

A Study on Acceptance of 'Aarogya Setu' Mobile Application

Presented by:
Afraz Hussain
Roll no:0705

Guided by:
Dr. Arindam Das
Associate Professor
IIHMR University

Introduction

- ▶ The Corona virus disease which originated in Wuhan province of China was declared by WHO as a Public Health Emergency of International Concern on 30 January 2020.
- ▶ Pandemic has affected more than 6 million people globally within four months of official declaration by WHO and killed more than three lakh people globally.
- ▶ In the absence of effective treatment or vaccination, public health professionals have so far relied on non-pharmaceutical measures to limit the spread of epidemics, such as social distancing, case isolation and manual contact tracking.
- ▶ The objective of mobile contact tracing is to speed up the manual interview based contact tracing process for containing an outbreak efficiently and quickly.
- ▶ Aarogya Setu is a mobile application developed by the Government of India to connect essential health services with the people of India in our combined fight against COVID-19.
- ▶ The study aims to find out acceptance of the application among people.

Research Question and Objective of the Study

- ▶ Research Question:

What is the acceptance level of Aarogya setu mobile application among people?

- ▶ Specific Objectives:

- 1.To study the acceptability of Aarogya setu mobile application.
- 2.To study the factors the prevent the use of Aarogya setu mobile application.

Methodology

- ▶ **Type of Research:**

Present study is descriptive cross-sectional in nature.

- ▶ **Study Population:** People with access to smart phones are included in the study.

- ▶ **Sample size:** 385

- ▶ **Sampling technique:**

Purposive sampling was used for the present study.

► **Study Tool and Data collection:**

A structured questionnaire was created by the author for people who have downloaded the Aarogya Setu mobile application and also for respondents who have not installed the application. Questions also included those respondents who have once downloaded the application but later uninstalled the same. The questionnaire was made using Google forms and it has been sent to the respondents via WhatsApp mobile application and email for better reach.

► **Data Analysis:**

Data was entered in MS Excel. Both numerical and categorical variables were summarized using frequency, percentages and presented in suitable charts.

Findings

Figure 1:
Are you aware of 'Aarogya Setu' mobile application?
385 responses

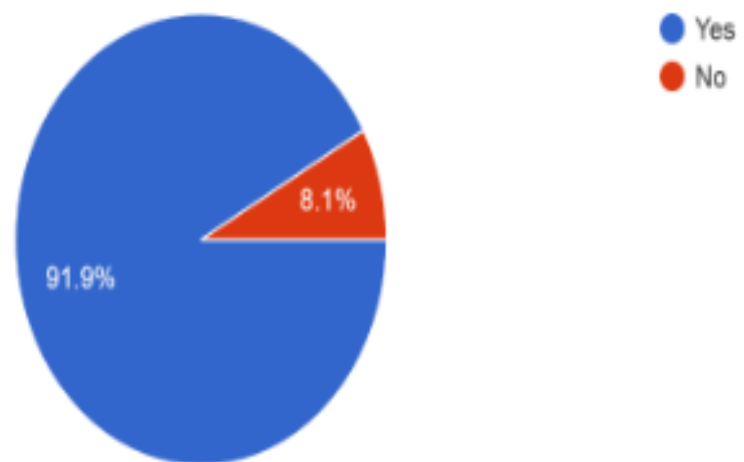


Figure 2:

Have you installed the 'Aarogya setu' mobile application?

