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## A survey on influence of media in healthcare

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MS. K.C. RAJA SHREE<sup>1</sup>, MS. HAMSHINI K.S.<sup>2</sup>

<sup>1</sup>Assistant Professor, Saveetha School of Management, Saveetha Institute of Medical and Technical Sciences, Saveetha University, Chennai-77

<sup>2</sup>MBA Student, Saveetha School of Management, Saveetha Institute of Medical and Technical Sciences, Saveetha University, Chennai – 77.

Email ID: rajashreekc.ssm@saveetha.com

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**Abstract:** Media is one of the most novel and helpful creations by humankind. In this day and age it's almost unimaginable for somebody to dodge the media absolutely in their everyday life. This is on the grounds that it has a more noteworthy impact among individuals. It has gotten a fundamental part in human existence. Media can be utilized for different exercises, for example, sharing data, realizing what occurs far and wide, becoming acquainted with new innovations, likewise accommodating in investigations, explores, business related exercises and so forth. In the healthcare field also it has its own impact, directly from thinking about the emergency clinics to counselling the specialists. It has been created over recent years and appears to be incredibly open by individuals. Impact of media has its own effects in medical services which is both positive and negative. It is demonstrated that the media somewhat improves the way of life. The impact of media varies from individuals to individuals contingent on their use of media, for example, TV, radio, Whatsapp, Facebook and so on having a review on the media's impact there are more certain components than that of the negative ones. The major goal of the study is to interpret the media's ascendancy and innovations in the healthcare industry.

**Keywords:** Influence, Media, Healthcare, Media's Influence in Healthcare, Media's Impact on Patients, Innovations.

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### INTRODUCTION

It is clear that the media has begun affecting progressively a greater amount of our lives and assumptions since its beginning. A couple of ages are acknowledging new advancement that wasn't anyplace close or was less compelling when they were kids while others are abusing what they've commonly had. Lately, the media has likewise affected how a patient perspectives their medical services and medications, because of surveys from different patients and how medical care rehearses present themselves. Online reputation accepts a choosing part in setting up and keeping up a relationship with current or anticipated patients. Extending the amount of people who partner clearly or by suggestion with that association prompts extended brand detectable quality and a convincing electronic progression. The Internet has made it less difficult for clients to give a review or to comment on something. The Internet has opened the course for new open entryways in clinical consideration publicizing. Casual people groups are frequented each day by countless customers around the globe, so modernized media is the bearing that all associations are taking when orchestrating their advancing frameworks. While using media in clinical administrations requires some key examinations and habits unlike various organizations, it can in like manner be used to drive getting responsibility, develop preparing, or utilize sway in a particular field. A basic instance of where media is useful is fundamentally getting out the word about a device or treatment that patients may not consider something different, or to grant investigation to accomplices. These online media objections offer options in contrast to clinical administrations promoters. Specialists consistently join online organizations where they can scrutinize reports, check out subject matter experts, research clinical new developments, counsel partners with respect to calm issues, and organization. A creating minority of specialists similarly uses electronic media to examine directly with patients to increment clinical thought. Our research idea is based on the rich knowledge acquired by our peer teams across the university.(A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiq, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014)

### REVIEW OF LITERATURE

(Fatema and Lariscy, 2020) This study gives an exposure to media that is correlated favourably accompanied by the use of primary care. To spread information on maternal health, organisations should consider utilizing media. (Nisar and Shafiq, 2019) This exploration In medical care, is tied in with making a framework for the effective utilization of media. In relation to technical and social media networks, we explore behavioural facets of culture. In using social media networks in healthcare, we suggest a method to address barriers.

(Smaldone et al., 2020) The article discoveries exhibit significant relationship between a few parts of patient strengthening and the clouded side of media, demonstrating a positive effect on patient experience change, however conceivable crucial dangers and issues because of distortion of online information featuring the clouded side of media.

