

“Examining The Gratification Of Women From Health Communication On Social Media By Women”

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Abstract

In the digital age, social media has emerged as a crucial platform for health communication; significantly influencing how health information is disseminated and consumed. This study examines the gratification that women experience from health communication on social media. In the contemporary digital landscape, social media has become an essential platform for health communication, particularly for women. This medium provides a valuable space for sharing health information, fostering community support, and promoting wellbeing. Health communication on social media has the potential to significantly influence women’s health behaviors, attitudes, and knowledge. This study aims to examine the gratification of women from health communication on social media, focusing on main objectives like studying the socio-demographics characteristics of the women, identifying their usage patterns of social media, to investigate the gratification derived by women from engaging with health related content on social media. As well as to identify the types of health information that is most influential and trusted by women on social media platforms. For this study, the descriptive research design was adopted, and the primary data of 130 respondents were selected randomly for the collection of primary data through a structured questionnaire.

Keywords: *Gratification, Social-media, Health communication and women*

Date of Submission: 01-09-2024

Date of Acceptance: 09-09-2024

I. Introduction

The rapid growth of social media has fundamentally transformed how individuals access, share, and engage with health information. Platforms like Facebook, Instagram, and Twitter have become vital spaces for health communication, providing immediate and diverse sources of information. Among the various user demographics, women have emerged as particularly active participants in these digital health discussions. This trend is driven by several factors, including the accessibility and variety of health information available, the desire for peer support and community connection, the ability to seek and share personal health experiences, and the interactive, user-friendly nature of social media platforms.

Women use social media to discuss a wide range of health topics, from general wellness, nutrition, and fitness to more specific issues like maternal health, mental health, reproductive rights, and chronic illness management. The interactive features of these platforms—such as comments, shares, likes, and direct messaging—enable women to engage with health professionals, support groups, influencers, and other users. This engagement allows for real-time exchange of information, emotional support, and peer validation, which can empower women to make informed health decisions. Moreover, social media offers a sense of anonymity and comfort, encouraging women to openly discuss sensitive health topics that may be stigmatized in traditional settings.

The active involvement of women in health-related discussions on social media has significant implications for public health. It can influence health behaviors by promoting awareness, encouraging preventive measures, and driving behavior change. Social media also helps shape health attitudes by providing diverse perspectives and personal testimonies that challenge or reinforce beliefs. Additionally, the dynamic nature of these platforms allows for rapid dissemination of health updates and interventions, potentially improving health outcomes. However, the abundance of information also presents challenges, such as the

spread of misinformation and the need for digital literacy to discern credible sources. Therefore, understanding women’s engagement in social media health communication is crucial for developing targeted public health strategies, enhancing digital health literacy, and fostering a more informed and supportive online health community.

This study seeks to fill the gap by examining the types of health information women seek on social media, their underlying motivations, and the perceived benefits and gratifications derived from engaging with health content shared by other women. By employing the Usage and Gratifications Theory (UGT), this research aims to categorize the diverse motivations and satisfaction levels associated with social media use for health communication. Additionally, the study will assess the credibility and trustworthiness of the health information exchanged, providing insights into how these factors influence women’s engagement and trust in social media as a source of health information.

The findings of this research will offer a valuable contribution to the understanding of women’s health communication behavior on social media. They will provide a foundation for developing strategies to enhance the quality and effectiveness of health communication strategies to better meet the needs of this significant demographic, ultimately improving health outcomes and fostering a more formed and supported online community.

II. Review Of Literature:

A review of literature is essential as it offers a comprehensive overview of existing research, identifies gaps, and places new studies in context. It allows scholars to build on prior knowledge, avoid repetition, and refine their research questions. By synthesizing relevant studies, a literature review establishes a theoretical foundation, enhances research credibility, and guides methodology, while also highlighting key trends, debates, and developments in the field. With this backdrop, here are some literature reviews pertinent to this study.

