

Relationship among public nursing image, self-image, and self-esteem of nurses

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Abstract: *The public opinions are extremely powerful tool in forming social norms and values. Despite the nursing profession has significant progress, nurses still face remarkable challenges related to its' image that effect on their power, self –esteem and public image. Aim: to Identify relationship among public nursing image, self-image, and self-esteem of nurses. Design: correlational research design was used in this study. Setting: The study was carried out at all Minia University Hospitals. Sample: The subjects of this study consisted of (320) all nurses who work in Minia University Hospitals at the time of data collection. Tools: personal characteristics of data, nursing image Likert scale, the Perceptions of Professional Nursing Tool (PPNT) and self-esteem scale. Results: both nurse's self- image and public nursing image was negative, which affect negatively on nurses' self-esteem .Conclusion: nurses' suffering from negative self- image, self –esteem and public image. Recommendations: Providing positive nursing image by the media to enhance public nursing image.*

Keywords: *Public nursing image, self –esteem.*

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I. Introduction

Nurses become professional career which is based on science bases, technical skills and professional caring (1). The self-image of nurses has changed and developed throughout the history within the past 50 years. Despite the nursing profession has significant progress, nurses still face remarkable challenges related to its' image that effect on their power, self –esteem and public image (2).

An image is a picture representative of something real. It refers to the tangible or visible representations and/or perceptions resulting from a person's conduct as a professional , linked to competence and ethical behavior (3).previous studies about nursing image refers to a person's professional qualities and conduct, which represent the nurses' competence as perceived by patients and by nurses' self (4).

The image of nursing as a profession is affected by many factors which directly affect the choice of nursing as a career. These factors such as public image, social norms , media, nurses themselves, having a family member who is a nurse, physician nurse interaction, risk of violence, exposure to occupational health hazards(5-6-) . Public nursing image in popular media as television directly influence how nursing is viewed in all society. Public media opinion may enhance or damage the reputation on nursing which affect the appeal of nursing profession (7).

Social media has great power in transmitting specific messages. As the media portrayed the health care workers and divided them into two groups, medical doctors who have wide range authority, power and prestige, also all other health care professionals serve medical doctors and follow their orders. Due to such images, the public views nurses as feminine and caring job, but not necessarily as professional career (8). Nurses are not presented in the manner they wish to be or even portrayed as actually they are. Their image is really deformed and characterized by negative picture in the media (9).

There is slightly improvement in the public media about nurses self- image ,that in past films portrayed nurses as self-sacrificial ,doctor handmaidens, heroines and romantics person but in recent films portray nurses as positive role model and self-confident professionals(5-10).

Career choice is the most important decision in all entire life .The selecting of a profession is a serious decision when the profession is related to nursing (11). Many of societies and its' media still consider nursing profession as (Women's) work and not appropriate for men. The terms "matron" and "ward sister" reflects this idea, and mainly it is believed that men become nurses only if they failed to be physicians (12).

Nurses perception about their career is affect the way of their thought and action in professional relations. Therefore nurses, who have positive professional images, will be stronger and able to perform remedial relations with their patients. Now days the public image of nursing profession is a major concern to nurses, because of its' directly effect on their self-image and work behavior (13-14).When the public present negative and an inaccurate nursing image it makes nursing as undesirable career. As negative public nursing

image has great negative consequences, it results in job dissatisfaction and increased nurses' retention rate (15).

Unfortunately physicians have a negative image about nursing profession. Physicians see nurses as their handmaiden because nurses usually seen as dependent decision makers in health care setting, whose job is to carry out the physicians' orders (16). It is a sad fact that the image of nursing as a profession in the Egyptian community was not widely improved even after introducing of University level in Nursing Education (17).

Nursing self-image is how nurses perceive themselves, Self-image is usually rated much higher than public, and it depends on nurses' character, practice, their appearance, competence and their commitment. Whether good or bad, these impressions directly and quickly spread throughout the community (18).

Previous studies are considers to improve both nursing public and nurses self-images is very important matter. As positive image stimulates nursing students to enter the profession and directly influences the recruitment and retention of nurses. Positive nursing self-image is associated with more participation in decision making, high self-esteem and job satisfaction, and creates a sense of pride with the nursing profession as all. Consequently, positive nursing image affect the standard of practice and increase patients' satisfaction (19-20).

The public opinions are extremely powerful tool in forming social norms and values .Thus, the public image could leads to the incongruence between actual and ideal selves (21). As reported that, the nurses who perceive negative public nursing image tend to develop lower collective self-esteem. While nurses' a congruence between an ideal and actual self leads to improvement of nurses 's self-esteem .Low nurses' self-esteem can results from negative nurses self- image , low reputation of nursing profession in the society, vague or unclear job description ,lack of participative decision making and lack autonomy(22).

