Managing digital content quality of public health sector in Mosul during COVID-19 pandemic

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Abstract

The current research aims to highlight the reality of the role played by the function of managing digital content in health centers. This is equally important as the specialized health role in the field of fighting disease and virus, especially during COVID-19 pandemic. According to WHO, COVID -19 is considered one of the fastest spreading viruses throughout modern history (Khan,*et.al.*,2021:39). The intellectual of this research addresses determining the role digital content management can play and what it can achieve? As well as why how the content can be affected? What is the appropriate assortment or mix for the contents of social networking sites to reduce the expected infections considering COVID-19? The research adopts the descriptive analytical approach by analyzing a set of real data that are linked to social networking sites by following up on them and their publications for two weeks to check the forms of digital content, not to mention the use of the questionnaire form distributed to 500 beneficiaries from different categories of society in the city of Mosul. Of the primary health care centers services on the left side of the city of Mosul, 317 valid forms were retrieved and analyzed according to the AMOS program because the current research contained the default scheme in addition to that we hope to share.

The current research found that digital content based on attracting beneficiaries, and the method of intimidation are the most important forms in arranging the forms of digital content, with the digital content lacking spiritual and religious content in the sites of the Nineveh Health Department, despite its importance according to the answers of the research sample.

Keywords: Digital content, Scary content, Attractive content, Medical content, Experimental content, Spiritual content, and Convalescence content (post-injury).

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1. Introduction:

It is important to note that the quality of digital content depends on many interconnected and integrated forms of digital content, each of which expresses characteristics that push some beneficiaries and attract others, to direct them in the direction that reduces infections with the Coronavirus, as the beneficiary in light of social media Depends on these means in making many decisions that pertain to his daily life, and that the average of decisions that a person takes daily reaches 35,000 decisions, more than half of them depend on information from social communication, (1897-1902 et al.). Karasneh, 2021, requires the development of an integrated mix of forms of digital content. The current research attempts to use two methods in the description and analysis of the data of this research is the method of content analysis for the social networking sites of the Nineveh Health Department, not to mention the distribution of the questionnaire to 317 beneficiaries of those services the organization.

The current research will address the following themes:

The scientific basics require dividing the research into the following sections:

1-1 Research Problem:

Saxton & Wang (2014), argue that beneficiaries of health care services depend on social media to raise morale and access to medical and experimental methods of treatment in case of injury for 75% of infected cases. This would require health authorities to provide high-quality services which are impactful digital content and prioritize it correctly. The research problem is determined by asking the following questions:

- What are the forms of digital content that the health administration can provide to guide beneficiaries to prevent the corona virus?
- What are the priorities of the relative importance of digital content forms in social media in the health care administration in Nineveh?
- Why are the forms of digital content different between organizations working in the field of addressing the Coronavirus crisis?
- What can health organizations do to develop the appropriate mix of digital content, which is of greater importance to the beneficiaries?

1-2 Research Objectives:

The current research seeks to address the problem of weak digital content adopted by the Nineveh Health Department to reach the appropriate

guidance for beneficiaries towards reducing injuries and preventing disease, as well as identifying the priorities of the forms of the most appropriate digital content mix in a manner that suits the beneficiaries.

1-3 Research Hypotheses:

The current research presents the following hypotheses in the light of the questions raised by the current research, which are:

- "H0:1 There is no relative importance from the statistical point of view of the frightening contents of the Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul".
- "H0:2 There is no relative importance from the statistical point of view of the attractive contents for the prevention of Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul".
- "H0:3 There is no relative importance from the statistical point of view of the spiritual contents against Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul".
- "H0:4 There is no relative importance from the statistical point of view of the content of the medical administration from the Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul".
- "H0:5 There is no relative importance from the statistical point of view of the experimental content of the Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul".
- "H0:6 There is no relative importance from the statistical point of view of the Demo content of the Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul".

In light of the above hypotheses, the hypothetical scheme of the research can be determined in Figure (1).

