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AN EVALUATION ON SOCIAL MEDIA CONTENT STRATEGIES OF EXPERT OPINION LEADERS WORKING IN THE HEALTHCARE FIELD DURING THE COVID - 19 PANDEMIC PROCESS

Burçin Yersel[*] Başak Kalkan[**] Arzu Çelen Özer[***]

Abstract

During the process of the Covid-19 pandemic that broke out in Wuhan city, China and affected the whole world, social media platforms has drawn attention as important digital communication channels regarding individuals' access to information. This study, which aimed to determine the functions of the message content posted by healthcare professional opinion leaders on social media platforms within this process, was based on the content of user message, collected from Instagram application (API) between the dates of March 11, 2020 and May 1, 2020. In the study in which a qualitative categorization was made regarding the postings, the data consisted of the coding of quantitative data regarding photographs, videos, graphics, information, number of followers, number of likes and comments, and analysis that included the image of the shared object. The results of the present study revealed a meaningful and strong relationship between the function of the message and the type of sharing. It was observed that animate content postings were more preferred considering messages with an incentive function. However, it was found that constant sharing/post type was preferred for messages which had informing, giving scientific information, providing education, awareness-raising and social support functions. It was also found in the study that animated contents were used in behavioral change aimed messages, but constant content sharing/post was preferred in terms of creating information and attitude. Furthermore, it was unearthed that explicit information sharing/posting was preferred in the functions of informing, scientific information and education, and that users were reached with implicit information in the social support function. When the content and functions of the messages were compared with the average rate of like, it was observed that the message structuring format and quality preferred by opinion leaders including social support, encouragement / guidance, awareness-raising and informing functions were based on context-specific message content production.

Keywords: Social Media, Covid-19, Message Content, Visual Content, Digital Communication, Opinion Leaders

[*] Doç.Dr., Eskişehir Teknik Üniversitesi, İki Eylül Kampüsü Kurumsal İletişim Birimi, bispir@eskisehir.edu.tr
[**]Dr.Öğr.Üyesi, Eskişehir Teknik Üniversitesi, İki Eylül Kampüsü Kurumsal İletişim Birimi, basakkalkan@eskisehir.edu.tr
[***]Öğr.Gör.Dr., Eskişehir Teknik Üniversitesi, Porsuk Meslek Yüksekokulu, acozer@eskisehir.edu.tr

INTRODUCTION

Pandemics are defined as epidemic diseases with a wide range of effects worldwide, that leave significant marks on the future of societies with their psychological, sociological and economic effects as well as their physiological effects. Covid-19 Pandemic, which broke out in Wuhan city, China and keep spreading across the world with its negative effects, has also affected Turkey significantly. In this process, it is observed that, the "infodemics" which accompanied the pandemic and caused the rapid spread of fake information and the emergence of undesirable attitudes towards individuals' behavior, has also spread faster than the virus. With the widespread use of digital technologies and the internet, communication methods have also changed, and these methods have become the subject of academic research remarkably. In the last quarter of the 20th century, Web 2.0 infrastructure, which enables two-way communication, has become the intersection of digital transformation by making it easier to produce, share and copy information. In the field of communication digitalized with Web 2.0, it is seen that interpersonal digital communication has become easier and more widespread (Moriarty et al., 2012: 417). The contents generated in digital media have their own audiences organized around keywords. It is possible to access the profile of the resource and read its previous posts. While the resource is producing its messages, it may occur a case where user shares content on other pages, which is called "User-Driven Content". With the Web 3.0, the user can perform digital communication with various types of shares without creating his/her own content. This situation is related to the willingness of the user to share the created content (Lietsala and Sirkkunen, 2008: 19-20). Whether the user shares the created content or produces his/her own content while generating the content, there is no difference in terms of access. Moreover, depending on the inside dynamics of the digital media, all of the user members can see the relevant content, interact with it, and it is possible to make digital shares to reach billions of individual users. It is noteworthy that especially the numbers of access to multimedia shares have increased exponentially.

