

**Value-Based Communication during Covid19 Pandemic:
A Study on the Twitter Messages of Turkish Ministry of
Health**

Prof. Dr. Seda Mengü

Istanbul University

Assoc. Prof. Dr. Murat Mengü

Istanbul Arel University

Kemal Günay

Doctorate Student, Istanbul University

The Importance of Value-Based Collaboration during Covid-19 Pandemic

Content of Value-Based Collaboration

- Governance
- Rules
- Procedures
- Traditions
- Norms
- Standards
- Participating in language games through which social and organizational realities are structured

Aspects of Value-Based Communication

- Being people oriented,
- Quality,
- Participation,
- Sustainable communication,
- Trust,
- Transparency,
- Conformity with ethical standards,
- Continual research,
- Susceptibility to needs,
- Qualitative and continuing education etc.

Social and Psychological Effects of Pandemic

Social and Psychological Effects of Pandemic

Social and Psychological Effects of Pandemic

To understand collaboration is thus to understand how members use language to accomplish particular things together. Organizational realities are constructed through these language games.

To understand collaboration is also to understand the life forms of people inside organisations and how they influence, how members frame and solve problems and how they participate in organizational life in general.

Purpose

This study aims to analyze the reflection of the communication strategy concerning the global Covid19 crisis, utilized by The Turkish Republic Minister of Health on Twitter discourses.

This analysis will be based on Value-Based Communication. In addition, word relation matrix and cluster analysis were performed using data mining methods.

Universe and Sampling

It is determined that the first tweet by the Ministry of Health regarding Covid19 was posted in on Jan. 25, 2020. It was seen that 505 tweets were posted during this process.

Purposeful sampling method was used to measure the Value-Based Communication of the Ministry of Health.

Purposeful sampling allows for deep study of situations that are considered to have rich information

Universe and Sampling

In the “Value-Based Communication” analysis of the study, the first 100 tweets of the Minister of Health that had interaction were taken as basis and the codings were made through these tweets.

The parameters used in the interaction of tweets are specified as: “retweetCount = count of retweets” and “favoriteCount = count of likes”. The interaction rate was determined by taking the arithmetic average of these parameters. The tweets that had the most interaction are revealed utilizing the formula below.

Universe and Sampling

Interaction Rate:

$$\frac{\textit{Retweetcount} + \textit{Favourite count}}{2}$$

All of the 505 tweets were used for the word proximity matrix and cluster analysis on the discourses of the Minister of Health on Twitter.

Method

Descriptive research model was used as the method in the study. Mixed research designs are also included in the research by using qualitative and quantitative methods together. A Twitter Developer Account was created to obtain the data. An API (Application Programming Interface) was acquired from Twitter to obtain the data. All tweets were obtained using the RStudio program via the API. With the same program, tweets were converted into data.frame/tibble data format and made ready for analysis.

Method

The purpose of this discourse analysis is to highlight the hidden content that is not visible at first glance. During the analysis, evaluations were made over the words that came to the fore according to the frequency ranges of the words.

In this analysis, in cases where the same word differs by taking a suffix, they are combined as a single word. In addition, synonyms have been subjected to the same process.

Findings

Top 100 tweets of Health Minister with the most interaction regarding Covid-19 were examined.

In total, 782 codings were carried out.

These codings include three main categories of Value-Based Communication and their sub-categories. The main categories are “trust”, “person-oriented health actions” and “governance”.

The “trust” category has 7 sub-categories, “person-oriented health actions” has 10, and “governance” has 4 sub-categories. There are 21 sub-categories in total.

Findings

In the codings made according to the expressions on Twitter, it was determined that there were 266 codes in the “trust” category, 337 codes in the “person-oriented health actions” category, and 179 codes in the “governance” category.

In this value-based coding, it has been determined that expressions about “person-oriented health actions” come to the fore with 43.1%. Secondly, it was revealed that the expressions about “trust” were at 34.0%, and finally the “governance” category at 22.9%.

Findings

Firstly, when looking at the “trust” factor, the prominent features are “continuous information” with 9.3% and “reciprocity” with 9.0%. (The numbers were shared daily with the daily number of cases in order to prevent a crisis and panic in the public.)

The next features that were determined is, “interaction” with 5.9% (interaction with the scientific board, patients, artists' posts about Covid-19) and “assuming responsibility” with 3.7% (the minister of health assumed responsibility for the problems that arose).

The least common “trust” features among the content used by the minister on Twitter were found to be “prioritizing quality” with 1.9% and “compliance with ethical standards” with 1.5%.

Findings

In the second factor, “person-oriented health actions” category, the most dominant features are as follows: “social value” with 10.7%, “meeting needs” with 8.3%, “informing patients, doctors and the public about the pandemic” with 6.6% and “personal value” with 6.1%.

