

Topic: Influence of Social Media in Healthcare Decision Making – A Survey Study

Introduction

Social media has in the recent past changed much of the process of sharing and gaining information through digital communication. Influences of social media cut across all sectors, health being part of it. This paper is a dissertation to study how social media affects health care decision-making in a 50-bedded multi-speciality hospital in Jaipur. With a focus on in-hospital patients as well as the general public in Jaipur City, the study will ideally reveal the impact of social media on patient decisions, trust in healthcare providers, and health outcomes.

Research Objectives

1. Determine reported prevalence of use of social media for health information.
2. Determine decisions about health, healthcare that patients have reported to be influenced by.
3. Determine level of trust in information on health care shared on social media.
4. To compare the impact of social media on health care decisions between in-hospital patients and residents of Jaipur.
5. To recommend the healthcare providers how to interest the patient through social media for making the right choice in decisions.

Literature Review

The literature consists of how social media has gradually emerged to be treated as one of the valuable source of health information.

Past published literature has been done on trying to find the impact of social media that can affect the behavior and decision of a patient

• Case studies on social media use in hospitals like Jaipur.

Methodology

The study will be based on a questionnaire survey administered on the following two types of subjects:

1. Patients already using the 50-bedded multispecialty hospital in Jaipur.
2. Non-patients.

The data will be catered to from the questionnaire on the following aspects:

- General demographics (age, sex, educational background, etc.)
- Nature and purpose of the use of social media regarding health.
- Specific health decisions informed through the social media (kind of hospital, kind of treatment, any change in lifestyle).
- Trustworthiness and reliability of information originating from the social media.
- Satisfaction following healthcare decisions based on influences from the social media.

Statistical analysis would be conducted to identify trends, correlations, and significant differences between the two groups.

Expected Results

It is anticipated that the study will:

- Show the heavy usage of the social media for healthcare information by each group of patients.
- Point out healthcare decisions that are majorly influenced through the social media.
- Demystifying to compare the influence of the hospitalized patients as opposed to the general population related to the use of social media.
- Understand the perceived credibility of health information obtained from social media.
- Provide implementation guidelines for the enhancement of social media as an improved patient engagement tool in any health facility.

Conclusion

The study findings will be of importance to providers in the city of Jaipur by showing social media's impact on healthcare decision-making in a certain urban context. Findings of this study will be of use for developing strategies to improve patient care and engage individual patients by effectively using social media.

Significance of the Study

This research will be a valuable addition to the body of knowledge in understanding the role of social media in healthcare decision-making and will definitely be of help to healthcare administration, policy frameworks, and medical practices. The outcomes will be really relevant for the betterment of patient outcomes and engagement in the city of Jaipur, being similar to other urban areas.