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Exploring Social Media Use Among Young Adults for Health Information Acquisition**Amna Khursheed¹**¹Department of Applied Psychology, Riphah University, Islamabad PakistanEmail: amnakhursheed792@gmail.com**Salman Rasul²**²Independent Media Researcher, Islamabad PakistanEmail: salmanrasul6@yahoo.com

Abstract

The purpose of this study is to investigate the usage of social media platforms to obtain health-related information among young adults in Pakistan. Considering the increasing reliance on digital sources for health-related inquiries, especially among the youth, this study aims to examine the prevalence and impact of social media in this context within the context of Pakistani culture. People get to connect more and learn about their issues and health. A survey is conducted to study aims to identify factors that young adults' engagement with social media health information and their beliefs of the credibility and trustworthiness of such sources. By shedding light on these dynamics, the findings of this study can help develop targeted interventions and educational initiatives aimed at promoting healthy reading and responsible online behaviour among Pakistani youth. A survey is scheduled in four universities based in Rawalpindi and Islamabad. The departments of social sciences, IT, Public Health, Psychology and Media Sciences. 300 Students are reached out to get the objectives done. The knowledge gained from this study is well-positioned to guide focused interventions and educational initiatives meant to cultivate in Pakistani youth a culture of responsible online engagement and informed decision-making. This research has identified the underlying motives and behaviours that are connected with online health-seeking practices, and it has determined the influences on engagement with health content on social media and appraised opinions about the validity and dependability of such sources. The study has resulted in some significant findings that could be used for us to design programs and interventions that would guide young Pakistanis on how they can embrace technology responsibly while keeping themselves secure while online.

Keywords: Impact, Social Media, Health information, Credible source, Youth, Decision-making

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1. Introduction

Social media has very factually changed the distribution and acquisition of information in the world. As they access social media, we always find people seeing reels posting among many other activities. In Pakistan, the environment facilitates the intensive use of social media for various aspects of everyday living such as health-related actions and choices. Social networks have been used to distribute health information— such as Twitter and antibiotics-saving. There is a significant change in the way individuals seek health information these days. Right from the beginning when patients used to get in touch with healthcare givers to know why they were sick and what could treat them, currently this is not the case anymore because online sources have taken over traditional sources like healthcare providers doctor's hospitals as well as printed matter among others. Googling symptoms has become one of their favourite activities. The Wisdom of Patients: Health Care Meets Online Social Media. This behaviour is very noticeable on the part of young people because they are not only digital natives but also very

enthusiastic participants in social networking.

Pakistan's healthcare system faces many challenges, including lack of access to healthcare, delivery, and dissemination of misinformation, and negative perceptions of health and well-being. In this context, social media channels are convenient and often convenient ways for young people to access health-related information, from general health advice to specific medical advice. Social media is a helping hand in many aspects of today's life, people often have influencers who spread awareness for example every influencer spreads awareness about breast cancer and now anyone with this disease can help themselves. For several reasons. First, it examines the dynamics of health communication and information-seeking behaviour in the digital age. Additionally, it highlights the impact of people's beliefs on the authenticity and reliability of online health information but generally, people now believe what they see online. Third, it provides valuable information for public health and helps people to identify what they are suffering from because it enables people to take steps behind the scenes and intervene aimed at promoting health awareness, disease prevention and responsible online behaviour among Pakistani youth. This study examines the relationship between social media use and health-seeking among young adults in Pakistan. It also serves to understand the opportunities and challenges presented by digital platforms to promote public health and well-being.

1.1 Problem statement

Pakistan's youth population increasingly rely on social media to access relevant health information, but it poses significant challenges in maintaining the credibility of such data as part of their personal health behaviours and decision-making processes. Not everyone has access to hospital and healthcare. The social media apps that can be used to study are Instagram, Twitter, Facebook, TikTok and YouTube in this study we are going to explore the practices and usage of social media networks by young adults for the acquisition of health information.