(Wilcox et al., 2018) Online media can affect the decision of women to be vaccinated during pregnancy. The mission of this mixed-method inquiry was to explore the online media representation of maternal vaccination and to assess the perceived objective of vaccine safety as seen by pregnant women and maternity health professionals. (Benetoli et al., 2018) By using social media for health-related purposes, patients have been inspired. In the treatment decision-making processes, patients should engage more actively. Patients' utilization of online media has expanded their commitment with their medical care experts. However, there have been instances of direct or tacit resistance from healthcare professionals.

(Pentescu et al., 2015) The present research was done by taking into account the developments in recent years increased access to the internet, the existence of inexpensive mobile devices and easy connectivity due to the growth of social media. In addition, research performed globally illustrates their advantages, both in terms of patients and healthcare providers.

(Pinho-Costa et al., 2016) The research is based on An index of healthcare hashtags that is ranked using Twitter metrics. The findings clarify that the hashtags used in twitter have a considerable impact on publics.

(Abbas et al., 2016) The system promotes mobile and desktop users by providing health experts on Twitter. To contribute to disease danger estimate the platform is introduced as a Software as a Service.

(Garmann-Johnsen et al., 2020) In eHealth writing, in any case, methodical interest of workers in issue investigation and portrayal and deciding prerequisites for affirming or denying new innovation pushes appears to be missing. the utilization of web-based media inside organizations, likewise alluded to as big business Social Media, acts the superior.

(Yan et al., 2020) Media inclusion can adjust the familiarity with individuals about arising irresistible illnesses and in this way move the discernments and practices of the general population. The influence of media on the spread of COVID-19 flare-up, be that as it may, is a key general medical problem.

(Rozgonjuk et al., 2020) This study deals with the negative impact of social media on the day to day life. By analysing various social media that is used by the people in everyday activities snapchat does not give much negative impact.

(Steinsbekk et al., 2021) Self-esteem in youth can be influenced differently by forms of social media interaction. Liking, commenting on the posts of others expected decreased self-esteem in appearance. Such other-oriented social media use influenced only girls' self-esteem. Posting notifications (self-oriented use) on your own pages has not influenced self-esteem. Individual, within-person developmental mechanisms were driving the associations.

(Lepiller et al., 2020) Characteristics of vaccine hesitancy among French healthcare students have been observed. The interests of students are especially concentrated on vaccine safety and side effects. Depending on the student programme, views of vaccines differ. By undertaking primary preventive measures, confidence in vaccines is strengthened.

(Chira et al., 2010) A youngster arranged individual wellbeing record joins customary wellbeing and prosperity propensities and mentalities of teens, covers how teenagers view and express personal satisfaction, and lines up with information applicable to their constant ailment.

(Dinleyici et al., 2013) The point of this forthcoming investigation was to survey the proceeding with training of doctors and the wellsprings of AOM data to assess existing mindfulness and mentalities towards AOM, just as to conform to AOM proposals to evaluate opinions on AOM vaccines.

(Spieler et al., 2020) Media is a pervasive culture that is used by many experts in the healthcare industry, including radiologists. This article presents multiple uses and advantages of a technical social media profile online.

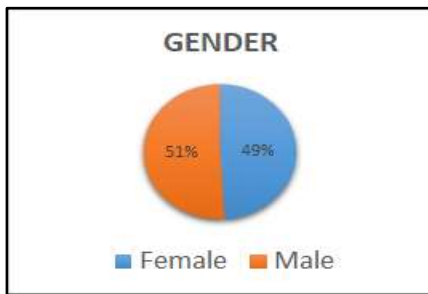
(Benelli, 2003) This study is about a situation in Italy following the inclusion in Italy of another dubious therapy which, it was contended, was exceptionally compelling in the therapy of a wide assortment of malignant growths. The part of the media in impacting the wellbeing specialists to back enormous scope mediation studies and patient arrangement and treatment assumptions are tended to.

(Elkhatay et al., 2018) Online media perusing turned into an everyday action of the vast majority including doctors. The utilization of online media in medical care can support patients, medical services experts, and scientists to keep more refreshed. Notwithstanding, there are worries about the dangers of utilizing online media for medical care suppliers including high paces of bogus data, and the open door cost of utilizing doctor time.

