Metaphoric Perceptions of Individuals for the Concepts of "Coronavirus" and "Staying at Home"

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Abstract

We have been observing various preventive measures implemented to contain the COVID-19 pandemic in the world since the new Coronavirus outbreak. Self-isolation, staying at home and keeping away from social gatherings and mobilities are some examples. We argue how people perceive the virus and the preventive measures are important to understand their response to the pandemic. So, we studied the metaphoric perceptions of individuals regarding the Coronavirus itself and the preventive measures. The given data of a sample of 318 individuals was categorized regarding the concepts of "coronavirus" and "stay at home". Both concepts had one common category, namely "precautionary". One prominent result is that most of the participants think that the virus has some positive and "Instructive" aspects, a warning that one must pay attention. Another important result is that staying at home is perceived as "restricting the leisure time", causing a restriction in the physical activity.

1. Introduction

New Coronary Virus Disease (COVID-19), which is one of the most dangerous epidemics of recent times and causes many people to die worldwide, is an important health problem. Such that, this epidemic has been declared as a global pandemic by the World Health Organization (WHO) as of the last week of April 2020, more than 2.5 million people were affected by the outbreak of COVID-19, and over 182 thousand people died (WHO, 2020). It is known that in this period when life has come to a halt worldwide, measures have been taken by both governments and international organizations.
Individual hygiene, social distance, etc. have been the most important part of the struggle in similar virus outbreaks, which appeared recently before the Covid-19 epidemic such as SARS, H1N1 influenza (Swine Flu), H5N1 (Avian Flu), Ebola and other epidemics were seen in history. What makes Covid-19 different is the size and measures that nations take to prevent the spread of the virus. (Manderson & Levine, 2020).

Among the most important measures taken to control the COVID-19 outbreak are "paying attention to individual isolation / social distance / staying at home/hygiene rules". The most common among the measures taken is "staying at home", which is highly recommended to prevent the transmission of the virus from person to person. In the last month, many cities and countries have been locked up and all kinds of travel bans have been put into effect to ensure social distance. We witness sudden developments like closures of educational institutions, libraries and museums; and cancellations of meetings, as complementary actions. Such rapid changes affect individuals' psychology in many different ways.

Lakoff and Johnson (1980), state that physical and cultural experiences are the basis of the emergence of metaphorical concepts. Societies can experience metaphorical associations by experiencing extraordinary conditions. Nation-states warn their citizens from many different media to fulfill individual responsibilities related to the epidemic and sharpen the language they use to express the magnitude of the threat it poses. In fact, during the epidemic periods, the language used by the administrators and the media attracted the attention of the researchers (Angeli, 2012; Moser, 2000; Nerlich & Halliday, 2007). Although it varies according to the type and characteristics of the epidemic, it has been tried to draw the attention of the society with metaphors such as "flood, wave, fire, volcano" or "enemy" overlapping with "natural disasters", "soldier", "biological weapon", "bioterrorism" (Cascanio, 2010). Otherwise, it will be difficult for the society to perceive this invisible enemy other than the healthcare professionals (Barr et al., 2008) and thus make an individual contribution to the fight against the epidemic. Ensuring that the masses develop behavior against the virus is primarily about understanding how they perceive the virus and its outbreak. It is important in terms of management approaches that the parties struggling with the epidemic have information about how individuals perceive this situation, their level of anxiety, and their approach to events (Bish & Michie, 2010). These daily experiences lead to the metaphorical associations to the facts in our lives based on the experiences of the society. Lakoff and Johnson (1980) and Lakoff (1987) argue that while the conceptual system is figuratively structured; the metaphorical expressions frequently used by individuals in their daily lives are proof of the concepts underlying our daily events and experiences. This process confronts us with the metaphor defined as "understanding and experiencing something through something else (Lakoff & Johnson, 1980)". While the Chambers English dictionary (1988) defines metaphor as a way of speaking in a sense; Moser (2000) states that metaphors are not just linguistically rich materials, but they are also expressions of thought structures, and perceptual thoughts are mostly composed of metaphoric structures. Therefore,
while the metaphors touch the points in a certain section, they can sometimes provide meaningful connections between unrelated metaphors, which indicates that there is a symbiotic relationship between metaphors that may be meaningful and meaningless (Fitzpatrick and Farquhar, 2019). The literature researches suggest that the use of metaphor is an impressive, productive, and enabling view of the truth in research and practice (Farquhar, 2010) and that successful use of metaphor breaks down and enhances our sense of reality (Ricoeur, 1991). According to Moser (2000), conceptual thinking is more of a metaphoric configuration, so metaphors are not expressions of language but an expression of thought, so it affects behavior.