Other distributions emerge as “qualified health workers” with 2.6%, “rapid intervention” with 2.3%, “technical value” with 1.9%, “early diagnosis” with 1.5%, “distribution-based value” with 1.5%, and “research” with 1.4%.

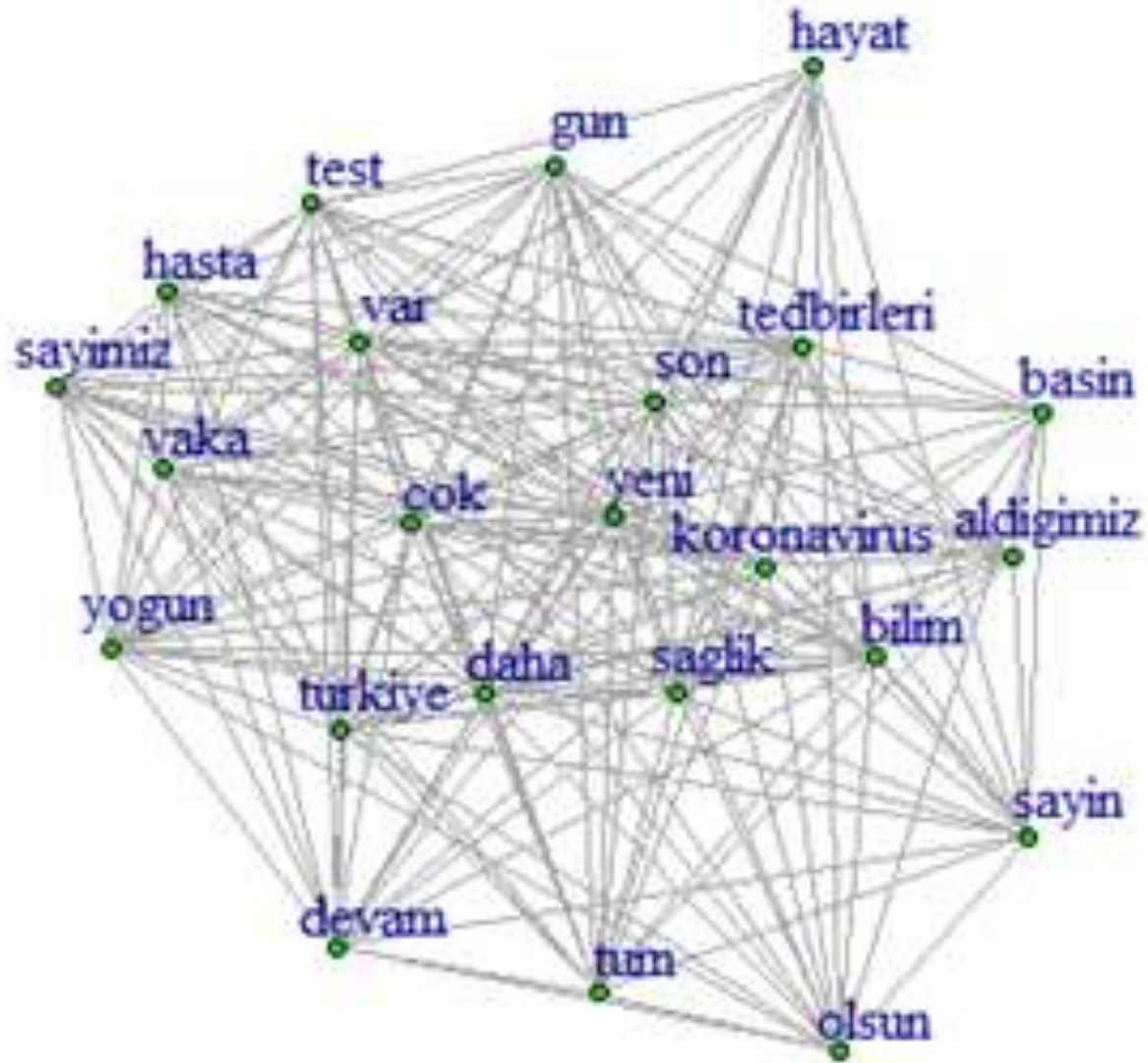
Findings

In the last factor, the "governance" category, the sub-category distribution rates are determined as "openness" with 31.8%, "participation of stakeholders in the process" with 30.7%, "transparency" with 29.1% and "accountability" with 8.4%.

Findings

In the network diagram analysis (Figure 2), it is aimed to show the relation density of the words with each other. The center of this network diagram is created by "health", "coronavirus", "science", "new", "end", "measures", "case", "have" and "Turkey"

It is determined that other words are used frequently together with these words in the center. It is seen that the other words associated with the words in the center are, "life", "test", "patient", "our number", "intensive", "continuation" and "day".