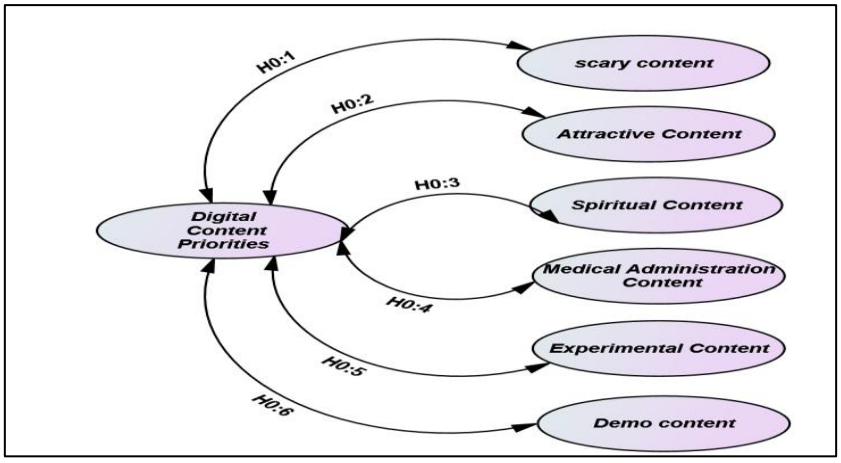

Figure (1) The default layout of the search

1-4 Description of the research sample:

Table (1) shows the distributions of the research sample according to demographic characteristics that show equality, homogeneity, and stability for this intended sample, which was deliberately selected from users of the social media of organizations affiliated with the Nineveh Health Department, and according to Table (1).

Table (1) sample of the respondents whose opinions were surveyed

Variable	Name	Frequency	Percentage
Social Media	Facebook	112	35.33
	YouTube	86	27.13
	Twitter	41	12.93
	Instegram	21	6.62
	Telegram	57	17.98
	Sum	317	100.00
Variable	**Category**	**Frequency**	**Percentage**
Age	20-30	111	35.02
	31-40	83	26.18
	41-50	98	30.91
	51-60	25	7.89
	Sum	317	100.00
Variable	**Category**	**Frequency**	**Percentage**
Gender	male	159	50.16
	female	158	49.84
	Sum	317	100.00
Variable	**Category**	**Frequency**	**Percentage**
Academic achievement	PhD	76	23.97
	Masters	44	13.88
	Higher Diploma	61	19.24
	Bachelors	98	30.91
	Technical Diploma	22	6.94
	High school and below	16	5.05
	Sum	317	100.00

2. Literature Review:

In his definition of digital content, (Agosti & Ferro, 2007, 32-es) focused on the integration between electronic systems, he defined it as "a group of integrated electronic systems that stakeholders deal with." With this definition, the integration between electronic systems at times and between those systems and the stakeholders of the beneficiaries, local government, and stakeholders on the other hand, as the organization's possession of digital content may not constitute something unless there is backward integration (with stakeholders) and forward integration (other organizations that support the organization mainly).

On the other hand, Hollebeek & Macky (2019, 27- 41)) defined digital content by focusing on the quality of digital communication, so he defined it as "providing information through quality digital means of communication", as this definition does not depend on sending the message and providing information to the recipient only, but rather The message is supposed to be characterized by the quality that supports the information, as (Lynch, 2003, 327-336) agrees with him in saying that "the abundance of information leads to the failure of management," which is required, according to what was confirmed by (Gong & Chen, 2010, 523) and (Primahendra, et all., 2020, 113 - 129).

The health care information integration model is a method that works to achieve integration between health care programs to ensure that bottlenecks do not occur in health care programs from the first to the third level, as the information is supposed to be characterized by reliability, clarity, timing and cumulative sequence. It is that the information is built based on a historical sequence of the situation to be decided on" and provide professionals with information that is simply knowledge of the health reality in light of the virus crisis. In another definition, (Omar, et all., 2011, 717-724) focused on the integration between health care functions and digital content, he defined digital health care management as "organizing information related to different specialties to provide all health services to patients to provide appropriate treatment and higher reliability." for medical advice.

It is important to note the identification of the components of digital content that takes into account all the administrative perspectives in health care, as (41-27 Hollebeek & Macky, 2019) identified a set of subsystems

that enable the management of that content in a way that positively affects health care in light of The Corona Virus crisis, which is:

2.1.2-1 The frightening content:

It includes the total components that push the beneficiary to adhere to the preventive instructions. He has family and friends, not to mention the fear of being quarantined in case of contact, as well as the health system's weak ability to cope with the huge number of infections (Qayyum,*et.al.*, 2019:16- 24).