During the Covid-19 pandemic, which has been experienced for about a year, media and social media messages are used extensively by opinion leaders to ensure effective communication, inform the society, raising the awareness of the society, understand and implement the necessary measures socially, develop desired behavior patterns and attitudes and prevent infodemic. Apart from the opinion leaders, individuals in the society frequently use social media to communicate with each other and share information, thoughts and feelings in such times that put public health under risk. Research shows that individuals in the society use social media and provide emotional support through this medium in a unique way during crises (Kırık et al., 2020: 48). Crisis communication experts have identified a wide range of emotions that institutions can use for responding crisis depending on the crisis situation such as: wakefulness, anger, contempt / disgust, confusion, fear / anxiety, relief, sadness, shame, and sympathy / compassion (Kırık et al., 2020: 48). People use different communication tools to obtain information and they are directed through these tools in order to receive accurate answers of their questions such as "What happened, what will happen, what awaits them, where the epidemic has spread, etc. (Kırık et al., 2020: 53). Internet and social media, which are widely used today and affect many people, are a very important source of health information, and there is a dependent relationship between health education and health promotion (Şener and Samur, 2013: 510).

Today's new consumers tend to utilize more comprehensive and faster areas such as the internet and social media where they can find answers to their needs instantly, instead of traditional mass communication channels such as radio, television, newspapers and similar

(Susar and Narin, 2012: 1). Especially, social media creates social media users who appear to be reliable and important people to the same extent as journalists, and sometimes even more than them, with its ability to create a new influencer layer. In this study, which has been structured in this framework, the message contents and functions of healthcare professionals, who were treated as opinion leaders in the Instagram application, and reached the society through messages during the Covid-19 pandemic period, were examined.

LITERATURE

Converting Message Contents of Digital Communication

Communication can be defined as the interaction process involving the source initiating message by structuring and encoding it. It also includes the recipient's interpretation of the message by encoding and giving feedback when necessary. One of the most important elements for interaction in communication is the message content and the way the message is coded. In addition, for people it is very important to generate the message content and to determine the appropriate communication tool for message in order to communicate in social life effectively, to share their feelings, thoughts, concerns and fears, and to provide information flow. Communication and message serve as a powerful means of persuasion in order to ensure social unity and acceptance in extraordinary situations such as war, epidemic, natural disaster (flood, earthquake, etc.) that concern the society in general (Kırık et al., 2020: 47). Moreover, individuals and society give intellectual, emotional and physical reactions, adopt desired thought and behavior patterns, ensure social acceptance by keeping communication through messages. All media content is created according to the attitude and behavior expectation which is desired to be applied by receiver. In the development process of the structure, attention is not only in the message itself; it also draws attention to the source behind the message and its purpose (Arslan, 2015: 4). Based on the structure of the information in the message content, there are types of content such as written, visual, audio, video or some of them together, or Power Points and live broadcasts, where we can add sound, text, video, graphics, photos (Tekbıyık, 2017: 26-28). Content types according to the source of the information are as follows; corporate content, community building content, user-sourced content and content based on the source of information (Tekbıyık, 2017: 30-31). Mass communication tools, which have come to our lives with technological developments and social media gained by Web 2.0, are considered as an important power because of their ability to inform, influence, direct and develop an attitude on communities through messages. Social media offers an atmosphere which is open to feedback, participation and information sharing, allows two-way communication, gives information and accessibility, and interactive communication that allows everyone to create written or visual messages (Mayfield, 2008: 6). With social networks, the recognition of opinion leaders in the society increases and it becomes easier for them to convey their knowledge to large masses by further developing their ties with the society.

Message contents in social networks are not only structured by experts as in traditional media. Everyone involved in social media platforms can ensure the generating of a message, determining the content and influence elements in line with their subjective purposes. Users can share the content they create within their own groups, delete, hide, and associate them with different content and each user makes it in direction of the personal possibilities (Altunay, 2015: 421). As parallel to the world, in Turkey, social content platforms are used for sharing news, producing information and content, disseminating and consuming information. And on the basis of this case, the social media provides users of these platforms with the opportunity to generate content. In addition, subjects such as creating profiles, commenting on news, communicating with authors and integration with social media, sharing information are among the features that increase the use of social content platforms (Göker and Keskin, 2015: 872-873). In research

