

Impact of Social Media on Health: A Study on Health Seeking Behaviour of Women in Kannur District

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Abstract

The present study aimed to impact of social media on health: a study on health seeking behaviour of women in Kannur district. The social media to take care of health in their socio economic. Health seeking behaviour is complex and multi dimensional process that includes. Health is the use of social media and other technological innovation of useful health information behaviour to the public, increases awareness of specific aspects of health. 50 samples were selected from health seeking behaviour of women in Kannur district by using simple random sampling method. Questionnaire method was used more to collect the necessary data. The statistical test used for F-test and correlation test. To access the social media on health seeking behaviour of women based on demographic variable. To identify the level of social media and health seeking behaviour of the respondents. Result shows that respondents differ in their level of social media and health seeking behaviour of women based on education. Analysis. Also, the majority of them below 30 years of age group have high level of social media on health seeking behaviour of women. So, the types of social media respondents have high level of Facebook. Result indicates that there is a significant relationship between social media and health seeking behaviour. Therefore, it is concluded that social media spread awareness about health. Media is a vital tool for health seeking behaviour. Facebook is high awareness of social media is the most important for the health seeking behaviour. Social Media is having great impact on the health seeking behaviour an individual. Benefits of health seeking behaviour on social media, in addition to filling a need for health information, include the social and emotional support health consumers gain from peer-to peer interactions.

Keyword: *Social media, Health Seeking Behaviour, age, education, Woman*

expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
3. Users create service-specific profiles and identities for the website or app that are designed and maintained by the social media organization.
4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Networks formed through social media change the way groups of people interact and communicate or stand with the votes. They "introduce substantial and pervasive changes to communication between organizations, communities, and individuals." These changes are the focus of the emerging fields of techno self studies. Social media differ from paper-based media and traditional electronic media such as TV broadcasting, Radio broadcasting in many ways, including quality, reach, frequency, interactivity, usability, immediacy, and performance. Social media outlets operate in a dialogic transmission system. Some of the most popular social media websites, include Facebook, YouTube, WeChat, Instagram, QQ, QZone, Weibo, Twitter, Tumblr, Telegram, Baidu Tieba, LinkedIn, LINE, Snapchat, Pinterest, Viber and VK.

Meaning of health seeking behaviour

Health-seeking behaviour has been defined as a "sequence of remedial actions that individuals undertake to rectify perceived ill-health." In particular, health-seeking behaviour can be described with data collected from information such as the time difference between the onset of an illness and getting in contact with a healthcare professional, type of healthcare provider patients sought help from, how compliant patient is with the recommended treatment, reasons for choice of healthcare professional and reasons for not seeking help from healthcare professionals.

The concept of studying health seeking behaviours has evolved with time. Today, it has become a tool for understanding how people engage with the health care systems in their respective socio-cultural, economic and demographic circumstances. In places where health care systems are considered expensive with a wide range of public and private health care services providers, understanding health seeking behaviours of different communities and population groups is important to combat unaffordable costs of health care.

Social media and health seeking behaviour

The concept of studying health seeking behaviors has evolved with the course of time and has ultimately become a tool for understanding how people employ the health

care systems in their respective demographic, socio-economic and cultural circumstances. Health-seeking behaviour is a complex process and it is influenced by a lot of factor including an individual's psychology and its socio-economic status. Besides, Educational, income, & age also affect the health-seeking behaviour. Health-seeking behaviour may be explained as an area of study which tries to understand the efforts undertaken by an individual in order to maintain good health, which includes physical, mental, and social aspects of health. Health-seeking behaviour may also be explained as a state in which a person in normal health actively seeks ways to alter personal health habits and / or the environment to move towards a higher level of wellness. Mass media is one such institution which affects every aspect of human life. It affects our culture, our behaviour, and even our thinking patterns, suggests Gupta Y K (2006).

The health-seeking behaviour starts with a decision-making process that depends on many factors i.e. social, economic, cultural, political etc. These factors are also called as determinants of Health-seeking behaviour.