1.2 Objectives

- To explore the usage of social media usage for health information seeking on young adults' health behaviours, and decision-making processes within the Pakistani cultural context.
- To assess the awareness and utilization of social media which can help in healthcare and medications.
- To propose recommendations for promoting health literacy, as people can read more about diseases and can get cures instantly.

1.3 Research Question

- RQ1: How do young adults in Pakistan use social media platforms to gather health-related information?
RQ2: What are the effects of this information on their health and decision-making processes?

2. Literature Review

2.1 Social Media – Effectiveness and Challenges

In recent years, social media-delivered health promotion campaigns have been reported targeting an increasing range of health issues specifically for young adults. Social media-based interventions utilize the popularity of social media to deliver messages to young adults that attempt to change their health behaviours and outcomes. However, many interventions that show early promise are ultimately found to offer limited impact or too little coverage. One systematic review found that for 9 of 9 interventions, there was no detectable effect on the nutritional outcomes of young adults with the significant exception of containment which produced a small effect (Johns et al. The health information is sought after from social media platforms by the people of young age groups. Due to the social media interface, simplicity, availability of information and flexibility of interaction, consumers now have instant access to a variety of health information and data concerning their health requirements and needs. However, as much as some embrace the use of social media for spreading health consciousness and engaging in discussions such as body weight, there are equal numbers of people who disagree, arguing that discussing matters

relating to health in public areas such as social media is indecent. Therefore, in a way that falls contrary to the goals of the social media platform, from the users' point of view, the goals and objectives of the health promoter is an enormous contradiction. Purpose of the study: This study aims to establish how young people adopted the use of social media in the pursuit of health. In this context, it is important to make a note that every social media platform is interconnected. Before going further, let us first clarify of what social media is and what types of social media exist, as well as key characteristics of the different social media sites and platforms are, for whom they are designed, and how they are used (affordances). A vast majority of the MP through social media observed in the literature involving the use of Facebook, Twitter or other social networks of the last kind as revealed in the previous reviews. The information quality on social media platforms concerning health has been questionable with regards to its authenticity and reliability. Whereas users learn from credible websites or healthcare professionals, therefore there are standards for the information that may be given, social media content is often unmoderated and may have dubious credibility (Moorhead et al., 2013). According to earlier research proposed, yes, social media comprises of advertisement, recommendations, and information half. This makes it difficult for young adults to know who consists of good credible sources (Basch et al., 2014).

However, research also shows that young people could use relative criteria, such as the number of likes, shares, or endorsements from credible sources to appreciate the credibility of health information in social media accounts (McKenzie et al., 2020). However, image- and video-based services like Instagram, Snapchat, and TikTok are drawing young adults away from these platforms. Constructing a new platform for a health intervention is expensive and defeats the main benefit of social media, which is the large user base of youth who are accustomed to the look and feel of the platforms. There is potential value in understanding the kind of health-related use made by today's generation of young adults of these platforms and their differences; however, there has been scant differentiation made between the different types of these platforms. For instance, it was identified that utility and information sharing was a major reason for Facebook usage among 396 college student users in the US, whereas, more creative and personal sharing purposes like Instagram and Snapchat fall into this category. Teenage girls also reported using YouTube to pass the time and Instagram to present a particular persona to others while Snapchat was primarily used for humour as per research done with teenage girls.

Thus, in contrast to the ways Twitter or Instagram are allegedly used with strangers and friends of acquaintances in the actual world, respectively, people the USA college were identified in the latest poll to use Facebook and Snapchat for reaching friends and strangers as if in the internet space. The participants were able to reveal that the most frequently viewed food photos were from Snapchat and Instagram results are view on these platforms and the most used platform in sharing health and illness was Facebook. A recent study that followed six female college students over a semester observed that they turn to Facebook for information and support while Pinterest and Instagram allowed them to get ideas for workouts, recipes, and otherwise. However, other sources such as industry marketing and other information lateral to the expertise of these authoritative individuals also contribute to what is posted on social media aside from the authoritative health information. This is the information provided by various health organizations or any other health personnel in establishing healthy structures or any other entities by using social media platforms. It is worth admitting that fast food, alcohol, tobacco, and other similar industries should target young adults by using social media as the primary way of communication. Social media personalities like fitspiration models, wellness gurus, and familiar influencers of the health-conscious lifestyle niche are also effective in engaging the target audience. Human: using opinions, health and science specialists occupy the lowest level of credibility compared to celebrities and social media influencers on matters of health and style. Researching trustworthiness on Instagram and YouTube is not as common, although exploring Facebook and Twitter has dominated the existing body of literature. Most of the participants also indicated that users of the two platforms have different perceptions regarding credibility. For example, in the case of Twitter the messages with depersonalized content were more credible, whereas in the case of Facebook it was found that the utilization of the

