

Health Knowledge for Iraqi Women and Social Media

Hind Nadhim Kazar*¹, **Nabeel Imran Mussa Al-Khalidi**², **Rahim Jabar Taher Al-Hamzawi**³

^{1,2,3} Department of Sociology, College of Arts, Al-Qadisiyah University-Iraq
Corresponding Author's E-mail : nazmhnd9@gmail.com

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Abstract

The research deals with the importance of the role social media play, and the topic of the research revolves around the extent to which Iraqi women depend on social media as an element of health information. The research questions are embodied about what are the reasons for the use of the Iraqi time on social media? And what social media do women use in Iraq? that the research clarifies the health information that social have focused on, how to study them, and the persuasive methods used to suit the nature of the target group. Identifying the extent to which ethnic women depend on Facebook as a source for obtaining health information, and the research concluded that the interest and integration of women in modern communication technology and their dependence on the Internet was greatly, and that one of the most important reasons for the Iraqi reliance on websites in the acquisition of health information is ease access to information, because a large percentage of them own smart phone.

Introduction

In view of the privileged role, foundation, and position of women is sublime and decisive in the development of human societies, and the advancement of nations comes through the position in which women are especially for their children. As health information is of paramount importance in the lives of individuals and societies, especially for women, by virtue of their strong connection and adherence to the concepts of this aspect of information, we find it necessary to develop culture and health awareness in them, and their preparation and care is one of the most important things that make peoples progress in civilization, and from this point of view was how much It is necessary for us to know the real role played by social media in the field of disseminating health information related to the Iraqi time. Where the social media have received great attention from the pioneers of electronic sites in the world, as it has become a place for social, political, economic and cultural communication. Through it, ideas, opinions and points of view can be discussed on various life topics and issues. Also, friendships can be formed between many users, regardless of their location, nationalities, and languages, and the exchange of different knowledge. In the modern era, the role of social media has increased dramatically, and its various types have a clear role and influence in the lives of individuals by developing their level of awareness and increasing their information and aspirations, whether this effect is negative or positive. This means that we expect a tangible role in the field of health awareness and education.

Problem of the Study

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1.1. The Topic and Questions: Social play an effective role in the process of making a healthy society, as women have an effective role, as they represent an essential part of society and this role is reflected in the Iraqi society as a whole, and it is in great need to spread a healthy culture among its members. And based on this sense of the importance of the role played by social . The topic of the research revolves around the extent to which Iraqi women depend on social as a source of health information. And where the research questions are about what are the reasons for using the Iraqi time

social media ? Which of the social media do women use in Iraq? What are the reasons and motives for Iraqi women using Facebook?

1.2. The Importance of the Research: it is that the research deals with the health information that social have focused on, how to deal, and the persuasive methods used to suit the nature of the target group. Between this confidence and the severity of dependence.

1.3. Objectives of Research: Identify the motives for Iraqi women's use of Facebook, and to know the implications and implications of Iraqi women' use of Facebook. And also to know the extent to which Iraqi women depend on Facebook as a source for obtaining health information.

1.4. Terms

A- Social Media: It was defined as a group of websites on the Internet that allow communication between individuals in the structure of a virtual community. It has a common interest or affiliation (country, school, university, company, etc.) that are linked between them through messages. Or see the personal files, and know their news and information that they make available for viewing. It is also an effective means of social communication between individuals, whether they are friends we know in reality, or friends we know through virtual way (Jamel Arshad, 2010, p.11)

Likewise, social media are known as a very effective of sites in facilitating social life between a group of close people and friends, as the enables old friends to communicate with each other, and also enables them to communicate, visual and audio, exchange pictures and other possibilities that increase social relations between them. (Mahmoud Alam Al-Dein, 2014, p 287).

Also, interactive social that allow access to its users anytime and anywhere in the world. And it acquired its social name to become a means of expression and protest, and the most prominent social media (Facebook, Twitter and YouTube) and the most important is the Facebook (Zahir Radhi, 2003, p. 35).

B- Health Information: It is defined as any knowledge acquired through communication, research, education, or observation about people, places and topics (Atef Al-Abed, 1999, p. 18).