Review of Literature

Edin Smailhodzic (2016) made a study on social media use in health. To reflect on the alleged beneficial and potentially harmful effects of social media use by patients, the aim of this paper is to provide an overview of the extant literature on the effects of social media use for health-related reasons.: Initially, a total of 1,743 articles were identified from which 22 were included in the study. From these articles six categories of patients' use of social media were identified, namely: emotional, information, esteem, network support, social comparison and emotional expression. The types of use were found to lead to seven identified types of effects on patients, namely improved self-management and control, enhanced psychological well-being, and enhanced subjective well-being, diminished subjective well-being, addiction to social media, loss of privacy, and being targeted for promotion. Social media use by patients was found to affect the healthcare professional and patient relationship, by leading to more equal communication between the patient and healthcare professional, increased switching of doctors, harmonious relationships, and suboptimal interaction between the patient and healthcare professional. Therefore, it is provides insights into the emerging utilization of social media in healthcare. In particular, it identifies types of use by patients as well as the effects of such use, which may differ between patients and doctors. Accordingly, our results framework and propositions can serve to guide future research, and they also have practical implications for healthcare providers and policy makers.

Yuehua Zhao (2017) conducted a study on health information seeking in social media: a literature review. Social media provides an efficient platform for general users, patients and their relatives to access information from other users, ask help and advice from other users, make contributions to others, receive assistance from the forum and share their experiences in the community. With the access to information on the social media platforms, people find useful information more effectively and personally than

traditional information retrieval through search engines. Primarily, we hope to reveal characteristics of existing studies investigating the health topics that consumers have discussed in social media, ascertaining the roles social media have played in consumers' information-seeking processes and discussing the potential benefits and concerns of accessing consumer health information in social media. Therefore, it is concluded that between 2011 and 2016, twenty-one studies published explored various topics related to consumer information seeking in social media. These ranged from online discussions on specific diseases (e.g. diabetes) to public health concerns (e.g. pesticide residues). Consumers' information needs vary depending on the health issues of interest. Benefits of health seeking on social media, in addition to filling a need for health information, include the social and emotional support health consumers gain from peer-to-peer interactions.

Methodology

Objectives

1. To access the social media on health seeking behaviour of women based on demographic variable.
2. To identify the level of social media and health seeking behaviour of the respondents.

Hypothesis

1. There is no significant difference between social media on health seeking behaviour of women based on demographic variable.
2. There is no significant relationship between social media and health seeking behaviour of the respondents.

Method of Data collection

To collect the primary data standard questionnaires were used. The tool was circulated among the selected respondents and interview method also adopted.

Samples Size

50 samples were selected from health seeking behaviour of women in Kannur district by using simple random sampling method.

Statistical tool used

The following statistical tools were used to analyze the data . They were

- Descriptive analysis (Mean and Standard Deviation),

The means, standard deviations of the entire sample are computed, In order to test the significance F-test and correlation were used.

Result and Discussion

Table:1 Respondents level of social media and health seeking behaviour of women based on education.

Education	Mean	S.D	t-value	P-value
School level	10.8	2.36	8.17	0.001 Significant
College level	25.6	3.84		

Ho: There is no significant difference between social media and health seeking behaviour of women based on education.

Result shows that the table 1 reveals the details of Mean, S.D. and t-value for respondents level of social media and health seeking behaviour of women based on education. It is inferred from the obtained t-value there is a significant difference in respondent’s level of social media and health seeking behaviour of women based on education. Since the calculated t-value (8.17) which is significant at 0.001 level. Therefore, the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore, it is concluded that respondents differ in their level of social media and health seeking behaviour of women based on education.