2-2 Attractive Content:

This content depends on Three basic elements are a description of the environment in which the beneficiary must live from sterilization and isolation procedures and specifications of sterile materials, and the second element is the low cost that the beneficiary can bear to obtain sterilization materials and medical supplies, not to mention the ease of access on foodstuffs and the nearest location to the beneficiary, and the third element in the attractive content is the real inclusion of this content with standards related to the easiest methods of cleaning and sterilization that enable the beneficiary to feel safe and highly reliable on the health system. (De Felice, 2013:391-394).

2-3 Spiritual Content:

This content includes cultural elements, specifically language and religion, and the need to include this content with religious components that indicate God's ability to heal the patient and reassure the ability of God Almighty and in a general language that includes all Religions, and attract the beneficiary towards a feeling of hope for a near recovery with the help of God and the need to adhere to treatment procedures and not harm others by mixing with them (Casidy, & Arli, 2018, 1).

2-4 Medical Administration Content:

It includes the information of doctors who have recorded success in describing the treatment protocol for people infected with the virus, which is available to patients in case of infection. The medical content also includes stores and pharmacies and their work schedule in a way that ensures the flow of medicines, medical supplies, and supplements to treatment specifically against the virus, and it is included in This system is the logistic management of the drug that ensures the delivery of medicines from the

factories to the patient with reliability, speed and appropriate use that achieves quality in light of injury (Franklin & Plum, 2008, 41- 57).

2-5 The Content of Proven Treatment:

Includes successful experiences in treatment and types of plant recipes Specifically the tested one that has no side effects, as well as the quality of food that stimulates the immune system and strengthens it, and abstaining from food that strengthens the virus and reduces the immune system through a presentation of nutritional and herbal recipes useful for the infected, as well as preventive recipes that are related to food, and herbs that strengthen the immunity of the beneficiary.

2-6 Post-Injury Content:

It is the convalescence period that extends beyond the danger stage and varies according to the degree of spread of the disease, the severity of the injury, and the degree to which it has reached the stage of danger.

The danger stage after the eleventh day of the injury confirmation, which enables the health organization to create the content that supports the immune system and fortifies it to rebuild what was destroyed in the body during the injury, so it is supposed to include information about the forms of comfort that are supposed to be available to the patient, and reintegration with society And the vitamins required to restore the immune system, not to mention the exercise required to return to a proper fitness at this stage. (Turner,*et.al.*,2019:205).

The responsibility for the digital content lies with several bodies identified by (Ortiz, et all., 2021, 233-256) in the sequence that begins (the Public Health Department), and it is the government agency representing health care programs and levels starting from the primary (such as health centers) and the second (specialized hospital) and the third (operating hospitals), and all of these levels are managed by the Public Health Department, which builds digital content on several foundations, including the emergency ones, which start from the lowest to the highest and most complex, or the variable level, which attempts to modify and develop health care services according to change The epidemic waves of the virus, so the content is in a way that ensures the continuity of the impact and shows the level of control that tries to add or delete variables from the digital content whenever the need arises (Schiltz,*et.al.*,2012:100) and (Pesce,*et.al.*,2019: 1883-1903).

3. The Practical Review:

The current research used the content analysis method by developing a hypothetical chart that includes the basic variables, which is managing the quality of digital content in light of the Coronavirus crisis, as data were collected about it from many agencies, including official ones, and others through interviews conducted by the researcher with health staff and the management of the two fever hospitals in Mosul and at a capacity 68 beds, and Corona Hospital, which was established in the city of Mosul, with a capacity of 250 beds for emergency cases, and specialized in providing health care for the injured. (Nineveh Health Department records, 2021) The applied review can be presented as follows:

3-1 The role of public parties in managing the coronavirus crisis and digital content:

The amount of spending provided by the Iraqi Ministry of Health on each form of digital content is very excellent. In the period between the last quarter of the year 2020 AD and the first quarter of the year 2021 AD, we note that they are different, but the effect on the slope of the digital content curve, in general, varies according to disease waves, not according to The level of government spending on digital content, but the spending varies in its impact on the types of digital content systems. In terms of injury information, we note that at the end of the quarantine period in the city of Mosul, spending on injury information was high as a result of citizens' commitment to health instructions and the abundance of alerts and in various forms of the promotional mix that motivates and motivates citizens to adhere to disease prevention measures.

