

# "The new normal", exploring the impact of covid-19 on the black population of the Banbury community



## Research Questions

1



To what extent did the difference in mediums of information, influence response on the news of the virus

2



To what extent did coping methods and mediums of information impact mental health during the pandemic

3



To what extent did these varying factors (coping methods & mediums of info) manage perspectives on the 'new normal'

## Research Methodology



Primary Research using surveys  
Fifteen questions  
Participants- Members of the Black Community in Banbury  
Age Range: 24-55 years old Males and Females  
Number of Participants: 12  
Career- Full time workers



## Research Analysis



## Survey Outcomes



- 90% of participants were 'shocked', 'scared' and 'sad'
- Slowed the pace of their lives to a halt
- 80% of Participants: Negative impact on finances in medium-long term plans
- 65% of Participants: Negative effect on general wellbeing and mental health
- 99% of Participants: Unsure of future and life without the news/governemnts' updates

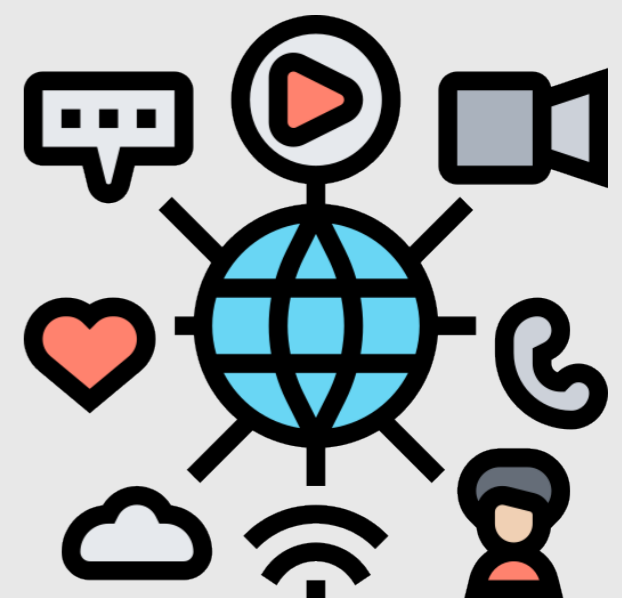


## Objectives

To what extent did the difference in mediums of information, influence response on the news of the virus

## Social Media

- Participants who received information on the virus from social media portrayed and expressed shock and fear than those who managed their information from the news.
- Participants are sure will soon be seen as just a 'flu'
- Participants were more likely to embrace new vaccines and boosters



## Television and Radio News

- Participants express uncertainty about Covid-19 and future
- Participants showed apathetical responses



# To what extent did coping methods and mediums of information impact mental health during the pandemic



Social Media participants coped better than those that relied only on TV  
How choice of mediums of information impacted mental health: All participants expressed negative emotions between frustrated, uncertain and fatigued

## To what extent did these varying factors (coping methods & mediums of information) manage perspectives on the 'new normal'



Inability to go to work took a toll on them individually as well as their family unit



Getting info from social media made participants stressed initially however adjusted within a shorter period, than television watcher.



Television watchers were more likely to be frustrated and stressed by restrictions around shopping, working and general social distancing rules, with a longer adjustment period



Television watchers were more inclined to be apathetic or pessimistic towards what to expect in the future than social media watcher



Social media users adapted quickly and therefore coped better because of a likely herd-influence.



Television watchers were more isolated being that they could not see the reactions of others as they received the news on covid and therefore had felt more negatively during and after their routines were disrupted.



## Learning and reflections

Although some of the information shared on social media were false, the presence of community and a support system online positively aided some of our participants.

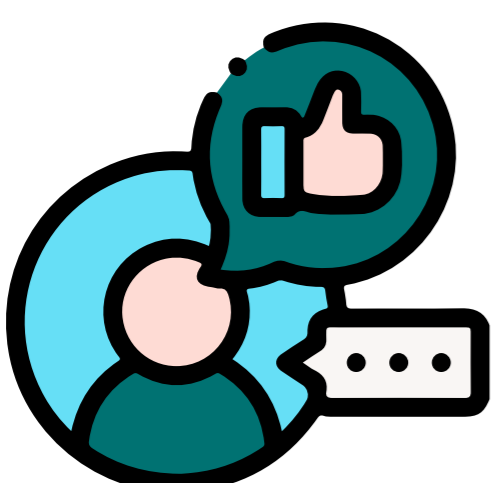
More than one medium of information is more reliable to dispel fears and misinformation.

New normal for a lot of participants began once they began to consistently rely on their mediums of information more than before

The frequency at which people relied on news or social media for information had a bigger impact on mental health as it distorted reality in bigger ways than expected

Those who sparingly watched the news before the pandemic, only watched the news during though not without interruption rather an accelerated consumption of information

## RECOMMENDATION



We recommend the regulation of news outlets and all mediums of information, manage the impact of fear mongering and hyper-consumption of information, as these were the silent killers of mental health and social interactions during the pandemic.