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The Influence of Awareness Treatment of Infographic Clips in Reducing the Risks of Coronavirus Disease (COVID-19)

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Abstract

The study examined infographic designs as an effective visual means that embodies information and statistics by displaying them in electronic illustrations that facilitate reading a massive amount of complex data and statistics through a brief image in an attractive and comfortable way for the eye and the mind. Graphic content, whether in the form of a static or animated image, or video clips, can be a warning or awareness for individuals about proper prevention from Coronavirus disease (COVID-19). Health education and awareness specialists emphasized the importance of the commitment of community members to follow educational advice and information to deal with Coronavirus disease (COVID-19) that are published by the official accounts of the Ministry of Health on Twitter through the graphic component, which is one of the most reliable preventive and informational means in light of the COVID-19 pandemic. The problem of the study is crystallized in the impact of the educational treatment of infographic clips in reducing the dangers of the Coronavirus disease (COVID-19) crisis on individuals. The study aims to identify the method taken in the health media dealing with the Coronavirus disease (COVID-19) in the Kingdom, and to identify the impact of the infographic clips on educating members of the Saudi society, in addition to identifying and evaluating the extent of awareness of individuals about the danger of infection with the Coronavirus and ways to prevent it. It also aims to identify the methods of employing info-graphic clips in preventing the dangers of the Coronavirus disease (COVID-19). the study was conducted on a sample of 384 respondents from various regions of the Kingdom.

The results of the study showed that 36.5% of the sample's vocabulary finds that photographs are the structural component of the infographic clips in raising awareness of the dangers of the COVID-19 pandemic, and this came in the first



place, while 35.9% of the sample's vocabulary found something else, and in the third place, with a rate of 11.7%, came text words and in the fourth place, with a rate of 10.7%, fees. The results of the study also revealed that the way the health media in the Kingdom dealt with the COVID-19 pandemic ranked first as a comprehensive and in-depth treatment method for the nature of the Coronavirus by 38.0%, and in the second place a method of treatment of an interpretive and analytical nature to provide a vision on the seriousness of the epidemic by 34.4%, and in the third and last place the method of mental and rational stimulation in addressing members of society by 27.6%.

The study sample showed a high degree of approval of all the statements related to the impact of the infographic clips, in educating individuals about the dangers of the Corona pandemic, and the phrase "commit to wearing a muzzle and washing hands" came in the first place in terms of importance with a rate of 60.4%, while the phrase came the topics presented were keen on not to exaggerate the presentation of the crisis in the last place with a rate of 41.9%. The results of the study also indicated that there is a correlation between individuals' exposure to educational information graphic clips and their awareness of the dangers of the Coronavirus disease (COVID-19).

The study also recommends the following:

- 1) Infographic art is a modern method that attracts many groups that need to be activated more in the field of health awareness.
- 2) It is recommended to allocate new courses in academic media majors that focus on the study of media of all kinds, including the art of infographics, based on specialists and experts in the field of electronic newspapers and social networking sites.

Keywords: Infographic, Coronavirus Disease (COVID-19), Health Awareness.