Figure:1 Social media and health seeking behaviour of women based on education

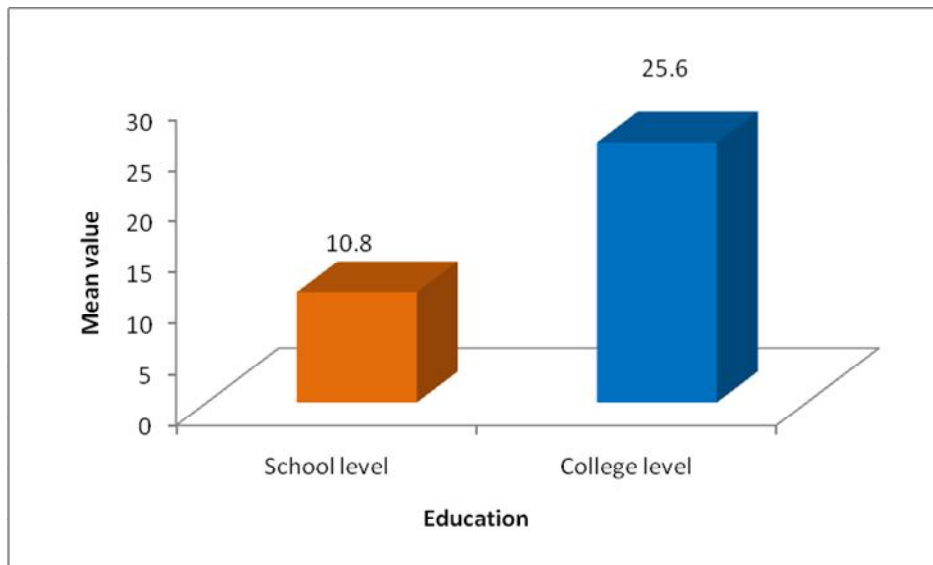


Table: 2 Respondents level of social media and health seeking behaviour of women based on age.

Age	Mean	S.D	F-value	P-value
Below 30	11.2	2.71	5.28	0.01 Significant
31 to 40	7.23	1.63		
Above 40	4.18	1.06		

Ho: There is no significant difference between social media and health seeking behaviour of women based on age.

It is inferred from the table 2 reveals the details of Mean, S.D. and F-value for respondents level social media and health seeking behaviour of women based on age. It is observed from the obtained F-value there is a significant difference in respondent’s level of social media and health seeking behaviour of women based on age. Since the calculated F-value (5.28) which is significant at 0.01 level. Therefore, the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore, it is concluded that respondents differ in their level of social media and health seeking behaviour of women based on age. Also, the majority of them below 30 years of age group have high level of social media on health seeking behaviour of women.