Sharma and Gupta (2023) in their study provide valuable insights into the multifaceted gratifications women experience from health communication on social media. It underscores the importance of these platforms in fulfilling informational, emotional, social, and empowerment needs while also highlighting the challenges related to misinformation. The findings suggest that public health professionals and policymakers should consider these gratifications when designing digital health interventions and educational campaigns aimed at women, ensuring they address both the benefits and risks associated with social media as a source of health information.

Afnan Mohammed Shaban (2022) in his study ‘The Audience Use of Social media to Obtain health Information and Gratification field study’ analysis reveals a significant correlation between social media usage and the attainment to gratification among users. By effectively addressing users informational and socio-emotional needs, social media platforms emerge as powerful tools for fulfilling desired outcomes in the health domain. Shaban’s review highlights the transformative impact of social media on health information dissemination, emphasizing its role as a facilitator of user empowerment and engagement in healthcare decision making processes.

Fachri Mirza Muhammad (2018) in his research ‘Instagram Effects as a Social media towards Adolescence and Young Adult user: Uses and Gratification Approach’ by highlighting both the positive and negative dimensions of Instagram influence, his study underscores the importance of promoting responsible and mindful social media use among adolescents and young adults. Educating users about the potential risks associated with excessive screen time and encouraging strategies for mitigating negative effects, such as limiting usage, cultivating digital literacy, and fostering self-esteem, are crucial steps in promoting the well-being of individuals in the digital age.

Veera Bhatiasevi (2024) in his study ‘The Uses and Gratifications of Social media and their impact on social media relationships and psychological well-being’ the findings reveal that self-discovery was not identified as a motive for social media usage, purposive value emerged as the most influential factor driving social media use among adults. This underscores the significance of perceived utility in shaping individuals’ engagement with social media platforms. Further, the study suggests that social media usage has a stronger impact on psychological well-being compared to its effects on social relationships.

Statement of Problem:

“Examining the Gratification of Women from Health Communication on Social media by Women”

Objectives:

1. To study the socio-demographic characteristics of the women
2. To identify the usage pattern of social media
3. To investigate the gratification derived by women from engaging with health related content on social media.
4. To identify the types of health information that is most influential and trusted by women on social media platforms.

III. Methodology:

To examine the gratification of women from health communication on social media, for this study, a descriptive research design was adopted. The descriptive research method describes the characteristics of the population and phenomenon being studied. The primary data is collected through a survey method by using a structured interview schedule. A total 120 women were randomly selected for the collection of primary data through a structured questionnaire.

Data analysis:

Table 1: Age of the respondents

Age of the respondents	Frequency	Percentage
18 to 20 years	29	24.17 %
21 to 25 years	48	40 %
26 to 30 years	26	21.67 %
Above 30	17	14.16 %
Total	120	100

Table 1 reveals the age group of the respondents. It indicates that majority of the respondents (40%, N=48) belonged to 21 to 25 years, followed by 24.17 percent (N=29) belonged to 18 to 20 years. Whereas 21.67 percent (N=26) respondents were belonged to 26 to 30 years and 14.16 percent (N=17) respondents were above 30 years age groups.

Table 2: Education Qualification

Education qualification	Frequency	Percentage
Illiterate	11	09.16 %
Pre University	21	17.5 %
Under Graduation	39	32.5%
Post Graduation	43	35.84 %
Others	06	5 %
Total	120	100

Table 2 found the education qualification of the respondents. It indicates that the most of the respondents (35%, N=43) belonged to Post Graduation studies, followed by 32.5 percent (N=39) were belonged to Under Graduation students. Whereas (17.5%, N=21) belonged to Pre university, followed by 09.16 percent (N=11) who have to illiterate and only 05 percent (N=06) were belonged to other education categories.