personal language could serve as an effective way of increasing credibility. While these studies proof certain tendencies, more research needs to be conducted to identify how, for instance, young adults appropriate various online platforms to seek health information and whether or not they trust it. This will also do well to assist us to help us identify some of the areas and ways that social media can be useful in public health and improve the way people conduct health promotion on social media platforms. We aimed to ascertain the differences between how young adults would use various social media platforms. Young adults' use of social media to seek out health-related information has an impact on behaviours and health outcomes. Research has shown links between social media use and outcomes related to health, including self-efficacy, managing chronic conditions on one's own, and changing health-related behaviours (Cutrona et al., 2016; Park et al., 2016).

2.2. Social Media - Influence on Health-related Discourse.

According to Moorhead et al. (2013), exposure to health-related information on social media may have an impact on decisions made about treatment options, preventive measures taken, and following medical advice. Social media platforms enable the sharing of health information among peers and through social networks. Young adults often influence the health habits and behaviors of their peers by sharing personal experiences, advice, and other health information with their online communities (Chou et al., 2009). Research has shown that people are more likely to engage with health information shared by influencers, friends, or trusted family members, highlighting the impact of social networks on health-related discourse on social media (Laranjo et al colleagues, 2015).

The most popular SNS is Facebook. "Facebook's mission is to give people the power to share and make the world more open and connected," according to the company's website (Facebook, 2016). Facebook enables users to post and share content, including images and status updates, as well as connect with friends, family, and acquaintances (Stec, 2015). Over a billion people use the platform every day and over 1.65 billion use it monthly; most users access it through mobile devices. The platform was founded in 2004 (Facebook, 2016). Facebook use is ritualized and habitual, as evidenced by the fact that 7 out of 10 Internet users report accessing the site daily and that 7 out of 7 users report having a Facebook account (Duggan, 2015b). While 87% of young adults (18–29 years old) say they use Facebook, usage rates fell by 5% in this age group between 2013 and 2015.

Adult Internet users did not significantly change their Facebook usage rates during this time (Duggan, 2015a; Duggan, Ellison, Lampe, Lenhart, & Madden, 2015). Twitter was founded in 2006 and is categorized as a microblogging platform where users communicate with each other in "real-time" by sending 140-character tweets to their followers Mentions, replies and hashtags are ways for users to contact (Stec, 2015). Since Twitter includes accounts that have not been active for extended periods, it overestimates the number of users, which has led to criticism of the credibility of the data regarding the number of users over the past few years (Bennett, 2011). However, Twitter recently announced that it has 320 million active users and 1 billion unique monthly visits to websites via tweet embeds (Twitter, 2016).. There are over 80 million photos shared on the platform every day, and there are an average of 3.5 billion likes per day (Instagram, 2016). Young adults (18–29 years old) make up the largest group of Instagram users, with over half reporting using the platform (Duggan, 2015a; Duggan et al., 2015). Snapchat is a mobile social media app that allows users to send and receive videos and photos with time limits that are only legal for viewing (Stec, 2015). Thanks to Snapchat's recording capabilities and modality affordances, the number of users has grown exponentially in recent years. The recordability affordance enables users to share text messages, videos, and images that expire after a day. For Snapchat's modality affordance feature, users can add filters to their images and videos and exchange messages with others via photos and 10-second video clips (Waddell, 2016).

