Online Mediated Communication

Name

Institutional Affiliation

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Online-mediated communication has been an important topic as far as COVID-19 is concerned. It has facilitated communication among the individuals and companies following the need to maintain social distancing and lockdown. Online-mediated communications mostly rely on social media platforms like Facebook, Twitter, WhatsApp, and other direct messaging applications. People have been using the internet to pass negative information, while others use it to inspire and motivate others. The sources discussed below will provide some insights about the topic and what has been studied in the past.

Amid the harsh acute respiratory syndrome outbreak in 2003, smartphones and online services were not extensively accessible. Thus, several internet-based mental health services were offered for those who needed them. The promotion of smartphones and internet services and the inauguration of 5G mobile networks have facilitated the health authorities and mental health providers to offer their services online due to the outbreak of COVID-19 (Liu et al., 2019). The fast spread of the pandemic between persons deters conventional one-on-one psychological therapies. In contrast, it is safe to provide mental health services through online means. So far, several virtual mental health services have been enforced in various regions for those who require amid the eruption of the pandemic in China.

Nesterenko (2020) explains that during these challenging times where head-on communication is being discouraged from deterring the spread of COVID-19, most of the institutions have turned to online mediated communication to reach out to their prospective customers and demographics. The source provides several examples of institutions that now depend on online-mediated communication to offer their services and business communication. This source will be important, as it will give a head-on direction about the topic selected. This source will likewise form the foundation of my study as it profoundly introduces the issue.

References

Nesterenko, I. (2020, April 7). *How to adapt email communication to the COVID-19 crisis*. eSputnik. <https://esputnik.com/en/blog/how-adjust-email-communication-covid-19-crisis>

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