

New Media and Crisis Management in Jordan: COVID 19 Perspective

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Abstract: The study aimed at identifying the relationship between the most effective digital media in managing the Corona crisis in Jordan; and the contribution of digital media in managing the (Covid 19) crisis. To achieve the aims of the study, the researcher adopted the quantitative survey method using an electronic questionnaire designed to collect data. It was distributed to an intentional sample of 50 employees (males and females) from the communication and media staff in the Jordanian government institutions. The study concluded that the most effective digital communication technologies in managing the Corona crisis were press conferences (media briefings), press coverage through digital platforms, electronic news, video reports and community initiatives through social media platforms. The results also showed that digital media contributed to managing the Corona crisis in Jordan by relying on effective and organized digital crisis communication, which helped to coordinate efforts with the relevant health and security authorities in the country about the disease developments and the decisions related, besides the immediate responses to inquiries and questions of reviewers and callers about preventive health procedures and measures of safety from the Corona virus. In light of these results, the study recommended that media briefings in crises through digital media should be adopted due to their effectiveness in managing health crises facing countries, as one of the most effective methods of digital communication technologies.

Keywords: Digital Media, Smart Applications, Crisis Management, Covid 19, Jordan.

1. Introduction

The media of countries and digital organizations are considered the most effective tool in modifying the behavior of individuals, especially in managing crises in general, and in managing communication content in particular [1]. The importance of digital communication techniques only appears when the organization faces a crisis; then the role of modern technological techniques is evident in how to manage a crisis, by exploiting everything for the benefit of the organization to reduce the size of losses to the lowest possible extent [2]. Digital media play an important role in creating mutual communication, acceptable understanding, and cooperation between the organization and its audience [3]. It also ensures management of problems and issues and helps the administration to communicate and deal with public opinion [4]. It highlights the responsibility of the administration in serving the community and taking into account and maintaining staying side by side with the administration; and benefiting as much as possible from changes in an effective way, as it is considered as an early warning system that precedes events [5]. The way to do that is through research, feedback and honest specialized communication [6]. Modern digital media, however, are based on completing and strengthening work of the institution by presenting a modern image to the community, where the organization is active [7]. Modern communication technologies help to provide solutions to crises due to the dimensions they contain which affect the social, economic, environmental and even political aspects; and help the institution to win itself, maintain its survival and preserve public trust [8].

Perhaps one of the latest examples of the importance of digital media in crisis management is in the current crisis that the world is experiencing, that is the Corona Crisis, which was accompanied by problems and difficulties related to the lack

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of information, and conflicting news globally [9]. The importance of digital media communication techniques emerged as a key player in the process of managing this crisis through managing news, information, statements, and conveying them to the receiving audience in the light of knowledge and technology revolution in modern and social media. For the purpose of realizing the role of digital media before and during management of the communication process, and to get acquainted with the importance of communication in crises, this study sought to clarify the relationship between digital media and managing the Corona crisis in Jordan by conducting a field study on workers in the Public Relations Department to find out their opinions and experience about the role of digital media in managing the Corona crisis, while dealing with the public, and to find out the media impact in terms of prevention, treatment of the Corona virus, as the world is currently experiencing a crisis that has the most serious impact on humanity, and the world at large, due to the spread of Corona pandemic globally in an alarming manner; in addition to the presence of victims and the spread of injuries resulting from this disease [10]. This crisis was exacerbated by the presence of a huge amount of information, news and statements that misled many citizens and led to an exacerbation of the disease globally [11]. Hence, the importance of digital media management emerged as an effective basis in managing the crisis in Jordan, and an important factor in mitigating its effects on society [12]. Thus, this study is limited to discover the most effective and contributing digital media in managing the Corona crisis in Jordan, to explain the relationship between digital media and its impact on the Crisis management, which is in line with the vision and future directions in Jordan and the countries of the world in managing the crisis, and mitigating it in the light of the ongoing COVID-19 pandemic [13]. It was found that digital media play an effective role in modifying the behavior of individuals in different sectors [14].