385 responses

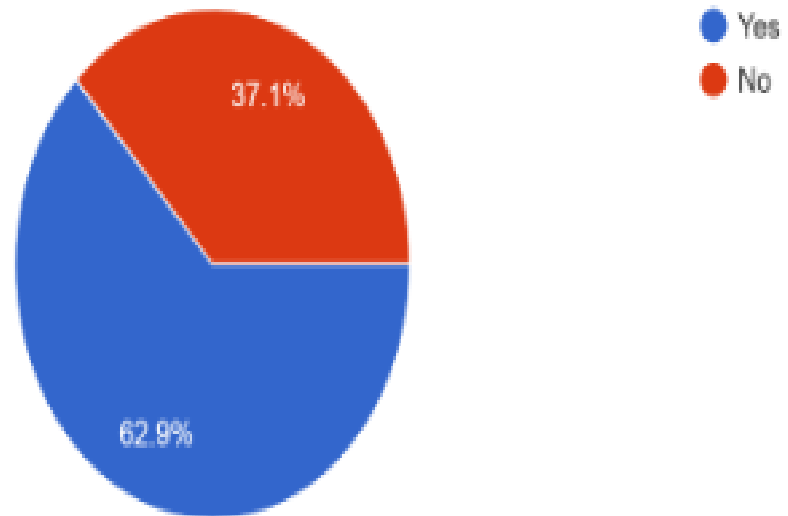


Figure 3: Does the App provide adequate information on COVID-19

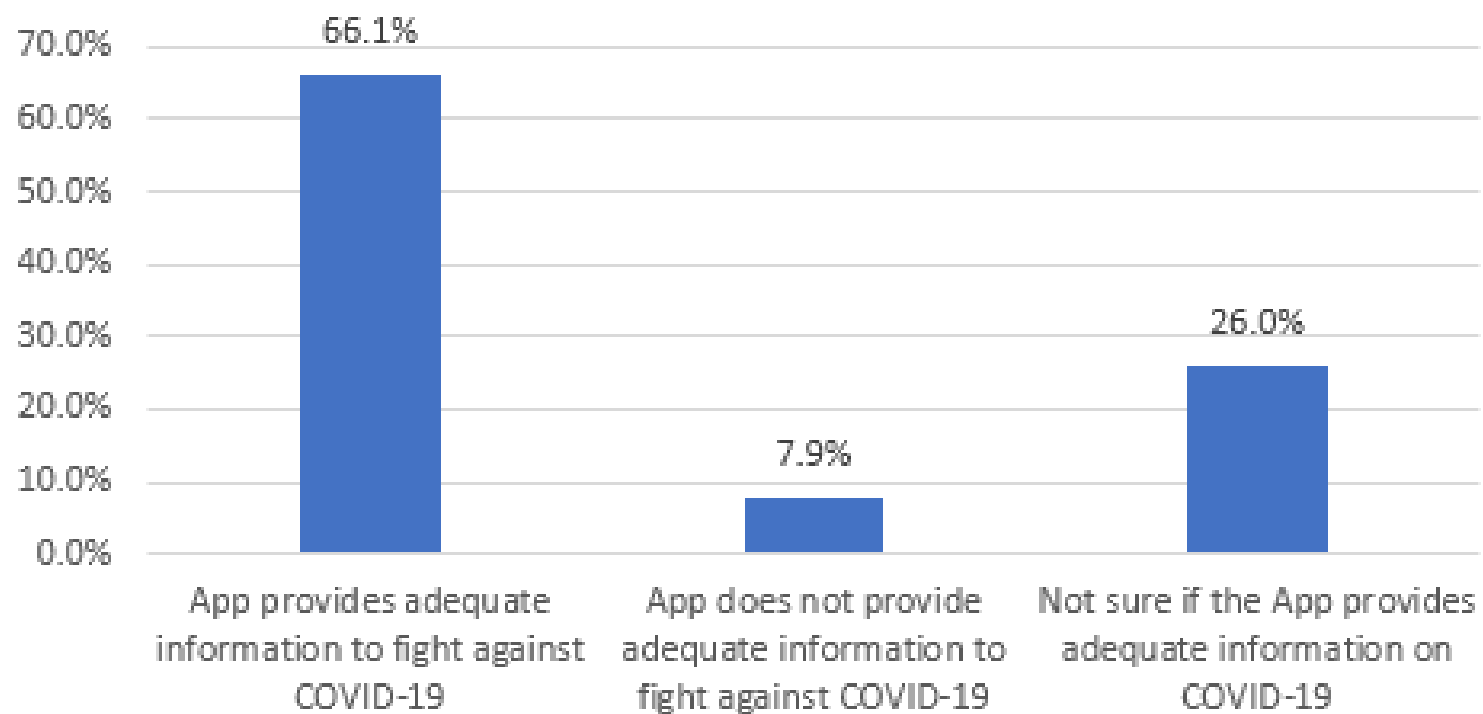
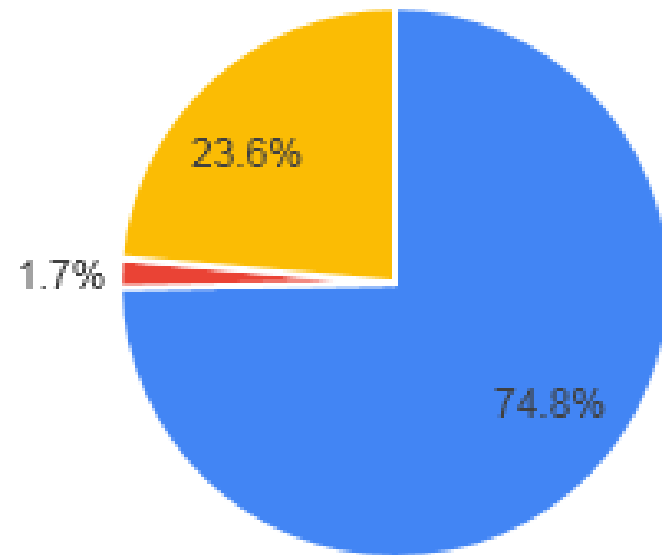


