

Credibility, Sustainability and Gratification of Health Communication on Social Media: An Exploratory Study among Women

Sushma Pawar

Research Scholar,

Department of Journalism and Mass Communication

Karnataka State Akkamahadevi Women's University, Vijayapura, Karnataka, India

Dr. Tahmeena Nigar Sultana

Assistant Professor,

Department of Journalism and Mass Communication

Karnataka State Akkamahadevi Women's University, Vijayapura, Karnataka, India

Abstract

A literature review is a research and evaluation of the available literature in chosen topic area. The present study is intended to know the Credibility, Sustainability and Gratification of Health Communication on Social Media an exploratory study among Women

Keywords: Mass Media, Social Media, Health Communication, Women and Health.

Date of Submission: 05-05-2022

Date of Acceptance: 19-05-2022

I. Introduction:

Various studies can be found on the credibility of social media. Nowadays, interest in studying the credibility of social media and social media is just emerging in the health forum. The present study seeks to examine the credibility, sustainability, and gratification of health communication on social media and the exploratory effort study on women. Focus on the uses, benefits and health related information of health communication on social media.

A literature review is scholarly, presenting objective findings that present current knowledge and theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and do not report new or original empirical work. Literature reviews in the present study are divided into four subheadings: Women and Health, Health Communication, Mass Media, Health Social Media and Health

Objectives

1. To figure out the finding of the research done on Mass Media and Health.
2. To review and analysis the past study on Social media and Health Communication.

II. Reviews of Literature

I. Women and Health

Afaf Meleis and Jacquelyn Caglia (2016) in their article “Women and Health: Women’s Dual as Both Recipients and Providers of Healthcare” reveals that It is not simply enough for policies to say women should be acknowledged, valued and compensated. To sustain the change created by recommendations, mechanism and systems should be developed to be accountable to women. Identifying indicators for progress and criteria for measuring that progress and its impact, as well as developing systems to implement equitable Policies and monitor and evaluate progress”.

Ana Langer, Felicia Marie knaul, Afaf Meleis and Rifat Atun (2015) in their article “Women and Health: the key for sustainable development’ found that the crucial importance of the Women and Health approach for advancement of global and national sustainable development. In their dual roles as users of health care affected by gender discrimination, a disproportional burden of poverty and many dimensions of inequality, all of which hinder their ability to contribute to sustainable development”.

Sabaratnam Arulkumaran and Timothy Johnson (2012) found that “Improving women’s health requires a strong and sustained commitment by governments and other stakeholders, a favorable policy environment and employment and well targeted resource. In the short term, significant progress can be achieved by strengthening and expanding essential health services for women, improving policies and promoting more positive attitudes and behavior towards women’s health”.

II. Health Communication

Julia R. hatchway, Beth A. Tarini, Sushmita banerjee, Caroline O, Jessicaand Sushmita pati (2022), in their article “Healthcare team communication training in the United States: A scoping review’ found that Interventions with the best training content were conducted at academic medical centers, used a pre-post design, and utilized statistical analysis to analyze results. While interventions for improving healthcare team communication are diverse and have uneven effectiveness early markers of success merit continued development and assessment”.

Carlos de Las Heras and Carmen Jambrino (2022) in their article “Covid-19 Study on Specific Articles in Health Communication: A Science Mapping Analysis in Web of Science’ found that the scientific literature is in line with the spread of the corona virus worldwide and the communicative actions that accompany it. Such as fear, anxiety, mental health, awareness, resilience or lockdown in 2020 change in 2021 to behavior, vaccination, risk perception, social distance health promotion or telemedicine and it is true that some terms such as uncertainty are maintained over time, despite the fact that the role of health communication is to avoid precisely this feeling”.

Samantha Nazione, Kristin Pace, Jessica Russell and Kami Silk (2012) in their research “10-Year Content Analysis of Original Research Article Published in Health Communication and Journal of Health Communication (2000-2009)’ found that 776 articles using categories that identified health topics, theory, population characteristics and method used in each study. Both journals findings demonstrated articles sometimes lack racial demographic information, primarily perform research in the United States, rely heavily on survey data and often lack a theoretical framework”.