studies on social networking websites such as Instagram and Facebook; it has been observed that sharing information and news on social media strengthens the interaction, and users prefer this two-way interaction in order to be participated in the posts, share the news with others and create a discussion platform (Oeldorf-Hirsch, 2011: 3-4). Research has also revealed that publicly shared news and information content on social media platforms such as Facebook, a higher interaction-enhancing effect are obtained when they are shared in general instead of private sharing (Turcotte et al., 2015: 524). Social media, as a medium of generating and sharing messages, social interaction and persuasion, paved the way for transformation in the field of health. Studies conducted in different countries showed that health behaviors can be changed positively, and important advantages can be obtained as regard to health education and disease prevention, mostly with the use of social media tools (Mendi, 2015: 286). It has become obligatory for not only patients in the position to reach information, but also healthcare professionals to use social media and interact with the society through messages to convey information, create awareness, and create awareness and attitude change in the field of health. Due to the fact that anxiety in society with information pollution such as infodemic during pandemic periods like Covid-19 threatens public health and causes fear, more prominence should be given to creating, developing and publishing message content for accurate information and communication. In times such as pandemic that affect society negatively, it becomes important for opinion leaders to interact with the society, to convey messages to the society through social media, the structure, function and message contents, especially in order to prevent infodemic in health communication. The message content and the purpose of the message creator can be decisive in how the message is perceived. Kaplowitz and Fink (1997: 75) emphasized that when generating a message as a communication product, attention should be paid to choosing the appropriate word, having frequent repetitions of the message and containing results, presenting positive and negative thoughts in both directions and being objective, and taking into consideration of probability that message can evoke negative emotions such as fear (Cited by: Kumbasar, 2012: 103). When social media users are considered, particularly the youth majority, have some features such as being extremely diffident, open to change, sensitive to speed and visuality. For the realization of interactive communication, it is necessary to create media contents by using all the possibilities of multimedia features including text, image, sound and video. To achieve this, especially information and news-oriented content that is planned to be prepared and shared in the social media environment should be supported with visual elements and videos. In addition, these contents should be based on interaction, be personalized, updated quickly, and designed to be in accordance with the characteristics of the platform. (Bulunmaz, 2015: 325-326). The diversity of content production in social media is one of the main factors that increases the effect of the message, which has an important role in communication in the technology age, including health communication. When conducted overall studies are considered, the main usage and satisfaction factors of social media users may be listed as; socialization, entertainment, status creation and information seeking (Gaallion, 2014: 3). With instant communication, personalization and icons provided by social media, these needs are easily met. Especially, Instagram successfully fulfills these needs due to its freedom of expression. Users' personal profiles become virtual representatives of individuals, expressing their interests, personalities and values (Ginsberg, 2015: 79).

In the digital world, the increase in information density and limited time lead users to visual content instead of long texts. Moreover, with the widespread use of fast and simple infographics and creative visuals, it has become a necessity for content providers and bloggers to have competencies such as graphic design and photoshop (https://www.dijitalajanslar.com/2014-yilinda-gorsel-icerik-yukselise-gececek/).

1993 Media Literacy National Leadership Conference also supports new media encodings in the digital world. In media analysis, attention is drawn to the unique "language" of the media and its characteristics symbolized by various forms, genres and communication symbol systems, based on models developed by British, Australian and Canadian educators. These characteristics that make up the media designs play an important role in people's understanding of social reality (Aufderheide, 1993:2).

Studies conducted during times when people's curiosity and desire to receive news increase, especially such as the Covid-19 pandemic, show that there is an increase in especially desire to follow the news on the basis of participants' desire to use social media. Although it is emphasized that constantly being exposed to news about issues affect society negatively, such as pandemics and increases the stress level of society, the social media is a strong factor in obtaining accurate information about the epidemic to prevent more negative situations that may occur with infodemic. Social media is used by opinion leaders to provide awareness with correct information sharing, to prevent the spread of the epidemic by increasing protective behaviors and to eliminate the negative sides due to information pollution caused by infodemic, to interact with the society through messages, and to forming messages in a way that play significant roles.

3. Method

3.1. Purpose of the study

Social media profiles are digital network platforms where account holders share depending on the extent of their communication purpose. In this context, the research aims to reveal the content of the messages shared by healthcare professionals in the Instagram application during the Covid-19 process. In frame of this main purpose, the following questions are posed:

• What are the general features of the opinion leaders' Instagram pages?

• What are the functions of opinion leaders' messages?

• What is the relationship between opinion leaders' message functions and message contents?

3.2. Method of the study

In this study, a content analysis technique that is one of the quantitative research methods has been used to investigate the data obtained according to the purpose of the study due to its objective characteristics that are not altered according to the personal attitudes and tendencies of the researcher. Berelson (1952) defines content analysis as a research technique used for objective, systematic and quantitative explanation of the prominent content of communication. Krippendorff (1980) defines content analysis derived from communication sciences as a systematic evaluation of communication material and states that it is a study technique used to make repeatable and valid references from data to their contexts (Mayring, 2005: 267). In this context, content analysis is defined as "classification, summarization of verbal, written and visual data to illuminate the study problem, categorization of certain variables or concepts in the data into categories in order to measure and make sense of them (Arık, 1992: 119). Babbie (2004: 314) defined content analysis as a study for the communication process with a general definition by addressing mass media. Baxter and Babbie (2003: 349) positioned content analysis as "one of the ways to transform qualitative data into quantitative data".