As defined in the Turkish Language Association Dictionary metaphor is "Using a word or concept in a way that means other than accepted" (As cited: Gültekin, 2013). Therefore, this study was carried out to develop a perspective on how individuals conceptualize the COVID-19 outbreak and the measures taken within the context of the outbreak. Within the scope of the research, the metaphoric perceptions of individuals about the concepts of "Coronavirus" and "Staying Home" have been examined and a framework has been established in this context.

2. Material and methods

Research Model: This is a study using qualitative investigation method to reveal the perception forms of individuals taking COVID-19 measures on the concepts of “Coronavirus” and “Staying at home” through metaphors. A phenomenological design was used in this study. The phenomenological design focuses on phenomena that are recognized but not fully understood, and therefore cannot be deeply and comprehensively perceived. Phenomena can emerge in various forms such as events, experiences, perceptions, trends, concepts, and situations (Yıldırım & Şimşek, 2018).

Study Population: The population of the study consists of a total of 318 people with an average age of 30.47 ± 9.11 who voluntarily participated in the study and were determined by convenience sampling method that is one of non-random sampling methods. Descriptive statistics about the participants are presented in Table 1.

Data Collection Tools: In this study, the data were collected by using the semi-structured questionnaire metaphor form which includes 2 questions and was prepared by the researchers. The semi-structured questionnaire is one of the data collection tools frequently used in metaphor research in the literature (Döş, 2010; Esentas, GüzeL, Özbey, Kilınç, & Çelebi, 2016; Esentaş, 2018; Linn, Sherman & Gill, 2007; Pishghadam & Pournali, 2011).

The form was developed by the researchers by receiving expert opinions and composed of two parts. In the first part of the questionnaire, the personal information of the participants such as age, gender, educational status, and occupations were questioned. In order to reveal the metaphorical perceptions of individuals about the concepts of "coronavirus" and "staying at home", the second part included the phrases of “Coronavirus is like ………., because......." and
“Staying at home is like ………………., because…………...”.

According to the statement of Saban (2008), the concept of “like” in studies where metaphor is utilized as a research tool is generally used to reveal more clearly the link between the subject of the metaphor and the source of the metaphor. The conjunction of "because" is preferred when it is asked to explain the reason for the formation of metaphors. The data collection phase was carried out through online questionnaire forms due to social isolation originating from the COVID-19 pandemic.

When Table 1 was examined, it was observed that 68,2% (f= 217) of the participants were female and 31,8% (f= 101) were male. When the distributions were analyzed in terms of educational status, it was determined that 68,9% were bachelor’s degree, 19,5% were master degree, 9,1% were high school and 2,5% were primary school graduates. In occupational distributions, it was seen that 36,2% were student groups and 34,9% were public employees.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Groups</th>
<th>f</th>
<th>%</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>217</td>
<td>68,2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>101</td>
<td>31,8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Primary/Secondary</td>
<td>8</td>
<td>2,5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High School</td>
<td>29</td>
<td>9,1</td>
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</tr>
<tr>
<td></td>
<td>Bachelor</td>
<td>219</td>
<td>68,9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Master/Phd</td>
<td>62</td>
<td>19,5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Public employee</td>
<td>111</td>
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<td></td>
<td>Private Sector employee</td>
<td>56</td>
<td>17,6</td>
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<tr>
<td>Education Status</td>
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<td>0,9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Housewife</td>
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<td>8,2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Student</td>
<td>115</td>
<td>36,2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>7</td>
<td>2,2</td>
<td></td>
</tr>
</tbody>
</table>

Data Analysis: Content analysis was made with the data obtained in the study, and the emergent metaphor and conceptual categories were associated with the relevant literature. The purpose of the content analysis is to present the raw data in a format that the reader can easily understand (Yıldırım & Şimşek, 2018). During the analysis and interpretation of the data obtained, a four-step process was followed; namely, the identification of metaphors, the classification of metaphors, the development of categories, and ensuring validity and reliability. In addition, 318 metaphors in the study were again sorted in the alphabetical order and the raw data were reviewed for the second time. In this way, a “sample metaphor list” was created by compiling participant metaphor images assumed to represent it best for each of the metaphors. This list was compiled to use it as a reference source in collecting metaphors under a certain category and to validate the data analysis process and interpretations of this study.
Category development phase: The metaphor images produced by the participants were examined in terms of their common features related to the concepts of Coronavirus and staying at home. Each metaphor image generated by the participants was analyzed in terms of the metaphor subject and source, and the relation between the metaphor subject and source. Later, each metaphor image was associated with a particular theme in terms of its perspective regarding the concepts of Coronavirus and Staying at home (for example, “Precautions must be taken”, etc.) and different conceptual categories were created.