Facebook is the most popular site in the country. According to Stat Counter Global Stats for Jordan from April 2019 to April 2020, 72.54 per cent of Jordanians on social media are using Facebook. A report by Pew Research Center had shown that Jordan is one of the countries in the Middle East that has the highest social media use rate of 94 per cent amongst internet users [3]. Studies on social media and the impact of “fake news” are scarce in Jordan. Another point is that most of the academic research done on “fake news” has only covered western countries and not as much in other parts of the world, including Jordan. Therefore, this paper will try to highlight the impact of “fake news” during the time of COVID-19. Also, it will present a case study of a Facebook group campaign that was established to fight the spread of “fake news” during the lockdown in Jordan due to COVID-19. The spread of false information might be expected to happen in any large event that catches citizens’ imaginations. However, regarding the unanticipated pandemic (COVID-19), the spread of false news is alarming. It could cause unprecedented hurdles, fears and threats to the public [3].

In this study, the researchers are trying to find out and employing media in managing the crisis resulting from this disease and discover the extent of its role in the process of mitigating the effects of the pandemic, the state of terror and panic experienced by people by broadcasting educational social marketing advertisements, and reliable information about the disease and ways to prevent it to limit its spread [14]. Thus, results can be presented to the government as a scientific and practical proposal that can be adopted and used in the future the process of crisis management while dealing with the public through digital media [15].

2. Related Studies

Following modern methods, open policy and transparency in dealing with their citizens can assist governments mitigate the negative effects resulting from crises [16]. A study conducted by Ziani et al. [17] confirmed that the Arab news channels ranked second in terms of viewers’ reliance on them as a source of information and knowledge about the Covid-19. The study indicated that the social media “Twitter” was ranked first in the list of sites that public relations and media practitioners relied on to obtain more information about the Corona virus (Covid 19). The researcher recommended the need to strengthen interest in establishing permanent departments, sections, or committees in all governmental and private institutions concerned with crisis management and linked to the head of the organization, and work to provide the public with reliable information during crises.

A study by Habes et al showed that the Jordanian public has significant statistical differences in the degree of their dependence on the Jordanian TV channel as a source of information during the Corona crisis, according to its demographic characteristics (gender, age group, residence, educational level) [18]. Thus, by taking into account the results of the study, the researchers recommended conducting further studies dealing with the use of national media (radio, television, and social media) to spread awareness of Covid-19 to alleviate the current healthcare crisis worldwide.

The study of Buheji and Ahmed found out that there is a significant positive relationship between social media and the spread of panic from the Covid-19 virus, with a significant value of (0.8701). The types of panic which effects social media vary according to gender, age, and education level. The results of the study indicate that Facebook is the most widely used social media in spreading fear of COVID-19 outbreak in Iraq [19].

Yu et al. conducted a piece of research which aimed at measuring public relations efforts (media campaigns) via social media in managing the Covid-19 crisis and overcoming its effects, by analyzing and reviewing 10,132 online comments

related to COVID-19 through automated and manual content analysis. The results showed that social media is an important element in communication related to disasters and health crises. The main topics should be identified and discussed, including the perception of dynamically changing people's concerns, the effects of the quality of services of media organizations in crises, quarantine issues in public health, and the credibility of media coverage. The study recommended that future suggestions and visions related to managing the Corona crisis resulting from the epidemic should be investigated [20].

The study of Mohammadi shed light on the role played by health media in exchanging rumors and fake news on social media platforms during the Corona pandemic. Social media platforms have played an important role that goes beyond digital media, through which various forms of news and rumors are exchanged, which in turn misled people [21]. Therefore, this study intended to identify the role of health media in managing the Corona pandemic, and to examine the best appropriate media for the Corona pandemic; then to find ways and reasons for the high number of rumors that are exchanged through social media platforms. Finally, the study recommended that it is important that health Media take into consideration the basics of media ethics and credibility when following news during crises.