2.2 Development of the Media Consumption Model:

Here it would be pertinent to take a brief look at the concepts of U&G and then see how these have

transpired due to social media. U&G makes the following five main assumptions about the nature of media and its audience: U&G makes the following five main assumptions about the nature of media and its audience:

Different types of viewers Media users are the ones who can determine the quality of media (Katz, 1959; Katz et al., 1973)

(a) The significance of audiences to the purposeful consumers.

(b) People use media to gratify certain needs;

(c) as media satisfy needs, they become sources of competition to other need-satisfying sources; (d) media users are aware of their interests and motives and have certain expectations of media that help them with media selection and need gratification. The study of U&G takes into account users' psychosocial individual differences, media use motivations (such as information, entertainment, surveillance, personal relationships, identity, and diversion, among others), and media use effects or consequences to form an understanding of how and why people use media. This is because media satisfy basic human needs, such as social, psychological, and physiological ones (Rosengren, 1974; Papacharissi, 2008; Katz, Blumler, & Gurevitch, 1973). One of the most popular and widely contested theoretical frameworks is U&G. The criticism can be divided into four main areas: (a) conceptual ambiguity of motivations, needs, and uses; (b) inconsistent methods of measuring media use and a strong reliance on self-reports; (c) erroneous assumptions about users' awareness of their needs and an excessive emphasis on individualism at the expense of other contextual and cultural influences; and (d) limited capacities for explanation (Rayburn, 1996).

Given that ICT affordances facilitate individualistic and active information seeking and selection, the ICT boom has also led to the reconciliation of some U&G assumptions, such as the assumption regarding the active nature of media audiences (Anderson & Meyer, 1975; Chen, 2015; Dicken-Garcia, 1998; Morris & Ogan, 1996; Newhagen & Rafaeli, 1996; Rayburn, 1996; Ruggiero, 2000; Swanson, 1979). In terms of functionality and structure, social media provide many advantages over other Internet services and traditional media, both for users and for the system as a whole. It uses this methodology to illuminate cross-platform variations in U&G social media usage. U&G: The Special Situation of Social Media In addition to redefining established U&G that have been previously documented with traditional forms of media, the unique affordances of social networking sites (SNSs) also alter the gratifications that users seek and receive from SNSs, rearranging their relative importance to traditional media and reflecting the unique characteristics of each platform. The next section examines previous research that used the U&G theoretical framework to analyze SNSs. According to Mäntymäki and Islam (2016), there are advantages and disadvantages to the use of SNS. Mäntymäki and Islam (2016) used the U&G method to classify the positive appeal of SNS usage as interpersonal communication and social development and its negative appeal as voyeurism and exhibitionism. Others use social media to find companionship and social support, as well as to meet others who share their interests (Wellman & Gulia, 1999). However, Jung and Sundar (2016) discovered that older adults over 60 used Facebook in particular for social bridging, curiosity, and social bonding, as well as to reply to requests from family members. Joinson (2008) found that college students use Facebook for seven reasons: content, photos, social investigation, shared identities, social connection, social network surfing, and status updates. The author also discovered that younger users were encouraged to spend more time on Facebook by content related to entertainment.

2.4 Social Media for Health Promotion and Insights

According to Whiting and Williams (2013), the reasons given for social media usage can be categorized in the following ways: Social Interaction, Information, Recreation, Leisure and entertainment, communicative use, convenience, air views and opinions, information share and surveillance/education. In a study aimed at comparing between Facebook and Snapchat, Stanley (2015) concluded that rather than by pressure from their peers or content interest, the students use snapchat and, in the process, SNAP

more than FACE but wish to expand their Networking when joining FACE. Stanley (2015) revealed a significant gender duality in the U&G of Facebook and Snapchat. Whereas, men mainly sign up for Facebook and intend on making friends with other users, women prefer the use of Snapchat and detailed monitoring of their friends' and family's existence on Facebook. The first studies of the U&G for social media, particularly Facebook in the early phases, have mapped the social relevance of social media on these two critical dimensions of communication and friendship. For instance, past research on Facebook indicated that the main reasons people used a platform like Facebook were to connect and stay in touch with friends, family, and acquaintances; to maintain social ties; and to stay in touch with old friends, among other socially relevant motivations (QuanHaase & Young, 2010; Raacke & Bonds-Raacke, 2008). But in the last twelve years, Facebook's and other social media platforms' characteristics have changed to the point where other reasons are becoming more important.

