SHARED EMERGENT NORMS AMIDST PANDEMIC

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ABSTRACT

Although we have bodies adapted to the 21st century, our brains still function to protect us against all kinds of threats, as they did millions of years ago. Pandemic perception includes the intuitive judgments, beliefs, and attitudes of individuals and societies that experienced the disaster. In addition to the danger faced, psychological, social and cultural components and their mutual interactions can create a great deal of uncertainty. The Spanish Flu, with a deep imprint in our collective memory, affected about a third of the world's population. Although our species tends to have control over events, the Covid-19 pandemic, which we are living 100 years later, broke our routines once again and reminded humanity of its weakness against nature. Individual isolation and social distances continue to make people more vulnerable. At the beginning of the epidemic, we experienced a global panic, but after many social events we have experienced with lockdowns and quarantines in about 2 years, we are experiencing a different situation today. The fearful reaction we initially gave to this natural threat gave way to an attempt to answer the question of how we can live a safe life with the virus, as we began to learn about the virus and with the availability of vaccines. Because pandemics are potentially devastating, they often create spaces for debate and conflict. Therefore, beyond just being a public health issue, they require a response through multidisciplinary studies. We cannot just accept the coronavirus pandemic as a biological invasion. People's social conditions are the major determinants of their susceptibility to disease, and they are politically shaped. In this global platform in which all humanity is under threat regardless of the rich or poor, trust in political power and institutions is tested and the problems experienced in accessing treatment

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continue to hurt people's sense of justice. The perception that the epidemic is not managed well and that the data regarding the epidemic are being concealed increases the tendency of the public towards scientific explanations rather than populist discourses in some countries. Since the states implemented decisions on their own in panic and distrust, they could not cooperate towards a solution that could save all humanity. The coronavirus has changed our daily routines and priorities in both individual and social contexts. We noticed the weaknesses of our health, economy and education systems. All these experiences will produce some cognitive and behavioural consequences over time. Every crisis generates new norms. It is considered that the coronavirus pandemic will also produce new psycho-social values and psycho-political norms in the coming years.

Keywords: Coronavirus, psycho-politics, new norms, psycho-social variables, pandemic.

PANDEMİ DÖNEMİNDE YENİ NORMLAR

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ÖZET

21. yüzyıla uyarlanmış bedenlerimiz olmasına rağmen, beyinlerimiz milyonlarca yıl önce olduğu gibi hala bizi her türlü tehdide karşı korumak için çalışıyor. Pandemi algısı, felaketi yaşayan bireylerin ve toplumların sezgisel yargılarını, inançlarını ve tutumlarını içerir. Karşılaşılan tehlikeye ek olarak, psikolojik, sosyal ve kültürel bileşenler ve bunların karşılıklı etkileşimleri büyük ölçüde belirsizlik yaratabilir. İspanyol Gribi, dünya nüfusunun yaklaşık üçte birini etkileyerek kolektif hafızamızda derin bir iz bıraktı. Türümüz olayları kontrol etme eğiliminde olsa da 100 yıl sonra yaşadığımız Covid-19 salgını rutinlerimizi bir kez daha bozdu ve insanlığa doğaya karşı zayıflığını hatırlattı. Bireysel izolasyon ve sosyal mesafeler insanları daha savunmasız hale getirmeye devam ediyor. Salgının başlangıcında küresel bir panik yaşadık ama yaklaşık 2 yıldır kapanma ve karantinalar ile yaşadığımız birçok sosyal olayın