2.1 Digital Media and Crisis Management

Modern digital media is considered the pivotal factor in the process of improving the public image of the organization when it is exposed to a crisis or suffers a loss related to its reputation. And here is the game of digital media technologies as a concept that establishes new rules based on social responsibility for the work of institutions, organizations, interest in the public and the main driver for establishing rules and changing the behavior of individuals, unlike what was the traditional media [22]. There are many advantages for digital media as it provides organizations during crises or disasters with ways to rectify organizations' dynamism. The most important advantages are related to the mental image of the organization and the treatment of wrong conditions, or solving an emergency problem, or improving a certain reputation by providing permanent and rapid communication with its customers directly and with ease, as communication is one of the basic tasks in crisis management [23]. When a crisis occurs for an organization, accurate, clear and adequate information must be communicated to the media and updated in an initial and continuous manner, because ignoring or neglecting the media at times of crisis help spread rumors; and here lies the importance of modern digital media in covering events quickly and directly. It is necessary to inform the public during the process of crisis management because this clarifies the organization's position, explains the causes of the crisis, stops the spread of rumors and gossip, and calms down the public's power in social circles. Media campaigns are considered one of the most important methods and means related to the crisis and its management [24]. The main purpose of crisis management is to preserve the organization's reputation from collapse. Yet, it is true that reputation and image will inevitably be affected by the crisis and become the focus of public opinion [25]. Therefore, when a crisis occurs, it must be managed by directing public opinion and mobilizing trust again, and working to gain it because this represents moral protection for the organization. Media campaigns through digital media also contribute to preventing the interference of other parties that may contribute to increasing the size of damages to the institution; since clarifying the position of the institution from the crisis is one of the basic tasks that are carried out through communication techniques [23]. This clarification is geared towards either the public opinion or the masses concerned with the crisis. This clarification is done in the light of full knowledge of the trends of public opinion on the one hand, and the trends of the masses related to the crisis on the other hand. The main objective of this task is to obtain broad support for public opinion about the organization, which is an indicator of the prevailing satisfaction of society, and then following up feedback to evaluate communication techniques and their work. The Media also provides good knowledge about the conditions of public opinion and its real attitude towards the crisis or information [26]. The public opinion helps to build the campaign or direct the effective message according to the feedback verified by the community, or the street that leads to positive dealing with the crisis, and building remedial programs for after the crisis stage, and this task requires conducting polls and surveys of public opinion, and conducting studies and comparisons before, during and after the crisis based on specific mechanisms, that commensurate with the nature of the crisis being addressed, and dealt with and the nature of the community or the environment in which the crisis arose.

2.2 Managing the Corona crisis in Jordan

In general, the capabilities of the state and the efficiency of its institutions and policies appear in times of crises. Developing and emerging countries often have clear visions and more effective plans for the future in preparation for dealing with any sudden crises [25]. Their plans take into account all scenarios, such as formulating the necessary proactive plans to deal with each scenario. These plans are the essence of crisis management [27].

Since the emergence of the Corona virus (Covid 19) in the Chinese city of Wuhan, and its subsequent spread to most countries of the world, and its transformation into a global pandemic, the Corona virus has constituted a serious crisis. The negative repercussions of which have affected most countries of the world, which differ clearly according to how countries deal with this crisis on all levels. The crisis showed clearly that the developed countries, such as Italy and Spain, and to some extent France and Germany, were not ready to deal with a crisis of this level. Moreover, these countries were

unable to adequately manage the crisis due to their transformation into new epicenters of the epidemic in the world after China, while other countries declared national emergency to prevent the spread of the virus [28]. The Hashemite Kingdom of Jordan presented a wonderful example in crisis management, as Jordan pursues a policy that is open to the world and hosts many refugees, and has high potentials compared to its capabilities. Moreover, Jordan has strategic plans with many international countries [29]. As a result of the increase in the number of infections globally and locally, Jordan sought through its wise management of the crisis to keep the country safe from danger; this made Jordan one of the countries least affected by the epidemic; and proves that we have strong institutions that can deal with all challenges and risks [30]. In addition, the country's wise leadership leaves nothing to chance, but develops scientific plans for all scenarios. The decision-makers in Jordan prepared early to deal with this crisis, so they took a set of appropriate precautionary and preventive measures represented in rehabilitating health institutions and hospitals and providing them with all capabilities that help them deal with any possible infections. Additional field hospitals have been established [31] and conducting the necessary medical examinations for all entrants to the country, especially from countries where the epidemic has appeared. With the follow-up of patients' condition after admission, decisive, swift and transparent measures were taken in dealing with the detected cases, in addition to providing appropriate health care for patients, while imposing isolation and quarantine on those suspected of being infected with the virus. Most importantly, the state has worked to provide appropriate media and health awareness for all citizens and residents around the clock, relying on smart applications, modern digital technologies and hotlines [32]. The government directed to stop all activities, and human gatherings that could help spread the disease; transferred work in some government and private institutions to work remotely, restricted travel to countries where the epidemic is spreading. And finally, adopted periodic sterilization campaigns for all state departments, and obtained vaccinations quickly compared to many countries in the region and the world [33].