Health information: It is health care data organized in a meaningful format, health information may refer to structured data collected about a specific disease, or a summary of information about the entire confrontation of that disease by the health care provider, and health information may be the total information or the total information about patients who They attended or entered hospital, health centers, clinics, immunization centers, or health programs.

C- Woman: It is meant by women in this research the Iraqi woman who relies on social media as a source of health information only.

1.5 Methodology of Research: In this research the descriptive method was used that focuses on gathering facts and data about the research problem, then analyzing and interpreting it in order to come up with more general results. This is what characterizes the scientific approach that seeks scientific concepts and is one of the characteristics and features necessary for it.

2. The Relationship Between Health Media and Society

2.1. Health awareness and community culture: Health development is essential for social and economic development. The media derives its power in influencing the behavior of individuals through social and cultural norms, so the direct influence of the media will not be of great value if it does not support the laws and legislation established by social institutions (Itazhak & Countru, 1999, pp429-453) , and one of the most important components of health awareness is the set of knowledge and complexities that individuals have about matters and issues. As health problems such as smoking, addiction, sexual diseases and obesity, as combating this on changing the behavioral patterns of life and habits of individuals in specific areas. As the basis for this knowledge, which means initial knowledge of the factors and causes that lead to this health problem (Otham AL-Arabi, 2007, p.53) , and one of the goals of health awareness is to guide people to acquire health information, as it makes people able to change their health concepts, directing people to follow the desired sound behavior, and confirming The importance of health is the source of community strength, providing society with expertise and information to help individuals solve their health problems by themselves and with their own energies, and raise the level of health services, develop them and use them in appropriate ways (Abdulaziz Bin Ali Al-Gharib, 2008, p.53).

2.2. Methods of Communication as a Source for Obtaining Health Information

A- Health information on the Internet: The Internet has revolutionized information exchange and access, as it is now easier to retrieve and obtain it than ever before, and with the emergence of social

and modern search engines, it has become possible to reach information anywhere through many devices such as Smart phone, PC or tablet. Information is available throughout the day and people can access it at any time. The Internet has become the primary source of health information for many people rather than doctors. There were many people trying to self-diagnose the disease using the Internet. Given how easy it is to search the Google search engine and social media for health information, instead of waiting hours in crowded clinics or emergency departments to consult with doctors to diagnose the patient's condition and give him the appropriate treatment (Canadian Family Physician, 2014, pp407-408).

B- Doctors' opinions about health information on the Internet: The flow of health information has changed significantly, and since doctors do not have sufficient control over the information that patients transmit, sometimes it may be wrong, and this paradigm change has raised divergent and sometimes conflicting opinions about the importance of the Internet as a tool for improvement. Healthcare. Research shows that physicians' views are somewhat contrasting with a patient's use of the Internet to obtain health information. Doctors know that using Internet allows them to easily explain complex health issues, and they believe that using the Internet has critical apes to improve patients' health.

And there are some doctors who are concerned about patients who have undue concerns about their health. Noting that patients often get inaccurate information that has nothing to do with their disease. Because of this, doctors are concerned that Internet use increases disease states through incorrect diagnosis and wrong treatments, and despite these concerns, most doctors do not have difficulty processing the information their patients have obtained and they clarify information that may be misleading or inaccurate (Van Uden-Kraan CF, 2010 ,p.29-36).

C- Health and medical websites on the Internet: Health and medical websites are divided into several types according to the ownership of these sites and the information they provide, and the nature of the beneficiaries thereof (patients, students and specialists).

1- Governmental sites: These are sites that represent the Ministry of Health, health departments, health and government hospitals. And be under the supervision of government employees.

2- Specialized medical sites: These are medical sites that specialize in one type of topic or more, and are directed to a specific segment of patients or those interested in obtaining information in this field.

3- General medical sites: They present a lot of medical and health topics in various fields, and are usually directed to a large segment of patients, and most of their topics are presented in a simple way in order to benefit the average reader.

4- Educational medical sites: They are divided into two types

A- Specialized educational sites.

B- The websites of universities and colleges.

5- Medical libraries sites: They are the sites of medical libraries that provide assistance to anyone requesting articles in the health and medical fields. It usually contains articles, studies and specialized books.

6- Medical journal sites: provide the latest news and general and specialized articles in the medical field.