ardından bugün farklı bir durum yaşıyoruz. Başlangıçta bu doğal tehdide verdiğimiz korkulu tepki, virüs hakkında bilgi edinmeye başladıkça ve aşıların varlığıyla birlikte virüsle nasıl güvenli bir hayat yaşayabiliriz sorusuna yanıt arama çabalarına dönüştü. Pandemiler potansiyel olarak yıkıcı olduğundan, genellikle tartışma ve çatışma alanları yaratırlar. Bu nedenle, sadece bir halk sağlığı sorunu olmanın ötesinde, multidisipliner çalışmalarla yanıt verilmeyi gerektirirler. Koronavirüs salgınını biyolojik bir istila olarak kabul edemeyiz. İnsanların sosyal koşulları, hastalığa yatkınlıklarının temel belirleyicisidir ve politik olarak şekillenir. Zengin ya da fakir fark etmeksizin tüm insanlığın tehdit altında olduğu bu küresel platformda, siyasi iktidarlara ve kurumlara güven test ediliyor ve tedaviye erişimde yaşanan sorunlar insanların adalet duygusunu zedelemeye devam ediyor. Salgının iyi yönetilmediği ve salgına ilişkin verilerin gizlendiği algısı, bazı ülkelerde halkın popülist söylemler yerine bilimsel açıklamalara eğilimini artırıyor. Devletler, panik ve güvensizlik içinde, kararları kendileri uyguladıkları için tüm insanlığı kurtaracak bir çözüm için iş birliği yapamadılar. Koronavirüs hem bireysel hem de sosyal bağlamlarda günlük rutinlerimizi ve önceliklerimizi değiştirdi. Sağlık, ekonomi ve eğitim sistemlerimizin zayıf yönlerini fark ettik. Tüm bu deneyimler, zamanla bazı bilişsel ve davranışsal sonuçlar doğuracaktır. Her kriz yeni normlar üretir. Koronavirüs salgınının önümüzdeki yıllarda yeni psikososyal değerler ve psikopolitik normlar da üreteceği değerlendirilmektedir.

Anahtar Kelimeler: Koronavirüs, psikopolitik, yeni normlar, psikososyal değişkenler, pandemi

INTRODUCTION

In addition to the risk of contagion and illness, the Covid-19 pandemic has created many sociopsychological effects, such as feeling trapped in quarantine, separation from loved ones, changing daily routines, uncertainty about the future, and feeling of helplessness. The new virus has emerged new forms of communication and social interaction. Human beings all around the world have been locked into blue screen, sharing their joys and sorrows. At the beginning of the pandemic, we experienced a global panic, but after many social events we have experienced with lockdowns and quarantines in about 2 years, we are experiencing a different situation today. As we began to learn about the virus and with the availability of vaccines, the fearful reaction we initially gave to this natural threat has given way to an attempt to answer the question of how we can live a safe life with the virus. We are much more concerned about the consequences of the pandemic rather than itself.

Human beings had the perception that they could control epidemic diseases owing to medical and scientific advancements but they might have forgotten "that the microbial world is more varied, numerous and adaptable than we had once supposed or hoped" (Whitman, 2000). Although we have experienced small-scale epidemics such as SARS and MERS in the last two decades, this is the first time we globally encounter such a threat and all humanity is striving to manage this global change. The future scenarios in our minds might not have pointed out that change would be so dramatic, even traumatic. We are all in it and need to learn together how we should keep up with the rhythm of the Earth. The Spanish Flu (1918-1920), with a deep imprint in our collective memory, affected about a third of the world's population. Although our species tends to have control over events, the Covid-19 pandemic, which we are living 100 years later, has broken our routines once again and reminded humanity of its weakness against nature. In many sectors we have witnessed wage loss, supply of food and basic necessities, medicines and vaccines are interrupted, product prices increase, the borders between countries become clearer with practices such as vaccine passports, and governments endeavour with the pandemic. We noticed the weaknesses of our health, economy and education systems. All these experiences will surely produce some cognitive and behavioural consequences over time.

We cannot just accept the coronavirus pandemic as a biological invasion. People's social conditions are the major determinants of their susceptibility to disease, and they are politically shaped (Whitman, 2000). Each organism reacts differently due to its characteristics and environmental conditions. Assuming human communities as organisms, it will be easier for us to comprehend why countries have different approaches against Covid-19. The most basic human right is the right to live. All humanity is under threat regardless of the rich or poor, social opportunities determine who will access treatment and survive. On the other hand, disease surveillance, daily announcements of data to the public and novel precautions also require political responsibilities.