Hyunyi Cho and Charles T. Salmon (2007), in their article “Unintended Effects of Health Communication Campaign’ examines that unintended effects can manifest in multiple dimensions, including those of time lapse, levels of analysis, audience types, content specificity and valence. On these dimensions, a typology organizes available evidence to offer an outlook on 11 types of unintended effects”.

James Price Dillardand Lijiang Shen (2007) in their study “On the Nature of Reactance and its Role in Persuasive health Communication’ reported that Reactance theory might be profitably applies to understanding failures in persuasive health communication but for one drawback: the developer of the theory contends that reactance cannot be measured. The data showed that, in fact reactance can be operationalized as a persuasive of self report indices of anger and negative conditions”.

Maibach. E and Holtgrave .D.R (1995) in their article “Advance in Public Health Communication’ found that the most productive strategy was to consider public health communication on a continuum from strictly individual change strategies to strictly social change strategies. This study outlines the use of communication techniques and technologies to influence individuals, population and organizations for the purpose of promoting conditions conducive to human and environmental health”.

III. Mass Media and Health

Rutuja Anil Saraf and J Balamurugan (2018) in their article “The Role of Mass Media in Health Care Development: A Review Article’ found that the mass media campaign on health are a very beneficial tool in promoting the health services at national as well as rural level. It is better to stop arguing on the fact that is mass media an effective channel in promoting health since it is obviously a very important tool that reaches a large number of population and delivers a vast amount of knowledge about health issues and health care and the reviews of the research in the past prove that mass media has a vital role in health issue and health care”.

Vijayakumar Meti (2014) in his article “Impact of Television Health Programmes on Women: A Study on Gulbarga Television Viewers’ revealed that the respondents are utilizing the media more than the expectation. Media to great extent is being used for getting health related information among respondents. Comparatively very few are unaware of the media health program. Women with different age group not only refer newspaper or magazines for health issues but also go through health related books. Health of Women always requires care and affection”.

Catalin Baba, Razvan Chereches and Olimpia Mosteanu (2007) in their article “The Mass Media Influence on the Impact of Health Policy’ found that Health policy that focuses primarily on strategies and action towards a healthy behavioral models is shaped at community level through social representation. Taking as a given the bilateral relationship between mass media and the population , through the analysis of media

social representation can easily offer an overview of the population, the level of population involvement in policymaking”.

Mariam E (2000) in her study “The Effect of television on child health: implication and recommendation’ Although this review primarily focused on the unhealthy effects of television viewing on children and adolescents, some television programming has been shown to promote social behavior and have positive educational effects in young children. However, these programmes are in the minority and are mainly targeted to very young children. The effect on both children and adolescents, and the community will be much greater with a joint effort”.

IV. Social Media and Health

Jiayi Sun (2021) in his study “Research on the Credibility of Social Media Information Based on User Perception’ this paper features the attributes of social media that are not the same as conventional media. Constructs an information credibility model suitable for various social, and improves the credibility of Social media. He comprehensively discusses the research dimension of information credibility and on the basis of existing research it breaks through the relatively single research dimension in the past and proposes a richer and complete Social media information credibility research dimension and method”.

Judith J. Prochaska, Steven S Coughin, Elizabeth J. Lyons (2021) in their article “Social Media and Mobile Technology for Cancer prevent and Treatment’ found that Exciting innovations in Health and Social Media applications are occurring across the cancer spectrum, from primary prevention to screening, early diagnosis, treatment, survivorship and end-of-life care. These new platforms and technologies avail social engagement and support as well as personalized data points for patients and providers to in from care decisions”.

Sarah Koehler and Bobbie Parrell (2020) in their research “The Impact of Social Media on Mental Health’ examines that the relationship between heavy use of social media and an increase in mental health disorders has long been established. However, there is a gap in the literature regarding mental health practitioners/ providers’ response to this issue. This mixed-methods research embraced two theoretical perspectives - Ecological Model and Generalist Intervention Model- towards determining the extent to which mental health practitioners/ providers assess for the impact of heightened use of social media on mental health”.