Figure:2 Social media and health seeking behaviour of women based on age

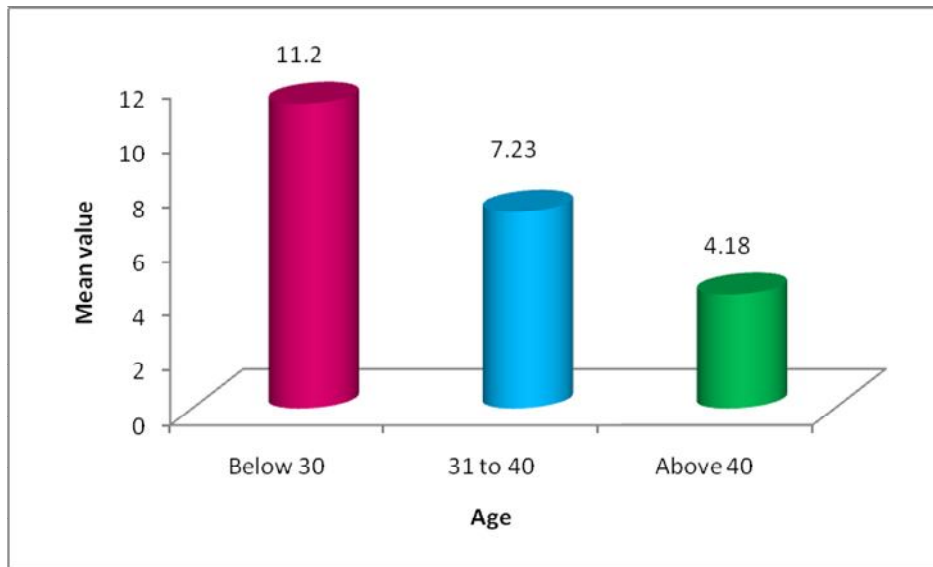


Table: 3

Showing Mean, S.D. and F-value for respondents level social media

Types	Mean	S.D	F-value	P-value
Facebook	24.6	4.52	13.7	0.001 Significant
YouTube	13.9	2.01		
WeChat	7.14	1.74		
Instagram	11.6	1.86		
Twitter	10.7	1.63		

Telegram	3.69	0.57		
Pinterest	5.12	0.83		
Viber	6.87	1.38		

Ho: There is no significant difference between respondents level of social media.

The above table exhibits the details of Mean, S.D. and F-value for respondents level of social media. It is observed from the obtained F-value there is a significant difference in respondent’s level of social media. Since the calculated F-value (13.7) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their level of social media. So, the types of social media respondents have high level of Facebook.

Figure:3 Different types of social media

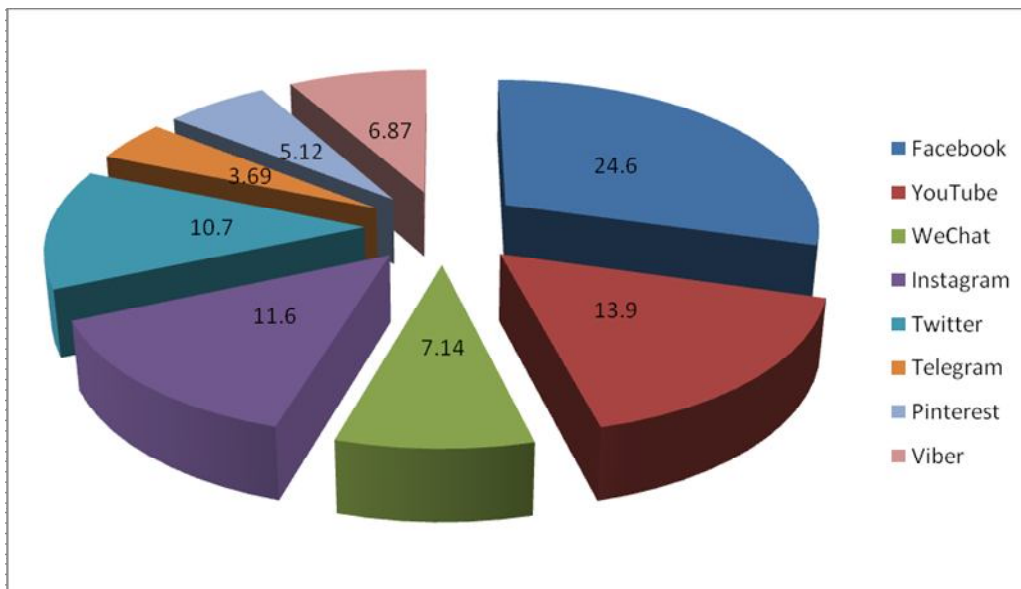


Table: 4

Correlation analysis between social media and health seeking behaviour

Variables	Health seeking behaviour
Social media	0.482**

** Correlation is significant at the 0.01 level.

The above table reveals the correlation between social media and health seeking behaviour. Result indicates that there is a significant correlation between the social media and health seeking behaviour. It is also significant at 0.01 level. Hence the stated null hypothesis is rejected and in alternate

hypothesis there is a significant relationship between social media and health seeking behaviour is accepted.

