The Role of Social Media on Public Health

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Abstract: The information and communication industries have established new innovative aspects on social media. Society is the mixture of the global network. My paper explores how public health has elevating with the support of the social media in globalization. Social media is working as a tool in every society, how social media and communication deals with public health in modernization. My paper has find out the present scenario of public health with social networks. How social media empowering and enhancing the public health with the satisfaction of the patient level. I am going to discuss in this paper, how much time spending for health by using social media in public health. I would like to discuss the people has really share their interest of public health on social media. My paper examines the current generation, the integration of the internet in health care system by using information technology and science & technology, how it explores and how much people have been adapting smart phones for their health consciousness.

Keywords: Communication, innovative aspects, society, global network, globalization, social media, modernization, social networks, information technology, science & technology, smart phones, and health consciousness.

1. Introduction:

In third world globalization, Internet surfing is dramatically increasing meets the human basic needs. Society is a mixture of global network, and playing key role in solving problems and equally creating problems for human beings. Global network is mainly linked with internet like social media such as electronic, print media in modern society. From the past couple of years, the resources for social media are growing rapidly. The society has utilizing these resources to create new innovations, new trends, and new styles for future generations with the help of social media. Social media influences more sectors like education, health, economic, environment etc. The basic socio-economic relations are deeply rooted in the society and disparities it are entrenched with the exploitative social structure. Thus the health becomes an issue. As the have-nots always deprived of the health care, health politics and fight becomes more visible and inevitable. Despite the fact, the mainstream health-care is always a far dream to many, had turned to select it’s own modes of Health-care for the vulnerable. Instances come in many-a-ways from among them is turning the natural methods of health-care to the spiritual types of healing for the have-nots. Health in this overwhelmingly globalizing world has become a major business. From the defeat of welfare-states to the neo-liberal policies, this fundamental shift signified the
depriving of health-care in multiple ways, from the sacking of pro-people health policies to more intensification of profit-driven frameworks. So, as a matter of fact, it's not the regimes that always take care of the masses around it. But on the other hand, the little opportunity or the chance of dealing the health-problem at ease has been totally waived. Therefore, however it's always the same old people who take the burden and indeed sheer disadvantage from this. However, the rich-scum always has their ramification in health-care at the cost of many masses.

The social media has becoming a part of the every society. Globalization has interconnected with living organisms to fulfill gaps between culture and nature of the world. The number of the users gradually increases to their solving their health problems with help of social media such as YouTube, Facebook, Gmail, Twitter etc. Social media is a tool to accelerate public health in democratic society. The social media tool has capability to increase potentiality of the health care system between people and their societies. It improves the bond bridges between hospital management and the people. The role of social media has providing more information regarding the health and their key points to set modern trends in public health.

The role of the social media is playing significant in medical and health care system. In health care system, the social media has been improving the communication between society and public health. The social media approaches have linked with various research institutions to provide accurate data analysis and its quality. Social media provides knowledge, wisdom, understanding and sharing to develop health system their surrounding environment. Social media is the best platform to create knowledge, principles and innovative methods about public health for better society.

2. Research Methodology:
This research pattern is descriptive and exploratory nature. This study mainly explains about the role of social media on public health with help of information technology, science and technology, various kind of social networks such as face book, YouTube, twitter, Google Plus etc. This study mainly for social media for better resources and better society for future generation and present generation.
This study has carried in Hyderabad from state of Telangana, India. Sample size of 100 persons is considered appropriate of this study. Convenient sampling is used for the present study and Data collection has taken from different people of medical experts, hospitals, young students from different states who came for higher studies in Hyderabad. This study has used primary and secondary source of data, Primary data has taken through structured questionnaire. The data has been collected in the form of primary data through survey in Hyderabad by using fieldwork methods. Fieldwork would be including personal interviews
by medical experts in hospitals and also with email interview, telephonic interview with young people across Hyderabad. Secondary data is gathered by means of public health and social media textbooks, various kinds of journals, Internet and Newspapers.