John A. Naslund, Ameya Bondre, John Torous and Kelly A. Aschbrenner (2020) in their research “Social Media and Health: Benefits, Risk and Opportunities for Research and Practice’ stated that Social Media has become as significant role of the lives of many individuals living with mental disorders. All the individuals use social media to share their lived experiences with mental illness, to seek support from others and to research for source about treatment recommendation, gaining mental health services and coping with symptoms”.

Deepa M and Krishna Priya (2020) in their study “Impact of Social Media on Mental Health of Students’ revealed that majority of the respondents using number of social networking sites and they are spending more time in social media. It was also find out that there was a difference between number of social networking sites and symptoms of depression. There is a strong relationship between symptoms of anxiety and depression. The study outcomes, the more usage of social media, number of social networking sites and is affecting the student’s mental health such as depression and anxiety”.

Heidi, Adrian, David and James (2020) in their research “YouTube as a source of information on COVID-19: a pandemic of misinformation?’ found that among the most viewed English videos regarding pandemic on YouTube, 27.5% contained non-factual information originating from entertainment news, internet news and consumers source, reaching 62 million views worldwide. This will be an effective and immediately implementable public health strategy to effectively capture wider respondents from all demographic backgrounds, thus educating the public and minimizing the spread of misinformation”.

Siti Zanariah Yusoff and Yusma Fariza Yasin (2019) in their study “The Role of Social Media in Promoting Health Products among Women Entrepreneurs in Malaysia’ found that the entrepreneurs that engage in social media as their marketing tool have positive impact on their sales of health products. This research study will help in opening the eyes of new entrepreneurs to utilize all of the social media. It is not only cost-effective, yet it serves as a ready market for the entrepreneurs to explore”.

Theodosia C Nathalia and Yustisia Kristiana (2018) in their article “The Source Credibility in Social Media’ examines the information’s seeking motive, entertainment motive, relationship maintenance motive and information sharing motive to help the process of making decision in travelling. The study revealed that source credibility has a positive and significant effect on the motive for maintaining information sharing and intentions bus does not affect the motive for information seeking and entertainment motives”.

Manikant Tripathi , Shailendra Kumar, Shiwangi Singh, Seema Shukla and Soni Ghimire (2018) in their article “Effect of Social Media on Human Health’ reveals that Social Media is an internet-based tool. World- Wide, there are several health care providers working on Social media. There are about 2.46 billion users of Social media world-wide during 2017. It is estimated that 12% rise will occur by 2019. Whereas, India

28% of the Population is using internet, Out of which 10% are active on Social media. This concise review focuses on the positive and negative effects of Social networking sites on human health”.

Sarah Mason (2018) in her research “The Effects of Social Media and Apps on Exercise and Health Habits of Millennial Women” seen that as although social media platform increment our capacity to convey and impact our lives to or companions, families and the world, they additionally adversely affected our point of view of ourselves. Virtual entertainment cultivates a pessimistic connection among one and their web-based entertainment individual”.

Ruchi Kher, Gagan Prakash, Munumn Gosh and Sushobhan Patankar (2017) in their research “Health and Fitness Article on Facebook- A Content Analysis” found that fit bodies are at the center of the discourse on health and fitness. They analyzed 53 stories posted on facebook by two of the leading national dailies of India. As per the statistics provided by Statista, facebook holds 18% market share in the space of online and social media and has over 1,590 million active users worldwide”.

III. Conclusion

The above review of literature studies conducted on credibility and usefulness of health information on Social media and the Impact of Social Networking sites on Health and Health systems, significant number of studies has been conducted in Social media and its uses have been analyzed by in different countries including India also. There has been lots of research work done worldwide on, Women and health, Health communication, Mass Media and health, social media and health communication. Hence, there is a need to study the Credibility, Sustainability and Gratification of Health communication on Social media an exploratory study among women.

