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# A study on media exposure of diabetic respondents

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**Abstract**
Media exposure was operationally defined as getting exposed to different media i.e. electronic media, print media and social media to get information of clinical, nutritional and management areas for diabetes management. In the present study, the media exposure of the diabetes respondent studied in terms of most available media and how frequently they utilize them. Hence, an attempt was made to study the media exposure of diabetes respondents of Hyderabad district. The samples were comprised of diabetic respondents. A self-developed questionnaire was developed for the present study. It was found that all the respondents had exposure to all sort of media sources, but with varied frequency and extent. With regard to daily exposure, to TV was highest (93.33%), followed by mobile SMS (58.88%) and newspaper (55.55%). Magazines were read weekly by a majority (35.55). A majority of the respondents in the study i.e. 62.22% used social media.

**Keywords:** Diabetes, media exposure, media sources. Electronic media, print media, social media

## 1. Introduction
Media exposure was operationally defined as getting exposed to different media i.e. electronic media, print media and social media to get information of clinical, nutritional and management areas for diabetes management.

Provision of education and information forms a major part of chronic disease management strategies. People with chronic disease who receive education are presumed to be in a better position to take responsibility for their own health, participate in their own health care and management, and thus maximize their health outcomes. Knowledge and information, however, is not necessarily translated into action or better health behaviors. Knowledge, attitude and skill can positively influence behavioral change in individual's diabetes so as to adhere to diet, physical activities, monitoring blood glucose and taking oral medication and insulin. Adherence to these measures.

## 2. Materials and Methods
A Experimental research design was adopted to conduct the present study Hyderabad was selected purposively as it has emerged as highest metro city for diabetes incidence. The level of morbidity and mortality due to diabetes and its potential complications are enormous, and pose significant healthcare burdens on society as well as families. This led to the selection of this particular location a total of 90 diabetic patients, were randomly selected by visiting different hospitals at the time of outpatient hours, in Hyderabad a self-developed questionnaire was used to collect data for the study. The questionnaire was divided into two parts. The first part sought the demographics profile of diabetic respondents while the second part sought information on their media exposure to get information of clinical, nutritional and management areas for diabetes management.

## 3. Results and Discussion

**Table 1:** Profile characteristics of diabetic respondents n = 90

| Sex | Frequency | Percentage |
|---|---|---|
| Male | 34 | 37.77 |
| Female | 56 | 62.22 |

A majority of the respondents in the study constituted the female population (62.22%), while male population was 37.77%. The probable reason could be because females have more obesity and hence more BMI than male's population as they have more sedentary lifestyle.

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Sedentary lifestyle indicates less of physical activity.
Scavini *et al.* (2003) [5] in their study also indicated that among Zuni Indians, the prevalence of diabetes was 57% higher among female than male. Culture, tradition and lifestyle differences may contribute to the higher prevalence of diabetes and obesity.

**Table 2:** Age group of diabetic respondents n = 90

| Age group | Frequency | Percentage |
|-----------|-----------|------------|
| Early adulthood | 17 | 18.88 |
| Middle adulthood | 60 | 66.66 |
| Late adulthood | 13 | 14.44 |

The above table 1 shows that majority of diabetics fall under the middle aged (66.66%), followed by young (18.88%) and old (14.44%). The middle adulthood age group restricts less physical activity and hence there is a possibility of more weight gain among the respondents. National health survey (2009) projected 1,052,00 adults with diabetes in middle age, 465,000 cases of diabetes in young aged adult and 390,000 cases in old aged population. Hence it is increasingly becoming apparent that type 2 diabetes has become prevalent even among younger age groups, which could have long lasting effects on the health of the nation and its economy.
Sayeed *et al.* (1997) [4] opined that increasing age increases the chance of developing diabetes. Increased in age also has increased IGT (Impaired glucose tolerance) among respondents.

Media Preference and Use Pattern among Diabetes Patients in Enugu State

| S. No | Media | Frequency | | |
|-------|-------|-----------|---|---|
| 1 | Electronic media | Daily (%) | Weekly (%) | Monthly (%) |
| i | TV | 93.33 | 5.55 | 1.11 |
| ii | Radio | 17.77 | 10.00 | 34.44 |
| iii | Browsing internet | 24.44 | 22.22 | 27.77 |
| iv | Videos | 22.22 | 23.33 | 46.66 |
| V | Mobile SMS | 58.88 | 33.33 | 7.77 |
| vi | Mobile apps | 31.11 | 20.00 | 35.55 |
| vii | Games and puzzles | 21.11 | 38.88 | 40.00 |
| 2 | Print media | | | |
| I | Newspaper | 55.55 | 24.44 | 16.66 |
| Ii | Magazines | 31.33 | 35.55 | 33.33 |
| 3 | Social media | 24.44 | 10.00 | 27.77 |

Above indicates that respondents had exposure to all sort of media sources, but with varied frequency and extent. With regard to daily exposure, to TV was highest (93.33%), followed by mobile SMS (58.88%) and newspaper (55.55%). Magazines were read weekly by a majority (35.55). That might be the reason for exposing to games and puzzles up to 38%. These are usually printed in magazines. Asogwa (2017) [1] showed in his study "Media Preference and Use Pattern among Diabetes Patients in Enugu State, Nigeria "that TV was the most preferred medium. It was also found that time of the day had a significant influence on the choice of media. While TV was largely preferred at night, newspaper was preferred in the early morning and radio in the afternoon. It was, further showed that longer duration was used to in watching TV than consuming any other medium.
Social media refers to internet based services that allows people to create, share and exchange information, ideas, pictures and videos. A majority of the respondents in the study i.e. 62.22% used social media among whom 27.77% of

the respondent's accessed social media monthly, 24.44% of the respondents used daily and remaining 10% of them used weekly. 37.77% of the respondents did not have access to social media. Facebook, Twitter, and YouTube provide promising avenues of communication. These social media applications offer an opportunity for providers to connect with underserved patients where many are interested in getting health information through social media channels. (Hanson *et al*, 2014) [2].
Hicks *et al.* (2012) [3] conducted a survey on 865 patients. The study showed that 27% of the participants found doctor as the only source of information, 44.4% of respondents found media as source of information, 72.9% of respondents cited family and friends as the source of information. The study showed that participants who were graduates valued internet for them as a source of information.
Hudkins, *et al.* [2014] [6] who reported that diabetes patients select their media with a view to getting information on treatment and management of the disease.

## 4. Conclusion
Information is a fundamental need of patients. Patients require adequate and correct information to better manage their diabetes and its complication. Media exposure for satisfying information need of diabetes can empower patients to play active role in self-management by enhancing their knowledge, motivation and skills. It can motivate respondents for improved health behavior, to have improved clinical outcomes, to perceive a better quality of life and to enhance skill. The information can modify the lifestyle of diabetic respondents

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