In order to increase the internal reliability of the study, all of the findings were given directly without comment. In addition, the data obtained in the interview were separately coded by the researcher and the experts on qualitative research studies. The Cohen's Kappa coefficient is interpreted as follows: values < 0.0 as indicating no agreement and 0.0–0.20 as slight agreement, 0.21–0.40 as fair, 0.41–0.60 as moderate, 0.61–0.80 as substantial, and 0.81–1.00 as almost perfect agreement (Landis & Koch, 1977). Comparing the coding, it was determined that \( r = 0.86 \) when looking at the coherency ratio. Thus, a perfect agreement was observed among researchers in the study and the coding was detected to be reliable.

3. Results

Analysis results and interpretations of qualitative data obtained through metaphors are included in this part of the study.

The findings related to the metaphor question asking the participants to complete the sentence “Coronavirus is like…., because ……” are stated below (Table 2).

Table 2. The metaphors and categories of the participants regarding the concept of "Coronavirus"

<table>
<thead>
<tr>
<th>Category</th>
<th>Metaphor</th>
<th>Participants</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contagious</td>
<td>Gossip (7), Cootie (7), Human (1), Bad news (2), Wind (2), Love (4), Leech</td>
<td>3, 16,17,20,25,29,40, 50, 51, 54, 56, 63, 64, 71,72,74,77, 78, 90, 91, 97,113,118,123,141,142,152,153,157,165,176,180,182,237,242,263,270,273,284,294,295,300,301,311,317,57</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(7), Social media (1), Computer virus (1), Magnet (1), Adhesive (1), Bee (1),</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trouble (1), Prickly fig (1), Frog (1), Storm (1), Water (1), Malady (1),</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Butterfly (1), Spray paint (1), Wickedness (1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(6), Monster (7), Exam (1),Poison insect (7), Incubus (2), Spooky voice</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(1), War (7), Weapon (6), Tsunami (1), Love from afar (1), Sea urchin (1),</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Obsession (1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Containing risk perception</td>
<td>11, 12, 13, 22, 23, 24, 28, 30, 32, 33, 35, 42, 43, 45, 47, 49, 51, 53, 56, 57, 58, 59, 60, 66, 75, 80, 83, 84, 98, 99, 100, 110, 111, 114, 117, 125, 127, 136, 140, 144, 151, 154, 159, 160, 166, 167, 184, 185, 189, 223, 229, 232, 236, 255, 267, 283, 292, 293, 302, 303, 305, 308</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricting the leisure time</td>
<td>1, 65, 73, 105, 120, 121, 122, 125, 137, 138, 143, 146, 150, 155, 158, 161, 171, 175, 179, 187, 191, 200, 205, 206, 209, 211, 214, 215, 216, 217, 250, 253, 257, 268, 277, 286, 287, 307, 309, 310</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harmful</td>
<td>9, 190, 192, 198, 226, 228, 235, 241, 246, 251, 254, 265, 289, 296, 307, 313, 314</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Metaphor analyzes related to the concept of coronavirus are given in Figure 1.
Some participant preferences for these outputs are given below:

▪ “Coronavirus is like a venomous insect. Because you do not intentionally go to a place with venomous insects until they disappear. That's why the streets arouse the feeling that they will spread scorpion venom at any moment” (P38).

▪ "Coronavirus is like a scary sound heard suddenly. Because the sound scares, but we cannot see it. In the case of Coronavirus, there is no sound, no image and it is very frightening” (P44).

▪ “Coronavirus is like a sneaky enemy because you cannot know when it will catch you. Therefore, it is necessary to be on the alert constantly and to take measures” (P69).

▪ “Coronavirus is like a warning. Because its effect on our lives seems beyond what we can imagine. It pushes us to rethink our lives and habits both on individual and social levels” (P81).

▪ “Coronavirus is like loving from a distance because you cannot touch even if it is next to you, you cannot go out, if you know wherever it is; and you stay with yourself. If you touch it, maybe you cannot breathe, your pulse rises, and you get excited. You know that there is someone somewhere, but these places are always faraway, and you cannot just walk away” (P103).

▪ "Coronavirus is like ivy. Because it has spread fear, disease and anxiety to the entire world “(P111).

