SUMMARY & CONCLUSION

6.1.1 SUMMARY

Health and communication are two most important aspects of human personality. Health is a vital resource for life, while communication is an integral aspect of any human being’s personality.

Mass media is an important social institution, which plays a crucial role in influencing, and shaping the behaviour of the general public i.e. in a family, community, society, or nation.

Combining these two important aspects of human life (health & communication), this study tried to explore the impact of mass media on health-seeking behaviour of general public. Health-seeking behaviour is a complex phenomenon and requires the understanding of various disciplines like health sciences, social sciences, and behaviour sciences etc. The health issues are complex in nature and requires systematic & scientific understanding of the topic that goes well beyond the health sector to deal with them effectively.

The concept of health-seeking behaviour has evolved with the course of time and has ultimately become a tool for understanding how people employ the healthcare system in their respective socio-economic and cultural circumstances.

Due to its potential role in influencing & shaping human health behaviour, & public health; health communication has attracted a lot of attentions from academics, social scientists, health care professionals, policy makers and other stakeholders.

This study discussed the concept of health & media in our daily life. Since media is all pervasive in today’s technology driven world, this study tried to understand the impact of mass media on health-seeking behaviour of general public.

This study tried to explain the concept of public health, health education, and health promotion. Different theories and principles of communication related to human health were also discussed in the study.

An extensive review of literature was done to understand the nature & scope of the subject. Main objectives of this research were: A) to explore the health consciousness...
of general public. B) to assess the level of health awareness of general public. C) to study the role of mass media in imparting health education. D) to identify the most effective media for health communication. E) to understand the impact of mass media on health-seeking behaviour of general public. An opinion survey was conducted in different parts of the state of Rajasthan.

Data were collected mainly through primary sources. Secondary sources were also used to collect the data & information relevant to the study. Collected data were analysed using percentage analysis method. Based on the objectives of the study, researcher formulated certain hypotheses. These hypotheses were tested statistically using Chi Square Tests.

6.1.2 CONCLUSION

Health is an important aspect of any one’s personality. Health-seeking behaviour is complex and multidimensional process that includes different disciplines having communication theories in the core. An interdisciplinary and behaviour sciences approach is required to understand this complex and complicated phenomenon.

Mass media is a social institution, and it is an important determinant of health in the society. Media play an important role in spreading health education as it has a wide reach among the populace in India. Based on the findings the researcher arrived at the conclusion that media is a vital tool for health communication. Mass media spread awareness about public health. TV being a unique media affecting two senses of human being i.e. eyes & ears, proves to be the most effective media for health communication TV being a dual medium (audio & visual) is the most important medium for health communication. It is also observed that media have a great impact on the health-seeking behaviour of general public. The researcher tested hypotheses number1, 2, 3, 4, & 5 and found that there is no significant difference between males and females when it comes to their exposure to media for their health-seeking behaviour.
6.1.3. LIMITATIONS & IMPLICATIONS

1. Main limitation of this study is that it is conducted as an overall account of media including digital media, print media & new media. This study doesn’t take into account separate format of media separately, as every media has unique traits in influencing the audience.
2. It doesn’t study different media separately, as different media have different properties and have different niche audience.
3. Another limitation of the study is that it doesn’t focus exclusively on the new media, as new media is fast emerging as an interactive form of personal – social media with 24X7 availability
4. A limitation of the study is that it doesn’t take into about the role of traditional media (puppetry, corner-plays, road-shows, folk shows, roadshows, and story-telling on health-seeking behaviour of general public etc.)

6.1.4 SUGGESTIONS

1. There is a huge scope for a comparative study on the impact of print media as well as electronic media
2. More researches are proposed to study the link between different media and the health education among common people.
3. Since new media / social media (SNWs) are becoming fast popular, among the users (especially youth) the impact / influence of new media is yet to be determined by the social scientists.
4. A separate study is proposed on the role of new media in spreading health education. More studies are proposed on the new media & its impact on health-seeking behaviour.
5. Radio, has the widest reach and access among all the mediums of mass communication. More researches should be conducted about the potential of radio on the aspects of influencing the health-seeking behaviour of general public.
6. More studies should be conducted on the role of Traditional Media / Folk Media in influencing the health-seeking behaviour of general public.