We note the trend of reducing the number of injuries as a result of spending on the promotional mix. It is noted that spending $350,000 during the quarantine period by the crisis cell in Iraq as a whole managed to reduce injuries to an average of 72 injuries per day through the digital content mix consisting of social media elements. As well as radio and television, health and voluntary organizations, while the rise in injuries in the last quarter of 2020 as a result of reconsidering mixing, the partial opening of roaming bans, and the return of conditional traveled to an increasing increase in injuries, but over a longer period, and Figure (2) illustrates this. (Nineveh Health Department records, 2021).

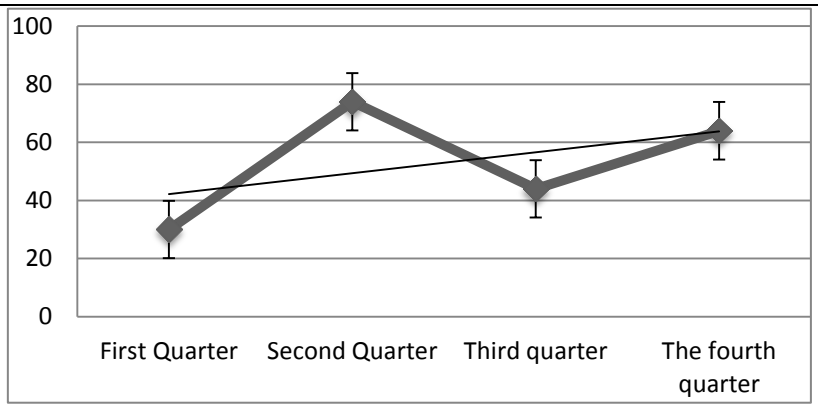

Figure (2) The average daily infection rate in Iraq for the year 2020
Source: Nineveh Health Department records,2021.

3-2 Corona special coverage in digital content in Mosul:

The comprehensive coverage of the forms of digital content on the official website of the Nineveh Health Department on the Facebook communication page does not exceed the three contents (attractive, medical, and scary only) for these sites is an indication of the shortcomings of this site for other forms of digital content in terms of spiritual, experimental, and post-injury content (Convalescence) is an indication of the acceptability of the digital content of the social networking site represented by Facebook, and the rest of the digital content in the social media and the website is not less than the same content. An example of the frightening content on the official website of the Nineveh Health Department is the daily bulletin of injuries, recovery and deaths in the Corona pandemic, as it notes the varying increase that follows the degree of adherence to preventive instructions to prevent injuries, not to mention the increase in vaccination acceptance rates, as it is noted that there is a direct relationship between infection rates and the high Vaccination rates, the rate of infections is relatively high, as Iraq ranks first in the Arab world in the rate of daily infections, and the demand for vaccination increased for the period from the third quarter of 2021 AD at a rate of 70% of adults covered by vaccination as a result of Iraq's registration of many infections in this virus, an indication of the impact of the frightening content in Beneficiaries covered by vaccination, and an indication of confidence in the digital content in general provided by health and governmental organizations despite the acceptability of stimulating methods in achieving the percentage that reduces injuries. (Records of the

Iraqi Ministry of Health, Bulletin of the Iraqi Ministry of Health for the second quarter of 2021, 2021).

3-3 Confirmatory factor analysis to prioritize forms of digital content:

The researcher used a questionnaire that enabled him to diagnose the attitudes of a sample of 317 beneficiaries as a random sample to reach the appropriate mix for creating digital content that simply directs the beneficiaries towards positive behavior towards reducing infections with this dangerous virus. The current research used the method of confirmatory factor analysis using (SPSS.V.24) software according to SEM-AMOS structural equation modeling analysis and using the Scale-Free least square method because the current data are not distributed naturally, which enables us to use this method to ensure the accuracy of the results, as well as the fact that this type From the analysis provides indicators that reflect the existence and confirmation of the digital contents covered by the research.

Among those indicators are the quality of the GFI model, the comparative quality (CFI), the modified AGFI, and others, which are compared with specific criteria that show the degree of reliability and morality of the differences between the hypothetical scheme of research and the applied scheme. Thus, the goal of relying on the scheme presented in practice by the research in subsequent studies can be achieved, not to mention identifying the most important content to start within the organization's applied research. Figure (3) shows the order of priorities of digital content that can provide the appropriate mix of digital content against the Coronavirus, which can be adopted by the relevant authorities in raising awareness, attracting, paying, and directing to beneficiaries to reduce cases of infection with the Coronavirus, especially with the increase in infections in Iraq on the one hand and the increasing forms of mutated strains For this virus, which requires governmental and non-governmental agencies to rely on the use of a mixture of flexible and adaptive digital content with the change in the number of infections and with the emergence of new forms of mutants of this virus, especially in the social media most used by the beneficiaries to ensure the appropriate and targeted effect for them.