Table 3: Occupation

Occupation	Frequency	Percentage
Student	41	34.16%
Self Employee	22	18.33%
Private Sector	21	17.5%
Government	16	13.33%
House wife	20	16.68%
Total	120	100

Table 3 reveals the occupation of the respondents. The above table shows that the respondents (34.16%, N=41) were students, followed by 18.33 percent (N=22) were self employee. Whereas (17.5%, N=21) were private sector, followed by 16.68 percent (N=20) were house makers and only 13.33 percent (N=16) have government jobs.

Table 4 Family Monthly Income

Family Monthly Income	Frequency	Percentage
Less than 20,000	39	32.05 %
20000-50000	41	34.17 %
50000-1,00,000	25	20.83 %
Above 1,00,000	15	12.05 %
Total	120	100

It notices from table 4 reveals the family monthly income of the respondents. It shows that most of the respondents (34.17%, N=41) have 20000 to 50000 monthly income, followed by 32.5 percent (N=39) were belonged to less than 20, 000. Whereas as 20.83 percent (N=25) were belonged to 50000 to 1,00,000 monthly income and only 12.5 percent (N=15) were belonged to above 1,00,000 monthly income.

Table 5: Social media Usage for getting health information
N=120

Social media Usage	Every day	Occasionally	Never
Facebook	59 (49.17%)	36 (30%)	25 (20.83%)
Whatsapp	41 (34.17%)	42 (35%)	37 (30.83%)
Instagram	51 (42.5)	39 (32.5%)	30 (25%)
Twitter	31 (25.83%)	25 (20.83%)	64 (53.34%)
YouTube	63 (52.5%)	37 (30.84%)	20 (16.66%)
Telegram	37 (30.84%)	29 (24.16%)	54 (45%)

Table 5 presents data on social media usage for obtaining health information among 120 participants, revealing distinct patterns across different platforms. Facebook is one of the most frequently used platforms for daily health information, with 49.17% of participants accessing it every day, while 30% use it occasionally, and 20.83% never use it. WhatsApp shows a more balanced distribution with 34.17% using it daily, 35% occasionally, and 30.83% never accessing it for health-related content. Instagram also has a significant proportion of daily users (42.5%), followed by 32.5% who use it occasionally, and 25% who never use it.

In contrast, Twitter has the lowest daily usage for health information (25.83%), and more than half of the participants (53.34%) never use it, indicating its limited popularity for this purpose. YouTube stands out as the most popular platform, with 52.5% of participants using it every day and only 16.66% never using it, suggesting its strong appeal for health information. Telegram has a moderate daily usage rate (30.84%), but a notable 45% of participants never use it for health information, similar to Twitter's lower engagement level.

The data indicates that YouTube and Facebook are preferred platforms for daily health information, while Twitter and Telegram are less favored, highlighting varied user preferences that could guide targeted health communication strategies.

Table 6: Duration of spending time on social media in every day
N=120

Duration	Frequency	Percentage
1 hour	23	19.16 %
2-3 hour	46	38.34 %
3-5 hour	36	30 %
More than 5 hours	15	12.5 %
Total	120	100 %

Table 6 indicates that the duration of spending time on social media in every day that most of the respondents (38.34%, N=46) were spending time on social media from 2 to 3 hours, followed by 30 percent (N=36) were spend from 3 to 5 hours. Whereas 19.16 percent (N=23) spent 1 hour in a day, and only 12.5 percent (N=15) spent more than 5 hours on social media every day.

Table 7: Impacts of social media

Impacts of social media	Frequency	Percentage
Positively	48	40 %
Negatively	26	21.67 %
Both	46	38.33 %
Total	120	100%

Table 7 shows the impacts of social media, the majority of the respondents (40%, N=48) were said social media impacts them positively, followed by 38.33 percent (N=46) were said social media impacts them both positively as well as negatively and only 21.67 percent (N=26) were said social media impacts them negatively.