▪ “Coronavirus is like a dystopian movie because we are like the people who try to survive in the movies depicting the end of the world” (P133).

▪ “Coronavirus is like the ex-love you do not want. You run away from her/him, but s/he can come across you in an unusual place. It is good not to leave
"Coronavirus is like the revenge of nature, because people pollute environment so much and change nature; and so many things the DNA of which has been changed..." (P181).

“Coronavirus is like a tick. Because it is impossible to know who will transmit it. You will even notice it late in yourself” (P218).

“Coronavirus is like a ship sinking, because it gets more water inside every time a different section opens like a sinking ship, and draws you to the bottom of the sea ... ”(P234)

“Coronavirus is like a limb loss. Because it restricts your life. In addition, you have to live peacefully with this situation and move on. And most things will not be same as before ...” (P254).

“Coronavirus is like rain. Because, when it rains, those who are outside and those without umbrellas are negatively affected by getting wet, but those who are at home are content with their lives”(P276).

In another question addressed to the participants, the findings regarding the metaphoric perception requiring the participants to complete the sentence of “Staying at home is like ...............because ...............” are given below (Table 3).

**Table 3. The metaphors and categories of the participants regarding the concept of "Staying Home"

<table>
<thead>
<tr>
<th>Category</th>
<th>Metaphor</th>
<th>Participants</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliable</td>
<td>Pleasant (1), Paradise (1), Father (2), Unopened product (1), Swimming in a shallow sea (1)</td>
<td>96, 152, 233, 260,261, 275, 6, 1,18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peaceful</td>
<td>Peace (7), Sea (1), Sleep beads (1), Childbearing (1), Safety (4), Sun (1), Nostalgia (1), Facing yourself (1), Going to yoga camp (1), Sleep (1), Life (1), Perfect (1), Earth (1)</td>
<td>7, 13, 18, 20, 81, 92, 93, 103, 108, 142, 145, 155, 176, 179, 219, 222,225,238, 244, 245, 268, 286, 288, 307, 7,4, 754</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricting the leisure time</td>
<td>Innocent animals (1), Being bedridden (1), Cola (1), Removing the fish from the aquarium (3), Honey (2), Grave (4), Jail (21), Prison (25), Torture (2), Sitting bull (1), With cuff on his foot (1), Koala (2), Obesity (1), Armchair (1), Falling on an island of freedom (1), Boring (2), Living in zoos (4), Not being able to breathe (1), Detox (1), Bird in the cage (8), Being paralyzed (1), Unproductive person (1), Being a potted plant (1), Helplessness (2), Survival (1), Scarecrow (1), Unemployment (1), Star (1), Sleepy cute (1), Labyrinth (2), Lock in the</td>
<td>1,3, 4, 8, 9, 15, 19, 21, 22, 24, 28, 30, 34, 39, 40, 42, 47, 50, 51, 52, 53, 54, 56,57, 58, 59, 60, 64, 66, 67, 68, 69, 70, 71, 72, 74, 76, 77, 78, 82, 83, 86, 91, 98, 101, 102, 104, 106, 107, 109, 110, 111, 112, 113, 114, 116, 117, 118, 120, 121, 122, 123, 124, 125, 133, 136, 137, 138, 140, 141, 144, 146, 147, 148, 151, 154, 156, 158, 160, 162, 163, 166, 167, 173, 174, 175, 178,180,182, 183, 184, 185, 187, 188, 190, 192, 195, 196, 197, 198, 199, 200, 201, 151, 47,48</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Feeling of responsibility

Metaphor analysis on the concept of staying home is given in Figure 2.

![Figure 2. Metaphoric perception model for the concept of staying home](image-url)
Some participant preferences for these outputs are given below:

▪ “Staying at home is like a fallow field. There is enough time to create new ideas” (P17).
▪ “Staying at home is like being in a glass jar. Because we can protect ourselves and continue to see the outside world through social media without contacting the outside world” (P29).
▪ “Staying at home is like a bamboo that has not yet come out of the ground. Because, we will be quickly rewarded with the contributions of all the investments we have made to ourselves during this period, once we leave the house ...” (P89).
▪ “Staying at home is like the animals we lock in the zoo. Because their souls are free congenitally, but they cannot get out of there. It is same for us, your soul is free but you are trapped in the house, you cannot go out” (P178).
▪ “Staying at home is like spinach because it is necessary to get stronger even if you do not want to eat it” (P187).
▪ “Staying at home is like a pleasant break because you are alone with yourself and your loved ones... You enjoy your own freedom in your own comfort zone, being far from a lot of negativity” (P195).
▪ “Staying at home is like being locked in a cage. Because going out and getting some fresh air and socializing with people outside is a social entity in psychological and physical sense” (P204).
▪ “Staying at home is like a conditional release. Because it prevents you from doing what you want and restricts your freedom” (P240).
▪ “Staying at home is like going into one’s own shell. Because, minimizing the connection with the external environment causes people to be alone with themselves” (P241).
▪ “Staying at home is like a wall. Because it prevents those who want to reach you” (P281).
▪ “Staying at home is like getting locked out. Because there is no communication” (317).