These actions demonstrated the flexibility of our governmental and private institutions, and their ability to adapt to various developments, and their possession of proactive plans and measures that help them continue to achieve their goals in all circumstances. Jordan was not satisfied with its internal success in besieging the epidemic and stopping its spread, but rather provided external support by exporting preventive health supplies to countries in need, such as Lebanon, Syria, Morocco and Palestine. In addition, Jordan carried out humanitarian evacuations of citizens of several countries from the Chinese city of Wuhan. They were brought to its land to receive appropriate health care, as part of international crisis management and in accordance with Jordan's system seeking to manage the crisis with high professionalism, getting out of it with minimal losses, and achieving universality in managing the Corona crisis file (Covid 19) in a way that protects all sectors including the health sector [1] (Park 2021).

3. Research Strategy

Each scientific study has a set of methodological foundations on which the researcher builds to search for the truth related to a problem, answers some questions, and then analyzes the results that have been reached to come up with the recommendations. Research Strategy is an art intended to reveal the truth that others do not know by using a series of ideas in a correct and organized manner [34]. In the current study, the research strategy is limited to digital media determined by an extensive and constructive study to reveal its role in crisis management, and the challenge of health and medical crises in general, particularly the current Corona (Covid 19) crisis. Accordingly, a questionnaire was designed in its initial form by referring to the theoretical side and previous related studies. The questions were based on the criterion of reliability and clarity with the participants in the research, and the interpretation of the goal for which the researcher looked for in order to obtain information that serves the study. The questionnaire consisted of demographic data and three domains: First: The most effective digital media methods and tools in managing the Corona crisis. Second: The contribution of digital media in managing the Corona crisis in Jordan. Third: The extent to which digital media contribute efficiently and effectively to managing the Corona crisis in Jordan. In order for the researcher to verify the validity of the study instrument, the draft questionnaire and the questions were presented in their initial form to some academically qualified and experienced arbitrators to ensure the linguistic formulation, and to express their opinion regarding the accuracy and credibility of the content of the study instrument. Then the "Cronbach Alpha" method was used. It is the most common test to measure the reliability of the instrument, and to demonstrate the internal consistency of the phrases that make up the scales adopted by the research through previous studies on the study subject: The results presented in Table (1) below indicate that the reliability coefficient of the questionnaire was high with a percentage of (0.80) for all items. This means that the study tool is stable and refers to the possibility of the research results stability.

To collect data, 50 questionnaires were distributed electronically to measure opinions, and explore the ideas of workers in media institutions, and public relations departments in the Jordanian government agencies about the role of digital media in managing the Corona crisis in Jordan. Finally, to analyze results of the current study, the researcher used the statistical program for social sciences, SPSS, a program that relies on models of equations and precise structures to extract the results of quantitative studies and test their hypotheses.

4. Result Analysis

First: Personal (demographic) data

The females obtained the highest percentage in the sample, as (54%) of the participants are females, with a rate of (28) females, while the number of males is (22) males, with a rate of (44%).

The study sample was distributed differently among all ages, in a manner similar to the distribution of ages in the study population, where the ages between 30-39 years came in the first place in the sample with (23) individuals, and a corrected percentage of (46.5). The table also shows that (36%) of the sample are ranged between (20-29) years, while those over 40 years came in the last place with a rate of (18%) of the total number of respondents with 9 frequencies. In academic qualifications category, the largest percentage (56%) was for the bachelor's degree holders who are widely spread in our societies. They were represented by (28) employees. The high school holders occupied second place in the sample with a percentage of (24%). In the next rank came employees who hold a diploma degree, and they were represented by 6 employees and a corrected percentage of (12%); while holders of a master's degree and Ph.D. achieved the corrected percentage of (6%) and (2%) respectively. There was no individual with a higher diploma among the respondents.

The results show that most of the respondents who work in public relations departments in the UAE who were studied in this research have experience from 3 to five years at a rate of (50%) and an average of 50 frequencies, followed by employees with experience ranging from one to two years, with a corrected percentage of (28%) and an average of 14 frequencies, while those with more than five years of experience came in the last place with a corrected percentage of 22%.

The first domain indicates that the most effective digital media communication methods and tools in managing the Corona crisis, and the result showed that all items of the domain are statistically significant. This can be deduced from the (SIG) values, which were all significant at ($\alpha = 0.001$). By examining the means, we find that newspaper conferences (media briefings) are among the most influential communication methods with a high degree of (4.42). One can also find that press coverage, news and television reports are one of the communication methods and tools of public relations. The most effective method in managing the Corona crisis amounted to (4.37). One can also realize that community initiatives, such as: we will protect them for you (Covid-19). The public relations campaign played an effective role in managing the Corona crisis in a high way, amounting to (4.33), for each of them, While the communication style of social networking sites and websites came in the next rank, with a close mean of (4.31). The results of Table No. 6 also show that press releases and reports are one of the communication methods. Digital media means are the most effective in managing the Corona crisis in a high way, reaching to (4.30) out of the total number of respondents.