Table 8: The primary Purpose of usage of social media
N=120

The primary Purpose	Frequency	Percentage
Entertainment	95	79.16 %
Education	69	57.05 %
Seeking information on different subjects	72	60 %
Connecting with friends and family	89	74.16%
Following news and current events	58	48.33 %
Professionals purpose	49	40.83 %

Table 8 reveals the primary purpose of usage of social media that three-fourth of the respondents (79.16%, N=95) were use social media for the purpose of entertainment, followed by 74.16 percent (N=89)

were using social media for the purpose of connecting with friends and family. Whereas 60 percent (N=72) were use social media for the purpose of seeking information on different subjects, followed by (57.5%, N=69) were use for the purpose forgetting education information, (48.33%, N=58) were use social media for the purpose of following news and current events and only 40.83 percent (N=49) were use social media for professional purpose.

The data shows that the majority of respondents use social media primarily for entertainment (79.16%) and connecting with friends and family (74.16%). A smaller but still significant portion uses it for seeking information (60%), educational purposes (57.5%) and following news (48.33%), with the least common use being for professional purposes (40.83%).

Table 9: Type of topics that mostly heard/seen/read on social media
N=120

Type of topics	Frequency	Percentage
Food and cooking	75	62.05 %
Fashion and beauty	88	73.33 %
Gadget and technology	53	44.16 %
Entertainment	95	79.16 %
Educational Content	61	50.83 %
Health and wellness	73	60.83 %
Politics and activism	81	67.05 %
Travel	59	49.16 %
News and Current Affairs	63	52.05 %
Polls and Surveys	51	42.05 %
Stories/Reels	98	81.66 %
Promotional Content	60	50 %
Inspiration Quotes	75	62.05 %

Table 9 indicates type of topics that mostly heard/seen/read on social media that three fourth of the respondents (81.66%, N=98) were saw the reels, followed by 79.16 percent (N=95) were heard or saw the entertainment, majority of the respondents means 73.33 percent (N=88) were saw the fashion and beauty on social media. Whereas 67.5 percent (N=81) were saw the inspiration quotes, followed by (62.5%, N=73) were saw the food and cooking as well as politics and activism, (60.83%, N=73) were saw the health and wellness topics on social media. Whereas 52.5 percent (N=63) were saw the news and current affairs topics on social media, followed by 50.83 percent (N=61) were saw the educational contents on social media, (50%, N=60) were saw the promotional contents, 49.16 percent (N=59) were saw or heard the travel contents on social media, followed by 44.16 percent (N=53) were saw the gadget and technology contents on social media and only 42.5 percent (N=51) were saw the polls and survey contents on social media.

Most respondents frequently saw reels (81.66%) and entertainment content (79.16%) on Social media. Other common topics included fashion and beauty (73.33%), inspirational quotes (67.5%), food and cooking, politics and activism (62.5% each), and health and wellness (67.5), food and cooking, politics and activism (62.5), and health and wellness (60.83%). Less frequently encountered were news (52.5%), educational content (50.83%), promotional content (50%), travel (49.16%), gadgets and technology (44.16), and polls and surveys (42.5%).

Table 10: Type of health information liking to access on social media
N=120

Types of health information	Frequency	Percentage
Cardiac Health	48	40 %
Cancers	69	57.05 %
Obesity	78	65 %
Diabetes	43	35.83 %
Hypertension	81	67.05 %
Mental health	85	70.83 %
Depression	53	44.16 %
Anxiety	69	57.05 %
Aging	73	60.83 %
Mednopause	79	65.83 %
Fertility	68	56.66 %
Beauty tips	87	72.05 %
Nutritious food	66	55 %
Fitness	73	60.83 %
Body Loss	84	70 %

Table 10 reveals the type of health information liking to access on social media that (72.5%, N=87) were access the beauty tips, followed by 70.83 percent (N=85) were access the mental health topics. Whereas 70 percent (N=84) were access body loss topics, (67.5%, N=81) were access the hypertension, (65.83%, N=79) were access mednopause, followed by (65%, N=78) were access the obesity topics on social media. Whereas (60.83%, N=73) were access the Aging topics on social media as well as fitness. Whereas 57.5 percent (N=69) were access the cancers as well as anxiety. Whereas 56.66 percent (N=68) were access the fertility topics. Whereas 55 percent (N=66) were access the nutritious food, (44.16%, N=53) were access the depression, followed by 40 percent (N=48) were access the cardiac health and only 35.73 percent (N=43) diabetes.

