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A Study to Evaluate the Effectiveness of Structured Teaching Program (STP) on Knowledge Regarding Use of Online Social Media for Health Promotion among Adolescents

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Abstract

This study aims to examine the level of knowledge about use of online social media for health promotion in adolescence before and after the structured teaching programme and its effectiveness. Quantitative survey approach with one group pre-test post-test design was used to assess the knowledge of 60 samples in Gs College of Nursing, Pilkhuwa, Hapur. Structured knowledge questionnaire was used which included 30 MCQs and STP of 45 minute were given before and after the intervention. It was found that in pre-test 31.7% had inadequate knowledge and 68.3% of samples had moderate knowledge regarding use of online social media for health promotion. It was found that the STP is effective in changing the level of knowledge at 0.01 level of significance. There was significant association between post-test level of knowledge and selected socio demographic variables-Gender and religion.

Keywords: Effectiveness, structured teaching programme, knowledge, online social media

1. Introduction

Social media is the collective online communications channel committed to community-based input, interface, content sharing and collaboration. Social media is newly introduced form of communication that provides opportunities for health promotion. Use of online social media for health promotion could increase quality of life and decrease healthcare cost [1]. Adolescence is the beginning of puberty to the termination of physical growth and attainment of final adult height and characteristics [2]. Online social media has introduced new approach to promote health information as well as health status of individuals like Facebook, Twitter, Google and Instagram which are widely used by adolescents to search for different health related issues [3].

Around the globe, about 6.75 million health related information are being searched on the web each day. Individuals are being interested in the online networking for their health promotion and health query [4]. An online survey conducted by Max Bupa Health Insurance in 2010 across the 12 countries including India, US and UK depicted that 39% of the online users seek health information on social media, 36% use internet to get information about medicines [5].

Social media has been promoted as a promising new strategy for the health of individuals.

Social network technologies become a part of health education and wider health promotion-either purposely of coincidence. Social support, peer pressure, and knowledge sharing in online communities could have an effect on health on health behavior [6].

There is great prospect of the media to be used for health promotion because social media are popular and frequently used by many people of various stages worldwide. It is more important for potentially sensitive and stigmatizing subjects such as those to sexual health [7]. The rapid expansion of access and popularity of online social media among adolescents gives the public health community new opportunities for delivering critical and timely interventions to young people that can promote positive behavior change [8]. Social networking provides precious resource for fulfilling the basic human needs for social connection as well as enhancing wellbeing. The most common uses of social media for health promotion were a focus on healthy diet and exercise, sexual health, smoking cessation and parenting issues. Adolescent were the most targeted group on these issues [9]. The widespread adaptation of mobile and wireless internet access in recent years has increased the use of social media. It is reported that 81% use online social media and 67% report use it at least once a day [10].

1.1. Statement of the Problem

“A study to evaluate the effectiveness of structured teaching program (STP) on knowledge regarding use of online social media for health promotion among adolescents in GS College of Nursing, Pilkhuwa, Hapur”.

1.2. Objectives of the Study

- To assess the existing knowledge regarding use of online social media for health promotion among adolescence.
- To evaluate the effectiveness of structured teaching program on knowledge regarding use of online social media for health promotion among adolescents.
- To find out the association between posttest knowledge scores and selected demographic variables.

1.3. Hypothesis

H1: There will be a significant difference between pre-test and post-test knowledge score of adolescents regarding use of online social media for health promotion.

H2: There will be a significant association between post-test knowledge scores of adolescence regarding use of online social media for health promotion with their selected demographic variables.

Methodology

Research Approach: Survey research approach

3. Results

Section I

Table 1: Comparison of pre-test and post-test knowledge on use of online social media for health promotion

S.No.	Knowledge Aspects	Pre test		Post test		Paired 't' Test
		M Mean	SSD	M Mean	SSD	
1.	General knowledge about online social media.	2.5	0.83	3.71	0.64	t = 9.49**
2.	General knowledge about types of Online social media for health promotion.	9.5	2.17	15.57	2.06	t = 16.44**
3.	General knowledge about ways and Sources of online social media for health promotion.	3.8	1.53	6.78	1.32	t= 10.7**
	Overall	15.8	2.83	26.06	3.01	t = 20.47**

N=60

The above table shows comparison of pre-test and post-test knowledge score among adolescents regarding use of online social media for health promotion. The difference between pre and post-test knowledge score are tested by using paired t-test and found highly significant in all the aspects.

