

# MEDIA INFLUENCE ON HEALTHY BEHAVIOR

**Dr. Pratibha Jha**

M. Com. Mumbai University, Ph. D. (Management and Commerce) JJTU Rajasthan

Principal, N.G. College (NSM's) Mumbai

## ABSTRACT

Today is the world of data and knowledge, spread either by acquiring through reading many books or most vital by MEDIA. Media plays a really vital role in some ways, Healthy lifestyle behaviour changes are a process that takes time and requires support; thus, mass media intervention may be a must to deal with the challenges of adjusting health behaviour. Mass media reported that infectious diseases will have substantial psychological effects on the community's beliefs, knowledge, behaviours, and perspectives. To the simplest of data, so far no. of study has been undertaken on such issues, this text intends to assess the association of data level media use, media check-in capability and media credibility in influencing the changing healthy lifestyle behaviour of the respondents.

## INTRODUCTION

Social influences are a primary think about the adoption of health behaviours. Compliance with diet and nutrition programs, adherence to preventive screening recommendations, and maintenance of exercise routines all can depend upon having contact with friends and family who also engage in these behaviours. Additionally, to an excellent deal of literature on peer effects, recent studies of huge network data sets have made important advances in our understanding of how social networks influence the collective dynamics of health behaviour. Research has shown that social influences can affect collective health outcomes starting from epidemic obesity to smoking behaviours, which have important consequences both for theoretical models of social epidemiology and for the sensible design of interventions and treatment strategies. These findings have direct implications for research aimed toward understanding how social influences on dieting, exercising, medication use, and getting screenings can impact behaviour change affecting disorder, the massive number of health domains suffering from recent research on the spread of behaviours has made social diffusion a subject of growing interest for an increasing sort of researchers and practitioners who are concerned with understanding the social dimensions of health. This text discusses the event of latest methods that use social media to review these health dynamics.

Mass media plays a central role in people's lives. Its importance is evident in the amount of time people spend watching television, surfing the World Wide Web, listening to music, and reading newspapers and magazines. The delivery of information through mass media is instant and available around the clock. The proliferation of communication technologies—miniature TVs, handheld radios, and personal computer companions such as Blackberry and Palm Pilot—contribute to the omnipresence of the media in daily life. More and more, a growing proportion of “life experience” is mediated through communication technologies instead of being directly experienced or witnessed. The public health community and policy makers often do not appreciate the importance and power of the media in shaping the health of the public. More importantly, media outlets or organizations do not see themselves as a part of, or contributing to the public health system. As this chapter discusses, however, the media plays a number of roles in educating the public about health issues and has a responsibility to report accurate health and science information to the public.

## IMPACT OF NEWS MEDIA

The ubiquitous nature of the news media, in particular, makes it a powerful tool for directing attention to specific issues. Generally, we look to the news media for coverage of events and to help us understand the world around us. Although the news media does not specifically tell us what to think, it plays an important role in identifying what issues we should think about. The more coverage a topic receives in the news, the more likely it is to be a concern of the public. Conversely, issues not mentioned by the media are likely to be ignored or to receive little attention.

News media coverage during the mid- to late 1980s may have contributed to improved public awareness and knowledge of AIDS. By 1989, The media also play an important role in gaining the attention of specific opinion leaders, including politicians, governmental regulators, community leaders, and corporate executives, among others.

Media has both impact on behaviour of Human i.e. negative also as positive behaviour. Mainly positive behaviour on which the study talks during this paper are as follows:

1. **International Yoga Day:** Media made Yoga today popular among sizable amount of individuals. Globally People started focussing towards Yoga .
2. **Knowledge for Covid and safety measures:** Today most of the covid safety measures could became possible, thanks to media because during this pandemic to make people conscious of things like social distancing, cleanliness habits wouldn't have been possible without media.
3. **Eradication of polio from a rustic like India:** Today India has almost irradiated polio with the assistance of Media only through different slogans, people awareness by these slogans for polio eradication helped a lot.
4. **Vaccination for several age groups time to time:** This challenging phase still happening but media helped allot during this, initially people were scared to require vaccine but slowly seeing their friends and relatives uploading their selfie on face book and Instagram this programme took a lift jump.
5. **Fit India campaign :** Media has helped people time to time to think for his or her health by arranging Fit India campaign.
6. **Serving for needy:** this is often something which has helped people to be healthy by mind which has become possible when media has really shown some incidences where people need help and not only that it also brought the serving for needy people in light by different programmes or news etc.
7. **Anti Tobacco campaign:** Smoking is injurious to health is shown time and again on media to bring it to the knowledge of illiterate people too, so that they should know the ill effects of smoking and for that media has played a vital role . Awareness is spread of smoking being injurious to health.
8. **Healthy behaviour and its symptoms :** Healthy day habits such as sleeping and waking up early signify that you have a healthy lifestyle , media has initiated to bring it to the notice of common people by small documentary or films.
9. **Dental health symptoms :** Brushing twice with proper brush and toothpaste , has made it clear to people that this is not a topic where only dentists are going to say about it .Also through different advertisements even the shapes of the brushes matters have been brought it to the notice of the people.
10. **Population control :** Media played a very important role in this aspect by a slogan “ Hum Do Hamare Do” this slogan became famous and to some extent people started adapting this in their life.

Many such incidences are there where truly people have done lot by getting influenced from media. Policy interventions like public health mass media campaigns disseminate messages so as to enhance health-related knowledge, attitudes, beliefs and behaviours at the population level. Only more recently have campaigns that promote health-related behaviours adopted branding, a well-established marketing strategy, to influence how consumers think and feel a few message. This study examines whether positive brand equity for the national truth campaign is related to lower likelihood of cigarette use over time using the nationally representative Truth Longitudinal Cohort of youth and young adults, aged 14–20. Logistic regression models were wont to examine the connection between brand equity and therefore the likelihood of reporting past 30-day smoking over a 12-month period. Respondents who reported positive brand equity were significantly less likely to report past 30-day smoking 12 months later (OR = 0.66,  $p < 0.05$ ), controlling for covariates known to influence tobacco use behaviour. Findings also translate the effect size difference to a population estimate of quite 300,000 youth and young adults having been prevented from current smoking over the course of a year. Building brand equity may be a strategic process for health promotion campaigns, not only to enhance message recall and salience but also to influence behavioural outcomes.

These difficulties motivate the necessity for brand spanking new methods which will allow health researchers to spot the role of social networks within the real-time dynamics of behaviour change. The goal of this text is to demonstrate that the rapid climb of peer-to-peer social media presents a crucial new resource for addressing these empirical challenges. Increasing levels of public participation during a diverse range of health-related social media create a replacement population of subjects whose natural, everyday engagement with health behaviours are often monitored and scientifically explored with a rapidly expanding repertoire of social technologies. Building on these new capacities, recent research has begun to review how social media are often wont to experimentally evaluate the consequences of social influence on

behaviour change. This approach to using social media entails a shift focused from the interpersonal dimensions of social interactions to the community-wide effects of social network structure on the spread of behaviours through online populations.

#### **Influence of social media on Health:**

At first glance, it's remarkable that anonymous online communities are often effective environments for providing productive interactions that improve participants' health behaviours. However, the thought of social support from online interactions has been around since the inception of the web. Since the 1990s, Usenet groups and Listservs have provided tools for support groups and medical information sharing through patient networks. as an example, a long-standing Listserv for cancer patients and their families, ACOR, provides an open network for patients to share treatment experiences and to interact with an empathetic community.

The increasing popularity of social media sites like Facebook and Twitter has also given rise to commercial applications that provide radical new approaches to using social media for improved health. as an example, companies such Redbrick Health, StayWell, and Health ways have begun to use online social support platforms to assist promote compliance with planned health regimens. Through widespread recruitment and regular interactions, these sites create communities that encourage increased participation in exercise and diet programs among their members. during a similar spirit, a recent Internet begin called Patients Like Me offers an in depth social media platform with online health profiles, patient information and disease histories, and interactive tools that allow members to share comprehensive reports with each other. Members of the location can participate in multiple disease-specific communities, allowing them to seek out information relevant to their individual medical needs. Not unlike the Listservs and patient support discussion groups from the previous generation, patients can share information about their treatments and experiences, but with the important difference that the new, more sophisticated social media technologies allow participants to interact by comparing detailed records of ongoing health status, treatment programs, and recovery plans.

