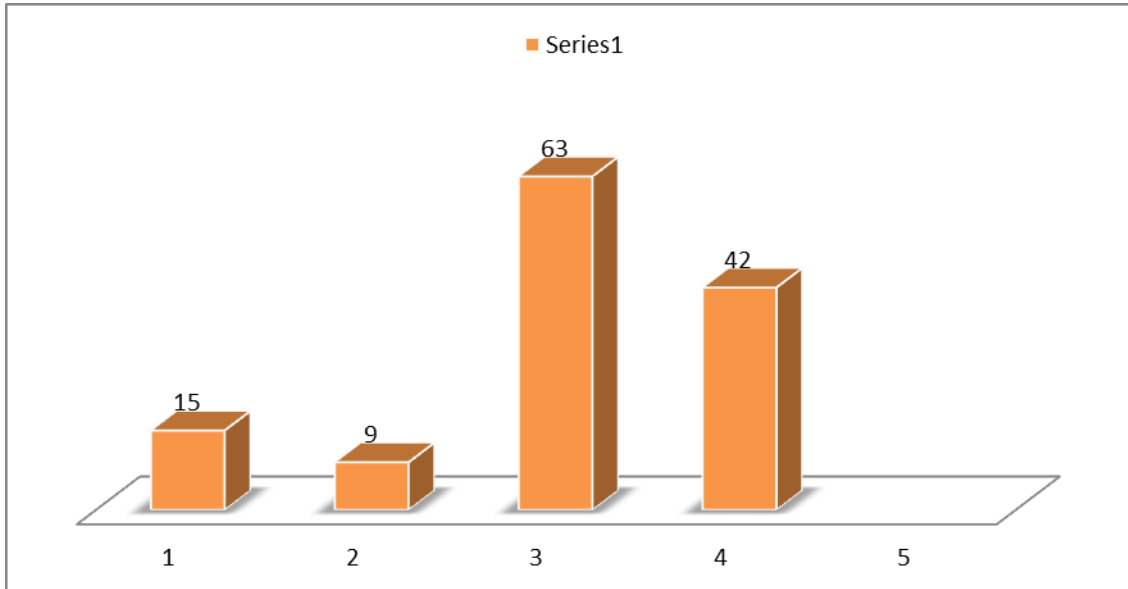
economical growing issues of the modern era. From the above graph, it was clear that most of the learners agreed that culture is depicted through media.

Fig No.2 ‘Audio-visual’ activities on WhatsApp, Facebook, and YouTube videos are better discourse incorporated.



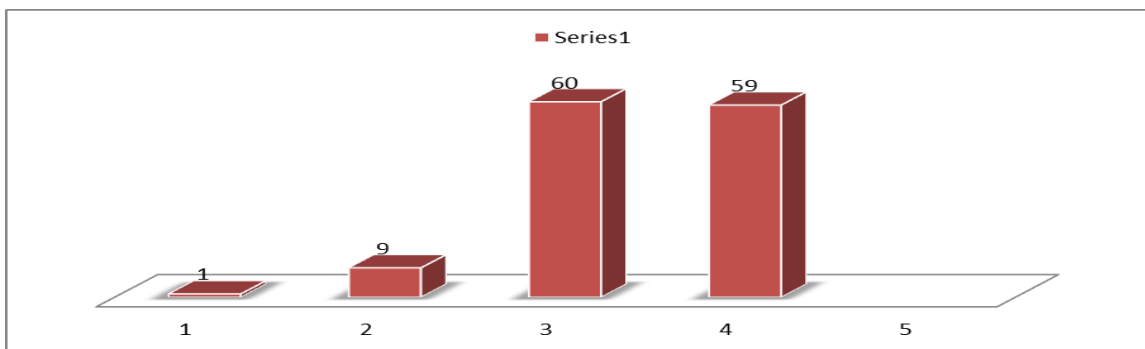
In order to find out the objective of the current study a question relevant to the use of social media apps like WhatsApp, Instagram, Facebook, and YouTube videos was asked. A total of 79 respondents out of 129 agreed on the positive impact of these apps during the lockdown period.

Fig No. 3: Corona symptoms such as Fever, pain in the throat, continuous cough and breathing problems are to make strong 'emotional' beliefs with spiritual aspects.



63 students out of 129 agreed that the symptoms of coronavirus, such as high fever, sore throat, coughing, and shortness of breath, restored their faith in the spiritual aspect of life's impermanence. In order to find out the neuro-persuasive strategies in COVID-19 social media discourse in Pakistan as objectives of the present study as the concept of horror, fear, anxiety and peace of mind and heart, lingual, psychological, social, and economical growing issues of the modern era.