Based on user content collected using the Instagram application (API), this study aims to make a qualitative categorization of posts. The data comprises encoding quantitative data

related to photos, videos, graphics, information, number of followers, number of likes, and number of comments, and analyzing visual share objects.

3.3. Universe and Sampling

The universe of the study consists of the Instagram accounts of the people whose opinions and information regarding the process mentioned in the main newsletters with ratings above 3% in all people in March 2020 period in the television channel prime time zone in Covid-19 pandemic process. In this direction, a two-step process has been followed to define the universe of the study and select the sample. As there are no ranking statistics on the number of followers of the Instagram pages providing information about “Covid-19" and "health", which are the sharing themes for the Instagram pages to be handled as the analysis unit, the selection of the sample to be investigated for the purpose of the research has been conducted in accordance with their accessibility and thematic posting contents by identifying the persons mentioned and involved in the media related to the process. In this context, the names of the Health Minister, the members of the Science Board, the Health Professionals included in the television programs and mentioned have been identified and their Instagram accounts have been accessed. The first process to define the universe is started by determining the names related to the theme in the prime-time news of 6 television channels with a rating of more than 3% in the prime time zone according to the March 2020 rating data of TV Monitoring Research Inc. (www.tiak.com.tr). All of the main newsletters of the designated channels were watched in March and the names of the individuals who had individual or institutional representation in the Covid-19 pandemic process and who were involved in the television channel related to the theme of "Health of the Covid-19 pandemic process" were identified. In this process, 44 names with different visibility frequencies were identified and Instagram calculations were found to constitute the sample of the study. Among the 44 specified names, 25 people's Instagram accounts were accessed and 10 accounts were identified with purposeful sampling method as the analysis units were posted related to the process within 16 open accounts. In the individual and corporate representation accounts handled within the scope of purposeful sampling, the number of followers and their shares were selected by considering whether they had posted something in the context of the Covid-19 process.

Purpose sampling method is the method by which the researcher chooses the elements that he/she decides to be appropriate for the study from the universe according to his/her subjective decisions and judgments, past experiences and records (Altındiş and Ergin, 2018: 98). Since the number of followers of the corporate representation pages of opinion leaders consisting of scientists on health in Turkey was higher than the number of followers of the Instagram account of the institution they represent, corporate representation accounts were selected.

3.4. Data Collection

The coding form developed for the purpose of the study was used by considering the coding process that formed the basis of the content analysis for the data collection process. The developed coding form was grouped by placing it in a certain conceptual framework and the coding was carried out in this direction. Encoding in the content analysis includes conceptualization and operationalization processes. Conceptualization is “explaining what is meant by the concepts used in the study" (Baxter and Babbie, 2003: 347). In other words, it is to draw the boundaries of concepts and define the indicators that will measure those concepts and indicate their existence or absence.

The analysis unit of the study consisted of the shares published on the Instagram pages within the sample starting from the date of the announcement of Covid-19 Pandemic in Turkey

on 11 March 2020 until 1 May 2020. A total of 462 Instagram posting data collection tools were structured in 2 basic categories as page generic coding unit and posting-based coding unit. In the encoding unit containing the basic definitions for the Instagram account, account name, user name, the total number of shares, number of followers, number of pandemic process shares, comparable measurement level encodings for the number of pre-pandemic shares in this category, 6 data related to the 10 accounts within the scope of the sample were collected. In the share-based coding unit, the visual nature of the sharing content, linguistic features related to posting, and follower interactions were handled with subcategories. In this context, encoding units containing subcategories of visual structure (fixed-motion), presentation forms of the image, verbal message content, function of verbal and visual message, type of sharing, quality of sharing, message form used within the scope of visual quality were created on a nominal scale. Only the follower interactions category was prepared at the equivalent measurement level in the encoding form, and the viewing numbers for the published share, follower likes, comments and mobile content were encoded as numerical values. The share coding form consisted of a total of 18 subcategories in line with this general structure.

