

## ***UNDERSTANDING THE ROLE OF MEDIA IN CONVEYING HEALTH INFORMATION TO THE PUBLIC***

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### ***Abstract:***

*The mass media are seriously utilized in public health. Immense entireties are spent every year for materials and pay rates that have gone into the generation and dissemination of booklets, pamphlets, exhibits, newspaper articles, and radio and television programs. In this paper we will see how media are utilized at all degrees of public health with the expectation that three impacts may happen: the learning of correct health information and information, the changing of health mentalities and values and the foundation of new health behavior. The interdisciplinary dynamics of the subject, a diverse strategy, qualitative and also quantitative method, is actually used for the goal of this particular study. A comprehensive literature review was carried out on the subject.*

***Keywords: Mass, media, public, health, communication, etc.***

### **1. INTRODUCTION**

Utilizing media outlets as a platform for supporting health information and education is a communication technique that has gotten progressively well known. The most used methodology is for health communication professionals to make organizations with story line creators so public health information can be incorporated into inside the plot of a television appear. The Centers for Disease Control and Prevention has formed a solid association with Hollywood, Health, and Society, at the University of Southern California Norman Lear Center to keep on delivering new story lines on television and in film studios that will advance public health information. A portion of the assets furnished with this organization incorporate extensive "tip sheets" to give scholars simple to get to and trustworthy information on health issues, and gatherings and boards to talk about new information and assets. Probably the most striking instances of this strategy for communication as of late have been with the films Contagion and Legend in understanding the spread of disease, NBC's arrangement Parenthood in Asperger's Syndrome, and with the CW's arrangement 90210 and spreading malignant growth mindfulness. More as of late, film festivals and rivalries concentrated explicitly on health films have been organized by the American Public Health Association, the International Health Film Festival, the Global Health Film Initiative of the Royal Society of Medicine and the Public Health Film Society. Mass communication is utilized to advance useful changes in behavior among individuals from populaces. A major analysis of the utilization of mass media as a strategy for health communication is the unfortunate capacity for bogus and misinformed messages to spread rapidly through the mass media, before they get the opportunity to be questioned by professionals. This issue may produce baseless frenzy among the individuals who get the messages and be an issue as innovation keeps on progressing. A case of this might be seen in the progressing doubt of vaccinations because of the publication of various messages that wrongly interface the youth measles-mumps-



rubella (MMR) vaccination with the improvement and beginning of Autism. The speed with which this message spread because of new social networking advancements made many guardians doubt vaccinations and therefore forgo having their youngsters get the antibody. Despite the fact that this frenzy depends on bogus information, many still harbor a waiting doubt towards vaccinations and decline them, which have caused a public health concern.

## **2. OBJECTIVES**

1. To understand the Role of Media in Conveying Health Information to the Public.
2. To analyze how Mass media is utilized to advance useful changes in behavior among individuals from populaces.

## **3. LITERATURE REVIEW**

**Shabnoor Siddiqui (2016)** Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. In this paper we cover all aspects of social media with its positive and negative effect. Focus is on the particular field like business, education, society and youth. During this paper we describe how these media will affect society in a broad way.

**Sushil, Mr & Sharma (2017)** Health education is an important constituent of public health & health promotion. Health education aims for positively influencing the health behavior of people by informing & instructing common populace about health & hygiene and other health related issues. Across the globe public health promotion activities focus on health education to influence health behavior of the target audiences. Being an important social organization mass media has wide reach and access that can influence the public by improving their health education level. Mass media play crucial role in disseminating health information and increasing awareness about health education. Media not only spread awareness, but also inform and educate people over a period of time. This ultimately helps in the change of attitude & behavior of audience for achieving better health. In other words, media is instrumental in bringing behavioural changes in knowledge, beliefs, and attitudes about health and healthy behaviours. The present study takes into account the role of mass media for health education

**Dr Balamurugan. (2018)** The role of mass media in the health development field is of high value. The strength of mass media can cause a major impact on a large population. The world is facing a lot of health issues and if the issues are not presented to the people then they can cause adverse effects to mankind. Mass media plays a vital role in presenting these issues to masses. This article reviews the research that is done on the role of mass media on health. The paper focuses on the surveys conducted in the published papers on mass media and health care development in the past and highlights the positive as well as negative aspects of media on the health of people. This article also discusses the ways to improve the performance of mass media in creating an impact on the health behavior of people. The conclusion of this article is the vital role played by mass media in health issues and health care.