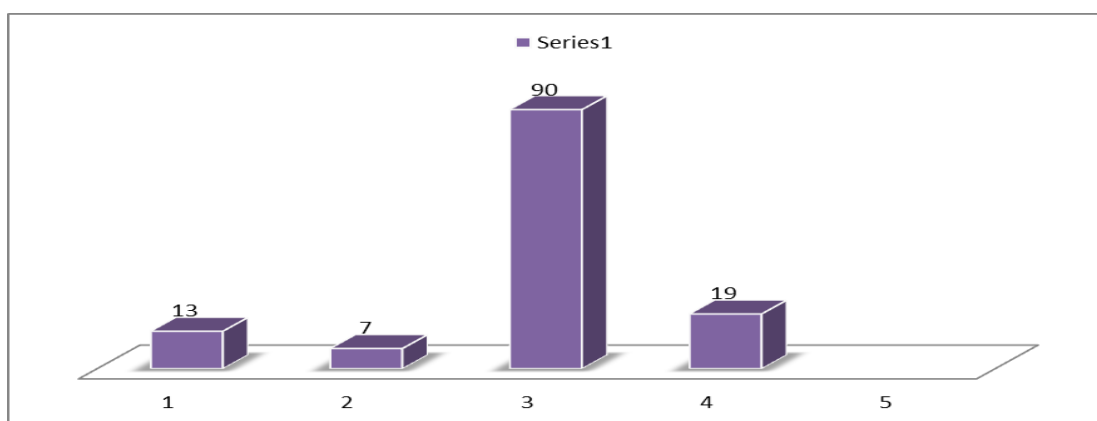
Fig No. 4: Isolation and quarantine prevent infection of coronavirus but strengthen 'emotional' hope in Creator.



The above image demonstrated that, although isolation and quarantine harm psychology, they also instil hope in the Creator, as 60 out of 129 students expressed satisfaction with this idea.

The aforementioned chart also showed that isolation and quarantine not only prevent Coronavirus infection but also harm psychological well-being and increase faith in the Creator.

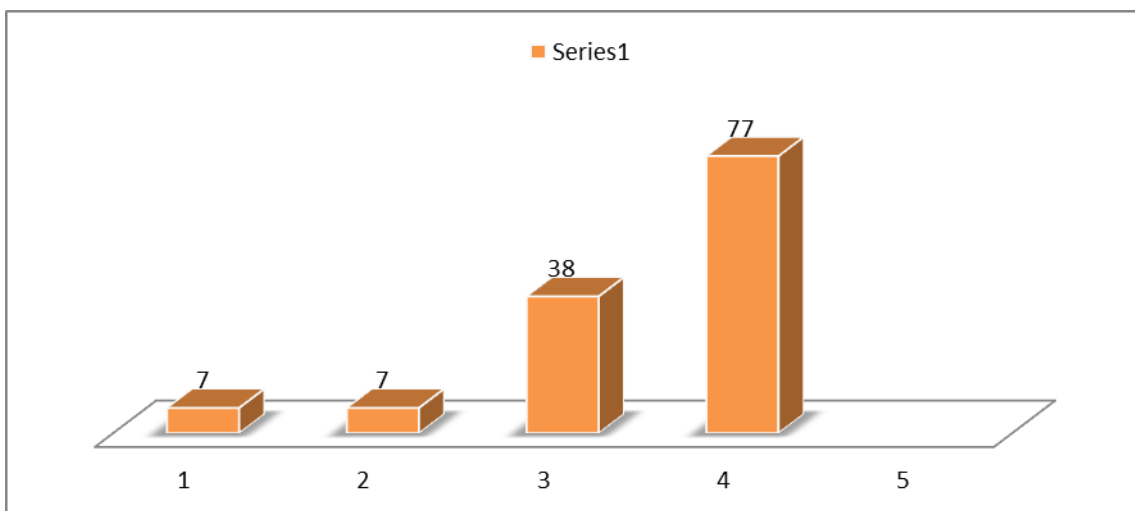
Fig No. 5: Preventive measures such as washing hands, covering the nose and mouth while sneezing, using hand sanitizer, and practicing social distancing by avoiding crowded places are essential for maintaining personal good health



As seen in the above image, the majority of the students agreed that avoiding crowded areas (social distancing), covering one's mouth and nose when sneezing, washing hands, and using hand sanitizer are all effective ways to prevent illness. 90 respondents out of 129 agreed with the statement.