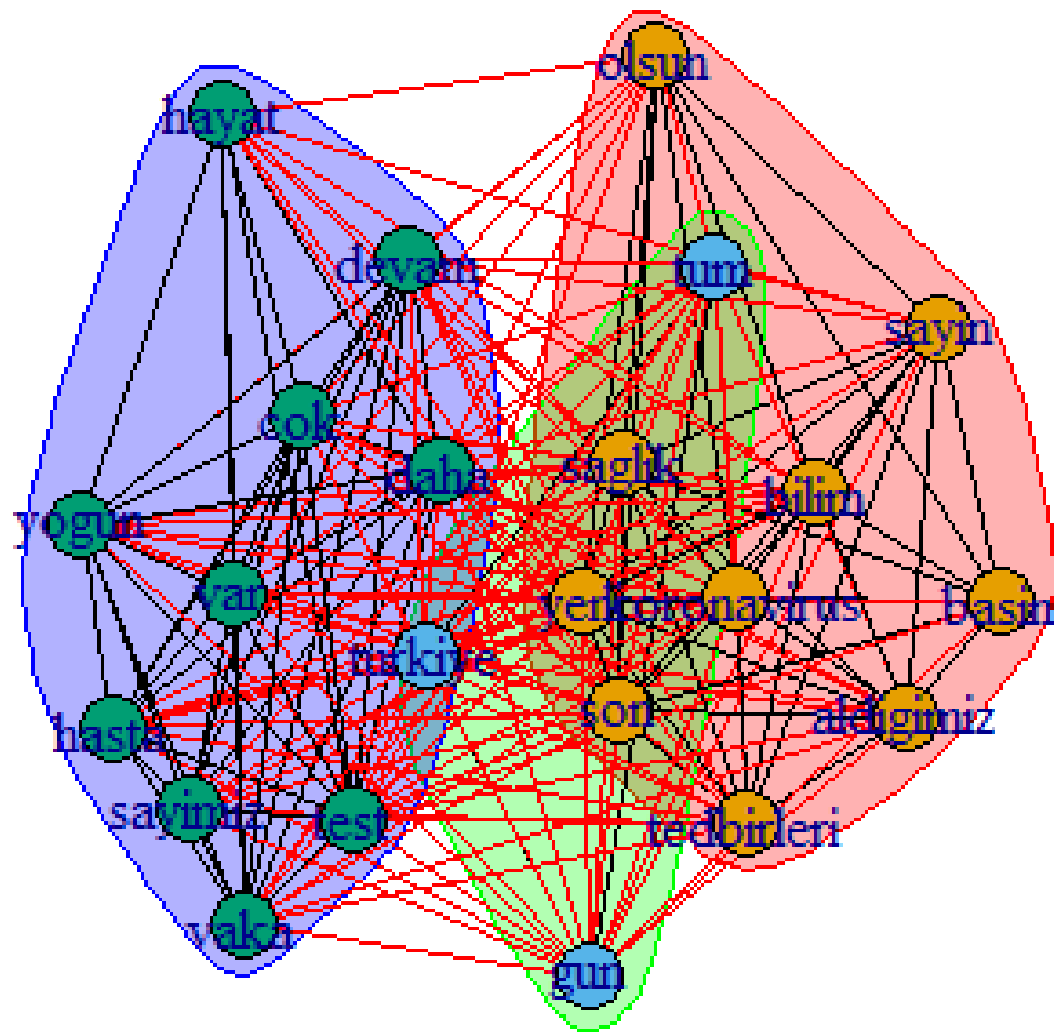


Findings

Finally, it was determined that the word matrix created in the cluster analysis (Figure 3) is divided into three clusters. It is seen that these clusters are in parallel with the three basic categories of Value-Based Communication. Lilac colored area can be said to represent the main category of “trust”.

