

PalArch's Journal of Archaeology of Egypt / Egyptology

ROLE OF SOCIAL MEDIA IN HEALTH COMMUNICATION AND ITS IMPACT ON SOCIETY

CHANDAN SAXENA

Assistant Professor, UIMS, Chandigarh University,
Mohali, Punjab, India

CHANDAN SAXENA, Role Of Social Media In Health Communication And Its Impact On Society– Palarch's Journal of Archaeology of Egypt/Egyptology 17(6) (2020), ISSN 1567-214X.

Keywords: Social Media, Facebook, Health Communication, Digital media

ABSTRACT

The fastest medium of communication in the current century is one and only social media. There is no doubt that is the only platform of communication which connects mass audience in seconds of time and attracts people to join this platform. In this world everyone use Digital media for sharing of information in form of news, advertisement, videos and sounds to increase their business. In this Digital media the most important tool for people is social media sites which attracts people a lot. Around the world everyone use social media to increase their business by using promotion and advertisement techniques on social media networking sites and to create impact on users. Along with business promotions, we can say few more things are also contribute on social media sites for increasing the knowledge of users. Now Healthcare sector or Medicare sector of the world are also use social media sites to aware people about different types of diseases with their cause and treatment also.

The methodology used is to study The Role of social media in health communication and its impact on society. This investigation examines and helps us to evaluate the relatedness between the social media and the users. The results validates, sharing healthcare information on Social Media sites increases publicity as well as its charm. On social media, communication about health is easy but, still it's not as trustworthy.

INTRODUCTION

Around the world, Health communication is increasing day by day. Each and every country in this world are using different mediums of media. In these mediums of media Radio, television, newspapers, pamphlets, posters, advertisement are included. But, the most important medium is Digital media, which is use by each and every country of the world. It's not only for easy to use

but, it's good for effective communication. Digital media includes smart phones, DVDs, websites, computer, laptop etc. Among all these things Social media sites is the most popular one for effective communication.

Social Media is interactive web based application. It is a combination of computer based technology and internet. Through it we can share any kind of information and news in form of text, sounds, videos, animation and graphics. The relationship with others can without quite a bit of a stretch effect an individual's feelings, conduct, disposition and emotions. Any kind of information or incident which is real, fictitious, and indirect in nature changes the vision of and behavior of any person. The concept of Social media sites are based on internet and allows to share any kind of information, ideas and events along with photos and videos which has any type of emotions and feelings to create relation among the people.

Now days, Social media use for multiple tasks like to connect with people, chat, sharing views, promotions of product, advertisement, sharing news and information etc. Instead of these task Health communication by the help of social media sites is also developing day by day. Social media platforms like Facebook, LinkedIn, Instagram, twitter, like app, tik-tok, whatsapp etc are using by healthcare companies for communication with people. Healthcare companies publish information on social media sites regarding health issues, disease, causes of disease, their precautions and treatments also. Even to increase health communication on social media sites each and every company have their pages and accounts.

To increase health communication teams of doctors and experts post information with images and videos to aware about different types of diseases. Currently, the most dangerous virus name Corona Virus (COVID-19) create infection disease and attack on people and destroy the respiratory part of the body due to which lots of people die and infected from it. On social media sites doctors, media persons and other expert share information about it and also share the precaution and prevention from it. Still there is not any kind of vaccine to destroy this virus. Earlier there were few more disease like chikungunya, bird flu virus, swine flu etc. also circulated and share by teams of experts to aware people from these disease.

In every country, now day's health communication is the top most priority for their citizens. Every country want to aware their citizens from different types of diseases and also aware about their symptoms and treatment by which people get knowledge about it and safe from these diseases. Health communication is not only important for the healthcare and Medicare industries but for people also. And for that healthcare and Medicare sector communicate with people via social media. Because number of social media users are so high and by the help of social media sites we can pass or share any healthcare information very quickly at mass level.

Objective of Study

- Find out the publicity & Charm of healthcare information which circulate on Social Media.
- To check the viewpoint of users towards healthcare and how they conscious about their health.

- To examine about the adherence of Healthcare information which circulate on Social Media.