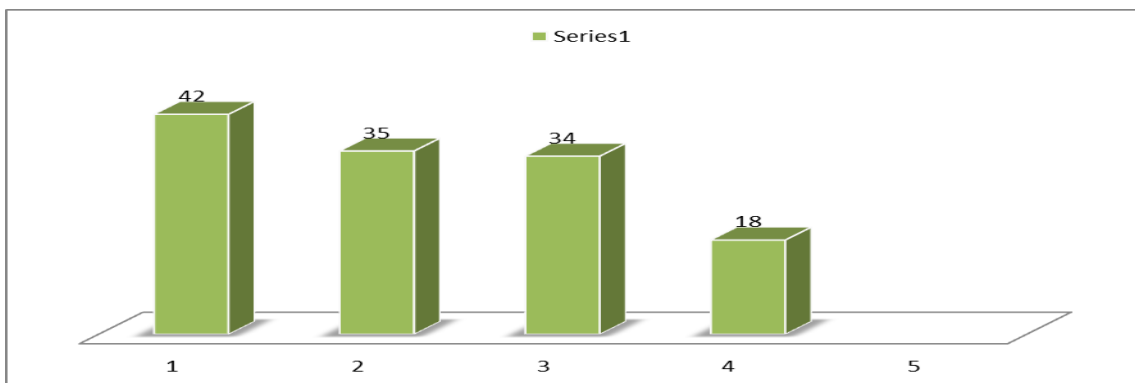
The students were enthusiastic about the disease-prevention strategies, emphasizing that hand washing, covering one's mouth and nose when sneezing, using hand sanitizer, and avoiding crowded areas (social distancing) are all beneficial health practices.

Fig No. 6: Covid-19's impact has devastated 'personal' individuals. Care of human rights is of great importance during lockdown situations as a 'personal' aspect of actions.



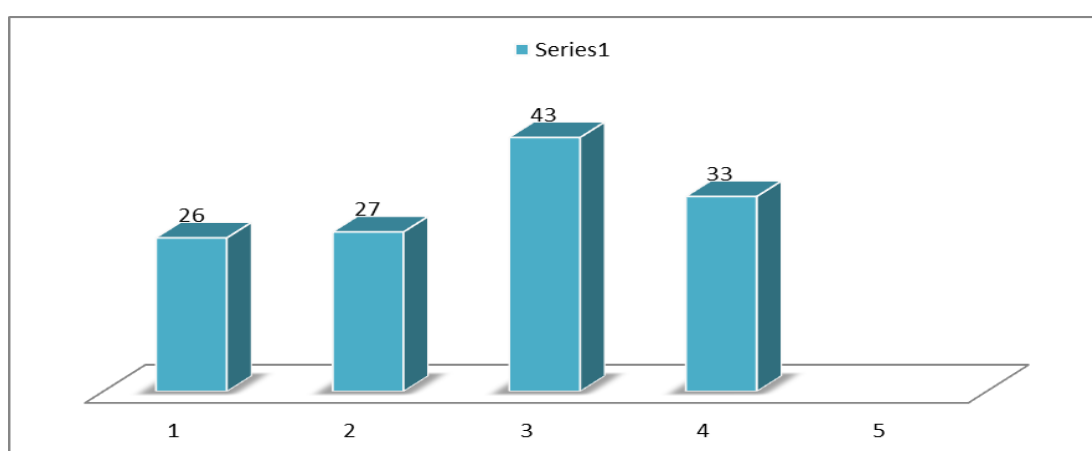
To find out the neuro-persuasive strategies in COVID-19 social media discourse in Pakistan as objectives of the present study, it is seen that the impact of COVID-19 was devastating to families, individuals, businesses, industries, and the global economy at large. The pandemic's aftermath is currently wreaking havoc, especially in the marketing and technology sectors. 77 students strongly concurred with this statement. Currently, the pandemic's aftereffects are severely affecting the marketing and technology industries in particular.

Fig 7: “Care of human rights is of great importance during Lockdown situation as “personal” aspects of actions.”



The human rights are of great importance during lockdown situations. In order to find out the neuro-persuasive strategies in COVID-19 social media discourse in Pakistan the above-mentioned chart indicates that "human rights are of great importance during lockdown situations."