7- News sites: These sites include AR health news and discoveries in this area.

8- The sites of non-governmental organizations.

9- Medical personal sites: They are the sites of people working in the medical field. These sites provide information about the owner of the site in his scientific and medical experience and some health information.

10 - The sites of health companies.

D- Health Information Technology: It is a broad concept, as it includes a set of technologies for storing, exchanging and analyzing health information. As there are a lot of healthcare providers using health information technology to improve patient health and community health,

The patient can use health information technology to better communicate with his doctor. And the exchange of information about his health and taking measures that would improve the state of health, and health information technology allows the patient to be a key part of the team that provides the correct health information. Information technology includes:

1- Electronic health records: They are electronic systems that store health information. So that your doctor keeps electronic records of your health information, such as the date of the onset of your

illnesses and the medications you take. Electronic records allow doctors to follow your health information more easily and enable them to access your information when you have a problem even if their private offices are closed. Thus, health information technology makes it easier for your doctor to share information about your health with doctors who specialize in the same field.

2- Personal health records: You can use personal records to keep track of your information. Such as visiting the doctor, or following up your eating times, exercise dates, and blood pressure measurements. Personal health records can reflect your life outside the doctor's office, and your health priorities

3-Electronic prescription: Your paper prescription could be lost or misunderstood by the pharmacist. The electronic description allows the doctor to communicate directly with the pharmacy. This means that you can go to the pharmacy to take the medicine without having to present a prescription (updated :Tuesday, January 15,2013).

2.3. The Advantages and Disadvantages of Health Information on the Internet

2.3.1. Advantages of Health Information on the Internet

A- Online health information can increase patients' knowledge and competence regarding the diseases they suffer from, as well as enable them to participate in health decision-making.

B - Independent inquiries and health information can be used from the Internet, so that they can be used in consultations and in conversations between patients and the doctor in the clinic.

C- Patients now have the ability to find answers to additional questions that they may have forgotten while they were at the doctor, or to obtain answers to embarrassing and sensitive questions in complete privacy while they are in their homes.

D - through websites and blogs that focus on patient health. Patients can exchange health experiences regarding their personal illnesses. They can offer insights and reflections from real-life experiences about their own health conditions, Which doctors may not be able to provide. This means that health information is made available via the Internet and social media. It helps patients become more aware of their illnesses. It also reduces their feelings of loneliness and isolation because of the embarrassment of asking some questions to their doctors (Van Uden-Kraan CF, 2008 ,p.405-17).

2.3.2. The Disadvantages of Health Information on the Internet

A- It is difficult to organize health information on the Internet.

B- Patients' educational and cultural levels vary so that health information can be used in a bad and improper way, and thus this information can be very harmful.

C- Patients may trust incorrect and unclear health information, or they may make important health decisions based on the exciting or emotional stories that are transmitted between them through social media and that are not related to their health reality.

D- Often times, patients suffer from a deteriorating and deteriorating health condition. Consequently, they are willing to accept information that makes them very hopeful of recovery even if this information is not correct.

E- The Internet can be used as a platform to promote bad health practices that have no scientific basis. This means that it is not possible to completely rely on the health information that is published on the Internet and social media because it is often incorrect and unclear and therefore the recovery is not done quickly, or the patient's health condition may deteriorate as a result of using that wrong treatment (Ubel PA, Jepson C, Baron J. ,2001,p.60-8).

3. The concept of social media: Health is a human requirement for every member of society that he seeks to achieve. And sound health is one of the main goals that a person strives to achieve. A person cannot maintain his health if he does not have the necessary health education.

In view of the increasing demand for social media from all segments of society to take advantage of these sites, which contribute to the formation of groups that help the individual to satisfy his psychological needs and pent-up desires. Social media are a source for women in Iraq, regardless of their age groups and individual interests, as part of their information in all areas of life and issues, especially after the media has been busy reporting news of wars and chaos in the country. Where the woman relied on social media and considered it a source for obtaining all the information she wanted regarding her health or the health of her children and family. Health information has occupied a wide field on Facebook pages. This contributes to enhancing women's health education and awareness, about the different forms of diseases, how to prevent them and deal with them, and what is the appropriate treatment for them. There is no doubt that a woman's health should be looked after and

taken care of to the extent commensurate with her multiple lights. As the woman represents almost half of the population of the community, and she is the one who gave birth to the other half, and is based on the caring (Report of the National Conference, 2010).

