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Study to assess the impact of infodemic on covid-19 pandemic**A Bhoomadevi**

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Infodemic is a blend of "information" and "epidemic" that typically refers to a rapid and far-reaching spread of both accurate and inaccurate information about something, such as a disease (David Rothkopf, 2003). The spread of fake news or inaccurate information regarding covid-19 pandemic spreads faster than the deadly corona virus infection in India and elsewhere, and experts warn this 'infodemic' can have huge impact on the public at large in addition to economic costs for companies across the world. The information and news reports about covid-19 were published rapidly and shared on social media and other social networking sites. However, there is limited data about the social media infodemic how it has affected mental health of the general public and social media users. This study would definitely help to identify the need for educating the general public on information especially health information found through social media. Therefore the study aims to find out how the information on social media affects the general public and spreads fear about corona virus in the Chennai city, Tamil Nadu. The study will be conducted by using a questionnaire through online mode. The samples will be general public (social media users) in Chennai, Tamil Nadu. The data will be analyzed using the

socio-demographic details of the respondents with their usage of social media and the information about corona virus disease. It is important to communicate to health professionals and media experts to provide and ensure only authenticated information are disseminated to the public. The general public should also act as a socially responsible citizen and refrain from disseminating inaccurate information, learn to verify and validate information, and check the credibility of extensive information.

Speaker Biography

A Bhoomadevi has completed her PhD and is currently working as Associate Professor in the Faculty of Management Sciences, SRIHER (DU), Chennai teaching Post Graduate/ UG courses and her current teaching and research include Hospital Management, Total Quality Management in hospitals, Service Quality Management, etc. She has published 20 articles in referred (10 articles in Scopus indexed journal) and non-referred journals. She has authored a book on Patient-centered care at Tertiary Healthcare Centers – A Managerial Perspective, Archers and Elevators Publishing House, 2017. She has received the Global Faculty Award (2020), Best Doctoral Researcher Award (2018) and Distinguished Alumni Award (2015).

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