The data indicates that social media is a crucial platform for accessing health information with a focus on beauty, mental health, and lifestyle topics like cardiac health, and lifestyle topics like weight loss and aging. While there is strong interest in these areas, topics like cardiac health and diabetes are accessed less frequently, suggesting varying levels of concern or reliance on other sources for these issues. Overall, social media is an important tools for health-related information, particularly in areas that impact appearance and well.

Table 11: feeling after engaging with health related contents on social media
N=120

Experience regarding engaging health contents	Frequency	Percentage
Informed	81	67.05 %
Motivated	53	44.16 %
Confused	29	24.16 %
Confident	58	48.33 %

Table 11 indicates the feeling after engaging with health related contents on social media that majority of the respondents (67.5%, N=81) were said they get informed when they engaging with health contents on social media, followed by 48.33 percent (N=58) were said they have the confident when they use social media. Whereas 44.16 percent (N=53) were said they had motivated while engaging social media and only 24.16 percent (N=29) were said they had confused after engaging the health related contents on social media.

The data suggests that engaging with health-related content on social media generally leaves most users feeling informed, confident and motivated, indicated that these platforms effectively deliver valuable health information. However, the fact that a smaller, yet significant, portion of respondents feel confused highlights a potential issue with the clarity of the content, suggesting that not all information encountered on social media is easily understood or trustworthy for everyone. This underscore the need for careful evaluation of health content on these platforms.

Table 12: Satisfied with the quality and relevance of health information shared on social media

Opinion of the respondents	Frequency	Percentage
Satisfied	73	60.83 %
Neutral	31	25.83 %
Dissatisfied	16	13.34 %
Total	120	100

Table 12 reveals that satisfied with the quality and relevance of health information shared on social media that majority of the respondents (60.83%, N=73) were satisfied with this, followed by 25.83 percent (N=31) were neutral and only 13.34 percent (N=16) were said they had dissatisfied with the quality and relevance of health information shared on social media.

The data suggests that a significant majority of respondents find the health information shared on social media to be of satisfactory quality and relevance. This implies that social media is a generally trusted source for health information among the respondents.

Table 13: Sharing health information on social media with others

Sharing health information to others	Frequency	Percentage
Likely share	71	59.15 %
Neutral	33	27.5 %
Unlikely share	16	13.35 %
Total	120	100

Table 13 shows the sharing health information on social media with others the most of the respondents (N=71) were likely to shared, followed by 27.5 percent (N=33) were neutral and only 13.35 percent (N=16) were said they have unlikely to shared health information on social media with others.

Table 14: Type of health content finding most gratifying on social media
N=120

Types of content	Frequency	Percentage
Information that helps you make informed health decisions	89	74.15 %
Inspiring stories of overcoming health challenges	65	54.16 %
Practical tips for improving health and well-being	94	78.33 %
Opportunities for community engaged and support	71	59.16 %

Table 14 reveals the type of health content finding most gratifying on social media that three-fourth of the respondents (78.33%, N=94) were said Practical tips for improving health and well-being, followed by (74.15%, N=89) were said information that helps to make informed health decisions through the social media. Whereas 59.16 percent (N=71) were said opportunities for community engaged and support through the social media and only 54.16 percent (N=65) were said inspiring stories of overcome health challenges.