Because pandemics are potentially devastating, they often create spaces for debate and conflict. Therefore, beyond just being a public health issue, they require a response through multidisciplinary studies. "Our pandemic perception and response are a messy blend of epidemiology and culture, medicine and politics, science and society" (Bjørkdahl & Carlsen, 2019, p. 4). Our unpreparedness for such a threat and our inability to implement effective global policies mean that the causal relationships between epidemiology and political responses in epidemic management are not correctly identified. In addition to individual reactions such as fear and anxiety, social reactions such as blaming certain communities and declaring them as scapegoats are frequently encountered during epidemic periods. As a matter of fact, US President Trump emphasized the Coronavirus as the "Chinese Virus". Since the states implemented decisions on their own in panic and distrust, they could not cooperate in search for a solution that could save all humanity. As Harari (2020) states: "In this time of crisis, we face two particularly important choices. The first is between totalitarian surveillance and citizen empowerment. The second is between nationalist isolation and global solidarity."

As of April 15, 2021, the number of people who died in the pandemic is 2.97 million (WHO Coronavirus Dashboard). "... establishing and maintaining trust through honest, clear

communication is paramount. History continues to show us that health communication lies at the heart of epidemic control" (Quick & Fryer, 2018, p. 150). The perception that the epidemic is not managed well and the data about the epidemic are being concealed, increases the tendency of the public towards scientific explanations rather than populist discourses in some countries. Every crisis generates new norms. It is considered that the coronavirus pandemic will also produce new psychosocial values and psycho-political norms for years to come.

PERCEPTION of THE PANDEMIC

Pandemic perception includes the intuitive judgments, beliefs, and attitudes of individuals and societies that experienced the disaster. During a pandemic, people perceive and respond to threats and risks in terms of decision-making and intergroup relations. Although we have bodies adapted to the 21st century, our brains still function to protect us against all kinds of threats, as they did millions of years ago. Fear is initially experienced during waves of pandemics; it is natural, powerful, primitive, and it alerts us of dangers or threats. Fear is a biological and psychological reaction to life threats. The possibilities of being infected, losing loved ones, and not being able to access basic necessities increase fear. Uncertainties experienced during the epidemic trigger fear and affect decision-making processes. Fear can drive people make irrational decisions or act irrationally. In times of crisis, people may believe in conspiracy theories, seek help from folk remedies rather than medical solutions, exhibit civil unrest and take part in massive actions such as riots or loothing. "Infectious diseases have shaped societies, driven conflict and spawned the marginalization of infected individuals and communities throughout history" (WHO, 2012, p. 12).

In addition to fear, anxiety emerges during possible risky situations such as being infected, losing savings, staying in quarantine, feeling of uncertainty and inability to control. "People with high levels of intolerance of uncertainty have a strong desire for predictability" (Taylor, 2019, p. 42). Anxiety is a central human feeling and is future-oriented. The inability to make

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predictions and designs for the future life increases human anxiety because the future seems uncertain and invisible. As people feel that they are losing control over their lives, they search for a secure base and governments are believed to be the ones to embrace citizens compassionately. Possessing the political power, governments are the most important actors that will immediately respond to the needs of the people in critical times such as pandemics. They have the responsibility to manage risks, inform people about critical data and hygiene practices, provide treatments and secure the lives of the citizens.

"KNOWLEDGE ITSELF IS POWER" (BACON, 1597)

Bacon claims that human beings tend to use any information that contributes to their dominance over nature. However, at the beginning of the Covid-19 pandemic, the necessary risk communication could not be achieved because societies as well as the medical world did not have enough information about the novel virus. As the data flow increased over time, prevention of infodemic and translation of the correct information to the public have necessarily emerged. Information provided by governments has been perceived differently by segments of the society. Some acted according to their previous knowledge while others followed the publications regularly and questioned what they read. Communities that prioritized a scientific approach to the pandemic with observation and experience have been able to offer rational remedies to this serious problem. "Countries which acted more promptly saved substantially more lives than those that delayed" (Balmford *et al.*, 2020).