(Pokhrel et al., 2021) Web-based media impacts e-cigarette use commencement and acceleration. Online media impacts e-cigarette use beginning through influence guideline convictions. Web-based media impacts e-cigarette utilize acceleration through certain 'smoking' convictions. Online media impacts e-cigarette utilize acceleration by means of positive tactile convictions.

**RESEARCH METHOD**

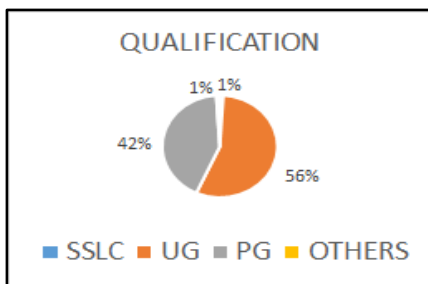
The questionnaire is designed based on factors such as knowledge of people, media’s influence. The sample size is 106. The frequency analyses of respondents are displayed in the following figures. The frequency analysis table consists of 5 variables associated with the demographic profile of respondents such as gender, age, educational qualification, occupation and yearly income level.



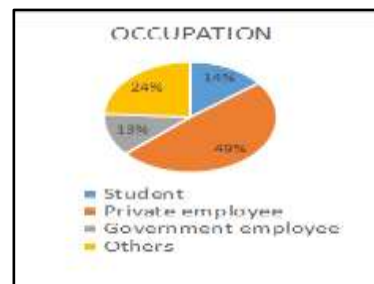
**Fig.1:** The above mentioned figure indicates the frequency and percentage values that majority of the respondents are males (51%) when compared to females (49%).



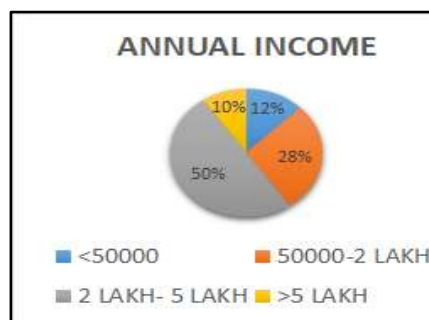
**Fig.2:** The above mentioned figure indicates the frequency and percentage values that the majority of the respondents are between 25-35 years (40.4%) followed by 35-45 years (31.7%), greater than 45 (15.4%) and below 25 years (12.5%).



**Fig.3:** The above mentioned figure indicates the frequency and percentage values that the majority of them are Under graduates (55.8%) followed by Post graduates (42.3%), SSLC (1%) and others (1%).



**Fig.4:** The above mentioned figure indicates the frequency and percentage values that the majority of the respondents are private employees (49%) followed by others (24%), students (14.4%) and government employees (12.5%).



**Fig.5:** The above mentioned figure indicates the frequency and percentage values that the majority of the respondents earn between 2 lakhs to 5 lakhs (50%) followed by 50000 – 2 lakhs (27.9%), less than 50000 (12.5%) and greater than 5 lakhs (9.6%).

**Table 1: Mean analysis**

S.NO	INFLUENCE OF MEDIA IN HEALTHCARE	MEAN	RANK
1	Greater visibility is possible with the help of media in healthcare (Greater visibility)	2.14	12
2	Media increases awareness among people (Awareness)	1.94	17
3	Media highlights even a small issue about healthcare (Highlights)	2.36	7
4	Many health related queries are cleared and addressed through media (Health queries)	2.59	3
5	It provides proper information about many health related aspects (Information)	2.69	1
6	It serves as a communication platform during a pandemic situation (Communication platform)	2.06	15
7	It gives necessary information about preventive measures (Preventive measures)	2.08	14
8	It is helpful in making decisions about healthcare (Decision making)	2.53	5
9	It has a greater impact on the people's choice in choosing hospitals (Impact on choice)	2.58	4
10	It is difficult to differentiate between real and fake news (Difficult to differentiate)	1.82	20
11	People search online about health before consulting a doctor (Online search)	1.87	18
12	People are influenced by attractive advertisements on diet/ medicine/ hospitals (Advertisements)	1.86	19
13	Media is only for organizational promotions (organizational promotions)	2.21	8
14	Media creates unnecessary fear among people (Media's influence)	2.10	13
15	I feel worried that I may have certain problems after seeing about similar health issues on media (Worries)	2.20	9
16	Social media provides awareness rather than negative side of an issues (Positive)	2.62	2
17	WhatsApp/ Facebook/ Instagram and other social media influences youngsters on their view of healthcare (Youngster's view)	2.19	10
18	Social media provides wide range of knowledge to people on healthcare (Knowledge)	2.41	6
19	Social media spreads high fear of healthcare issues on people (Fear)	2.18	11
20	People blindly believe the Facts that are shared in social media (Facts)	2.01	16