Facebook users' use patterns are increasingly predicted by entertainment, medium appeal, and self-documentation (Alhabash, Chiang, & Huang, 2014; Alhabash, Park, Kononova, Chiang, & Wise, 2012; Karlis, 2013). The usage of quantitative, 140-character limit present on the microblogging website, Twitter, has altered the types of incentives and satisfactions them users seek. In the study by Johnson and Yang (2009), this author identified a moderate positive relation between the rationales given for sharing information and the hours spent in the website per week as well as the visits' frequency. Park (2013) pointed that through an analysis of an example of political usage of Twitter, the normative motives of the opinion leaders are information search, call to action, and voicing. The specificity is mainly because the usage of both Instagram and snapchat has only recently rising rapidly and therefore there is limited literature published on these two platforms. Besides, the main reasons for using Instagram include monitoring and getting to know people, documenting life occurrences or simply finding it cool are photos and videos, as well as advertising one's self, and demonstrating creativity through photography skills, thus, it is revealed that users of Instagram tend to pay greater attention to the identity and self-promotion in contrast with the social interaction aspect of the platform, according to Sheldon and Bryant (2016). Altogether, regarding the types of usage, the main reason picked for utilizing Instagram was surveillance based on this specific study.

Erasure is available to the users of snapchat, due to modality affordance feature; Waddell (2016) stated that snapchat offers self-expression than using text-based communication technologies since it makes the user satisfy their privacy. Some of the other things which were also observed include the fact that through the photos, people are also able to nurture and foster relationships with family members, friends or a partner regardless of the physical proximity or the lack of it. Based on the studies of Utz et al. (2015), participants share pictures including selfies which are pictures or videos taken of oneself and image associated with humor. Utz et al. (2015) investigated the differences in the motivational reasons for using Facebook and Snapchat and revealed that the primary reason for using Snapchat was a general distraction or putting off work, while the primary reason for using Facebook was the need to interact with friends and maintain connections with them. Last, but not least, one can compare Snapchat to Facebook and, based on the study by Utz et al. (2015), it is concluded that Snapchat usage has higher positive relationship with jealousy. Snapchat users mostly use the app to communicate with close friends and family, according to Piwek and Joinson's (2016) research, underscoring the value of private communication. In addition, several of the studies highlighted that where employing Snapchat dissimilar to different social media apps because it lets users to only connect with a select number of friends and relatives along with being less self-promoting as compared to other social media platforms (Bayer, et al., 2015; Piwek & Joinson, 2016; Vaterlaus, Barnett, Roche, & Young, 2016). This paper provides evidence for the following observations regarding the general U&G of social media platforms – There is a need to gain more insights about the behavior of visitors and evidence of prior studies on U&G are available. First, previous research suggests that each site's affordances and available functions create a unique set of purposes and benefits derived from and achieved through site use. Second, motivations and usage patterns shift in tandem with sociotechnical systems as they develop and strive for ongoing reinvigoration through updated design and functionality. Third, although every platform has its features

and reasons to be used, there may be complementary and shared reasons to use them all.

However, there is limited literature on Cross-Platform U&G analysis to allow comparison on social media platforms (Stanley, 2015) that is why this study aims to explore Cross-Platform use motivations, Cross-Platform daily usage time, and Cross-Platform use intensity. The intensity scale for Facebook which comprises affective and cognitive attitudes towards the use of Facebook as well as numbers of friends, and personal time spent on facebook has also been employed in earlier studies towards the measurement of Facebook use (e.g., Ellison, Steinfield, & Lampe, 2007).

