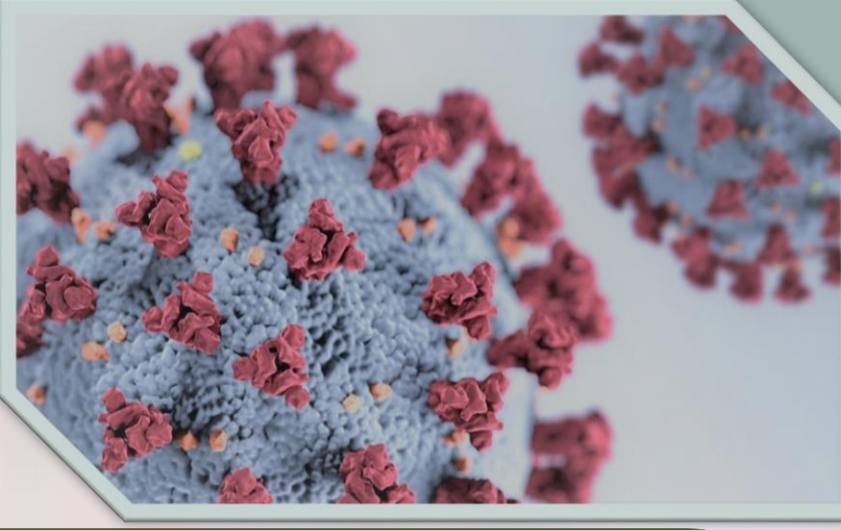


The Role of Media's health Messages and information on Women's Behavior Modification

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Background

Media are running and ruling the world and make different challenges and changes through pumping information and messages, to say purposefully, through the planet. Media are the most pervasive and one of the most powerful channels to inform people and they are woven throughout our daily life and repeatedly insinuate their messages and information into our consciousness at every turn round the clock. Social media are becoming progressively used for improving health literacy and health promotion and they introduce substantial changes to communication between organizations, communities, and individuals. Social media differ from traditional media in many ways, including quality; frequency, usability, immediacy, and permanence. There are many effects that stem from internet usage, as a Media, as well. Then, we aimed to survey The Role of Media's health Messages and information on Women's Behavior Modification.

Method

It is a short communication that was conducted by using and searching on data banks and information resources related to the subject from the necessary texts the subject of research. Since this is a simple review, No methodology was used to be explained. It is an opinion.

Results

There were 235 women as the participants in the research that filled out and returned back the questionnaires. About 20 percent of the participants were housekeeper and the other were employed, working in non-governmental section, college student, retired and about 19% did not claim their job. Most of the participants had BA degree and then Diploma (High school graduated). More than 80% were Gonabadis and resident in Gonabad city in the time of conducting the research and the rest were Gonabadis women living out of the city and the most with the age range of 31-40.

To know how the participants received and got their health messages and needed information from different Media and informative channels we designed Table 1.

Media	Mean	SD
From Mass Media	۳,۷۵۱	۰,۹۵۶۹
From social Media	۳,۸۴۳	۰,۹۰۰۰
From Others channels	2.954	1.1319

The results in Table 1 shows that the participants used all Media and channels differently for their needs and they used mass media and social media more than other channels such as their friends and medical staffs or print sources. The participants used social media a little more than mass media, the difference was not significant.

Conclusion

Media are messengers of the time and should be aware of their sensitive and vital role especially when speaking of human health, peace, welfare and when need to consider women. Considering women for empowering and improving their skills, knowledge, science and moving toward wisdom will guarantee the children training well for a better and pleasant future for all, and that will be reached if Media mediate and act the way they must and should. Special health news and messages channels for women also seems that can be a good help and a way out to gather some around and attract them, educate and aware them when it is a necessity to modify or change the behavior and save living.

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