“Staying at home is like going to prison. Because there cannot be a more difficult situation than restriction of freedom” (P318).

4. Discussions and Conclusions

COVID-19 is an infectious disease that first appeared in Wuhan, China at the beginning of December 2019, causing respiratory tract infection and can be spread from person to person. When we look at the results of the data obtained regarding the “coronavirus” metaphor addressed to the participants, the categories of “contagious, restricting free time, requiring precautions to be taken, creating fear, containing risk perception, teaching and damaging” were obtained (Model 1). The participants included in the study declared that they were in the process of social isolation at their homes for precautionary purposes in order to protect themselves from COVID-19. In this study, as stated in the metaphorical perceptions of the participants, they expressed that COVID-19 was infectious and included risk perception for themselves and their loved ones.
Standard recommendations to prevent the spread of COVID-19 include maintaining hand hygiene through alcohol-based hand sanitizers and by washing hands regularly with water and soap, covering the mouth and nose with handkerchiefs or elbows during coughing and sneezing, and avoiding close contact with anyone showing these symptoms. As stated in the study by Şenel (2018) on the level of knowledge of hygiene and infectious diseases of employees and customers in hairdressers and beauty salons, equipment used in salons should be disinfected after each customer to prevent contamination of infectious diseases and microorganisms. In a similar study, Candan, Alagözli, Poyraz, & Sümer, (2002) mentioned that the use of disposable materials in hairdressers was an important point in preventing infectious diseases. The findings of these two studies are consistent with the findings of our study.

The importance of physical and recreational activities, which are increasingly important for a healthy life, has become a process that restricts free time for individuals who are at home for precautionary purposes. While this restriction process creates fear in the participants, it is also interpreted as a process that damages but teaches on the other hand. Apart from that the participants stay at home, all activities to be held in the open area also constitute the restrictive factor. Being have to spend time at homes for a long time is seen to affect negatively the psychological state and attitude of the participants. Despite all these negative points, there are also participants who have learned to cope with this process and have made positive statements such as discovering innovations, self-acquaintance and spending more time with their families.

When looking at the results of the data regarding the “staying at home” metaphor addressed to the participants, the categories obtained are as follows: restricting free time, reliable, needing to take precautions, sense of responsibility, forming creativity, giving feeling of loneliness, satisfactoriness, causing renewal, giving peace and damaging (Model 2).

Contagious outbreaks that can affect the whole world, such as COVID-19, can cause emotional distress and associated anxiety. People who are unfamiliar with these feelings of distress and anxiety have a high risk of getting sick due to the prevalent virus (Montemurro, 2020). Infections such as COVID-19 can lead to a range of behavioral and psychological effects. Individuals should be informed about the effects such as insomnia, panic attack, health anxiety, fear of disease or increased substance use, and it should be ensured for the public to get through the social isolation process at home in a healthy way by means of activity planning, exercise, social connections and relaxation techniques (Banerjee, 2020). Experts state that one of the key issues to control COVID-19 is the quarantine period and isolation application that can catch about 95% of the cases that develop symptoms, and these measures are effective and protect public health resources (Jiang et al., 2020).

In this study, individuals who underwent isolation processes by “staying at home” interpreted this feeling as a series of worrying and stressful effects such as damaging, requiring precautions, causing the feeling of loneliness and restricting free time. In addition to this, against serious infections of the COVID-19 type, the
indicators such as feeling safe by staying at home, have a sense of responsibility to protect themselves and their loved ones, acting with a sense of satisfaction and feeling peace were also observed.

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Conflicts of Interest: The authors declare no conflict of interest.

Ethical clearance: That is especially important when conducting research with humans. The major principle for making sure that no harm is done to any participants in the research. Also as this was not an interventional study, ‘permission form’ and ‘voluntary confirmation letter’ were taken from all the participants. Informed consent of participants was obtained and they were at liberty to participate and withdraw voluntarily. We also ensured that their responses were anonymous and confidential.

References