References

- [1]. Afaf Meleis and Jacquelyn Caglia (2016) A Study of ‘Women and Health: Women’s Dual as Both Recipients and Providers of Healthcare’, *Journal Of Women’s Health*, 25(4), PP-329-331, Retrieved from https://www.researchgate.net/publication/298902773_Women_and_Health_Women's_Dual_Roles_as_Both_Recipients_and_Providers_of_Healthcare , on 28, 2021.
- [2]. Ana Langer, Felicia Marie knaul, Afaf Meleis and Rifat Atun (2015) A Study of ‘Women and Health: the key for sustainable development’ Publication of ReaseachGate, 386(9999), PP-1165-1210, Retrieved from https://www.researchgate.net/publication/277894247_Women_and_Health_The_key_for_sustainable_development , on December 20, 2021.
- [3]. Candice E. Walker, Steven Dayan and Adrian Furnham (2019) A Study of ‘Effects of Social Media use on desire for cosmetic survey among young women’ *Curr Psychol* (2021), 40(3), PP-1-3364, Retrieved from https://www.researchgate.net/publication/332771269_Effects_of_social_media_use_on_desire_for_cosmetic_surgery_among_young_women , on Nov 19, 2021.
- [4]. Catalin Baba, Razvan Chereches and Olimpia Mosteanu (2007) A Study of ‘The Mass Media Influence on the Impact of Health Policy’ *Journal of Research gate way*, 3(19), PP-14-20, Retrieved from https://www.researchgate.net/publication/265241083_The_Mass_Media_Influence_on_the_Impact_of_Health_Policy = December 6, 2021.
- [5]. Chandan Saxena (2020) A Study of ‘Role of Social Media in Health Communication and Its Impact on Society’ *PalArch’s Journal of Archaeology of Egypt/ Egyptology*, 17(6), PP-1-11, Retrieved from <https://archives.palarch.nl/index.php/jae/article/view/1651/1652> , on Nov 28, 2021.
- [6]. Deepa M and Krishna Priya (2020) A Study of ‘Impact of Social Media on Mental Health of Students’, *International Journal of Science and Technology Research*, 9(3), PP-3796-3800, Retrieved from <https://www.ijstr.org/final-print/mar2020/Impact-Of-Social-Media-On-Mental-Health-Of-Students.pdf> , on December 21, 2021.
- [7]. Elina Bertilsson and Emma Gillberg (2017) A Study of the ‘The Communicated Beauty ideal on Social Media’ (Jonkoping University), 7(2), PP-1-89, Retrieved from <https://www.diva-portal.org/smash/get/diva2:1107740/FULLTEXT01.pdf> , on Nov 19, 2021.
- [8]. Eric Afful-Dadzie and Anthony (2021) A Study of ‘Social Media in Health Communication: A literature Review of Information Quality’ *Health Information Management Journal*, 1(11), PP-1-16, Retrieved from https://www.researchgate.net/publication/350653062_Social_media_in_health_communication_A_literature_review_of_information_quality , on Nov 28, 2021.
- [9]. Eva L Jenkins, Jasmina Ilicic (2020) A Study of ‘Assessing the Credibility and Authenticity of Social Media Content for Application in health Communication: Scoping Review’ *Journal of Medical Internet Research*, 22(7), PP-1-15, Retrieved from <https://www.jmir.org/2020/7/e17296/PDF>, on November 18, 2021.