The most gratifying health content on social media for respondents includes practical health tips (78.33%) and information for making informed decision (74.15%). Community support opportunities (59.16) and inspiring stories (54.16%) are also valued, but to a lesser extent.

Table 15: Social media sites provide satisfactory health content for women
N=120

Social media Platforms	Highly satisfactory	Somewhat satisfactory	Not at all satisfactory
Facebook	55 (45.83 %)	43 (35.83%)	22 (18.34%)
Instagram	50 (41.57%)	39 (32.5%)	31 (25.84%)
Whatspp	43 (35.84%)	48 (40 %)	29 (24.16%)
Telegram	32 (26.67%)	27 (22.5%)	61 (50.83 %)
YouTube	71 (59.15%)	27 (22.5%)	22 (18.35 %)
Twitter	35 (29.15)	28 (23.35%)	57 (47.5%)

Table 15 indicates that social media sites provide satisfactory health content for women that the most of the respondents (45.83%, N=55) were highly satisfied with Facebook, followed by 35.83 percent (N=43) were somewhat satisfied and only (18.34%, N=22) were not at all satisfied with Facebook that provide health contents for women. Whereas as 41.57 percent (N=50) were highly satisfied with Instagram which provide health contents for women, followed by (32.5%, N=39) were somewhat satisfied and only (25.84%, N=31) were not at all satisfied. Whereas 40 percent (N=48) were somewhat satisfied with Whatsapp for provide the health contents on social media, followed by (35.84%, N=43) were highly satisfied with Whatsapp and only 24.16 percent (N=29) were not at all satisfied with this.

Whereas majority of the respondents (50.83%, N=61) were said Telegram was not at all satisfied for the provide health content for women, followed by 26.67 percent (N=32) were highly satisfied and only 22.5 percent (N=27) were somewhat satisfied. Whereas majority of the respondents (N=59.15%, N=71) were highly satisfied with YouTube this social media site provide more health contents for women, followed by 22.5 percent (N=27) were somewhat satisfied and only (18.35%, N=22) were not at all satisfied. Whereas most of the respondents (47.5%, N=57) were not at all satisfied with Twitter for provide the health contents for women, followed by 29.15 percent (N=35) were highly satisfied with this and only (23.35%, N=28) were somewhat satisfied.

The above data indicates that YouTube and Facebook are the most effective platforms for delivering health content to women, with a significant portion of respondents expressing high satisfaction with the information provided on these sites. Instagram and WhatsApp also perform well, though with slightly lower satisfaction levels. In contrast, Telegram and Twitter appear to be less effective in meeting the health information needs of women, as a majority of respondents reported dissatisfaction with these platforms. This indicates that while certain social media platforms are highly valued for health content, other may need to improve the relevance and quality of their offering to better serve their female audience.

Table 16: Motivated you to create and share healthcare tips videos on social media
N=120

Healthcare tips	Frequency	Percentage
Desire to educate and inform other	73	60.83 %
Personal interest in healthcare topics	89	74.16 %
Helping others improve their health	65	54.16 %
Building a personal brand in online	32	26.66 %
Desire for social connection	71	59.16 %
Influence of friends or family	69	57.05 %

Table 16 reveals the motivations for crating and sharing healthcare tips videos on social media. Three fourth of the respondents (74.16%, N=89) reported being motivated by a personal interest in healthcare topics. This was followed by 60.83 percent (N=73) who were driven by a desire to educate and inform others. Additionally, 59.16 percent (N=71) cited a desire for social connection, 57.5 percent (N=69) were influenced by friends or family, and 54.16 percent (N=65) wanted to help others improve their health. Only (26.66%, N=32) were motivated by goal of building a personal brand online.