Review of literature

The main objective of this section is to shortly introduce the similar research in field of Health communication and circulate health related information on Social Media platforms and its Impact on Users. The main focus is to determine how Healthcare sector use social media platforms on daily basis and the impact of information on users and why they used it a lot. There is any kind of benefit behind it or they just aware users about healthcare information and diseases. Or circulation of healthcare information on social media by Healthcare and Medicare professionals for any target or just for information. And the reason is only sharing information than why their professionals share healthcare information in multiple way.

(ANAND, GUPTA & KWATRA, 2013) this research consider that Social media use for health communication was economical to communicate with mass audience. They also analyzed that health communication through social media sites were easy and approachable to the users. Users also create interest on it due to the multiple type of message like video, sound, written information, pictures etc. In the research they also found that this is a cheapest way of communication in comparison with traditional or electronic media and much impactful than other mediums of media.

(GIUSTINI, D., ALI, S., FRASER, M., & BOULOS, M. 2018) Research analyzed that using Social media for health communication had both conclusive and adverse impacts on social media users. It gave qualitative benefits to those social media users those were suffering from any disease and don't know about the treatment. It also increase psychosocial support and psychological functioning. Social media sites identified as the most important tool for public health development more than a decade.

(VENTOLA, C. 2014) Analyzed that the use of social media sites has both good and bad experiences. That totally depend on how Healthcare professionals use Social media sites. If these healthcare professionals used social media sites sagely and sensibly, it offers professional development and advancement along with public health. But, if they used it hastily, it become dangerous for both healthcare professional and for public also. In that research, researcher advised that if the healthcare professionals use social media under the guidelines issued by health care organizations and professional societies than it can be beneficial and appreciate promotions, patient care, public health programs and also help in education

(HABIBI, L., FARPOUR, H., & PIRZAD, R. (2017) this study analyzed that the knowledge and information related to healthcare issues and diseases available on social media sites for users in large number. But, evaluating the quality may be difficult due the reliability of data cannot be confirmed. The platforms of social media are really good for circulating the information but have too increase the reliability for the users.

(SINGH,S., RAI, D., WAL, A., TIWARI, D., TIWARI, R., & PARVEEN, A. 2016) Analyzed that healthcare information found on Social media sites having poor quality and lack of reliability. The healthcare information found on social media is incomplete, unreferenced and informal because anyone can publish any kind of information and relate it to any disease without confirming with physicians. So, that the information published on social media was risky in nature. The message which published or post on any social media platform cannot be stop or control easily. Social media have not any privacy and security breaches. So it damages the healthcare professional's images very easily. Health communication is not good on social media but sharing any type of message can be circulate very quickly.

Research Methodology

The present research is expressive in nature in which attempt has been made to describe the role of Social media in health communication and its impact on users. The data is used in the study is primary in nature and the data is collected by using survey method. Sample size of 150 participants is consider and record the responses. The sampling regions was selected on the basis of convenience from the region of Chandigarh and tri-city. The sampling unit for the study “the role of social media in health communication and its impact on users” are social media users as they are the regular users and active on social media sites and aware about each and every thing around the world through social media.