- [10]. Ezmieralda Melissa, Anis Hamidati, Muninggar Sri Saraswati and Alexander Flor (2015) A study of 'Social Media and Advancement of Women Physicians' *Journal of Impact of Information Society Reserch in the Global South*, P-P-203-222, Retrieved from <https://library.oapen.org/bitstream/handle/20.500.12657/28057/1001937.pdf?sequence=1#page=207> , December 01, 2021.
- [11]. Heidi, Adrian, David and James (2020) A Study of 'YouTube as a source of information on COVID-19: a pandemic of misinformation?' , *Journal of BMJ Global Health*, 5(5), PP-1-6, Retrieved from <https://gh.bmj.com/content/5/5/e002604> , on December 11,2021.
- [12]. Herre Uittenhout (2012) A Study of 'The Use and Effect of Social Media in Health Communication about Head Lice' *University of Twente*, PP-3-51, Retrieved from <https://www.jmir.org/2013/4/e85/> , on Nov 26, 2021.
- [13]. Jiayi Sun (2021) A Study of Research on the 'Credibility of Social Media Information Based on Users Perception. *Hindawi Security and Communication Network 2021*', PP-1-10, Retrieved from <https://www.hindawi.com/journals/scn/2021/5567610/> , on Nov 09, 2021.
- [14]. Jinhai Huo, Raj Desai, YoungORock Hong, Kea Turner, Arch G. Mainous III and Jiang Bian (2019) A Study of 'Use of Social Media in Health Communication: Finding from the Health Information National Trend Survey 2013, 2014, and 2017', (26),PP-1-10, Retrieved from <https://pubmed.ncbi.nlm.nih.gov/30995864/> , on November 09,2021.
- [15]. John A. Naslund, Ameya Bondre, John Torous and Kelly A. Aschbrenner (2020) A Study of 'Social Media and Health: Benefits, Risk and Opportunities for Research and Practice', *Journal of Technology in Behavioral Science*, 5, PP-245-257, Retrieved from <https://link.springer.com/article/10.1007/s41347-020-00134-x> , on December 19, 2021.
- [16]. Judith J. Prochaska, Steven S Coughin, Elizabeth J. Lyons (2021) A Study of 'Social Media and Mobile Technology for Cancer preven and Treatment' ,*Book of ACO Educational*, PP-128-137, Retrieved from https://ascopubs.org/doi/pdf/10.1200/EDBK_173841 ,on December 15, 2021.
- [17]. Manikant Tripathi, Shailendra Kumar, Shiwani Singh, Seema Shukla and Soni Ghimire (2018) A Study of 'Effect of Social Media on Human Health' *Virology and Immunology Journal*, 2(2), PP-1-4, Retrieved from https://www.researchgate.net/publication/323486379_Effect_of_Social_Media_on_Human_Health , on Nov 14,2021.
- [18]. Maria Jesus (2012) A Study of 'The Impact of Mass Media Health Communication on health Decision – making and Medical Advice-seeking Behaviors of US Hispanic Population' *Publication of Health communication*, 28,PP—525-529, Retrieved from https://www.researchgate.net/publication/230664444_The_Impact_of_Mass_Media_Health_Communication_on_Health_Decision-Making_and_Medical_Advice-Seeking_Behavior_of_US_Hispanic_Population/link/5718eb3f08ae30c3f9f2b9c9/download , December 6, 2021.
- [19]. Mariam E (2000) in this study 'The Effect of television on child health: implication and recommendation' *Arch Dis Child* 2000, 83(4), PP-289-292, Retrieved from <https://adc.bmj.com/content/archdischild/83/4/289.full.pdf> , December 4, 2021.
- [20]. Mavis Henriques and Debasis Patnaik (2020) A Study of 'Social Media and Its Effects on Beauty' *Intact Book Series*, PP-1-10, Retrieved form <https://www.intechopen.com/chapters/73271> , on Nov 27, 2021.
- [21]. Ruchi Kher, Gagan Prakash, Munumn Gosh and Sushobhan Patankar (2017) A study of 'Health and Fitness Article on Facebook- A Content Analysis' *Indian Journal of Public Health Research and Development*, 8(4), PP-1-7, Retrieved from <file:///C:/Users/pc/Downloads/HealthandFitnessArticlesonFacebook-AContentAnalysis.pdf> , December 02, 2021.
- [22]. Rutuja Anil Saraf and J Balamurugan (2018) A Study of 'The Role of Mass Media in Health Care Development: A Review Article', *Journal of Advanced Research in Journalism and Mass Communication*, 5(1/2), PP-39-43, Retrieved from https://www.researchgate.net/publication/327764556_The_Role_of_Mass_Media_in_Health_Care_Development_A_Review_Article , on December 21, 2021.
- [23]. Sabaratnam Arulkumaran and Timothy Johnson (2012) A Study of 'Improving Women's Health', *International Journal of gynaecology and obstetrics*, PP-1-46, Retrieved from https://www.researchgate.net/publication/230656034_Improving_women's_health , on December 26, 2021.
- [24]. Samantha Nazione, Kristin Pace, Jessica Russel and Kami Silk(2012) A study of 'A 10-year content analysis of original research article published in Health Communication and Journal of Health Communication (2000-2009)' *Journal of National Library of Medicine*, 18(2), retrieved from, <https://pubmed.ncbi.nlm.nih.gov/23171277/> , on December 8, 2021.