The second domain focuses on finding the contribution of digital media in managing the Corona crisis in Jordan. Table (5) also shows that all items of the domain are statistically significant. This can be deduced from the (SIG) values, which are all significant at ($\alpha = 0.001$). By examining the means, one can find that dependence on digital media as an effective and organized crisis communication tool has a high mean of (4.52). We also find that there is coordination of efforts with the specialized health and security authorities in the country regarding the developments of the disease and the decisions related to it. The mean of which was (4.45), with an error value that did not exceed (0.05). We also note that the immediate response to the public inquiries and questions about health and preventive measures against Coronavirus has a mean of (4.43) with an error value of (0.05). The table also shows that the use of digital media of innovative media and journalistic messages that convey information easily came with a high mean of (4.44) and an error value that did not exceed (0.05), which would contribute to managing the Corona crisis correctly.

Digital media also contribute to reaching and educating the public with a high mean of (4.37) and an error value that does not exceed (0.06). The continuous evaluation of the methods used in managing the Corona crisis according to a specific and organized work mechanism came with a mean of (4.28) and an error value that did not exceed (0.05), while the variable of providing updated educational information about the risks of Corona and ways of its spread on an ongoing basis came with a high mean of (4.25), and an error value that did not exceed (0.06).

The third domain indicates that on measuring the domain of the digital media's contribution to efficiently and effectively managing the Corona crisis in Jordan. It was found that all items of the domain are statistically significant. This can be deduced from the (SIG) values, which are all significant at ($\alpha = 0.001$). By examining the means, we find that providing information about the Corona virus through digital media contributed to reducing the number of infections and deaths with a high mean of (4.35). We also find that to achieve this goal, the contribution of digital media is essential in providing correct and sufficient information about the Corona virus and its ways of spread and preventive methods. The mean tells us that this feature is available for digital media in a high way at (4.42). The provision of information provided to the public contributes to alleviating the lack of clarity in information about the Corona virus, and the mean tells us that this feature is highly available at (4.26). The Corona crisis also contributed to the innovation of new methods of providing the

public with information through digital media and a new system for providing information, and the mean indicates that this feature is highly available, amounting to (4.37) Providing information about the Corona virus through digital media also contributed to educating society about the dangers of the virus and the Corona crisis, a quality available at a high rate of (4.34). The provision of information about the Corona virus through digital media also contributed to the commitment of community members to the precautionary measures, a quality available at a high rate of (4.33). The provision of information about the Corona virus through public relations also contributed to reducing rumors and false news, which is also a feature available to the media. Finally, the existence of a plan to provide information contributed to managing the Corona crisis in Jordan efficiently is available at a high rate of (4.30).

5. Discussion and Findings

Through the previous results and analyses of the personal variables of the sample members, it is found that the females obtained the highest percentage in the sample, as (54%) of the participants are females, with a rate of (28) females; while the number of males is (22), with a rate of (44%). Their ages ranged between 30-39 years. And it came in the first place in the sample with (23) individuals, bringing their corrected percentage to be (46.5%). Then it is found that (36%) of the sample's ages ranged between (20-29) years, while those whose ages are more than 40 occupied the last place with a rate of (18%). While most of the respondents were holders of a bachelor's degree, which is the university degree widely spread in our societies, they were amounted to (56%) with (28) employees. we also find that the high school holders occupied the second place with a percentage of not less than (24%). In the next rank, employees who hold a diploma obtained the next position with 6 employees and a corrected percentage of (12). We also find that postgraduate holders of masters and Ph.D. degrees achieved the corrected percentage (6%) and (2%). And that most employees working in public relations departments in the UAE who were studied in this research have experience from 3 to five years at a rate of (50%) and an average of 50 frequencies, followed by employees who have experience from one to two years with a corrected percentage of (28%), and an average of 14 frequencies. However, a small percentage of them have experience that extends for more than five years.