Two encoders were used to encode the data. In the content analysis, it is stated that the definitions made in coding are sharper with the use of the same data set by two researchers (Miles and Huberman, 1994). In order to enhance the reliability between the encoders, the encoders were trained on the categories, contents and meanings on the nominal scale in the form. After the training, coders were asked to code the 10 posts determined from the Instagram accounts of the people who were not included in the sampling but determined for the purpose of the study. In the intercoder reliability study, the intercoder reliability rate was found to be 78% in the encoding made for the analysis units not included in the sample. According to Miles and Hubermann (1994), this technique is based on whether researchers utilize similar codes in the same data set. In this context, they stated that definitions should be expanded and corrected in order to increase reliability in case of coding differences. In calculating the inter-coder reliability, the reliability rate= agreed code/non-compromised code formula was taken into consideration. In line with this basic formula, it is preferred that the ratio is close to 80% (Miles and Hubbermann, 1994: 265). In line with these definitions, the articles that the coders could not agree on in the coding form in which the pilot study was conducted were described by the arbitrators and the corrections deemed necessary in the form have been made. In order to increase the rate, the intercoder reliability rate was increased to 89% as a result of the definitions expanded and corrected by the researchers.

In addition, the Krippendorf's Alpha value, which was used to test the data in the categories of data collection tool prepared at a nominal scale, was calculated for intercoder reliability. Krippendorff (2009: 203) states that the KALPHA value between $0.800 > \alpha \geq 0.667$ is acceptable. The reliability test for the 2 encoders of the study was $\alpha=0.76$. Mayring (2005: 268) states that Krippendorf coefficient is 0.70 in the inter-coder reliability is sufficient. In this regard, it can be purported that the study is conducted within acceptable limits and is reliable.

The data obtained from the shares of 10 Instagram accounts examined between March 11 and May 1, 2020, which constituted the limitation of the study, were processed in the data analysis program. Frequency and percentage distributions were given for descriptive analyses. Chi-square analysis was performed for the relationships between variables and a one-way variance (ANOVA) test was conducted to define the differences between variables.

3.5. Findings and Interpretation

There were a total of 462 analysis units, including Covid-19 pandemic process in 10 Instagram accounts so investigated. 68% of 462 shares consisted of fixed content (photo, cartoon, text, information graph, design element, etc.) while 32% consisted of mobile (video,

videography, animation, photocopy). Other basic descriptive values for accounts and shares are provided in Table 1.

Table 1. Share Rates of Instagram Accounts

Total Share	Sharing between 11 March-1 May		Sharing with Pandemic Content		
	Frequency	% (Percent)	Frequency	% (Percent)	
				Total%	Process%
5866	614	10.4	462	10.9	75.2

According to the findings in Table 1, the total number of shares of account holders at all times (until 2 May 2020) was 5866. Given that 11% of these shares were made as of 11 March 2020 and that 80% of account holders had active accounts before the pandemic, it was observed that they prefered a more active use in the pandemic process. 75% of the shares on the investigated date range were directly related to Covid-19. Therefore, it was observed that the account holders in the sample prefered to share more about the process.

Table 2 Engagement rates of Instagram Accounts

Account Name	Like	Comment	Number of Shares	Number of Followers	ER(%)
atesateskara_	1,208	755	24	2,530	3.2
akinkaya4677	1,030	58	6	614	29.5
prof.dr.berrinpehlivan	3,149	144	18	2,898	6.3
ercument_ovali	386,419	9,424	36	151,000	7.3
fcsenel	1,711	210	5	2,400	16.0
dr.fahrettinkoca	78,590,929	1,416,774	224	8,200,000	4.4
kayihanpala	2,289	79	10	2,358	10.0
ceyhan1212	109,614	5,453	78	40,100	3.7
üstündökmen_resmi	130,981	1,623	17	631,000	1.2
yankiyazgancom	37,702	243	44	94,000	0.9

Engagement rates of the Instagram calculations investigated are provided in Table 2. If the ER value of a page or share was above 2%, it was considered successful (www.hootsuite.com).. Accordingly, according to Table 2, the ER value of 2 calculations was among the findings obtained to be low. When account ownership was investigated, it was observed that 2 accounts with low ER value shared on psychology. From this point of view, it can be said that the followers focus primarily on the primary physiological effects of the disease and do not focus on secondary effects based on psychology. As for the findings regarding the function of the messages in the sharing, it was observed that the sharing of messages with a reporting function (49.6%) was the most preferred one. This was followed by the posts with the function of scientific information (14.9%), raising awareness (14.5%), encouraging/orienting (12.8%), social support (4.5%) and training (3.7%) respectively.