Detailed Statistics

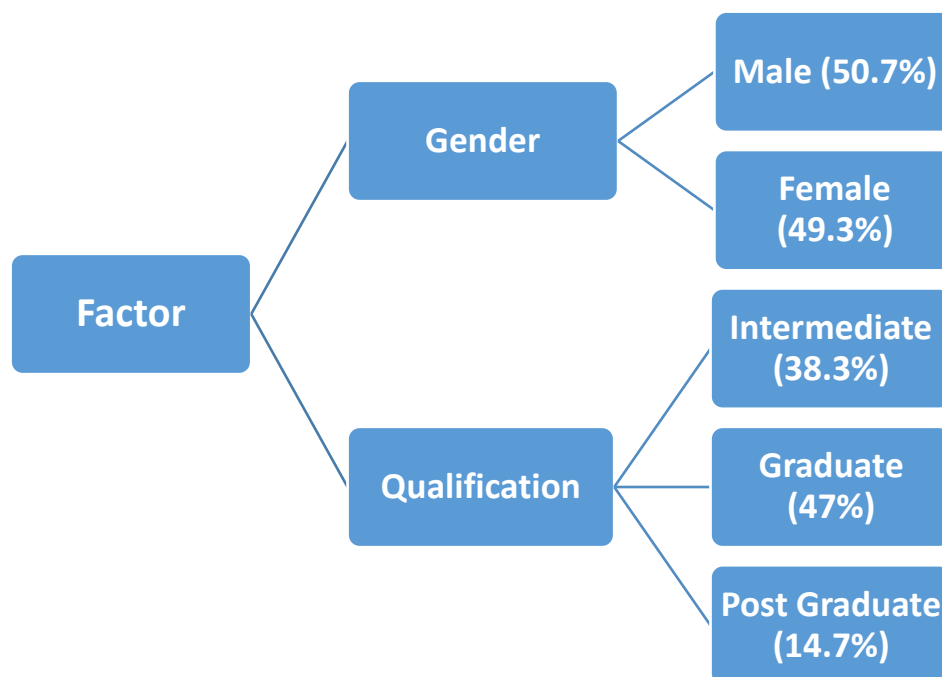


Chart 1 Sample Description

Source: Prepared by author

Chart 1 shows the sample description in form of Gender as well as education qualification. That clearly shows the data has been gathered from a well appropriated sample.

Results

The selected sample was analysed first on the basis of social media usages and found that the social media sites uses on the daily basis by 96.6% respondents. After that evaluation was made to find out the respondents who are using social media sites for reading and getting knowledge about healthcare information, than 89.2% responded in this context. (Figure 1)

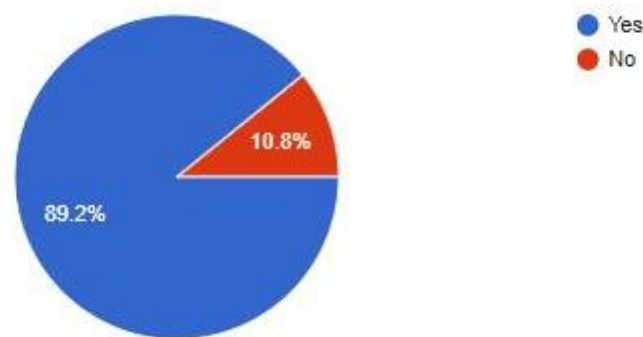


Figure 1 Social Media sites Usage for Healthcare Information

The question asked from respondents about how often they used Social networking Websites. Figure 2 shows 99.3% use social networking websites on daily basis and only 0.7% use Social networking websites twice a week or either weekly of on fortnightly basis.

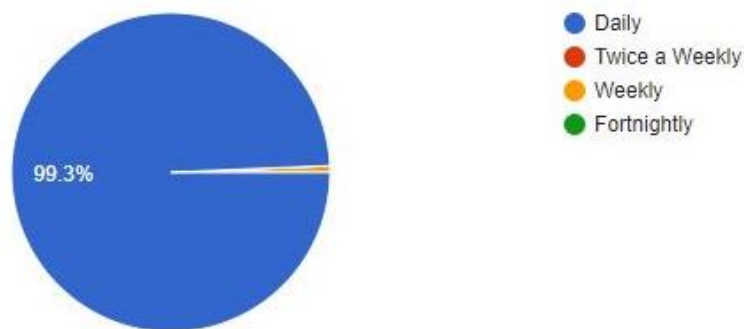


Figure 2 Social Networking websites used by users.

Further, the respondents were asked which social networking site they used more and found that most of the respondents use instagram, face book and twitter.the responses shows 87.9% use instagram, facebook and other social media sites.