3. Social Media on Public Health:

The increasing influence of social media on the public health globally. Skillful use of social media and mainstream of online are assets of the public health. It improves accessibility and sharing of ideas for colorful and bright future among the nations. From the couple of years the social networks like face book, twitter, YouTube spreading the health oriented information and stream lining the health guidelines. Social media is providing the scientific related information, and is very useful, significant to set new trends of the universally. The internet users are gradually increasing to fulfill their desires and activities of the basic needs with help of social media tremendously. Even doctors, health researchers, academicians are getting health information from internet to disseminate more information regarding the health.

4. Social Media for Better Resources and Better Society of Public Health:

From the past couple of years, institutions and researchers are developing social media to make a better society for future generation. In these modern days, the people hectic with their life styles. The socio-technological aspects are playing vital role on the public health for betterment resources. In society we can promote the principles and techniques for healthcare system. In globalizing scenario, day to day science and technology increasing to create new methods to accelerate the social media. The usage of social media has depends on the individual, community and also on the society.

5. Vision and Scope of Information Technology on Public Health:

The communication industry has accessing more information and transforming huge data to clinical patients, doctors, health professionals with the help of social media in health care system. The main goal of the information technology is to provide outcome results to public health and achieving of the quality health with the support of the social networks with more privacy and safety. The main role of the information technology to awakening the people towards the development, maintain good health, provide wealth for better society with service oriented. The only one thing is to create more influence on public relations and their activities to solve their problems regarding health issues or other issues. But all things are working with the help of information technology. In the social media, the vision of information technology has increased the knowledge, health skills, and exchange of health information by using social media. The main role of information technology, haring and storage of health
information, improve the health related issues for society with the help of social media and health care centers.

6. Revolution of Smart Phones:
A recent United Nations study shows that more people have access to cell phones than toilets, as 6 billion of the world’s 7 billion people (85 percent) have access to mobile phones, while only 4.5 billion (64 percent) have access to working toilets. In globalization, the main internet users are using internet on smart phones. Smart phones are playing vital role on the social media. That great opportunity to the societies by using the smart phones to sharing health tips, health related concepts. The main aim of introducing the smart phone for the people, to develop nations to promote education, health, etc. People are utilizing smart phones as their guide to tackle the issue in as health etc. The technology is only for development not for destruction of society. Even most of the health consultants or hospitals are admitting the patients by using mobile phones. The tele-conversation is good method for saving time and money to admit in hospital by recording the patient data by using mobile technology through hospital management.

7. Sunrise of Mobile Medical Technology:
In the modern computer era, the fascinate thing about technology is to provides more new innovations, new aspects for better society. Technology is the great innovative thought by human brain. Technology is for development not for destruction and the fortunate thing is human power can control the technology. The revolution of technology has been changing the human world to bring out new devices in public health. Technology aspects of new research techniques, methods to establish to aware diseases by using mobile technology through messages, video chats, announcements through mobile. The main aim of mobile technology is too aware about the diseases like communicable diseases, infectious diseases, and other kind of diseases. Now days, the mobile technology has became the heart of the health care system. Like Ambulances are working depends upon the mobile technology. By integration of the mobile technology in emergence categories of Ambulance, we have been saving more lives.

8. Medical gadgets:
In social media, the new innovative technology enhance the public health by using new software’s incorporated into mobile for effective of public health for future and present generations. The medical gadgets supporting the education, clinical research, enhancing the public health by using social media for empowerment of the better society of the nation. Medical gadgets have playing key role in health care system. Biomedical engineering has been providing key information regarding medical gadgets. The medical devices like DNA time capsule, Wearable Defibrillator System, Handheld Body Fat Analyzer, The Cue Health Tracker-pill CADEX Platinum,Scosche announces RHYTHM + armband heart monitor, Wireless Armour boxer, The Reinast Luxury
Toothbrush etc (source from http://www.coolest-gadgets.com/). These medical gadgets are helpful for the accelerate our life expectancy. These devices are brought up from the revolution of high mobile technology. In current trend, the most people have been adapting the med gadget through social media to get easy lifestyles in their social life. Human has the power that controls the technology, but technology doesn’t have control their system without human brain. If the man use the technology for better society, it’s good for all wouldn’t. Thus, we have to keep in our mind that technology is for the development of the human power.