The findings obtained as a result of the study revealed that the message format of the shares was 68.6% “rational oriented messages”, while 31.4% of them were "emotionally oriented messages”. While defining the message contents that tried to motivate the target audience through the rational information generated by using data such as rationally oriented messages, statistics and research results, message contents that contain expressions of anxiety, sadness, scary excitement, hopeful gratitude were defined in emotionally oriented messages. The analysis of the quality of emotionally oriented messages revealed that 66% of promising/gratifying content was shared and 34.2% of worrying/ sad/frightening content was shared. Considering the function of the messages given in the posts, it was observed that the reporting function related to the Covid-19 process was used more intensively at a rate of 49.6%. It was observed that the sharing of entertainment and experiences was the least preferred

function in the shares related to the process. ANOVA test results to observe whether the average likes and comments differ according to the function of the message to observe the relationship between the function of the message and the like comment are provided in Table 3.

Table 3 Relationship between the function of message and interaction

Interaction	Function	N	average	ss	sd	F	p
LIKE	Reporting	229	181783.6	257880.3	5	6.803	0.000*
	Scientific Information	69	47341.8	101872.9			
	Training	17	76582.5	169759.0			
	Raising Awareness	67	181965.4	251665.7			
	Social Support	21	336975.4	497844.9			
	Encouraging/Orienting	59	244185.9	232886.2			
	Total	462	172883.2	258253.6			
COMMENT	Reporting	212	3645.6	6251.0	5	3.319	0.006
	Scientific Information	63	1365.3	3757.2			
	Training	17	830.6	1594.0			
	Raising Awareness	60	1949.0	2771.8			
	Social Support	18	6455.4	8918.3			
	Encouraging/Orienting	57	6175.8	17641.3			
	Total	427	3414.9	8323.5			

*p<0,05

Due to the low number of observations, the function of entertainment and sharing experiences was not included in the comment relationship analysis. According to the ANOVA test results given in Table 3, only the function of message categories differed in liking. LSD was performed from Post Hoc tests to see which groups the difference was between. Accordingly, a significant difference was found between informing and scientific information and social support, between scientific information and raising awareness, social support, encouraging/orienting, between education and social support, encouraging/orienting; and between social support and raising awareness. Giving the averages in this direction, it can be stated that messages with social support function receive more likes and that messages aimed at encouraging/orienting the public follow this, and then messages with the function of informing the public are followed. In order to see the relationship between the function of the message and the type of sharing, Pearson chi-square analysis was performed by subtracting the entertainment and sharing experiences due to the low number of observations. The results of the analysis are provided in Table 4.

Table 4 Relationship between function of message and type of share

Function of Message		Fixed	Mobile	Total
Reporting	Number	177	52	229
	% Within function of message	77.3%	22.7%	100.0%
	% of Type of Share	56.4%	35.1%	49.6%
Scientific Information	Number	42	27	69
	% Within function of message	60.9%	39.1%	100.0%
	% of Type of Share	13.4%	18.2%	14.9%
Training	Number	12	5	17
	% Within function of message	70.6%	29.4%	100.0%
	% of Type of Share	3.8%	3.4%	3.7%
Raising Awareness	Number	46	21	67
	% Within function of message	68.7%	31.3%	100.0%
	% of Type of Share	14.6%	14.2%	14.5%
Social Support	Number	14	7	21
	% Within function of message	66.7%	33.3%	100.0%

	% of Type of Share	4.5%	4.7%	4.5%
Encouraging/Orienting	Number	23	36	59
	% Within function of message	39.0%	61.0%	100.0%
	% of Type of Share	7.3%	24.3%	12.8%
Total	Number	314	148	462
	% Within function of message	68.0%	32.0%	100.0%
	% of Type of Share	100.0%	100.0%	100.0%

Based on the findings in Table 4, there is a strong relationship between the function of the shared message and the type of posting (x^2=35,539 sd=5 p<0,05, Cramer's V=0,27). It was found that mobile content posting was preferred in messages with the function of encouraging/orienting, and fixed posting type was preferred in messages with the function of informing, scientific information, training, raising awareness and social support.

The findings regarding the content of the sharing in Instagram calculations were that 81 of the 462 shares (17.5%) had implicit information and 381 shares were explicit information. Pearson chi-square analysis was performed to see the relationship between the quality of sharing and the function of the message. The results of the analysis are provided in Table 5.