Table: 5

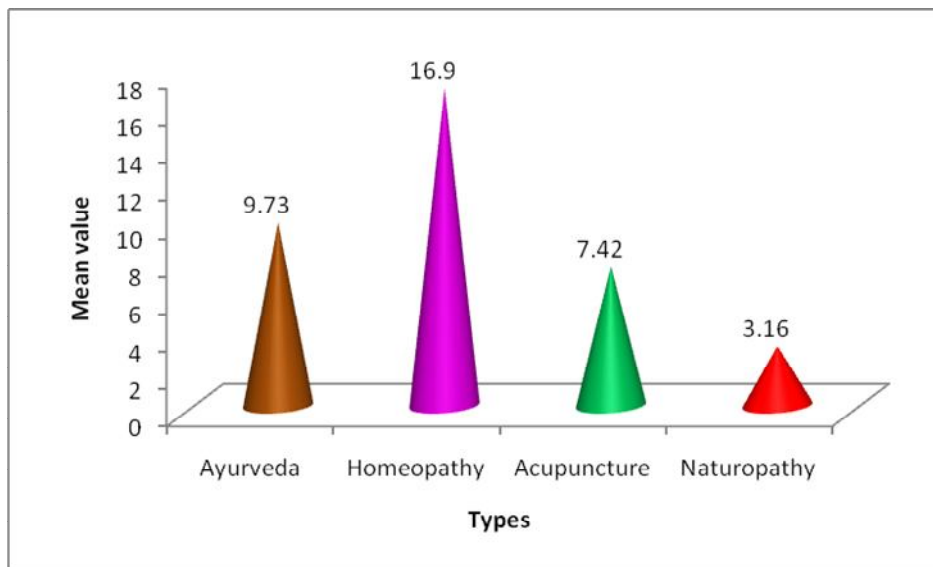
Showing Mean, S.D. and F-value for respondents level different types of health treatment on health seeking behaviour

Types	Mean	S.D	F-value	P-value
Ayurveda	9.73	2.04	6.91	0.001 Significant
Homeopathy	16.9	3.16		
Acupuncture	7.42	1.62		
Naturopathy	3.16	0.84		

Ho: There is no significant difference between respondents level of different types of health treatment on health seeking behaviour.

The above table exhibits the details of Mean, S.D. and F-value for respondents level of types of health treatment. It is observed from the obtained F-value there is a significant difference in respondent’s level of types of health treatment. Since the calculated F-value (6.91) which is significant at 0.001 level. Therefore, the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their level of health treatment on health seeking behaviour.

Figure: 4 Different types of health treatment on health seeking behaviour



Findings

- ✚ Result shows that respondents differ in their level of social media and health seeking behaviour of women based on education
- ✚ Analysis proved that respondents differ in their level of social media and health seeking behaviour of women based on age. Also, the majority of them below 30 years of age group have high level of social media on health seeking behaviour of women.
- ✚ Survey exhibits that respondents differ in their level of social media. So, the types of social media respondents have high level of Facebook
- ✚ Result indicates that there is a significant correlation between the social media and health seeking behaviour. It is also significant at 0.01 level. Hence the stated null hypothesis is rejected and in alternate hypothesis there is a significant relationship between social media and health seeking behaviour is accepted.

Conclusion

The present study aimed to impact of social media on health: a study on health seeking behaviour of women in Kannur district. The social media to take care of health in their socio economic. Health seeking behaviour is complex and multi dimensional process that includes. Health is the use of social media and other technological innovation of useful health information behaviour to the public, increases awareness of specific aspects of health. 50 samples were selected from health seeking behaviour of women in Kannur district by using simple random sampling method. Questionnaire method was used more to collect the necessary data. The statistical test used for F-test and correlation test. To access the social media on health seeking behaviour of women based on demographic variable. To identify the level of social media and health seeking behaviour of the respondents. Result indicates that there is a significant relationship between social media and health seeking behaviour. Therefore it is concluded that social media spread awareness about health. Media is a vital tool for health seeking behaviour. Facebook is high awareness of social media is the most important for the health seeking behaviour. Social Media is having great impact on the health seeking behaviour an individual.

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