9. Our eyes on privacy and protection:

The privacy and protection are the main aspects of the social media. In contemporary world, the most significant thing is getting information is access to everyone, as well as to accessing information is destroy also is very easy. The matter of the privacy and protection are depends upon the administrators of the particular social media. We should have to improve more privacy on social network with the help of engineering technologies.

10. Discussion:

In the present scenario, the people have been utilizing social media for their health consciousness. According to my study the most of the people have been adapting mobiles for their health. Most of the people using Face book and YouTube and some people are utilizing other social media like LinkedIn, Zorpia, some other health channels like CVR health channels, Zee Telugu Ayurvedic programme etc for their health according to my micro analysis from the fieldwork. In the modernization, the satisfaction measures have been calculating by everyone and feeling greatly linked with their lifestyles. Approximately 68% of people are merely satisfied with social media in solving their health related problems. Because the health consciousness, people take health information from the social media. They create preventing measures in primary levels. Naturally they get benefits of the good health, money and time by using social media which leads to the satisfaction of the person. The people have believed for their health, social media is acting as health counselor. Approximately the people are utilizing the social media 2 hours per day for their health. We should have to improve the No. of hours per day regarding health then we will get fruitful results among health. Eventually people are getting health information through discussing health related issues on social media. Most of the people are getting health tips through social media and also through friends for their health problem. In the computer era, the people have been integrating of the smart phone with medical application for their health also. The social media is for the only promote the health awareness of promoting to awaken the people toward quality health for the nation.

11. Results:
11.1. Diagram: Utilizing of the social media for health consciousness:

![Diagram: Utilizing of the social media for health consciousness]

Source: Fieldwork

People who are spending more time on social media should be spending more time on discussion of health. Statistics of the social media utilizing the social media such as face book 41%, Google Plus-12%, YouTube-19%, Twitter-12%, Other-16%. We have to improve ratio of the social media to discuss in the time of health consciousness necessarily. It is not the whole process; it is approximately benefits the patients at primary level. We have to make the nation towards health consciousness. Discussing the health on social media is nothing but part of the cultivating ethic in media which is one of the basis of the Democracy.

11.2. Diagram: People feelings that social media is acting as a health counselor for their health:

![Diagram: People feelings that social media is acting as a health counselor for their health]

Source: Fieldwork

It is one of the successful methods to make a healthy citizen of nation. Thus it paves the way for the developed nation. Social media prepares the patient to take healthy measures in a right way. Eventually it benefits for the masses accelerates global economy. Corporate hospitals are not available to majority of the people. So in that way social media is play key role in make a healthy citizen. As mentioned in the chart, People have given their response regarding “Do you feel social media is acting as a health counselor for your health?” - Yes-64%, No-23%, can’t say-12% respectively.
Source: Fieldwork

Most of the people should be educated in the case of health consciousness. As mentioned in the chart, the majority spend more than 4 hours (12%), 3-4 hours (11%), 3-2 hours (9%), 2-1 hour (32%), 30 min (15%), and less than 30 min (21%) on social media for their health. It should be improved to increase the number of people utilizing social media for health. Therefore, it is necessary to educate or make people aware of the benefits of using social media for health.

11.4. Chart: People feel that social media can make you aware and guide you in their personal health problem.

Source: Fieldwork

Most of the people are utilizing the social media for health information. People have clarified their doubts, apprehension, and fears regarding health. They are ready to take preventive methods, thus believing social media can make them aware and guide them in their personal health problem. As mentioned in this chart, 69% of the people utilizing social media are aware and get guidance in their personal health problem.
People are feeling comfortably utilizing of the health related issues on social media. As mentioned in the chart, People have given their response Yes-65%, No-35% respectively. Sum of the people from high class may not utilize the social media for their health consciousnesses because of they have capability of their own doctors. They need not to work on media.