Table 1 displays the value of 20 variables. It is evident from mean analysis table that the information variable possess highest mean value followed by other variables such as positive, health queries, impact on choice, decision making, knowledge, highlights, organisational promotions, worries, youngster's view, fear, greater visibility, media's influence, preventive measures, communication platform, fear, awareness, online search, advertisements, difficult to differentiate. So, it is implied that the respondents agree that the media provide proper information about health related aspects. Table 3 depicts factor analysis which is performed to calculate relationship among the variables within the assumed constructs. In this section we examine the data adequacy for conducting factor analysis by using KMO and Bartlett's test.

**Table 2: KMO and Bartlett's test**

<b>Kaiser Meyer Olkin Measure of Sampling Adequacy</b>		0.751
<b>Bartlett's Test of Sphericity</b>	<b>Approx Chi-Square</b>	656.803
	<b>Df</b>	190
	<b>Sig</b>	.000

The table 2 demonstrates KMO and Significance value. If the KMO value is >0.6 and significant level is at 1%, it shows that the given information is satisfactory for conducting factor analysis. Here KMO, value is 0.751 and therefore, provided data is ideal for conducting factor analysis.

**Table 3: Total variance explained**

Component	Initial Eigenvalues			Rotated Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.628	23.138	23.138	3.362	16.810	16.810
2	2.977	14.884	38.022	2.497	12.486	29.296
3	1.496	7.480	45.502	2.002	10.012	39.309
4	1.317	6.583	52.086	1.804	9.020	48.329

5	1.188	5.939	58.025	1.679	8.395	56.724
6	1.132	5.662	63.687	1.392	6.962	63.687
7	0.939	4.694	68.381	-	-	-
8	0.816	4.081	72.461	-	-	-
9	0.758	3.792	76.254	-	-	-
10	0.686	3.431	79.685	-	-	-
11	0.634	3.168	82.853	-	-	-
12	0.569	2.846	85.698	-	-	-
13	0.505	2.523	88.222	-	-	-
14	0.454	2.271	90.493	-	-	-
15	0.410	2.051	92.544	-	-	-
16	0.378	1.892	94.436	-	-	-
17	0.355	1.776	96.212	-	-	-
18	0.305	1.526	97.738	-	-	-
19	0.242	1.210	98.948	-	-	-
20	0.210	1.052	100.00	-	-	-

It is evident from the table 3 that with the help of factor analysis twenty variables have been divided into six points and there is 63.6% of variance.

**Table 4: Rotated Component Matrix**

S.No	INFLUENCE OF MEDIA IN HEALTHCARE	COMPONENTS					
		1	2	3	4	5	6
1	It is helpful in making decisions about healthcare (Decision making)	0.788	-	-	-	-	-
2	It gives necessary information about preventive measures (preventive measures)	0.786	-	-	-	-	-
3	It serves as a communication platform during a pandemic situation (communication platform)	0.766	-	-	-	-	-
4	It provides proper information about many health related aspects (information)	0.649	-	-	-	-	-
5	Social media provides wide range of knowledge to people on healthcare (knowledge)	0.540	-	-	-	-	-
6	It has a greater impact on the people's choice in choosing hospitals (impact on choice)	0.483	-	-	-	-	-
7	Many health related queries are cleared and addressed through media (health queries)	0.438	-	-	-	-	-
8	Social media spreads high fear of healthcare issues on people (fear)	-	0.717	-	-	-	-
9	Media creates unnecessary fear among people (media's influence)	-	0.678	-	-	-	-
10	People blindly believe the Facts that are shared in social media (facts)	-	0.627	-	-	-	-
11	People search online about health before consulting a doctor (online search)	-	0.585	-	-	-	-
12	Media is only for organizational promotions (organizational promotions)	-	0.553	-	-	-	-
13	Social media provides awareness rather than negative side of an issues (positive)	-	-	0.698	-	-	-
14	Media highlights even a small issue about healthcare (highlights)	-	-	0.692	-	-	-
15	Greater visibility is possible with the help of media in healthcare (Greater visibility)	-	-	-	0.886	-	-
16	Media increases awareness among people (awareness)	-	-	0.653	-	-	-
17	People are influenced by attractive advertisements on diet/ medicine/ hospitals (advertisements)	-	-	-	-	0.746	-