**Tripathi (2018)** Social media is an internet-based tool. People not only share their ideas or information, but also do serious discussions regarding human health care on social media. It provides an interface for the interaction of users and the service providers. Worldwide, there are several health care providers working on social media such as Skype, Whatsapp, Twitter, Facebook, YouTube and personal Blogs. There are about 2.46 billion users of social media worldwide during 2017, it is estimated that ~12% rise will occur by 2019. Whereas, in India ~28% of the population is using internet, out of which ~10% are active on social media. There are many online websites providing information on health and let patients/public communicate with health experts online. The impact of our online habits may have effect on mental health and behavior activities that can have potential health care challenges. Nowadays, social media occupies an ever increasing path in both our daily lives and world. Thus, it is an urgent demand to develop a proper understanding about the long-term impacts of social media on human health. This concise review focuses on the positive and negative effects of social networking sites on human health.

#### **4. RESEARCH METHODOLOGY**

Structured questionnaires a near ended one - were sent out among the respondents for eliciting responses. The questionnaire provided a number of Likert scale questions to have particular effect from participants of opinion survey. Data had been analyzed following collection of questionnaires.

##### **4.1 Research Design**

The study instrument i.e. a structured questionnaire was created to collect info regarding the various variables. The questionnaire was analyzed as well as pretested to determine the reliability & validity of it.

##### **4.2 Pilot Study**

The initial step of the procedure of information collection was a pilot study undertaken to obtain preliminary info about the scope for doing the study. The researcher collected the appropriate info out of senior professionals, healthcare providers, media persons, teachers, researchers, policy makers, pupils, housewives, entrepreneurs, retired individuals etc.

##### **4.3 Sampling Technique**

Stratified arbitrary sampling strategy was used for the goal of this particular analysis. A total of 910 (130 X 7) samples had been integrated for the goal of this particular research. 130 sample each from 7 divisional headquarters.

##### **4.4 Reliability of the Instrument**

Tests and retests methods were used to ascertain the reliability of the instrument of data collection for the study.

##### **4.5 Collection of Data**

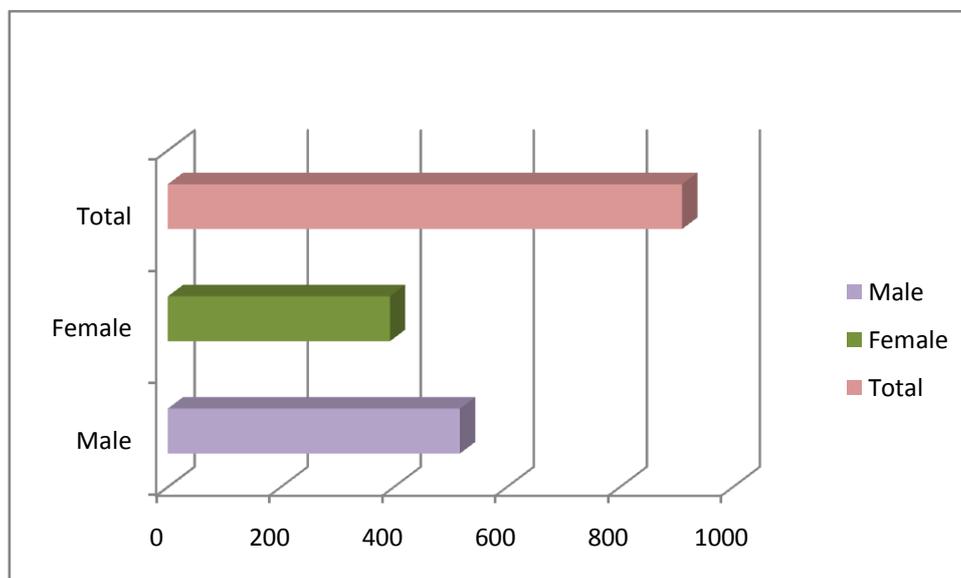
The researcher by and much accompanied the enumerators. A total of 14 enumerator's seven males & 7 female enumerators had been utilized to elicit the necessary effect from the respondents. Questionnaire had been loaded up by qualified interviewers Information had been collected using a predesigned questionnaire for every respondent before beginning the survey; interviewers had been provided 7 day's intense instruction.