Outbreaks require strong public healthcare systems and political commitments. Today, countries such as England, Israel and New Zealand, which have implemented a scientific approach, have reduced the burden on both their health and economic systems by vaccinating the majority of the population. The public has taken off their masks, schools, workplaces and shopping places have revived with the full opening. The days of fear and pain since December 2019, seem to be over for those people. The most effective factor in these countries being the

first to come out of a global disaster is the attitude of state leaders during the pandemic period. Prime Minister Benjamin Netanyahu had promised that Israel, with a population of 9 million, would be the "first country to survive the epidemic" (SPUTNIK, 2020). While World Health Organization (WHO) announced that the vaccination rate is unacceptably low, Britain returned to normal by vaccinating 45% of its population. Prime Minister Boris Johnson, who himself did not take the threat seriously and got infected at the beginning of the epidemic, made a promise and told that the "scientific cavalry" would arrive (POLITICO, 2020). "It duly did, with a vaccination programme that became the envy of Europe. The mood of the country lifted." (Andrews, 2021). While the epidemic was managed well in the countries of politicians who were guided by scientific knowledge, social injustice escalated with death tolls in the countries of populist leaders who were stuck to their political agendas and undermined trust in science.

COVID-19 IMPACT on POLITICS

However, Covid-19 pandemic has emerged a new international competition. Instead of cooperation against the epidemic, an inter-state medical equipment and medicine stock race has started. With the increasing vaccine nationalism, it is considered that vaccine passport applications will begin soon. As vaccination continues rapidly, the gap between vaccination levels in rich and poor countries is widening. Until a fair vaccine production and distribution scheme is developed, it will not be possible to speak of a global success story.

"Major outbreaks can also have significant impacts on economies and pose a political risk to governments, particularly those in fragile states that fail to control the disease" (MSC, 2016, p. 42). Effective management of fear and social risk perception of individuals will provide valuable advantages to governments both during and after the pandemic. The World Health Organization (WHO) often advises governments to get prepared for emergencies. The level of preparedness for epidemics will not only influence the final death toll but also social disruption and economic consequences. Cities in which we are interdependently living today with a dense

population of people allow the spread of epidemic diseases and continue to bring new disasters to our species. In addition to the danger faced, psychological, social and cultural components and their mutual interactions can create a great deal of uncertainty. Epidemiological risks are being evaluated with psycho-political reactions nowadays. The global non-response of world population to the Covid-19 pandemic, in fact, stands as a global defeat. "A collective paralysis has gripped the international community" (Harari, 2020).

Epidemic periods are critical times when trust and hope in political actors and institutions are tested. Outbreaks, previously considered as natural disasters, are now considered as political failures. Citizens evaluate responsiveness and performance of governments. Social trust among people and trustworthiness of elected officials has profound influences over acceptance of crisis measures. Moreover, witnessing a host of challenges might have an impact over choices in next elections. How governments responded to the pandemic may influence election results. "At least 78 countries and territories across the globe have decided to postpone national and subnational elections due to COVID-19, out of which at least 41 countries and territories have decided to postpone national elections and referendums" (IDEA, 2021). However, due to success during pandemic, The Democratic Party led by President Moon Jae-in triumphed after a record 66 percent turnout in South Korea, which was the first major country to hold a general election during the epidemic (Sputnik, 2020).

DIGITAL WORLD and YOUTH

As new norms have transformed our lives almost completely, interpersonal and social relations are maintained through digital platforms. Information is more easily accessible than ever before. We even get information about politics mostly through media communication tools and the internet. Technology facilitates monitoring human beings. Coronavirus has provided a great opportunity to governments for biological surveillance of citizens with mobile applications. Digital solutions and algorithms used in the follow-up and isolation of the infected, detection of daily cases and sharing scientific data were perhaps the most important earnings of the pandemic period. While governments are collecting biometric data (Carlaw, 2020) via digital tools, citizens are testing trust in healthcare experts, politicians and policy makers.