From Table (2), we note that the applied confirmation of the content forms was achieved through the confirmatory factor analysis in terms of the conformity quality indicators, including the conformity quality index GFI, which amounted to 0.94, which is considered good. Which amounted to 0.891, which is relatively acceptable in behavioral and situational studies, as

these studies are subject to changing situations such as marketing studies that are governed by desires and feelings more than relying on fixed facts as confirmed by (Blunch,2012:196) an indication of the stability of the quality of the model in the long term, not to mention the Compering Fit Index (CFI), Tucker- Lewis Index TLI, IFI Incremental Fit Index (Incremental Fit Index), and (Normative Fit Index NFI), which were within good criteria and are greater than 0.90 is an indication that there are no significant differences between the hypothetical research scheme and the applied scheme according to the confirmatory factor analysis.

On the other hand, the indicators (Root Mean Square Residual RMR) and Root Mean Square Error of Approximation RMSEA (Root Mean Square Residual RMR) which were within the accepted criteria confirmed by (Majri & Rahman,2019:56-61), which is less than 0.05, an indication of the stability and acceptability of the default scheme for research in the adoption of digital content variables in its various forms.

The first and most important factor in creating digital content is the content that attracts beneficiaries, and this corresponds to the study (Yasuda, 2007, 76-80) with its inclusion of variables that lure beneficiaries towards dealing with preventive services against the virus at the download rate, which is the highest among other forms of digital content. of 0.60, which enables us to reject the second hypothesis which states “H0:2 has no relative importance from the statistical point of view of the frightening contents of the Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul” and accept its alternative.

The frightening content came in second place, including statistics on infection levels that warn and frighten the beneficiaries of this virus, an indication of the availability of these digital contents in the original social networking sites approved by the Nineveh Health Department, and this conclusion is what he went to (Scully,*et.al.*,2021:159-181), which enables us to reject the first hypothesis that states "H0:2 There is no relative importance from the statistical point of view of the content that attracts the prevention of Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul." Despite the lack of these sites for spiritual content that affects the morale of the sufferers, it ranked third in relative importance with a download rate of 0.23 indicating its importance, which enables us to reject the third hypothesis which states: “H0:3 There is no relative importance from a statistical point of view.” The spiritual

contents against the Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul" and the acceptance of its alternative, which assumes the relative importance of the spiritual contents of the respondents and motivates against the Coronavirus.

Concerning the last three contents (medical, convalescent, and experimental), they all constituted similar contents in relative importance with download rates of (0.17, 0.13, 0.11), respectively, indicating their weak importance in the total variance in social networking sites, and this conclusion is what is unique to the research. The current results, as the results, isolated these contents and made them in one rank and within one cluster, an indication of the integration of what builds them. About medical content, although most of the contents displayed on these sites represent medical content, on the one hand, they may not focus on what is related to the pandemic on the one hand, or be unclear on the other hand to the beneficiaries, and therefore are characterized by being weak and idle contents, lack of influence and weakness Reliance on it, and it does not provide support in treating cases, but rather exacerbates them in social networking sites, an indication of the need to review those contents in a real way, which enables us to accept the fourth hypothesis which states: "H0:4 There is no relative importance from a statistical point of view of the content of the medical administration from the virus Corona within the digital content from the point of view of the beneficiaries in the city of Mosul

On the other hand, with the same degree of weakness came the relative importance of the experimental content, which indicates providing evidence in the digital content of the pioneering experiences in the provision of the therapeutic protocol against the virus. We see that this content is missing or weak in the digital content of the Nineveh Health Department in social media, with a download rate of The lowest at all, which is 0.11 is an indication that there is no experience of a treatment mentioned or a successful experience or a doctor who describes the appropriate treatment as real experiences for patients with the Coronavirus, which enables us to accept the fifth hypothesis which states "H0:5 There is no relative importance from the statistical point of view of the experimental content of Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul.