## 5. DATA ANALYSIS

It consists of various groups of the respondents included in the opinion survey for the objective of this particular study.

**Table1: Gender of the respondents**

Gender	Numbers	Percentage (%)
Male	517	56.81
Female	393	43.19
Total	910	100



**Figure 1: Gender of the respondents**

Table 1 mirror that 56.81% respondents are male while 43.19% are female. As far as numbers 517 respondents are male while 393 respondents are female.

**Table 2: Media spread awareness about public health**

Media spread awareness about public health?	Percentage	Numbers
Strongly-Disagree	2.52	23
Disagree	6.82	62
Neither Agree Nor Disagree	25.49	232
Agree	50.44	459
Strongly-Agree	14.73	134
Total	100	910

Table 2 mirrors the reactions of subjects under examination for inquire about question that media spread mindfulness about general health. 50.44% respondents concurred, while 14.73% firmly concurred. Then again 6.82% deviated; while 2.52% firmly oppose this idea. 25.49% respondents neither concurred nor oppose this idea.

### 5.1 Testing of hypothesis

#### Null Hypothesis ( $H_0$ ):

There is no significance difference between the male and female with reference to the impact of mass media on the general public

#### Alternative Hypothesis ( $H_1$ ):

There is a significance difference between the male and female with reference to the impact of mass media on the general public

The researcher formulated the hypothesis that '*Mass media spreads awareness about public health*'.

**Table3:Mass media spreads awareness about public health**

Mass media spreads awareness about public health				
Total respondents 910				
Gender	Agreed	Disagreed	Neither Agree Nor Disagree	Total Respondents
Male	338	48	131	517



<b>Female</b>	255	37	101	<b>393</b>
<b>Total</b>	<b>593</b>	<b>85</b>	<b>232</b>	<b>910</b>

Expected frequency for male agreed =	$593 * 517 / 910 = 337$
Expected frequency for female agreed =	$593 * 393 / 910 = 256$
Expected frequency for male disagreed =	$85 * 517 / 910 = 48$
Expected frequency for female disagreed =	$85 * 393 / 910 = 37$
Expected frequency for male NA/NDA =	$232 * 517 / 910 = 132$
Expected frequency for female NA/NDA =	$232 * 393 / 910 = 100$

**Table4: Testing of Mass media spreads awareness about public health'**

Gender	Agreed	Disagreed	NA/NDA	Total
Male	O = 338	O = 48	O = 131	517
	E = 337	E = 48	E = 132	517
	$(O-E)^2 / E = 0.003$	$(O-E)^2 / E = 0.0$	$(O-E)^2 / E = 0.008$	<b>0.011</b>
Female	O = 255	O = 37	O = 101	393
	E = 256	E = 37	E = 100	393
	$(O-E)^2 / E = 0.004$	$(O-E)^2 / E = 0.0$	$(O-E)^2 / E = 0.01$	<b>0.014</b>

Total Chi Square Value is  $X^2 = \sum [ (O_i - E_i)^2 / E_i ]$

$0.011 + 0.014 = 0.025$



We find that  $0.025 < 5.991$

Since the Chi Square Value is **lower than** the critical value 5.991, we have the statistically significant evidence to accept the Null Hypothesis ( $H_0$ ).

Hence we reject the Alternative Hypothesis ( $H_1$ )

## 6. CONCLUSION

Depending on the findings we can conclude that press is a crucial tool for overall health communication. Mass media spread awareness about public health. TV being a special media affecting 2 senses of man being i.e. ears and eyes proves to be the best media for health communication TV being a two medium (audio & visual) is the central medium for health communication.

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