#### **CONCLUSION :**

In this age of information, there is good reason to acknowledge the potential of the mass media in assuring population health. Print and broadcast news media outlets, entertainment television, and the Internet constitute immensely influential channels through which people gather their information, accurate or not, about health. Given the speed and diversity of media outlets, they cannot be considered mere commentators in dialogues on popular culture about health, health risk, and health behaviours. They can foster and participate in informal interfaces (e.g., professional connections and contact points) and formal interfaces (e.g., fellowships and other cross-training for media and public health professionals) with academia. Also, the media and governmental public health agencies can enhance their understanding of each other's methods and perspectives (e.g., through communication between health officials and journalists or reporters). It is time that media outlets acknowledge their role in the public health system, the strength of their influence, and their potential for assuring the public's health. Social media has become an indelible a part of the general public health landscape. From Web-based appointment scheduling to online coaching for smoking cessation and weight loss, the web provides an increasingly valuable resource for patrons of health services. Although the bulk of those efforts consider organizational tools for providing clients with improved services, an equally important use of social media has come from the emergence of peer-driven health communities.

Media has influenced positively on the human life by way of habit, health, values, knowledge and relations, it's always up to at least one what's to be taken when good or bad both are in ratio ahead folks to settle on.

#### **REFERENCES:**

1. <https://www.ahajournals.org/doi/full/10.1161/circulationaha.112.101816>
2. <https://ndg.asc.upenn.edu/wp-content/uploads/2016/04/centola-2013-circulation.pdf>
3. Institute of Medicine (US) Committee on Assuring the Health of the Public in the 21st Century.
4. Massimiliano Scopelliti, Maria Giuseppina Pacilli and Antonio Aquino, International Journal of Environmental research.
5. Anderson, Craig A., Leonard Berkowitz, Edward Donnerstein, L.Rowell Huesmann, James D.Johnson, Daniel Linz, Neil M.Malamuth, and Ellen Wartella. (2003). The influence of media violence on youth. *Psychological Science in the Public Interest*, 4(3), 81–110.
6. Calvert, S.L., L.Alvy, and B.L.Strong. (2006). *Children's websites content analysis scoring system*. Children's Digital Media Center, Georgetown University.
7. Christakis, Dimitri. (2006). Media as a public health issue. Editorial. *Archives of Pediatric and Adolescent Medicine*, 160, 445–446.
8. DeLoache, Judy S. (2005, August 7). Mindful of symbols. *Scientific American*, 3–77.
9. DeLoache, Judy S., Sophia L.Piroutsakos, and Davis H.Uttal. (2003). The origins of pictorial competence. *Current Directions in Psychological Science*, 12, 4.
10. Institute of Medicine and National Research Council. (2006). *Food marketing to children and youth: Threat or opportunity?* Washington, DC: The National Academies Press.
11. Kaiser Family Foundation. (2004). Parents, media, and public policy: A Kaiser survey. Available online at <<http://www.kff.org/entmedia/entmedia092304nr.cfm>>.
12. L'Engle, Kelly Ladin, Jane D.Brown, and Kristin Kenneavy. (2006). The mass media are an important context for adolescents' sexual behavior. *Journal of Adolescent Health*, 38, 186–192.
13. National Research Council and Institute of Medicine. (2000). *From neurons to neighborhoods: The science of early childhood development*. Washington, DC: National Academy Press.
14. Rosenbaum, P., and Donald B.Rubin. (1983). The central role of the propensity score in observational studies for causal effects. *Biometrika*, 70, 41–55.
15. Rubin, Donald B. (1997). Estimating causal effects from large data sets using propensity scores. *Annals of Internal Medicine*, 127(8), 757–763.