

A PRE-EXPERIMENTAL STUDY TO ASSESS THE EFFECTIVENESS OF STRUCTURED TEACHING PROGRAM (STP) ON KNOWLEDGE REGARDING USE OF ONLINE SOCIAL MEDIA FOR HEALTH PROMOTION AMONG

Gaurav Sharma Research scholar (Ph. D.)

Tirupati College of Nursing (Pacific Medical University), BhilloKaBedla, Pratappura,

Corresponding Author:

Rajendra Choudhary

Tirupati College of Nursing (Pacific Medical University), BhilloKaBedla, Pratappura

Email: gauravansu27@gmail.com

Received 2022 December 30, Accepted 2023 January 1, Published - 2023 January 3

ABSTRACT

Background: 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. **Methods:** The research design chosen for the study was one group pretest and posttest design, and the research approach was an evaluative approach. The study was undertaken in selected schools of Bhuwana. The sample size consists of 60 adolescents studying in grade 9th and 10th. The collected data was summarized and tabulated by utilizing Descriptive Statistics (Percentage, Mean and Standard Deviation) and inferential Statistics (Paired "t" Test Chi Square Test). Data were analyzed using descriptive and inferential values by IBM statistical package for social sciences (SPSS; version 23) software. **Results:** Overall pre-test and post-test mean knowledge is 34.40% and 75.40%. The difference between pre and post knowledge score are tested by using paired t-test 5.85. The percentage of effectiveness of STP was 40%. The Chi-square values show that there is no significant association between post-test knowledge score and selected demographic variable. **Conclusion and interpretation:** -The findings of the study support the need to conduct education and regarding use of online social media for health promotion. This study has proved that the adolescence have remarkable increase in knowledge due to effectiveness of STP.

Keywords: - Knowledge; social media; Adolescents; Health promotion

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. In 2018 when Facebook had 850 million registered users, about 30 billion pieces of content were estimated to be shared on the site every week.

Adolescence is the beginning of puberty to the termination of physical growth and attainment of final adult height and characteristics. It is characterized by rapid physical growth, significant physical, emotional, psychological and spiritual changes. It is a period of greatly enhanced awareness of and attention to physical

status and wellbeing. By age category, the young people between the age of 10 and 19 years are called adolescents. It is typically an important period in the life span. It is a transitional period of childhood and adulthood, a time of change, an age of problem, and a time when an individual searches for his distinctiveness, an age of trepidation, a period of fantasy and the threshold of adulthood.

OBJECTIVE OF THE STUDY

1. To assess the pre and post-test knowledge score regarding use of online social media for health promotion among adolescence.
2. To evaluate the effectiveness of structured teaching program on knowledge regarding use of online social media for health promotion among adolescence.
3. To find out the association between pre-test knowledge scores and selected demographic variables.

HYPOTHESIS

1. H_1 : There will be a significant difference between pretest and post-test knowledge score of adolescence studying in 9th and 10th standard.
2. H_2 : There will be a significant association between post test knowledge scores of adolescence studying in 9th and 10th standard with their selected demographic variables.

MATERIALS AND METHODS:-

Research Approach

Evaluative research approach was used in this study.

Research Design

The research design selected for the present study is Pre experimental-One group pre-test post-test design.

Research Setting

Setting is a general location and condition in which data collection takes place in the study. Study was conducted in Udaipur District.

Population

The adolescence study in selected secondary school at Udaipur City.

Sampling Procedure

Simple random sampling technique.

Sample size: -Sample size was 60.

Ethical considerations:-

The research proposal was approved by the Institutional Ethical Committee (IEC) Pacific Medical University.