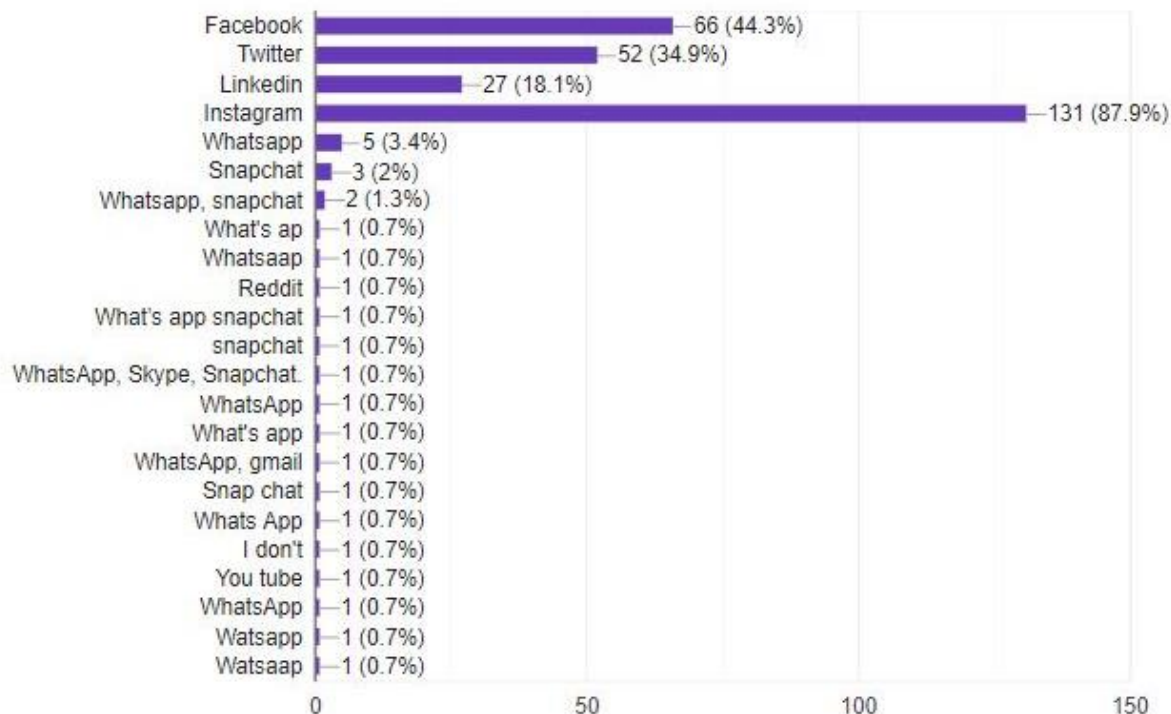


Figure 3 Percentage of Social Networking sites use by respondents

In figure 3 it is found that social networking sites are used on daily basis and in these sites instagram and facebook are most popular and used one. But, when the question comes that which platform you use more to get the information related to health issues and fitness, than respondents prefer news portals on the top of their priority.

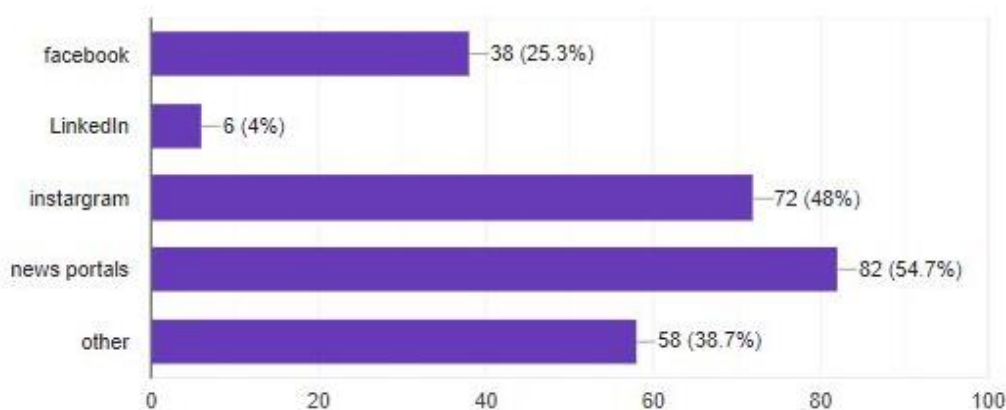


Figure 4 Respondents percentages to read information related to health and fitness

The earlier responses and data clearly shows that social media is a great platform to share information and to increase the exposure or create interest among the readers for healthcare and fitness information shared on it. Among the respondents results

more that 69.4% believe that information share on social media platform is increase the exposure and 26% respondents are neutral and remaining are in against.