18	WhatsApp/ Facebook/ Instagram and other social media influences youngsters on their view of healthcare (youngster's view)	-	-	-	-	0.628	-
19	It is difficult to differentiate between real and fake news (difficult to differentiate)	-	-	-	-	-	0.814
20	I feel worried that I may have certain problems after seeing about similar health issues on media (worries)	-	-	-	-	-	0.565

It is observed from table 4 that the variables are categorized into six components and they are named benefits, risks, reach, visibility, influences and difficulties. The Benefits component comprises health queries, information, communication platform, preventive measures, decision making, impact on choice and knowledge. The Risks component comprises online search, organizational promotions, media's influence, fear and facts. The Reach component comprises highlights, positive and awareness. The Visibility component comprises greater visibility. The Influences component comprises advertisements and youngster's views. The Difficulties component comprises difficult to differentiate and worries. Table 6 measures the components with demographic variables.

**Table 5: ANOVA**

S.NO	VARIABLE	F	SIG
1	Age Group vs Benefits	1.680	0.176
2	Age Group vs Risks	1.470	0.227
3	Age Group vs Reach	2.191	0.094
4	Age Group Visibility	0.996	0.412
5	Age Group vs Influences	0.237	0.870
6	Age group vs Difficulties	1.656	0.181
7	Qualification vs Benefits	2.463	0.067
8	Qualification vs Risks	1.538	0.209
9	Qualification vs Reach	5.352	0.06
10	Qualification vs Visibility	1.603	0.194
11	Qualification vs Influences	0.721	0.542
12	Qualification vs Difficulties	0.723	0.540
13	Occupation vs Benefits	1.533	0.211
14	Occupation vs Risks	0.839	0.476
15	Occupation vs Reach	0.410	0.746
16	Occupation vs Visibility	1.121	0.344
17	Occupation vs Influences	0.479	0.698
18	Occupation vs Difficulties	0.837	0.477
19	Annual Income vs Benefits	0.474	0.701
20	Annual Income vs Risks	2.046	0.112
21	Annual Income vs Reach	0.955	0.417
22	Annual Income vs Visibility	0.239	0.869
23	Annual Income vs Influences	1.349	0.263
24	Annual Income vs Difficulties	1.680	0.176

Table 5 shows F and Significance values. It is clear from the table that significant value is >0.05%. Hence, accept the null hypothesis. i.e there is no significant difference in risks, reach, visibility, influences and difficulties when compared to demographic profile of the respondents.

**CONCLUSION**

Individuals in this day and age need to think about every single data inside no time, for which media will be so accommodating. Media is helpful to offer information, examine clinical consideration procedures, practice issues, advance prosperity, rehearse, attract everyone, instruct and speak with patients, parental figures, understudies, and partners. Media is furthermore important to possibly improve prosperity results, develop a specialist association, increase singular regard for news and disclosures, impel patients, and give prosperity information to the organization. Online media presents new open doors for how people deal with their wellbeing. As more people go online to interface with their banks and make purchases, they need to do this with their essential consideration doctors, prosperity plans, and condition and sickness of the heads as well. Buyers appear to esteem data and administrations that will help them make their medical care simpler to oversee. In spite of the fact that it is said that the media zeros in additional on hierarchical advancements. The information acquired through media on

medical services is significant. Telemedicine and telehealth is one of the most developing fields where medicine and media goes hand in hand.

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