Table 2: Determination of overall knowledge score N=60

	No. of student	Mean ± SD	Student's paired t-test
Pre test	60	15.8 ± 2.83	t = 20.47 p=0.001
Post test	60	26.06 ± 3.01	df = 59, Highly significant

*Significant at p≤0.05, **highly significant at p ≤ 0.001, df = 59

The above table shows determination of overall mean knowledge score before and after administration structured teaching program. The difference between pre and posttest knowledge score are tested by using paired t-test (20.47) and

Research Design: One group pre-test post-test experimental design

Setting of the Study: GS College of Nursing, Pilkhuwa, Hapur Dist, Uttar Pradesh.

Variables

- **Dependent Variable:** Knowledge of adolescents regarding use of online social media for health promotion.
- **Independent Variable:** Structured teaching programme.

Population: Adolescents who are Studying B.Sc Nursing in GS College of nursing, Pilkhuwa village, Hapur Dist. Uttar Pradesh.

Sample and Sample Size: 60 adolescents.

2. Methods of Data Collection and Analysis

The data was generated by using the structured questionnaire. A convenient non-probability sampling technique was adopted. The data obtained from the study subjects were analyzed and interpreted in terms of the objectives and hypothesis of the study. Descriptive and inferential statistics were used for the data analysis at the probability level set at 0.01.

found highly significant in all the aspects of pretest and posttest knowledge.

Table 3: Comparison of pretest and posttest knowledge

N=60

Knowledge level	Pre-test		Post-test	
	No. of students	%	No. of students	%
Inadequate	19	31.67%	0	0%
Moderate	41	68.33%	10	16.67%
Adequate	0	0%	50	83.33%

The above table shows comparisons of pretest and posttest knowledge which reveals that there is significant increase in knowledge level after intervention of structured teaching programme. Therefore Hypothesis I was accepted.

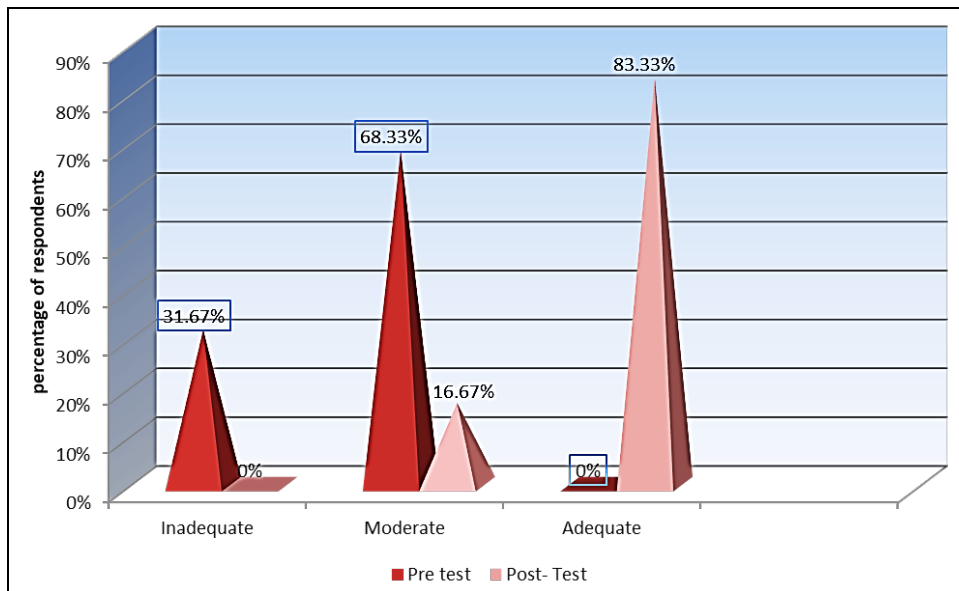


Fig 1: Percentage distribution of pretest and posttest overall Knowledge level after structured teaching programme.

Table 4: Effectiveness of structured teaching programme.

	% of pretest knowledge	% of post test knowledge	% of enhancement of knowledge
Knowledge	52.67	86.67	34

Above table shows that effectiveness of structured teaching program by comparing pretest and post knowledge scores which shows 34% of knowledge gain.

Section II

Table 6: The association between post-test knowledge score regarding use of online social media for health promotion and selected demographic variables.