Figure 4:

The App has a userfriendly interface



■ Agree ■ Disagree ■ Neutral

Figure 5: Respondents would recommend Aarogya Setu app to friends and family members

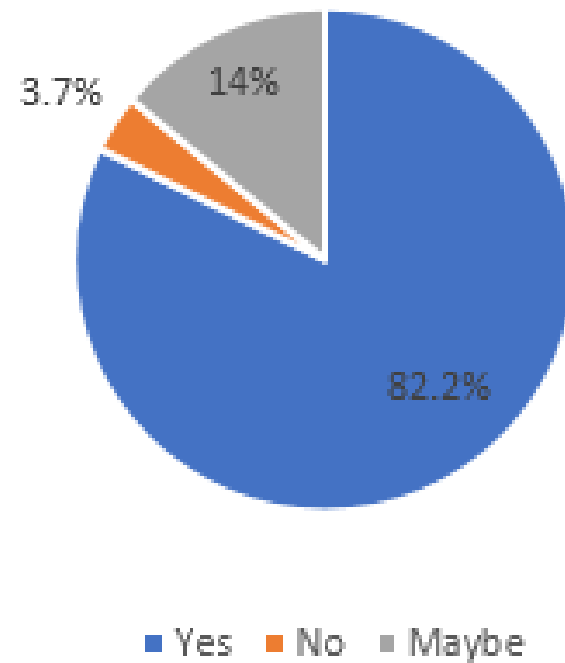


Figure 6: Respondents Uninstalled the App after using it

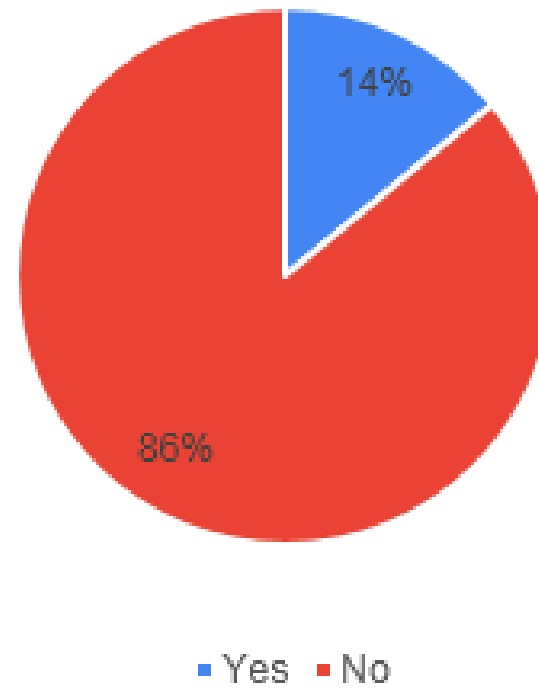


Figure 7: Reason for Uninstalling the App after using it

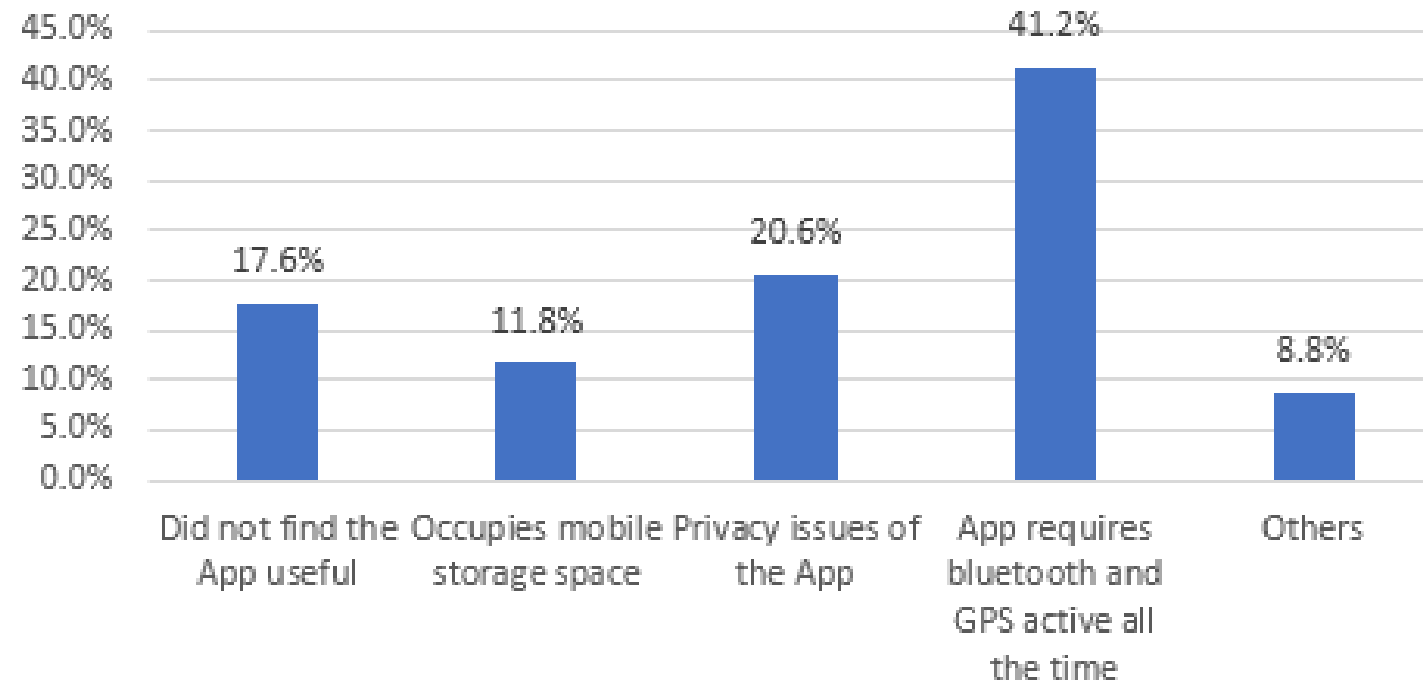


Figure 8: Reason for not installing Aarogya Setu App at all

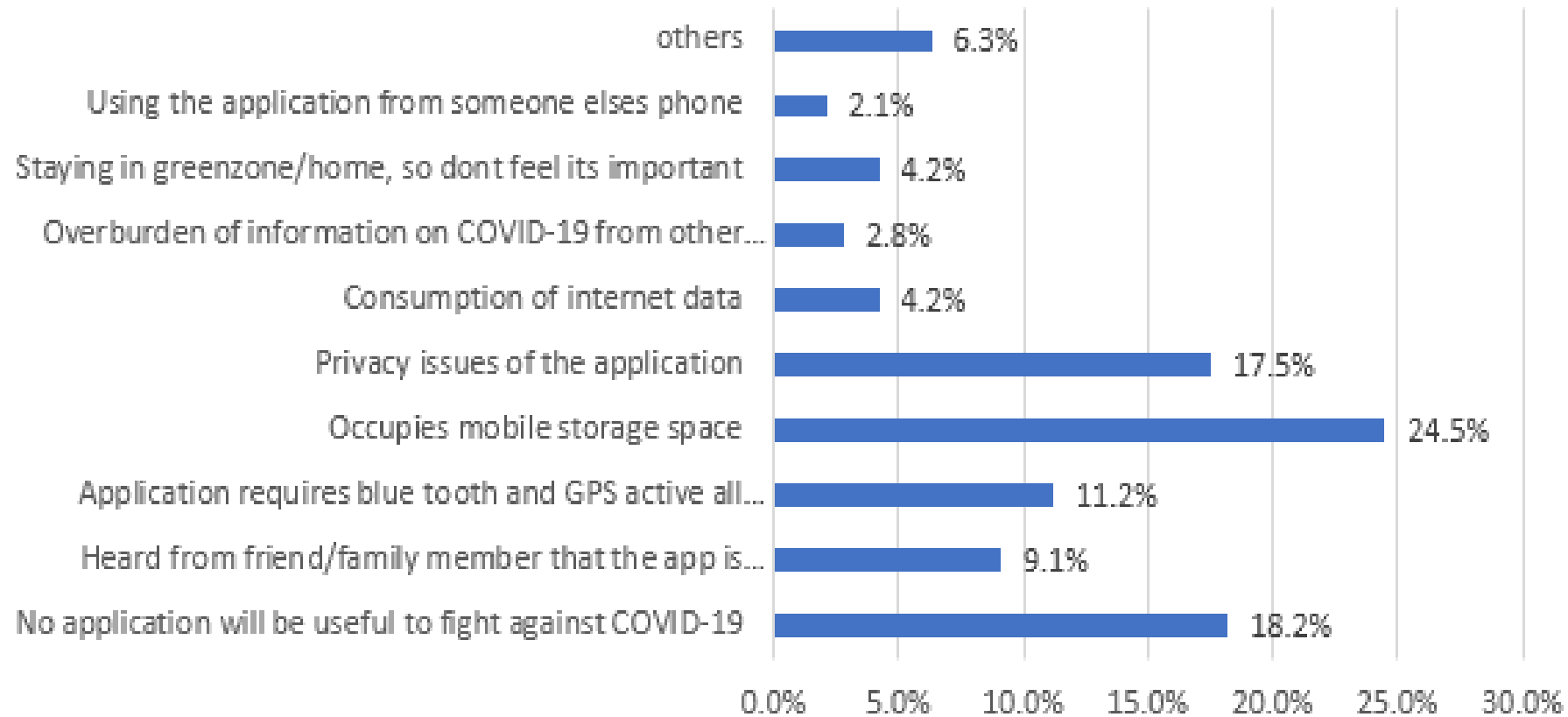
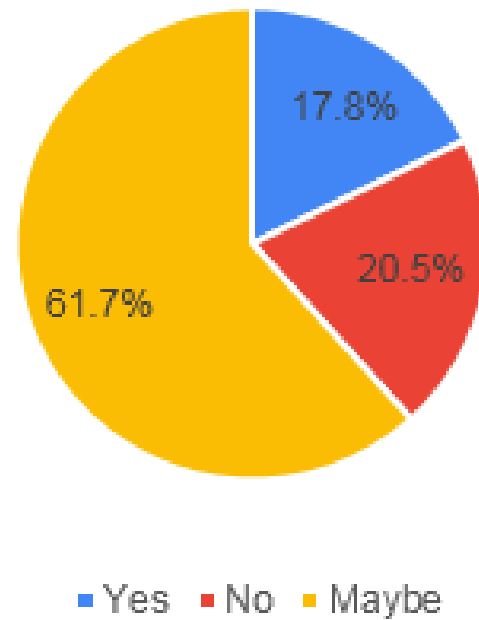


Figure 9: Allegation against Aarogya Setu app that it has privacy issues is true?



Limitations of the Study

The study had some limitations. Primarily the respondents of the survey belonged to young age group. 80% of the respondents belonged to the age group on 20-30 years. Although this is in consistent to the youth population of the country and represent how the young feels about Aarogya Setu application, but the study could not engage much the older population. Another limitation of the study is that, the responses were taken from only English educated respondents as the survey was done via google forms in English language, although the Aarogya Setu application is available in 10 Indian languages along with English.

Conclusion

In conclusion, the study shows strong public support for mobile application-based contact tracing and information provider to fight against COVID-19. This is an important result since public support is a necessary condition for the viability of the approach. The support base can be increased by the government by assuring data privacy of individuals and also educating the general public that technology-based approach would help the public to be safe from the virus which in turn would save the country.

The background features abstract, overlapping green geometric shapes in various shades of green, primarily concentrated on the right side of the slide. A thin, light gray line runs diagonally across the lower right portion of the slide.

Thank You