The information shared via digital tools is consumed and interpreted by the public within seconds. The adequacy of the measures taken by governments is evaluated in the context of meeting people's vital needs. In times of closure and quarantine, it is questioned whether employees' economic concerns are resolved, and whether people have access to vaccines or treatment. The public instantly learned and shared from their social media accounts whether elites were vaccinated privilege before the groups with priority vaccination or waited in line (IANS, 2020, McMurtry, 2021). Digital platforms have made everything more transparent and visible than before. As people spend more time with their smartphones and computers during the pandemic period, the power of social media and the pressure of the public are felt more intensely; people are being judged and acquitted or exposed to reactions in cyberspace.

Young population, dealing with technology and social media more actively than older population, feel a sense of displacement and vulnerability within this rapidly changing world. Social, economic, political, ecological, health and educational outcomes are becoming more unpredictable and disruptive. With new norms, issues such as unemployment and social inequality, likely to be faced in the future, might be too much of burden on young people. The results of some studies conducted in this period point those psychological problems among young people are increasing, as well as in other groups. In particular, situations such as being confined at homes with their parents, being deprived of qualified education due to inadequate digital competitiveness of universities and feeling pressure to stay connected 24/7, increased feelings of hopelessness, fatigue and burnout in university youth (Tang et al., 2020; Örgev et al., 2020; Browning et al., 2021; Faisal et al., 2021).

Since the beginning of the pandemic, young people have always been considered to be in the lowest risk group when compared to others in terms of getting the disease, staying in the hospital and being included in the vaccination program. The epidemic requires urgent decisions and practices, and the focus is primarily on high-risk groups in terms of public health. For this reason, perhaps the most disregarded population during the pandemic period is young people. However, it should not be forgotten that a significant proportion of the population consisting of young voters will have a voice in shaping civil and political structures within the democratic systems in the next decades. Young people, a large community ranging from confused apolitics to partisans, will cast votes in the upcoming elections with their pandemic memories. According to Bruter and Harrison (2020), elections cannot be limited only to choices because elections contain rituals as well as emotions, and they take place within a democratic interaction at both individual and societal levels. Additionally, our implicit knowledge and values are most strongly reflected in the rituals of our daily lives (Lakoff & Johnsen, 2003). Thus, our choices include our knowledge, intuitions and experiences. Older adults have already had an existing memory of emergencies, but young people have just started creating their mental shortcuts for emergencies with Covid-19 since the end of 2019. Due to their anxiety and fear during pandemic, many young people have created scripts with traumatic contents on being isolated from social life in epicentres of Covid-19, compulsory online education and insufficient job and internship opportunities.

CONCLUSION

As Shultz et al. (2008) states, "The psychological footprint of disaster is larger than the medical footprint". It is considered that the intense emotions experienced during the pandemic will provide opportunities for the rise of post-truth politics. With the development of new media technologies, digital accounts, which have turned into platforms where individual and social

demands are clearly announced, seem to continue to shape political behaviours in the postpandemic period.

Public health interventions have a political nature. When facing the severity of the pandemic, leaders' missteps create uncertainty and anxiety on citizens. When individuals are concerned about disease and epidemic risk, they apply to their own experiences and rely more on healthcare professionals than political leaders (Gadarian et al., 2021). The pandemic with an unprecedented global threat has presented such a case where elected officials lacked personal experience or expertise and had to "make urgent and far-reaching policy decisions" (Adolph et al., 2020, p. 2). Political leaders now need more inclusive policies in order to provide political consolidation and commitment of the people who are overwhelmed by social distancing, face masks, partial or complete closures. "The crucial determinant in performance will not be the type of regime, but the state's capacity and, above all, trust in government" (Fukuyama, 2020). Dealing with the psychological fallout of a severe pandemic will not be a simple task (Taylor, 2019). "The storm will pass, humankind will survive, most of us will still be alive — but we will inhabit a different world" (Harari, 2020). Masks will be removed, social distancing will be ended, schools and workplaces will be opened and elections will be held again. Perhaps new norms imposed by hard times will prevail, but humanity will remember what they lived in the Covid-19 pandemic for many years.

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