- [25]. Sarah Koehler and Bobbie Parrell (2020) A Study of 'The Impact Social Media on Mental Health' California State University, San Bernardino CSUSB Scholar Works, PP-1-17, Retrieved from file:///E:/Phd/Chapter%20II/Downloads/25.pdf, on Nov 28, 2021.
- [26]. Sarah Mason (2018) A Study of 'The Effects of Social Media and Apps on Exercise and Health Habits of Millennial Women' Santa Clara University Scholar Common Journal, PP-1-21, Retrieved from https://scholarcommons.scu.edu/engl_176/28/ , on 20, 2021.
- [27]. Sasha K Shilcutt, Julie K. Siler (2018) A Study of 'Social Media and Advancement of Women Physicians' The New England Journal of Medicine, P-P-2342-2345, Retrieved from <https://med-fom-medicine.sites.olt.ubc.ca/files/2019/10/NEJM-Social-Media-and-Advancement-of-Women-Physicians.pdf> on December 01, 2021.
- [28]. Shweta Anand, Mayanka and Swati Kwatra (2013) A Study of 'Social Media and Effective health Communication' International journal of Social Science and Interdisciplinary Research, 2 (8), PP-1-8, Retrieved from https://www.researchgate.net/publication/266684673_Social_Media_and_Effective_Health_Communication, on Nov 18, 2021.
- [29]. Siti Zanariah Yusoff and Yusma Fariza Yasin (2019) A study of 'The Role of Social Media in Promoting Health Products Among Women Entrepreneurs in Malaysia', International Journal of Asian Social Science, 9(12), PP-618-625, Retrieved from <https://archive.aessweb.com/index.php/5007/article/view/3149/4960> , on December 17, 2021.
- [30]. Solvita Belinska (2018) A study of 'Representation of Women Body on Instagram: Qualitative Content Analysis' Orebro University, PP-1-34, Retrieved from <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1223803&dswid=4420> , December 2, 2021.
- [31]. T Srimarut (2019) A Study of 'Use of Social Media In Health care by patients and Health care professional: Motives and Barriers in Thailand', Journal of redalyc.org, 24, PP-1-223, Retrieved from <https://www.redalyc.org/journal/279/27962177023/html/> , on Nov 14, 2021.
- [32]. Tara Scirrotto (2016) A Study of 'The Impact of Internet Social Networking on Young Women's Mood and Body Image Satisfaction: An Experimental Design' Philadelphia College of Osteopathic Medicine, PP-1-84, Retrieved from https://digitalcommons.pcom.edu/cgi/viewcontent.cgi?article=1392&context=psychology_dissertations , on December 19, 2021.
- [33]. Theodosia C. Nathalia and Yustisia Kristiana (2018) A Study of 'The Source Credibility in Social Media, Journal of Research Gate', PP-1-11, Retrieved from https://www.researchgate.net/publication/339328934_The_Source_Credibility_in_Social_Media / , November 09, 2021.
- [34]. Vijayakumar Meti (2014) A Study of 'Impact of Television Health Programmes on Women: A Study on Gulbarga Television Viewers' Journal of Mass Communication and Journalism, 4(4), PP-1-4, Retrieved From <https://www.semanticscholar.org/paper/Impact-of-Television-Health-Programmes-on-Women%3A-A-Meti/526a9d4bb121d48c7351d0a43262f6820c97a54c> December 4, 2021= December 5, 2021.

Sushma Pawar, et. al. "Credibility, Sustainability and Gratification of Health Communication on Social Media: An Exploratory Study among Women." *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 27(05), 2022, pp. 01-06.