Academic interest in social and virtual community issues increased since the informational Internet and its success in establishing its virtual communities. And reaching millions of people in a striking picture. The Internet in its domains has become a part of the daily life of many people, and the term virtual community is no longer one of the concepts that attract attention upon hearing it, as it has become generalized and spread not at levels and scientific analyzes, but it has become a common concept among many users of the Internet (Waleed Rashad Zaki, 2012). Social media have become one of the most important Internet applications in recent years, as social media contain millions of users, and virtual societies have been created that involve patterns of interaction and behavior of different places and ages.

Social media such as (My Space, Facebook, Twitter, etc.) are increasingly used by consumers in order to search for information, communicate and share knowledge. Means of communication are becoming more and more popular among universities, mainly due to multi-dimensional interactive features (Demetris Vrontis, et, 2015, pp55-81), including the ability to exchange video clips and images, share files, conduct instant conversations, communicate and interact directly between the audience of recipients (Fathi Hussein Amer, 2011. p. 182).

Forms of social sites: There are many forms of social media that are still developing and constantly changing in shape, type and services, including the following basic forms:

1- Wide social, such as (Facebook and My Space), which allow people to build their own Internet page, and then communicate with friends to share content and comments.

2- Blogs: One of the best known forms in social , which are online magazines with entries that appear according to their newness.

3- Encyclopedias: sites that allow people to add content or edit information on it. The best of them is (Wikipedia), the free online encyclopedia that contains more than 2 million articles in English.

4- Podcasts: Audio and video files available through subscribing to the service through (Apple Itunes).

5- Forums: It appeared before the term social media and is a powerful and effective component of the Internet. They are spaces for electronic dialogue, often revolving around a specific topic or interest.

6- Micro Blogging: Micro Blogging meets social media in terms of volumes of content and small updates.

Conclusions and Recommendations

Conclusions

A- The interest and integration of women in modern communication technologies and their dependence on the Internet was largely due to the Big.

B- One of the most important reasons for Iraqi women relying on websites to acquire health information. It is the ease of access to information, because a large percentage of them own smart phones.

C- Facebook was in the first class, where it was possible to talk with several people and discuss views at one time, as there are Facebook pages related to the health field.

D- That Iraqi women are using social media more than once a day, and this is due to the ease of using social via smart phones at a time when the wireless internet is spreading, and the ease of searching for information.

Recommendations:

A- Conducting health awareness campaigns every period to educate people about caring for their health and curbing diseases.

B - There must be concerted governmental and civil efforts in the field of health, because it is necessary in order to improve the general health of community members, and to develop health awareness and a sense of responsibility towards the health of society.

C - Teaching individuals how to take care of their personal health through lectures and educational seminars and various awareness raising.

Conclusion:

Social media is heading in the right direction towards gaining the trust of its users. Where we find a small percentage of those who do not trust what the social media offer, and yet they follow and search for various information through social media, because most of the time the information is anonymous and the information may be inaccurate and do not give the required scientific value.

And when women use social media, they deal in all kinds of ways, namely choosing expressions of liking the post or commenting on it and sharing it with their friends, and they tag in to follow that post.

One of the most important reasons for women relying on Facebook was to help them make certain decisions in the health aspect, as social media allow friends to communicate and consult on these topics, express opinions and exchange information in a way that gives a range of effectiveness and communication with each other. Also, it helps them in understanding the dimensions of health issues and obtaining a variety of opinions. However, this does not mean that people rely more on social media as a source of health information. There will be an impact on their behavior, but also there are many behavioral and emotional differences between the degree of their dependence on these sites. Where there are people looking for information on the Internet or social media, but besides that, they completely depend on the opinion of the attending physician who is following their condition.

Meaning that Iraqi women resort to social media in order to search for health information because they trust what is presented to them, and feel the credibility of the news that is published through them, and this confidence women feel reassured, which prompts them to rely on them as one of the most important sources from which health information is taken, whether For the woman or her children and her family.

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