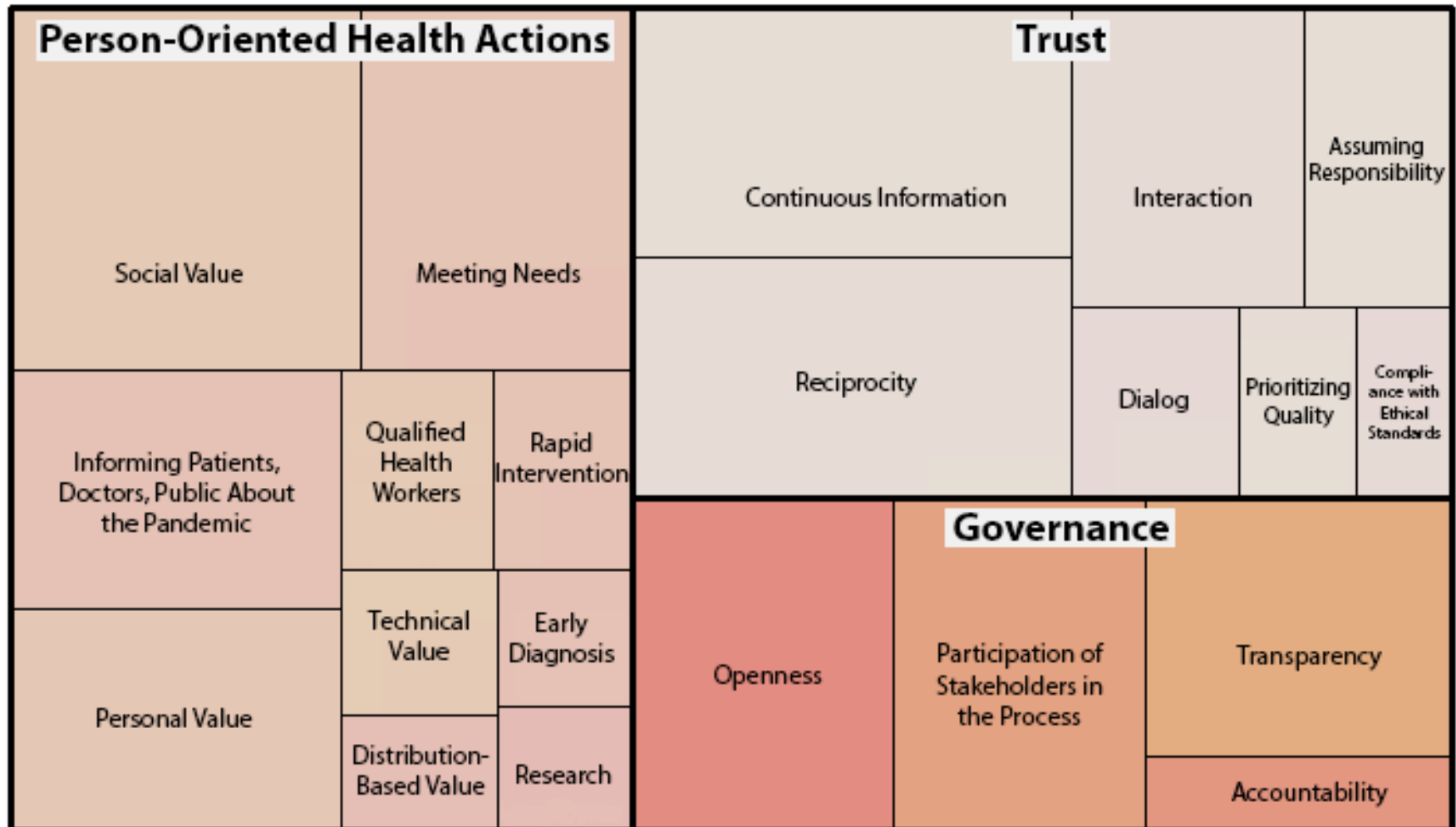
The words "patient", "test" and "our number" match with the category of "continuous information". Rose color, on the other hand, can be said to be closely related to “person-oriented health actions”.

The words "we take", "measures", "coronavirus", "science", "health" can be interpreted together with "social value", "meeting needs", "personal value". It can be said that the green color is representing the “trust” main category with the words “all” and “Turkey”.



Conclusion

Content Based Communication



Main Categories

1. Person-Oriented Health Actions
2. Trust
3. Governance

Sub Categories of Trust

1. Continuous Information
2. Reciprocity
3. Interaction
4. Assuming Responsibility
5. Dialog
6. Prioritizing Quality
7. Compliance with Ethical Standards

Sub Categories of Person Oriented Health Actions

1. Social Value
2. Meeting Needs
3. Informing Patients, Doctors & the Public About the Pandemic
4. Personal Value
5. Qualified Health Workers

Sub Categories of Governance

1. Openness
2. Participation of Stakeholders in the Process
3. Transparency
4. Accountability

Conclusion

The messages sent by the Minister of Health via Twitter are in accordance with value-based communication.

Day to day pronouncements about the press meetings, the number of patients along with the recovered ones, death cases in addition to the warnings and notifications about the individual and social responsibilities seem to have helped a great for motivating social collaboration.

Conclusion

The campaigns, namely “stay at home” and “we are enough for us” have also led to the creation of social solidarity.

Sincere messages of the minister of health related to the imposition of curfew, social distancing, necessity of wearing masks as well as his kind but firm attitude towards negative developments, on the other hand appreciation for positive ones have contributed to the creation of a father figure about him.