When reviewing the results of the first domain, we find that digital media are the most effective in managing the Corona crisis, and therefore, we conclude that all items supported the goal of the domain, so we find that press conferences (media briefings) are among the most influential communication methods with a high degree of (4.42). We also find press coverage, news, and television reports as one of the most effective digital media in managing the Corona crisis, as it is amounted to (4.37). We also note that community initiatives such as the public relations campaigns: We Protect them for you played an effective role in managing the Corona crisis, with a high rate of (4.33) for each, while the communication method through social networking sites and websites came in the next rank, with a close mean of (4.31). The results of Table No. 6 also show that press releases and reports as one of the most effective communication methods in managing the Corona crisis are also high, amounting to (4.30) of the total number of respondents, which is consistent with some of the results of the study of [35], which indicate that the media methods and measures taken by the Jordan to limit the effects of the epidemic on the country, citizens and residents alike, are an effective example of mitigating the effects of the crisis. It also agreed with the studies of Sharadga & Safori, Mahmoud et al., and Habes et al., whose results showed that the study sample's reliance on media methods through television and press channels contributed to mitigating the effects of the pandemic on society and also contributed to managing the crisis [36,37,38].

The results of the second domain, whose aim was to know the contribution of digital media in managing the Corona crisis in Jordan, indicate that the adoption of digital media in communication with crises is effective and organized, came with a mean of (4.52). We also find that coordination of efforts with the state health and security authorities concerned regarding disease developments and decisions related to it, the mean of which was amounted to (4.45). It can be noted that the immediate response to inquiries and questions of the public about health and preventive measures regarding Corona virus was (4.43). It is also clear from the results of the table that the use of digital media, innovative media and press messages that convey information easily came with a high mean of (4.44), which would contribute to managing the Corona crisis correctly. Digital media also contribute to reaching and educating the public amounted to (4.37). The continuous evaluation of the methods used in managing the Corona crisis also contributes to an organized and defined work mechanism with a high mean of (4.28), while the variable of providing updated educational information about the dangers of Corona and ways of spreading it continuously came with a high mean of (4.25). It is clear that the dependence of digital media on effective and organized crisis communication is consistent with the recommendation of the study done by Alananbah [39]. which recommended to establish a safe and effective public relations system besides highlighting the achievements of the Gulf Cooperation Council Countries in controlling the epidemic and presenting it as a model in fighting the pandemic. The domains agreed with the domain which focuses on the use of digital media of innovative media and journalistic messages that convey information easily, and the use of digital media to educate the public with a study conducted by [40]. When reviewing the results of the third domain related to the extent of the contribution of digital media in managing the Corona crisis in Jordan efficiently, we find that providing information about the Corona virus

through digital media has contributed to reducing the number of infections and deaths with a high mean of (4.35), The results of this study is consistent with the result of the study by Mohammadi about health media and managing the Corona Covid-19 crisis in light of the spread of false news through social media sites, the results of which showed that media campaigns and health media contributed to managing the Corona crisis, reducing the number of deaths and increasing recovery rates [21]. The researcher believes that to achieve this extent, it is necessary for the digital media to contribute to providing correct and sufficient information about the Corona virus and its methods of spread and prevention. The mean indicates that the rate of this feature is as high as (4.26), and both factors are consistent with what was stated in the study of Horowitz and Kahn [41]. The Corona crisis also contributed to the innovation of digital media for new methods in providing the public with information, besides, in digital media, there is a new system to provide information [42,43]. The mean indicates the availability of this feature in a high manner, amounting to (4.37) for each. Also, providing information about the Corona virus through digital media contributes to educating society about the dangers of the virus and the Corona crisis, the feature that is available at a high rate of (4.34). The provision of information about the Corona virus through digital media has contributed to the commitment of community members to the precautionary measures, this quality is available at a high rate of (4.33). Likewise, the provision of information about the Corona virus through digital media has contributed to reducing rumors and false news, which is also a characteristic of digital media available with an average of (4.39). In the end, the existence of a plan contributed to providing information efficiently during the management of the Corona crisis in Jordan [16, 44].

6. Recommendations:

The study recommends that necessary to adopt media briefings during crises due to their effectiveness in managing health crises facing countries as one of the most effective methods of digital media, in addition to the necessity of continuous evaluation of the methods used in managing health crises in Jordan, according to an organized and specific work mechanism, that provides updated information and awareness to the public about the risks of Corona and its continuous spread. The study also recommends working on increasing the communication techniques through social networking sites, websites, newsletters and press reports during medical and health crises due to their importance. Employees of government institutions in Jordan should be trained for confronting potential crises that may occur. Finally, it is important to increase the levels of providing information about health crises that may occur through digital media to reduce rumors and false news efficiently and effectively.

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Conflict of interest

The authors declare that there is no conflict regarding the publication of this paper.

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