Nurses' self- esteem level is affect by both public image and also nurses' self- concept, higher self-esteem would results from congruence between public image and nurses' self –concept (23). collective nurses' self-esteem are greatly correlated with the discrepancy between society image and the realm of the nursing world ,as nurses who perceive more discrepancy are predisposed to develop lower collective self-esteem, the reason for this discrepancy could be related to difference between an actual and ideal/supposed self (24) .

II. Significance of study

There is an essential need to improve public nursing image which directly affect nurses self-image and self-esteem, the public opinion is extremely powerful tool in forming social norms about nursing profession. Public nursing image in popular media as television directly influence how nursing is viewed in all society. Public media opinion may enhance or damage the reputation on nursing which affect the appeal of nursing profession.

III. Aim of the study

To identify the relationship among public nursing image, self-image, and self-esteem of nurses.

IV. Research Question

What is the relationshipamong public nursing image, self-image, and self-esteem of nurses?

V. Materials and methods

Research design:The present study used correlational research design

Setting:

The study was carried out at all Minia University Hospitals, Minia University Hospital consisted from four floor with total capacity (288) beds, Maternal & Child health hospital consisted of four floor with total capacity(278) beds and Minia kidney diseases hospital consisted of five floor with total capacity(125)beds .

Sample

The subjects of this study consisted of (320) all nurses who work in Minia University Hospitals at the time of data collection. They divided as (200) nurse at Minia University Hospital, (80) nurses at Maternal &Child health Hospital and (40) nurses at Minia kidney diseases Hospital.

Study Tools

First part, it was developed by the investigator and consisted frompersonal characteristics of data such as age, gender, residence, years of experiences and qualifications. And the second part,in this study tool used nursing image as a profession questionnaire (NIPQ) which consisted of 28 questions developed by Yoon, E.J et al (2005)(25). The scale was divided into professional general appearance (7 items), communication contains (6

items) occupational and educational characteristics contain (15 items). The scoring system of Likert scale was 5-point ranging from strongly agree to strongly disagree with scoring value (5-4-3-2-1) respectively, the tool reliability was Cronbach's $\alpha = .940$.

Second tool was developed by the investigator based on the Perceptions of Professional Nursing Tool (PPNT) which was developed by Sandy, J. S., et al (2006) (26), as the investigator uses only one part of the tool, which was related to nurses public image, (15) statements with scoring scale (agree –disagree), with scoring value (2-1) respectively, the tool reliability was Cronbach's $\alpha = .950$.

Third tool, the investigator adopted collective self-esteem scale, by Crocker et al (1994) (27). It consisted of (17) question ,with scoring range 7 point ranging from strongly agree to strongly disagree ,with scoring value(7-6-5-4-3-2-1) respectively.

Pilot study

Pilot study was carried out after the development of the tools on (10%) of the participated nurses which represented (32) nurses, the pilot study was done to test applicability of the tools then necessary modification were done according to the results of pilot study and expertise opinions. The purpose of pilot study was to test the applicability and feasibility of the study tools and to estimate any need for addition in the tool.

Data collection

Data collected from 1st May to 31th July 2016.

1. Permission to conduct the study was obtained from all directors at Minia University Hospitals after explaining the purpose of the study.
2. The validity of the tool was performed by experts in the related fields. Content validity of the tool was obtained by revision of 3 expert's field of Nursing Administration two from Minia University and one from Ain shams University.
3. Reliability of the tool by Cronbach's alpha was 0.95.

Ethical consideration

Written consents were obtained from the participating nurses after explaining the aim of the study and the importance of their participation assuring that the obtained information will be confidential and used only for the purpose of the study. Confidentiality of the information was assured by the investigator.

Statistical analysis

The statistical tests for data analysis as mean, standard deviation, frequency and Spearman's rank correlation Coefficient; Pearson Product Moment Correlations were used to analyze the data for this study. All data of the study were fed into an IBM-Compatible personal computer using SPSS version 20

VI. Results:

Table (1) and Figure (1) show the distribution of participants of personal characteristic as gender of the participated nurses (61.7%) were female and the highest percentage (30.6%) of them were 40>50 years old. Regarding the participated nurses education and years of experiences were (46.9% and 53.2%) of them had diploma nursing school and 10-20 years of experience respectively, also more two third (70%) of the participated nurses their residence was their rural.

