



SYSTEMATIC LITERATURE REVIEW OF  
STUDIES ON COMMUNICATION AND  
COVID-19: AN AGENDA SETTING  
PERSPECTIVE

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# Introduction

- Coronavirus disease 2019 (COVID-19) affected us since 2019 and to date there have been more than 5 million people dead worldwide.
- It is very contagious and has spread rapidly around the world.
- Vaccinations have been rolled out.
- 'The first pill designed to treat symptomatic Covid has been approved by the UK medicines regulator. The tablet - molnupiravir - will be given twice a day to vulnerable patients recently diagnosed with the disease' (Reed, 2021).

# Preview

- Introduction
- Research Questions
- Materials and Methods
- Analysis Phase
- Results and Discussion

# Research Questions



What were the key findings of the studies?



Which research method was favoured?



What were the recommendations given or how worthy is the study?

# Agenda Setting Theory

- Agenda setting theory is usually used to examine news stories on what salient topics are focused on by the media that affect people by making them think in a certain way (McCombs, 2002).
- In terms of agenda setting, 'In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues-that is, the media may set the "agenda" of the campaign' (McCombs & Shaw 1972, p. 176).
- A study using agenda-setting focused on major and minor issues found in the mass media as communicated by political parties determined by their placement as the lead story as one of the criteria: newspapers and magazines would have major issues at the front section for example (McCombs & Shaw 1972).
- In this study the major issues or subjects relate to the elements of a paper that would be of greater interest to an academician.

# Agenda Setting Theory

- Selected salient aspects of the articles which were:
  - Research methods
  - Findings
  - Recommendations or value of research

# Materials and Methods

- Literature search was carried out.
- Keywords: communication and COVID-19 were used.
- Studies were from January 2020 to August 2021.
- Sources were mainly from the Google Scholar database
- Only full-text articles were selected. They had to be empirical studies and not conceptual papers and written in English.
- 37 items were found and only 15 fit into the criteria.

# Analysis Phase

- The themes and codes were identified using Clarke et al's approach (2016).
- Flexibility was given and anything that went beyond expectations was accepted.
- NVIVO was used to analyse the data.



# Results and Discussion

Themes	Codes
Findings	Online teaching affects communication of teachers and students
	Greater digital technology use causes depression
	Five types of humans during COVID-19 and communication strategies for each segment
	Understanding the effects of risk communication and trust in media
	Digital communication increased with family for some and decreased for some people
	Face coverings negatively impacted hearing, understanding, engagement, and feelings of connection with the speaker.
	High percentage of Chinese exposed to risk communication also adopted preventive behaviours. Communication affected their behaviour
	Key themes are: changed tourists' risk perception, the effects of tourism enterprises' service quality in crisis, the quarantine issues in public health, the authenticity of media coverage, and racial discrimination.
	Mainstream media used most will affect opinion of government positively.

# Results and Discussion

<b>Research Methods</b>	<b>Codes</b>
Quantitative	Online surveys
	Content Analysis
	Survey
Qualitative	Content analysis

# Results and Discussion

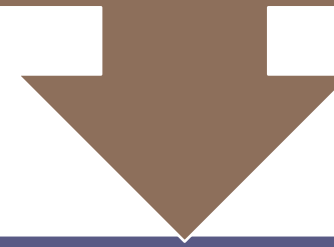
Recommendations/Value	Codes
	Disease awareness among pharmacists, as well as risk perception must be considered for effective risk communication planning.
	Study promotes the delivery of relevant, accurate, and sensitive information to key public groups, minimizing communication noise to guide desirable coordinated actions.
	We recommend that future work addresses the mass media's actual impact on readers during the COVID-19 crisis through sentiment analysis of news data.
	Study emphasizes importance of communication in crisis management and looks at how positive and consistent messaging inspires confidence and social solidarity.
	A call to action to acousticians and industrial designers to develop communication-friendly face coverings, to healthcare providers to ensure they address the communication needs of their patients, and to the general public to use good communication tactic.

# Results and Discussion

<b>Recommendations/ Value</b>	<b>Codes</b>
	Future risk communication practices are recommended to better monitor population risk perceptions and pay attention to socio-demographically disadvantaged people.

# Conclusion

There were a variety of codes found in the salient features of previous empirical studies on communication and COVID-19.



The trends were:

COVID communication affects opinions and perceptions greatly.

Online surveys were popularly used.

Recommendations to future studies focusing on impact.

Risk communication seems to be the focus.