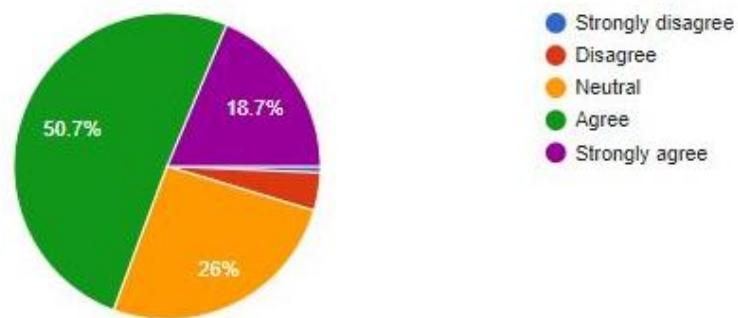


Figure 5 Respondents percentage in case of is social media platform increase its exposure

Its, really very strange to shown the result of the question that information shared on social media is more believable to me than others, it found that around 29% respondents think that its believable but 57% respondents are neutral and remain think that the information share on social media site related to health is not believable or trustworthy.

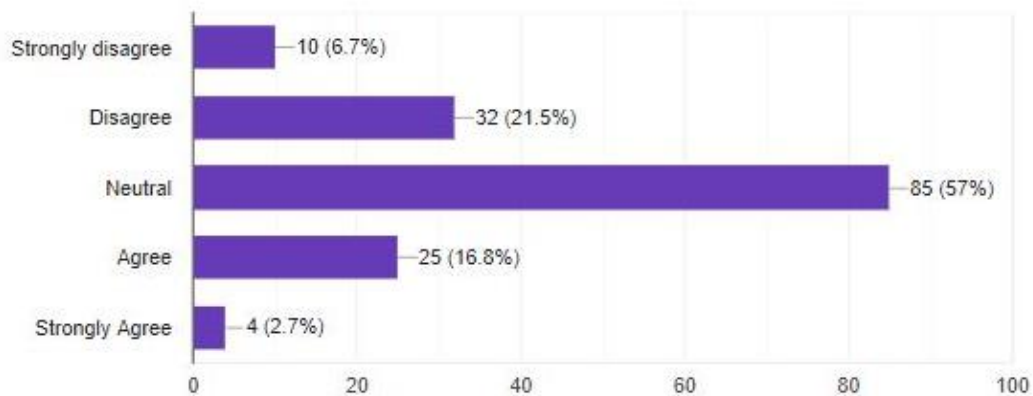


Figure 6 How many respondent think that Information share on social media related to health is believable or not.

As in figure 6, result of respondent who think that information share on social media is believable is 29% after that in the below figure the percentage ratio is increased in case of information shard on social media promote instant reaction and percentage goes to 62% who are in favor of instant reaction and 32.7 % are neutral and remaining are disagree with the statement.

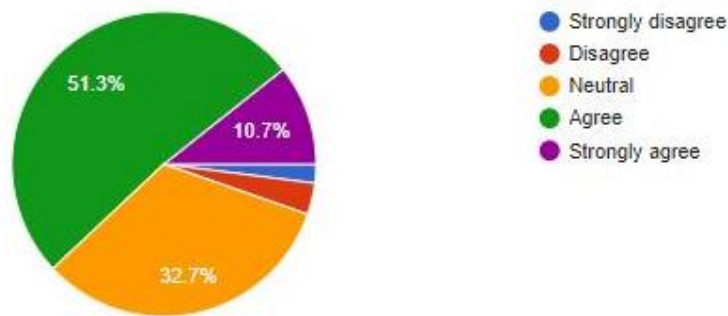


Figure 7. Respondent's percentage ratio in case of information shared on social media promotes instant reaction.