Table 5. Relationship between function of message and content of message

Function of Message		Explicit Information	Implied Information	Total
Reporting	Number	192	35	227
	% Within function of message	84.6%	15.4%	100.0%
	% of Content of Share	50.5%	43.8%	49.3%
	% of Total	41.7%	7.6%	49.3%
Scientific Information	Number	65	4	69
	% Within function of message	94.2%	5.8%	100.0%
	% of Content of Share	17.1%	5.0%	15.0%
	% of Total	14.1%	0.9%	15.0%
Training	Number	16	1	17
	% Within function of message	94.1%	5.9%	100.0%
	% of Content of Share	4.2%	1.3%	3.7%
	% of Total	3.5%	0.2%	3.7%
Raising Awareness	Number	45	22	67
	% Within function of message	67.2%	32.8%	100.0%
	% of Content of Share	11.8%	27.5%	14.6%
	% of Total	9.8%	4.8%	14.6%
Social Support	Number	10	11	21
	% Within function of message	47.6%	52.4%	100.0%
	% of Content of Share	2.6%	13.8%	4.6%
	% of Total	2.2%	2.4%	4.6%
Encouraging/Orienting	Number	52	7	59
	% Within function of message	88.1%	11.9%	100.0%
	% of Content of Share	13.7%	8.8%	12.8%
	% of Total	11.3%	1.5%	12.8%
Total	Number	380	80	460
	% Within function of message	82.6%	17.4%	100.0%
	% of Content of Share	100.0%	100.0%	100.0%
	% of Total	82.6%	17.4%	100.0%

According to the results in Table 5, there is a strong relationship between the function of message and the quality of posting. (x^2=38,912 sd=5 p<0,05, Cramer's V=0,29). In this direction, it was observed that users were reached with implicit information in social support function, while explicit information posting was preferred in informing, scientific information and educating function. There was a strong relationship between the function of the shared content and the way the content was structured. How the message was presented was seen as an important factor in receiving, absorbing and evaluating the message. It can be stated that the strong relationship between the function of the shared content and the way the content is configured is related to the impact dimension of the communication to be created (information-attraction-behaviour). How the message was presented seemed to be an important factor in terms of receiving, absorbing and evaluating information.

Pearson chi-square analysis was performed to see if there was a relationship between the function of the message and the form of the message. The results of the analysis are provided in Table 6.

Table 6. Relationship between function of message and form of message

Function of Message		Rational Oriented Message	Emotional Oriented Message	Total
Reporting	Number	179	50	229
	% Within function of message	78.2%	21.8%	100.0%
	% Within form of message	56.5%	34.5%	49.6%
	% of Total	38.7%	10.8%	49.6%
Scientific Information	Number	65	4	69
	% Within function of message	94.2%	5.8%	100.0%
	% Within form of message	20.5%	2.8%	14.9%
	% of Total	14.1%	0.9%	14.9%
Training	Number	16	1	17
	% Within function of message	94.1%	5.9%	100.0%
	% Within form of message	5.0%	0.7%	3.7%
	% of Total	3.5%	0.2%	3.7%
Raising Awareness	Number	30	37	67
	% Within function of message	44.8%	55.2%	100.0%
	% Within form of message	9.5%	25.5%	14.5%
	% of Total	6.5%	8.0%	14.5%
Social Support	Number	7	14	21
	% Within function of message	33.3%	66.7%	100.0%
	% Within form of message	2.2%	9.7%	4.5%
	% of Total	1.5%	3.0%	4.5%
Encouraging/Orienting	Number	20	39	59
	% Within function of message	33.9%	16.1%	100.0%
	% Within form of message	6.3%	26.9%	12.8%
	% of Total	4.3%	8.4%	12.8%
Total	Number	317	145	462
	% Within function of message	68.6%	31.4%	100.0%
	% Within form of message	100.0%	100.0%	100.0%
	% of Total	68.6%	31.4%	100.0%

According to the results in Table 6, there is a significant, strong relationship between message function and message form. (x^2=98,653 sd=5 p<0,05, Cramer's V=0,46) According to the results, rational oriented messages were preferred in messages with the functions of reporting, scientific information and training, and emotional oriented messages were preferred in messages with the function of raising awareness, social support and encouraging/orienting.

