

Impact of Hashtags in Tweets Regarding COVID-19 on the Psyche of Pakistanis: A Critical Discourse Analytical Study

Authors : Muhammad Hamza

Abstract : This study attempts to analyze the social media reports regarding Covid-19 that impacted the psyche of Pakistanis. This Study is delimited to hashtags from Tweets on a social media platform. During Covid-19, it has been observed that it affected the psychological conditions of Pakistanis. With the application of the three-dimensional model presented by Fairclough, together with a data analytic software "FireAnt" i.e., social media and data analysis toolkit, which is used to filter, identify, report and export data from social media accurately. A detailed and explicit exploration of the various hashtags by users from different fields was conducted. This study conducted a quantitative as well as qualitative methods of analysis. The study examined the perspectives of the Pakistanis behind the use of various hashtags with the lenses of Critical Discourse Analysis (CDA). While conducting this research, CDA was helpful to reveal the connection between the psyche of the people and the Covid-19 pandemic. It was found that how different Pakistanis used social media and how Covid-19 impacted their psyche. After collecting and analyzing the hashtags from twitter it was concluded that majority of people received negative impact from social media reports, while, some people used their hashtags positively and were found positive during Covid-19, and some people were found neutral.

Keywords : Covid, Covid-19, psyche, Covid Pakistan

Conference Title : ICALLE 2023 : International Conference on Applied Linguistics and Language Education

Conference Location : Dubai, United Arab Emirates

Conference Dates : December 25-26, 2023