The former patients who got successful results through social media from different ways and are becomes good example the patients concerns and others may learn from them, where standard experts, hospitals through social media. Eventually they are getting health information through discussing health related issues on social media. Most of the people are getting health tips through social media and also through friends which not marginable. As mentioned in the chart, People getting health tips from Friends-32%, Neighbour-04%,Social media-45%,Other-19%.

11.7. Chart: People agree that social media can show an impact on the patient satisfactory level.

Source: Fieldwork
It is depends upon the patient who have good consciousness utilizing in social media at the primary level and follows preventive methods, eventually he will get benefits. The utility of the social media varies from patient to patient. Whatever may be the health discuss should be happen on the social media for better health. Because it benefits the masses with free of costs. Hence, we should encourage the discussion on social media to benefit the masses, which is the useful for the patient and the country with cautiousness. As mentioned in the chart, highly satisfied persons 44%, satisfied-24%, Neutral-19%, Dissatisfied-07%, Highly dissatisfied-06% respectively satisfying patients regarding health consciousness. Approximately 68% of people are merely satisfied with social media in solving their health related problems. Because the health consciousness, people take health information from the social media. They create preventing measures in primary levels. Naturally they get benefits of the good health, money and time by using social media which leads to the satisfaction of the person.

12. Findings:

- To facilitate the privacy with cyber security of every application
- provide safety and privacy methods by the peoples point of view
- To accelerate more online health related information and data with privacy, quality, and safety.
- Upgrading new methods from the different social media to improve public health.
- Collect feedback and develop the social networks to promote health care system.

13. Disadvantages of social media on public health:

- The main disadvantage of social media is hacking of the information from hospitals.
- The spending of more time on social media can create health problems like stress, increase health psychological disorders.
- The disadvantage is some of those health tips are very hard to establish and lack credibility.
- Information could be inaccurate. Anybody can post anything and there is no official peer review.
- Where everyone can share info, which could be a cause of spreading rumours and the same could be rapidly shared.
- Incomplete information may result in unnecessary apprehensions and cause unwanted health problems.

14. Conclusion:

The main goal of the public health make people is to access to everyone in social media and provide protection and security by using social media. We know the values of the health and media ethics in modern health care system should be respected. Most of we are depending on the social media in present days to share...
knowledge, awakening the health issues in our surrounding life. In our life, Part of the media ethics we can support, providing health counseling through social media and we can awaken the health consciousness among the people. The corrupted media practices we could be controlled by the social media. Creating critical awareness on health problems in easily understandable formats in order to make the people proactive towards probable health issues based on the nature of career, their family history and personal life style. Incomplete information may result in unnecessary apprehensions and cause unwanted health problems.

now a day’s social media is playing major role in covering all spheres of human life and maintaining social relations, grabbing and spreading economic activities or expressing their own views on many issues which are affecting human lives etc. when it comes to the field of public health it is playing both positive and negative roles. When we look at the positive side it is mainly on awareness side and getting first hand information from experts through which we can control lot of disbelief and superstitions for which our country is a home itself. when it comes to negative side spending lot of time with gadgets and getting insomnia is the first negative impact on most of the people and disturbed human relations is another crucial thing which needs urgent attention .According to many studies and surveys this social media is even deteriorating the psychological health of many people especially teenagers like getting lots of likes and seeking more attention than others etc by using various kinds of social networks on internet. It plays key role in public health.

The social media is for the only promote the health awareness of promoting to awaken the people toward quality health for the nation. But social media has not responsible for the treatment of the person; the treatment should be prescribed by the doctor only. We can utilize the med gadget and their application according to expertise doctor prescription. Thus, we can get fruitful results.

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