While attempting to create an attitude with emotional message structuring in social content, rational oriented messages were among the findings obtained to convey the realities related to situations. The relationship between the function of the message and the quality of emotional messages was not significant due to the low number of observations. However, frequency analysis of the quality of emotional messages revealed that the use of promising/gratifying message configuration was more preferred in the functions of encouraging/orienting (83%) and social support (93%). It was observed that frightening/worrying/sad message configuration was more preferred in the training function (100%). Scientific information (50%), informing(58%) and raising awareness (51%) functions were closely related to negative and positive attractiveness structuring. It can be indicated that less use of fear/anxious and sad message attractiveness is preferred and the user segment is attempted to be reached with more positive emotion attractiveness.

3.6. Conclusions and Recommendations

This study is based on the analysis of the content of the posts made by health expert opinion leaders in the Covid-19 pandemic process to inform users about the process on social media accounts. The content structure and functions of the messages in the social media posts created by opinion leaders in order to provide information, create attitudes or direct behavior changes in order to ensure awareness with correct information sharing, prevent the spread of the epidemic by increasing protective behaviors and eliminate the negative sides due to information pollution caused by infodemia were analyzed and compared with the literature data. The structure of the content of opinion leaders was analyzed and compared with the literature data in social media posts carried out for the purpose of informing, creating attitudes or orienting behaviour change. The obtained results indicated that there were significant and strong relationships between the variables in line with the message function. In this context, 68% of the 462 analytical units investigated were composed of fixed-content configurations and 75% of the shares in the pandemic process were for the pandemic. Analysis results for the distribution of message functions revealed that 49.6% of the shares had the function of notifying. It was observed that opinion leaders prefered the function of informing the users more about the situation, struggle techniques, process management and reports related to the process. Interaction rates of 80% of the Instagram calculations investigated were high. When the interaction rates for the message function were investigated, there was a significant difference in the size of likes. Considering the use of Instagram, the fact that there is a significant difference in liking may be due to the fact that the liking interaction can be easily realized with performance. Social support was one of the findings that messages with the function of raising awareness, encouraging/orienting and informing had more interaction than others. In this respect, it can be stated that the expectations of the public from opinion leaders are content configurations with this basic function. It was observed that the users would like to get information regarding the developments related to the process from opinion leaders, they would like to be aware of the measures to be taken and taken in relation to the process, and they took more account of the message contents that the authorities could see their sensitivities against those affected by the process. When the findings on emotional message attractiveness and message function interaction rates were compared, it was observed that positive message attractiveness was more used in message contents with the function of social support, raising awareness, encouraging/ orienting and informing. In line with these results, it can be stated that users interact more with messages that lead to positive emotion in the specified message functions. While emotionally oriented messages received more interaction from the user, it was observed that the sharing of rationally oriented messages was more preferred. Analysis of the quality of emotionally oriented messages revealed that 66% of promising/gratifying content was shared and 34.2% of worrying/ sad/frightening content was shared. Preference of positive

emotion message attractiveness in such functions was observed as an important factor in content structuring and attitude creation of opinion leaders.

One of the results of the study was the meaningful and strong relationship between the function of the message and the type of posting. It was found that mobile content posting was preferred in messages with the function of encouraging/ orienting, and fixed posting type was preferred in messages with the function of informing, scientific information, training, raising awareness and social support. It was observed that mobile content was used in messages aimed at behaviour change, but constant content posting was preferred in terms of creating knowledge and attitude. Based on this result, it was seen that in the communication effect in the information and attitude dimension, fixed content in the nature of photography, text, information graph is preferred, while the power to appeal to multiple senses with the visual and auditory nature of the moving image was taken into consideration in the content targeted to change in the behaviour dimension.

One of the results of the study was that explicit information posting was preferred in informing, scientific information and educating functions, and users were reached with implicit information in a social support function. It can be postulated that the strong relationship between the function of the shared content and the way the content is configured is related to the dimension of the attitude to be created. How the message was presented was seen as an important factor in receiving, absorbing and evaluating the message. Among the obtained results were opinion leaders' performing explicit information sharing with rational oriented message configuration in informing, scientific information, training and encouraging/orienting functions, while their performing explicit information sharing with emotional oriented message configuration in raising awareness function and implicit information sharing with emotional oriented message configuration in social support function. Compared to likes averages, these results demonstrated that the type and quality of message structuring preferred by opinion leaders in social support, encouraging/orienting, raising awareness and informing functions were structured according to context-specific message content production.

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