

# Impact of Media Exposure on COVID-19 Prevention Strategies Among College Teachers: An Analysis of Behavioral Responses

**Hari Krishna Silamanthula**

Ph.D. Research Scholar, Department of Journalism and Mass Communication.  
Andhra University, Visakhapatnam, India

**Abstract:** *The COVID-19 pandemic has highlighted the critical role of media in disseminating health information and shaping public behaviour. The Present paper explores how college teachers' exposure to COVID-19-related data through various media outlets influenced their preventive Practices during the pandemic. A quantitative survey approach was used to gather information from 330 college teachers in Vijayawada, Andhra Pradesh, India, to examine their media consumption patterns, adherence to preventive measures, and perceptions of COVID-19 risks and misinformation.*

*The findings reveal that media exposure significantly influenced teachers' preventive behaviours, with the type of media source playing a pivotal role. Teachers who relied on credible and official sources, such as government organizations and traditional media, were more likely to adopt preventive measures like mask-wearing, social distancing, and vaccination. In contrast, excessive exposure to social media often led to misinformation, reduced trust in media, and lower adherence to guidelines. It is also found that characteristics related to demographics including age, family responsibilities, and educational background, further moderated the interconnection between media exposure and preventive behaviours. Older teachers preferred traditional media, while those with family commitments exhibited heightened risk perception and adherence to safety measures.*

*The study highlights the importance of media literacy and targeted health communication strategies in crisis situations. It recommends enhancing educators' ability to critically evaluate health information, promoting balanced media consumption, and leveraging credible sources to combat misinformation. These insights contribute to a better knowledge of the relationship between media, risk perception, and health behaviors, offering practical recommendations for improving public health communication and resilience in future crises..*

**Keywords:** COVID-19, media exposure, preventive behaviors, college teachers, misinformation, health communication, risk perception