Finally, from the respondents' point of view, Figure (3) shows the lack of relative importance to the content of convalescence and follow-up of the patient after injury, or even reliable information indicating the rehabilitation measures for the patient after injury on the social networking sites of the Nineveh Health Department, which enables us to accept the null hypothesis that states: H0:6 There is no relative importance from the statistical point of view of the post-infection content of the Coronavirus within the digital content from the point of view of the beneficiaries in the city of Mosul." Figure (6) shows an abbreviation for testing the six hypotheses presented by the current research.

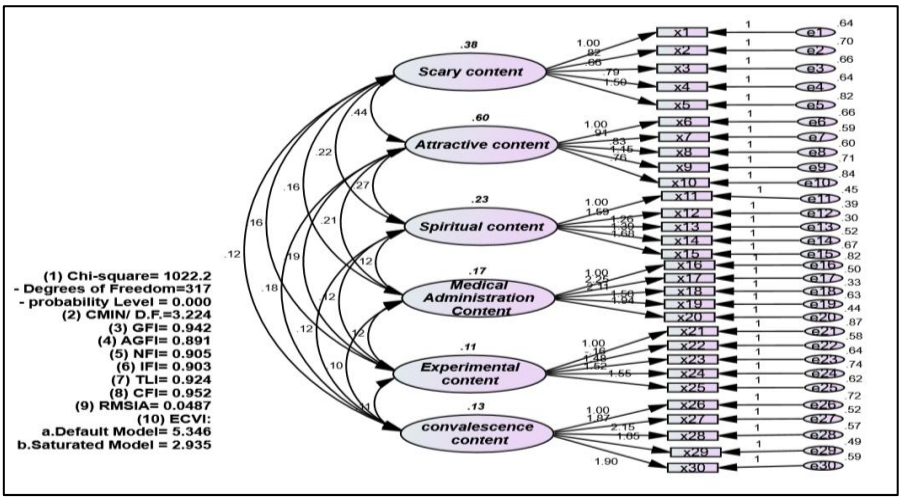

Figure (3) Priorities of digital contents according to the respondents' answers
Source: AMOS software data output.

Figure (3) is an abbreviation for testing the six hypotheses presented by the current research.

Variances: (Group number 1- Default model).

From the observation of Table (2), we note that downloading the digital contents on the variables they represent in the questions of the questionnaire has a significant effect. From a statistical point of view, it is an indication of the availability of these digital components from the point of view of the beneficiaries in the social networking sites of the Nineveh Health Department, (See Table (1) Table (2) shows many indicators, including the indicator of the direct relationship between the digital components, in which the highest prediction indicator was the attractive component, which amounted to 600. An indication of the need to attract

beneficiaries and not push them towards receiving the vaccine or adhering to quarantine procedures. And the lowest indicator is the experimental content, as it reached 11. This is a logical result, as no definitive solution has been reached on the proven treatment against Corona virus.

The second indicator is the Standard Error Index SE, which reflects the ability of the digital components to predict the fewest errors. by .076, indicating that the medical components are the most capable of predicting and representing the phenomenon of numerical components in general, and on the other hand, the CR value represented It is the critical ratio which is the parameter estimate divided by the standard error estimate. If the appropriate distribution assumptions are satisfied, then this index has a standard normal distribution under the null hypothesis that the parameter has a zero population value. Therefore, it represents the same value as the t-test, which shows that all components of the digital content had a significant effect because it is greater than the tabular t value in terms of the p-value shown in Table (2), which enables us to reject all null hypotheses that state that there is no relative importance of The statistical aspect of the digital content in its form separately from the point of view of the respondents from the beneficiaries dealing with social media in the Nineveh Health Department sites at a significance level of 0.05, which confirms the possibility of providing digital contents identified by the current research as a basis for directing beneficiaries and providing effective management to educate beneficiaries through forms The six digital content in order to guide and influence them to respond to the instructions of the crisis cell in Nineveh Governorate.

Table (2) Level of morale. Download forms of digital content for social media of the Nineveh Health Department and the Crisis Cell

Content	Estimate	S.E.	C.R.	P
The frightening content	.380	.079	8.110	***
Attractive content:	.600	.084	8.392	***
Spiritual content	.230	.077	8.588	***
Medical administration content	.170	.076	8.385	***
The content of proven treatment	.110	.116	7.077	***
Post-injury content	.130	.084	7.861	***

Source: AMOS software data output.