Table(2) illustrated the mean score of nursing image was the highest mean in general appearance was (4.15 ± 0.798) as nurses rated them self as cheerful and friendly person, as regard communication the highest mean score(3.68 ± 1.097) were in both nurses opinion that they provide solutions to the questions of healthy individuals and also regarding to nurses skills of listening the to the people, as related to occupation and educational characteristics the highest mean score (4.51± 0.631) was regarding to nurses opinion as they view nursing is a profession that independent practices ,while the lowest score (2.16± 1.157) related to nurses can be male.

Table (3): demonstrated that about half (51%) of nurses agree that nurses are intelligent and creative persons, also they agree that they work hard. the lowest percent (43.7) agree with both that the public perceive nurses to be a diverse profession that contains many different career possibilities. On the other hand (56%) of the studied subjects disagree that of public believes that nursing is useless profession and can be ignored in the society, while more than half (53%) disagree that the public respects the profession of nursing as much as profession of law.

Table (4) demonstrate that there was positive correlation between nurses self- image and public image, while there was slightly positive correlation between public image and nurses self-esteem, and there was negative correlation between nurses self- image and self-esteem.

Table (1): Frequency distribution of personal characteristics data of the study nurses

Socio-personal characteristics	Nurses (N=320)	
	N	%
Age		
20> 30	80	25
30>40	75	23.4
40>50	98	30.6
50-60	67	21
Mean ±SD 3.20± 1.074		
Residence		
-Rural	225	70.4
-Urban	95	29.6
Years of experience		
>10- 20	150	46.9
20- 30	95	29.7
30<40	75	23.4
Qualifications		
Baccalaureate	80	25
Technical	70	21.8
Diploma nursing school	170	53.2

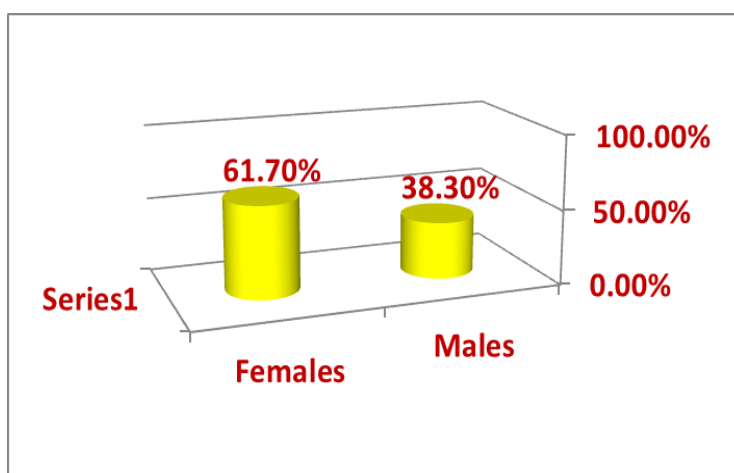


Figure (1): Distribution of gender among nurses

Table (2): Mean scores of nursing image scale

Items	(N=320)
	Mean ± SD
General appearance	
Nurses, who are well-maintained and clean persons.	4.54 ± 0.76
Nurses who are polite and respectful persons.	3.68 ± 1.097
Nurses who are cheerful and friendly persons.	4.15 ± 0.798
Nurses, who are authoritarian and tough-looking person.	3.20 ± 1.074
Nurses, who are uniformed persons.	4.27 ± 0.732
Nurses are usually attractive women.	3.15 ± 0.934
In the media, the facts are consistent with the projected nurses.	3.88 ± 0.914
Total scores	4.54± 0.76
Communication	
Nurses, listens people.	3.68 ±1.097
Nurses, allows people to ask questions.	3.16 ± 1.191
Nurses provide solutions to the questions of healthy individuals.	3.68 ±1.097
Nurses provide solutions to the questions of the patient.	3.37 ±1.07
Nurses are keeping secrets.	2.44 ±0.931
Nurses are the guidance consultants.	3.20 ±1.074
Total scores	3.68 ± 1.097
Occupational and educational characteristics	
Nurses' working conditions are difficult.	3.58 ±0.977
Nurses can work in many institutions outside the hospital (factories, schools)	4.09 ±1.024
Nursing education should be at the university level.	3.94 ±0.86
Nurses can be administrator.	3.17 ± 1.109
Nurses can be teachers.	3.37 ± 1.07
Nurses can carry out research.	4.08 ± 0.813
Nurses can be associate professors and professors.	4.27 ± 0.732

Items	(N=320)
	Mean ± SD
Nursing is a profession that independent practices.	4.51 ± 0.631
Nursing care has vital importance in the recovery of patients.	3.68 ± 1.097
Nursing is a profession based on knowledge.	4.09 ± 1.024
Nursing is a profession based on skills.	3.16 ± 1.191
In nursing services, individual and community health education is important.	3.19 ± 1.115
Males can be nurses.	2.16 ± 1.157
Nurses are patient advocates.	3.88 ± 0.914
Nurse has a high prestige in the community.	3.99 ± 0.87
Total scores	4.15 ± 0.798