N=60

Demographic Variables		Post test				Chi-square test
		Adequate		Moderate		
		N	%	N	%	
Age	15-16 yrs.	12	80.0	3	20.0	X ² =0.374 NS
	17-18 yrs.	18	81.8.0	4	18.2	
	19-20 yrs.	20	86.9	3	13.1	
Class	9	17	94.4	1	0.6	X ² =2.286 NS
	10	33	78.6	9	21.4	
Gender	Male	20	71.4	8	28.6	X ² =5.357 S
	Female	30	93.75	2	6.25	
Religion	Hindu	25	73.6	9	26.4	X ² = 42.33 S
	Muslim	19	100	0	0	
	Christian	6	85.7	1	14.3	
Residence	Urban	31	88.6	4	11.4	X ² =3.107 NS
	Sub-Urban	11	84.6	2	15.4	
	Rural	8	66.7	4	33.3	
Type of Family	Nuclear	21	77.8	6	22.2	X ² =4.389 NS
	Joint	26	92.9	2	7.1	
	Single parent	3	60	2	40	
Educational status of mother	No Education	0	0	0	0	X ² =1.865 NS
	Primary Education	7	100	0	0	
	Secondary education	21	84	4	16	
	Graduate and above	22	78.6	6	21.4	
Educational status of father	No Education	0	0	0	0	X ² =0.49 NS
	Primary Education	2	100	0	0	
	Secondary education	17	81	4	19	
	Graduate and above	31	83.8	6	16.2	
Occupational status of mother	Housewife	13	76.5	4	23.5	X ² =3.401 NS
	Self-employee	8	89	1	11	

	Private employee	18	78.3	5	21.7	
	Government employee	11	100	0	0	
Occupational status of father	Agriculture	3	75	1	25	X ² =2.85 NS
	Self-employee	10	91	1	9	
	Private employee	13	72	5	28	
	Government employee	24	89	3	11	

Data presented in the above table for post-test indicate that the chi-square values of demographic variables like age, class, residence, educational status of mother educational status of father, occupational status of mother, occupational status of father, type of family are not significant at 0.05 level of significance. On the contrary, the chi-square values for gender and religion is significant at 0.05 level of significance. Thus, it is concluded that there is a significant association between post-test knowledge score of adolescents with their socio-demographic variables hence we accept the research hypothesis H₂.

4. Summary and Major Findings

The study was conducted at GS College of Nursing, Pilkhuwa, Hapur, from 12.02.22 to 12.03.22. During the first week assessment of the level of knowledge regarding use of online social media for health promotion was done. The Structured Teaching Programme regarding use of online social media for health promotion was provided. After 15 days of Structured Teaching Programme the level of knowledge among adolescents were assessed by structured knowledge questionnaire.

There was a significant difference ($p < 0.05$) found between the pretest Knowledge score 52.67% and post-test knowledge score 86.67% on level of knowledge regarding use of online social media for health promotion. The percentage of knowledge gain was 34%. There was significant association between knowledge level and selected demographic variables (Gender and religion) The finding of the study shows that Structured Teaching Programme more effective to improve the level of knowledge regarding use of online social media for health promotion in adolescents.

Implications

i) Nursing Practice

- A regular education program by using online social media can be carried out by the teacher/health personnel and nurses in the school. The school teacher can be trained about the sources of health education from online social media.
- Education program with effective teaching strategies motivate student to search online social media for health promotion.
- Health information can be imparted through various methods like lectures, pamphlets information booklets, CAI. Any strategy which is simple, clear and attractive allows the learner to follow instruction easily. Hence, nurses should take keen interest in preparing different teaching strategies suitable for the community.

ii) Nursing Education: The nurses must have adequate knowledge regarding general and specific aspects of use of online social media for health promotion. The nursing curricula should consist of knowledge related different method of teaching

iii) Nursing Research: More research can be conducted to find out the knowledge of using online social media for

health promotion. Research should focus on behavior modification after teaching program to find the effectiveness of teaching. The finding of the present study is helpful for the nursing personnel's and nursing students as a source of review of literature to conduct further studies to find out the effectiveness of various methods of providing education on improving the knowledge regarding the use of online social media for health promotion.

5. Conclusion

The findings of the study support the need for the adolescence to understand regarding use of online social media for health promotion. This study proved that the adolescence have remarkable increase in the knowledge regarding use of online social media for health promotion, when compared to the previous knowledge, prior to the implementation of the STP.

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