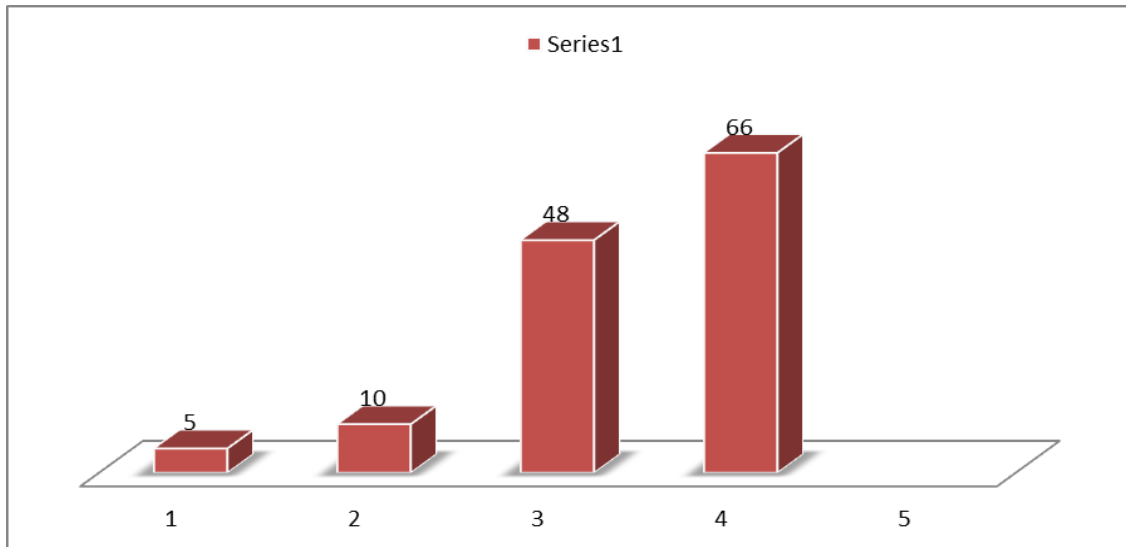
Fig No.8: Women can help as an integral 'tangible' part of balancing economic disaster during lockdown.



Although 43 students agreed with the statement that women can play a crucial role in balancing economic hardship during lockdown, the majority of students expressed support for the idea that women's careers can be developed through economic empowerment strategies.

In order to find out neuro-persuasive strategies in COVID-19 social media discourse in Pakistan as the objectives of the present study it is seen that women can play a crucial role in balancing economic disparities during lockdown by using economic empowerment strategies to advance their careers. The majority of students 33 percent had positive opinions about the statement.

Fig No. 9: Isolation and quarantine prevent the spread of coronavirus but can lead to psychological challenges in certain situations.



The statement that isolation and quarantine prevent the coronavirus from infecting people but harm their psychology was supported by the majority of respondents (66 students strongly agreed with the statement's effectiveness). Additionally, the above figure showed that the majority of respondents had a positive opinion of the statement that quarantine and isolation can prevent the coronavirus from spreading but can have negative psychological effects.

5. CONCLUSION

It is concluded that the researcher has examined the social and demographic aspects of social media discourse to determine neuro-persuasive techniques in COVID-19 social media discourse in Pakistan (Hashmi et al., 2023). They have also looked into the various social media websites and the disastrous consequences that media users face. It was discovered that language use had an emotional impact on people, that the media had a role in reaching a large audience and suggesting solutions to the COVID-19 pandemic, and that the social and spiritual aspects of the virus were responsible for the investigation of emotionally personalized personality concepts (Erdem, 2021).

Most participants used their "individual" personality traits to achieve the goals of the current study, which include the concepts of terror, fear, anxiety, and peace of mind and heart as well as the modern era's developing linguistic, psychological, social, and economic concerns. They also accepted etymologies or articulations that indicated social

groupings based on sex, age, class, or beginning place, as well as social, religious, and spiritual aspects (Shaukat & Arif, 2020).

A video clip was observed by the researcher and investigated that, a young boy was smoking and chatting with his girlfriend. Put simply, he was a useless sitting object. He was dealing with "psychotic" issues, but he was also blind to the blessing that Allah had given him time to start over. He ought to take a seat and consider his actions and his contrition. Remorseful people are loved by Allah. This is no moment for recreation, amusement, or pointless pursuits. Time for a new beginning. Because it never returns, "Lockdown" 2020 was nature's greatest gift (Zakaria, 2020).

6. Recommendations

Using appropriate, polite, and professional language is suggested when using social media. The use of language in media responses has evolved into a modern-day source of psychological discomfort and disruption (Tagg, 2015). While taking advantage of the chance to live in a global society, a man in the modern era should also put aside his fears, discontent, restlessness, greed, creed, and materialistic outlook to open his heart and give thanks to the creator for his blessings. On humanitarian grounds, all religions and elders ought to be respected. Topbas (2010) noted that the holy prophet (P. B. U. H) fought 85 battles during his ten-year rule in Medina. This highlights the importance of upholding basic humanitarianism principles despite the prophet's military approach. The holy prophet gave his soldiers and followers orders to respect each person's right to humanitarianism during each of these conflicts. Schedules and life plans should be revised in light of current events (Yamani, 1985).

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