Table (3):Frequency distribution of public nursing image

Items	Nurses (N=320)			
	Agree		Disagree	
	N	%	N	%
Nurses are intelligent and creative.	164	51.3	156	48.7
The public considers nursing care to be as valuable as physical therapy.	150	46.9	170	53.1
The public believes that nurses work hard.	163	51	157	49
The public thinks of nurses as professionals.	171	53.5	149	46.5
The public respects the profession of nursing as much as profession of law	148	46.3	172	53.7
The public understand the complexity of nursing	151	47.2	169	52.8
The public perceive nurses as rapidly changing profession	158	49.3	162	50.7
The public believes nurses are organized	151	47.2	169	52.8
The public believes nurses to be an important member in health care team	170	53.2	150	46.8
The public perceive nurses to be a diverse profession that contains many different career possibilities	140	43.7	180	56.3
The public see nursing as challenging and rewarding health care career	155	48.5	165	51.5
The public values the intelligence and creativity of nurses.	151	47.2	169	52.8
The public has a positive image of nursing.	146	45.7	174	54.3
The public believes that nursing is an essential profession in any society	170	53.2	150	46.8
The public believes that nursing is Useless profession & can be ignored in the society	140	43.7	180	56.3

Table (4): Correlation matrix among public image, nurses' self-image, and self -esteem

Items	Nurses' self- image		Public image		Self -esteem	
	r	p	r	p	r	p
Nurses' self- image	1		.389	.005**	.006	.927
Public image			1		.285	.045*
Self -esteem					1	

(*) Statistically significant at p<0.05

(**) Statistically significant at p<0.001

VII. Discussion

Regarding personal characteristics data of the participated nurses it was found that the highest percent related to their age was ranging from 40>50 years old, the majority of participated nurses were from rural areas, and the highest percent of the participated nurses were females.

In a comparative study between Egyptian and Jordan student, it was reported that the sample were from rural areas (56%, 64%), As for nursing profession in same study showed 3.74 out of 5, whereas by gender, female nurses were 3.68 and male nurses were 3.75. (3, 25). As related to nurse's perception about nursing not for male, it was clear that there is a positive perception for both Egyptian and Jordanian male students regarding the description of the profession (20).

From the current studies were nursing image had the highest mean score related to their general appearance, also they rated them self as cheerful and friendly person, as regarding to communication, the nurses rated themselves as they provide solutions to the questions of healthy individuals, the highest percent of nurses view nursing is a profession that independent practices, while the minority of them agree that nurses can be male.

In contrast with the current research results Hoeve et al (2014) (28) found that nurses have a negative perception of the profession. Also instudy were conducted by Heinen, et al (2013) (16) they found that the respondents agreed that the profession does not receive enough appreciation (2.01 ± 0.86), it is an independent profession by which nurses make.

The present study agree with (Zamanzadeh et al 2013) (14) who said that a historical review of nursing reveals that the perception of nursing as female profession mainly (28-29).

More than half of public view nurses intelligent and creative persons and they work hard, while the highest percent of the public don't respect the profession of nursing as much as profession of law ,also high percent of public disagree that nurses have positive image. Also A study conducted by Mering and Van Wyk

(2013) (35) in USA, Canada, UK and Australia they revealed that the public had stereotypical and negative views about nursing (30).

In the same line the majority (64%) of the public believes that nursing is undervalued profession (31). also another research Findings revealed that nurses have a negative perception about the profession with overall mean score of 2.43(32).

In contrast with the current research results Mahran& Al Nagshabandi (2012) (6) the mean score of the scale indicates that the nurses perceive the public image of themselves in a slightly positive way (33).

There was positive correlation between all study variables as there was correlation between nurses' self-image, public image and nurses self-esteem, in the same line the results a study conducted by Takase, Maude and Manias (2006) (36) shows that nurses were who have high nurses self- image and have high self-esteem(34-35).

VIII. Conclusion

The majority of study sample their residence was rural, the highest percent the public image toward the nursing image was a negative (54.3%). There was positive correlation between nurse's self- image and public image, while there was slightly positive correlation between public image and nurse's self-esteem, and there was negative correlation between nurse's self- image and self-esteem.

IX. Recommendations

- Improving professional nursing image in the nursing curricula.
- Providing positive nursing image by the media to enhance public nursing image.
- Developing nurse's self-esteem by continues in-service training program to increase their competence

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