According to the figure 7 Result shows users think that social media is useful for promotion of health information and its instant reactions. Further when the question comes that do you think social media is useful for health communication? Then respondents results shows that 54.4% said yes it is good for communication but 38.3% responded that may be its good for communication and remaining feels that it's not good and they are in against the statement that social media is not useful for communication.

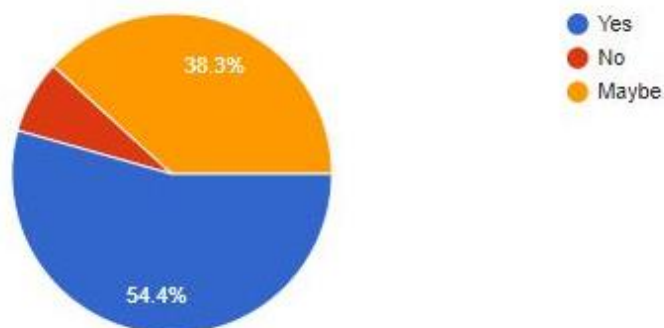


Figure 8 Respondents result in case of social media is useful for health communication.

But, when the question raised in front of respondent and asks do you think social media always provides right information about healthcare. Then the reply of respondents show that the social media sites are useful for health communication but in that case 89.3% response shows that the information share on social media is not right and remaining 10.7% said yes it always provide right information.

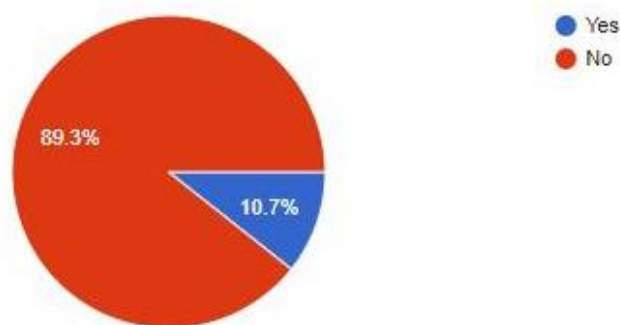


Figure 9 Responses in case of social media always provides right information about healthcare

Further, when the question raised that have you ever get any kind of information about healthcare issues and disease like COVID-19 from social media. Than the respondents said yes they get the information like COVID-19 from social media. The percentage clears that 95.3% said they get information from social media sites but remaining said no they did not get any information from social media.



Figure 10 Responses in case of information coming from social media sites.

When the question came in front of respondents and asked do you think the information related to disease and its solution provided on social media is always right and useful. Than 44.3% responses comes with may be its is right but, 41.6% responses clears that it always wrong and not useful and left among these respondents said yes it is useful and right.

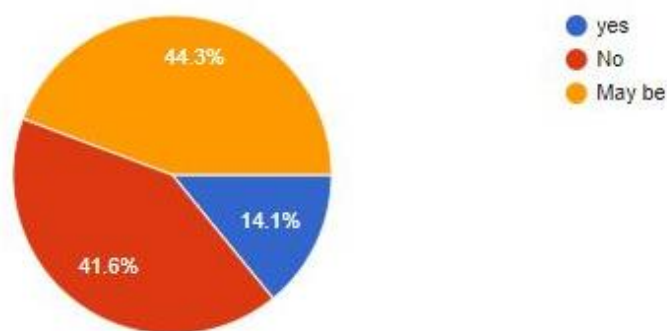


Figure 11 Responses in case of information related to disease and its solution provided on social media is always right and useful..

Conclusion

The present study on topic “the role of Social media in health communication and its impact on society” finds that it has both positive and negative impact on social media users. It is good and useful for healthcare information and also good for health communication. It is also good for fast circulation of message and instant reactions. But, sharing information related to healthcare issues and diseases and their solution to procure and treatment are not right always. It also show that the information related to healthcare issues are not aright always. There is no doubt that the information related to healthcare on social media sites attract users but in case of reliability it remain a big issue in front of users and it need to be considered. In the study the one more important fact come out that show still the faith and acceptance of users on healthcare information is missing. Hence, information sharing by Healthcare professionals should create confidence among the users and by this they try to increase readership. The information shared by Healthcare professionals on social media site sometimes creates an unnecessary negative image towards a health issues and diseases.

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