4. Conclusions and Suggestions:

Conclusions:

In light of the foregoing of the description and analysis presented by the current research, the following conclusions can be reached:

4-1 We note through the survey of social networking sites for these organizations that the digital content of health organizations has been achieved in varying proportions of the components of the digital content, an indication of the availability of the foundations and general principles of digital content in the organizations that represent the crisis cell.

4-2 The research showed that the health care centers, which represent the first line of resistance to the crisis, do not exceed the contents on the communication sites more than the medical and experimental content, an indication of the weakness of the digital content of these organizations.

4-3 The current research showed that the comprehensive coverage of the forms of digital content on the official website of the Nineveh Health Department on the Facebook communication page does not exceed the three contents (attractive, medical, and scary only) of this site, an indication of the shortcoming and absence of other forms of digital content in terms of spiritual, experimental, and content Post-injury (recovery) is an indication of the acceptability in the components of the digital content of the social networking site represented by Facebook, and the rest of the digital content in the social media and the website is not less than the same content.

4-4 The research indicated that there is a direct effect between infection rates and the high rates of vaccination, as the rate of injuries is relatively high, as Iraq ranks first in the Arab world in the daily rate of injuries and the demand for vaccination increased for the period from the third quarter of 2021 AD at a rate of 70% of adults covered by vaccination The result of Iraq's recording of many infections with this virus is an indication of the impact of the frightening content on the beneficiaries covered by the vaccination,

4-5 The research found the availability of the trust factor in digital content in general by the beneficiaries provided by health and governmental organizations despite the acceptability of motivating methods in achieving the percentage that reduces injuries.

4-6 The current research found that the digital content necessary to confront the Corona virus is flexible digital content that depends on detailed contents that vary in importance from time to time and what appears from the virus from strains that make it imperative for organizations participating in the crisis cell to develop a study for the appropriate mix of appropriate digital content Which helps reduce injuries.

4-7 The research clarified that the first factor in the formation of digital content is the content of attracting beneficiaries, including the variables that attract and entice the beneficiaries towards dealing with preventive services against the virus. An indication of the availability of these digital contents in the original social networking sites approved by the Nineveh Health Department

4-8 The research with regard to medical content concluded that most of the contents displayed on these sites represent medical content, but on the one hand they may not focus on what is related to the pandemic on the one hand, or be unclear on the other hand to the beneficiaries and therefore are characterized by being weak and idle contents, and not The influence and lack of dependence on them, and they do not provide support in treating cases, but rather exacerbate them on social networking sites, an indication of the need to review those contents in a real way.

5. Suggestions:

5-1 Developing the digital content at the Nineveh Health Department in line with the size of the crisis related to the Corona virus.

5-2 Reconsidering the mix of digitized contents periodically and according to the emergence of the importance of each content and the number of followers, it may happen that a site to communicate over another, so the contents must follow the importance of follow-up to private content.

5-3- Networking between all parties involved in the crisis cell at the level of organizations such as health, education, municipality and security with different specializations in order to achieve the authorities responsible for each type of digital content and ensure access to credibility in the news and report the correct rates of injuries and forms of prevention and ensure compliance with the decisions of these organizations.

5-4 Expanding the digital contents by focusing on the content that attracts the beneficiaries without pushing them to take the vaccine through the

use of quality standards in the digital content in terms of reliability and the practical situation that attracts the beneficiaries to reduce injuries.

5-5 Creating spiritual content that works to raise the morale and psychological spirit of the injured, as all the valuable content that is used in the organizations participating in the crisis cell lacks this content.

5-6 Reducing the long text of the content, and focusing on the animated content of videos and short indicative drawings that guide the beneficiaries of the methods of prevention and treatment of the injured.

5-7- Reducing the unclear specialized medical content, and adopting clear and understandable language for the largest group of beneficiaries.

5-8 Focusing on the experimental content in treating most cases, identifying the doctor and the most effective drug in treating injuries, and determining the numbers and websites that enable the follow-up of the injured and that help them to overcome the stage of danger.

5-9 The creation of a fourth level of health care called the level of care against viruses, independent in itself, whose goal is to achieve integration between digital and traditional contents in health care, which specializes in resolving issues and rumors related to the Corona virus to prevent the spread of the epidemic.

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