Table 17: factors would motivate you to continue following health related content on social media
N=120

Motivate to continue following health related content on social media	Frequency	Percentage
Regular updates and new information	89	74.15 %
Opportunities for discussion and Q&A sessions	63	52.05 %
Incentives or rewards for engagement	41	34.16 %
Integrations with offline health service and resources	55	45.83 %
Others	31	25.83 %

Table 17 indicates that factors would motivate them to continue to following health related content on social media that three-fourth of the respondents (74.15%, N=89) were said regular updates and new information motivates them to continue following health related contents on social media, followed by 52.5 percent (N=63) were said opportunities for discussion and Q&A sessions through the social media. Whereas (45.83%, N=55) were said integration or rewards for engagement factors would motivate them to continue to following health related contents on social media, (34.16%, N=41) were said incentives or rewards for engagement and only 25.83 percent (N=31) were said other factors would them to motivate to continue following health related content on social media.

The data shows that the primary motivators for continuing to follow health-related content on social media are regular updates and new information, which are crucial for 74.15 percent of respondents. Interactive elements such as discussion opportunities and Q&A sessions also play a significant role, motivating over half of the respondents. Rewards for engagement are a motivating factor for nearly half, while incentives and other factors have less impact. This indicates that both fresh, relevant content and interactive features are essential for maintaining user engagement with health-related social media content.

Table 18: Satisfaction achieved from the use of social media for health related purpose
N=120

The opinion of the respondents	Strongly Agree	Agree	Disagree
I had access to a lot of health information that I was completely familiar with	41 (34.16%)	58 (48.34%)	21 (17.5%)
Browse the websites and pages of doctors and health institutions	37 (30.84%)	29 (24.16%)	54 (45%)
Follow the health tips that benefits in my life	37 (30.84%)	48 (40%)	35 (29.16%)
Make friends through the groups that follow the health and medical pages	21 (17.5%)	33 (27.5)	66 (55%)
The possibility of communicating with the treating doctors through websites	24 (20%)	39 (32.5%)	57 (47.5%)

Table 18 found that satisfaction achieved from the use of social media for health related purpose that most of the respondents (48.34%, N=58) were agreed they had access to a lot health information that was completely familiar, followed by 34.16 percent (N=41) were strongly agreed and only 17.5 percent (N=21) were disagreed. Whereas (45%, N=54) were disagreed to browse the websites and pages of doctors and health institutions, followed by 30.84 percent (N=37) were strongly agreed and only 24.16 percent (N=29) were agreed. Whereas most of the respondents (40%, N=48) were agreed that they followed the health tips that benefits in their life, followed by 30.84 percent (N=37) were strongly agreed and only (29.16%, N=35) were disagreed. Whereas majority of the respondents (47.5%, N=57) were disagreed to the possibility of communicating with the treating doctors through websites, followed by 32.5 percent (N=39) were agreed and only 20 percent (N=24) were strongly agreed.

Overall respondents are generally satisfied with familiar health information and beneficial tips on social media. However, they are less satisfied with the ability to interact with doctors or browse health institution websites.

IV. Conclusion:

This research paper, titled ‘Examining the Gratification of Women from Health Communication on Social Media by Women,’ concludes that women experience significant gratification from engaging with health-related content on social media platforms. The study reveals that women actively use platforms like Facebook and YouTube to seek health information due to their ability to provide regular updates, interactive features, and practical advice. The gratification is particularly high when the content is relevant, timely, and supports informed decision-making.

Platforms such as YouTube and Facebook emerge as the most influential and trusted for their ability to deliver comprehensive, engaging, and reliable health information. These platforms' interactive nature, user-friendly interfaces, and diverse content formats make them especially appealing for women seeking health guidance. In contrast, platforms like Telegram and Twitter are found to be less effective in addressing women's health information needs, likely due to their less engaging content styles or limited focus on health topics.

The findings of the study suggest that for social media platforms to maintain and enhance user engagement among women there should be a greater emphasis on delivering accurate, interactive, and practical health content. Tailoring content that is easily accessible, relevant, and supportive of women's health decisions will enhance user satisfaction and trust in these platforms.

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