Results

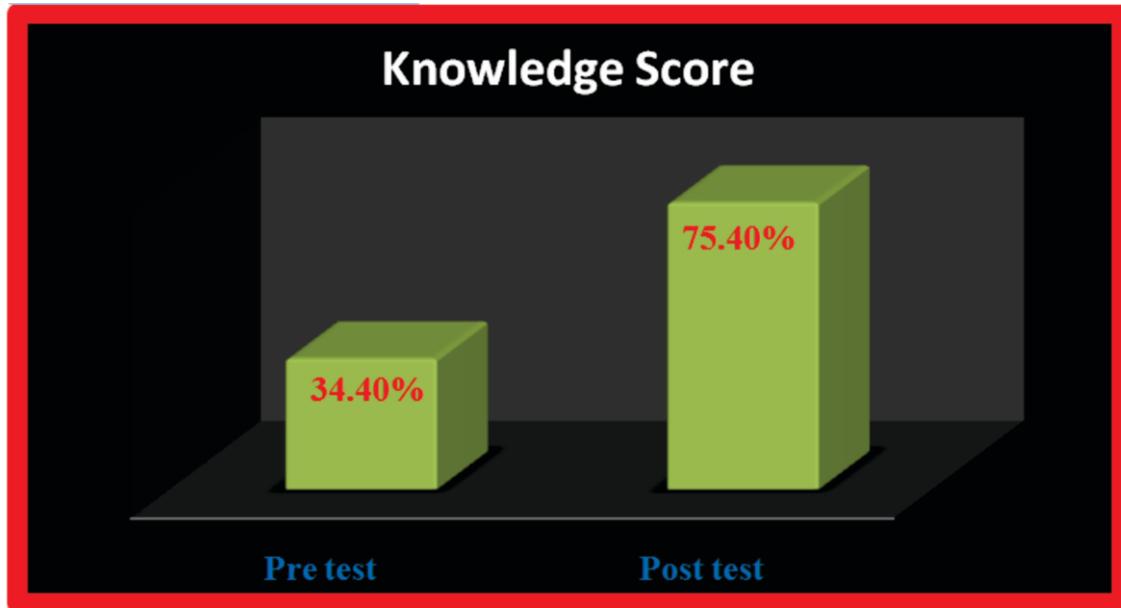
The pre-experimental design was used in the study; the data was collected from 60 adolescents in order to assess the effectiveness of structured teaching programme the collected information was organized and analyzed and interpreted by using descriptive and inferential statistics.

[TABLE-1] Evaluate the effectiveness of structured teaching programme N=60

Sl. No	Area	Mean	Mean difference	Mean %	Standard Deviation	Paired 'T' Value
1.	Knowledge					
	Pretest	6.89	8.19	34.4 %	2.89	5.85
	Post test	15.08		75.4%	2.43	

H₁- There will be significant difference between pretest knowledge of adolescents than posttest knowledge.

Data in table-1 show the illustrates that the mean post test knowledge score (15.08) was higher than mean pretest knowledge score (6.89). The computed 't' value 5.85 ($p < 0.05$) showed that there was a significant difference between the pre test and post test knowledge score. Hence hypothesis H₁ was accepted. This indicates that the structured teaching programme was effective in improving the knowledge regarding online social media for health promotion.



Conclusion

On the basis of the findings of the following, conclusions were made

- The present study revealed that the adolescents had inadequate knowledge regarding use of online social media for health promotion in pre-test.
- The total mean percentage of knowledge score of the adolescents during pretest mean was 34.4% with and SD was 2.89 and in the post test mean was 75.4% and SD was 2.43. Significant difference was found between pre and post knowledge scores.
- There was no significant association between post-test knowledge and selected demographic variables like Age, Class, Gender, Religion and Type of family.

Summary

The data obtained were analyzed and interpreted in terms of the objectives and hypothesis of the study. Descriptive and inferential statistics were used for data analysis and the significance was set at 0.05 levels.

Findings regarding effectiveness of structured teaching programme

The mean percentage of the knowledge scores in posttest is 75.4 percent is high compare to the pre-test mean percentage which is 34.4 percent.

The hypothesis was tested by using paired't' test, and paired't' value was calculated to analyze the difference in knowledge of adolescents in the pre and posttest. Findings revealed that there was significant difference between pre and post scores of knowledge on use of online social media for health promotion. Therefore H₁ is accepted as high significant difference between the pre and post-test knowledge score of adolescents regarding use of online social media for health promotion, therefore structured programme was effective in improving knowledge of adolescents regarding use of online social media for health promotion.

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