In this paper, we decided to clearly describe Facebook intensity solely in terms of the evaluative aspect of Facebook usage rather than the number of Friends and the hours spent on the network daily. Through such media platforms as the internet and social media, people can produce more content media creatively and also receive and send messages from many sources. parties at any one point in time or geographical location, there are still many positive spin-offs. It is also important to concede that social media has had some adverse consequences; for instance, the most evident consequence of excessive and uncontrolled use of social media is internet dependency, and there is also an increasing likelihood of individuals becoming odd or getting too obscure to the society (Eric et al., 2015). As Kathleen pointed out, face-to-face, also known as direct interaction, is a crucial factor when it comes to interpersonal relationships. It may link a lot of people together but it cannot develop certain intimacy, and interpersonal relationships hence cannot foster social interaction within community (Begley, 2010). A dynamic social relationship is what social interaction is by definition; these relationships can be between people, between groups, or between people and themselves. There can never be a life together without social interaction, which is the foundation of all social life that currently exists. If there is no communication, collaboration, or mutual support to reach a common objective, meeting people face-to-face does not always result in an interaction (Soejono Soekanto, 1990). Since humans are social creatures,

It cannot be said that there can be no life together without interaction since there can be no social life altogether in existence at the current age. The absence of these interactions, of cooperation to achieve a certain goal, is a sufficient justification as to why sometimes when people get to know each other in the flesh, they do not interact with one another (Soejono Soekanto, 1990). As 'social animals,' it is necessary that we get involved in this type of social relationship. In the article discussion, researchers plan further exploration of the positive and negative impact of social media as they elaborate on their findings. The authors of the article argue that the insights presented in the article were intended to increase awareness and view on the benefits of using social media among readers. Despite the challenges of credibility and false information social media hold key opportunities for the promotion of health among young adults and for intervention. It has also been evidenced that through SM, target groups are attained within a short period, peer support group is achieved and new trends such as behaviour change and health literacy are enhanced (Cavallo et al., 2014; Maher et al., 2014). Community health organizations and healthcare facilities that wish to bring positive change through promoting healthy lifestyles, educating the public on evidenced information, and assisting young adults to make healthy choices should consider leveraging social media.

2.5 Social Media and Youth

Social relationships between individuals, between groups of people, and between individuals and groups of people are, in essence, the social relationships that are associated with social interaction. Social interaction takes place overall between human groups and typically does not entail an individual member's membership. Here social interaction begins in a situation where two or more people are involved and use some tools to interact with each other Soekanto, 2007. In the modern world, social media is a form of communication that involves the use of gadgets. To that end, it is important to understand that while there are many advantages coupled with social media usage, there are also many disadvantages especially with reference to community social interaction. Of course, it influences all of them and people of different ages, including adults, adolescents or students. However, the impact differs according to the perception people have of the social media that they engage in (Harfiyanto et al., 2015).

The effects of social media on people's social interactions are explained as follows: The effects of social media on people's social interactions are explained as follows: There is an intricate relationship between social media and communication nowadays. The impact of social media on neighbourhood social interaction is particularly positive in the following aspects. The first strength is stating that social media enables faster and easier communication among people, and the second strength is stating that it enables anytime and anywhere communication. By a phone call, video call, or other available online conversations like a chat. As it seems, we have been living in the world with social media for a long time and they left an impressive imprint and change on society and every person's life. This is a fact that has come about as a result of advancements in Information and Communication Technologies – ICTs. It is partly due to this that people come up with new ways of seeking information. Second, as for the concept of interaction, the communication process is reciprocally symmetrical because participants of the interaction process can address each other directly and act simultaneously as communicators and receivers of messages (Sari et al., 2018). Researchers like Aviarni et al. (2020) found that the advent of social media platforms has made it possible for people to connect and exchange information with others at any time and from any location. Social media is a new form of interaction media that gives people a platform to share, tell tales, and spread ideas and innovations. People can move about the virtual area and communicate with one another as a result. Social media can be used by students who study far from their peers to get in touch with friends they haven't seen in a while. Therefore, students in these categories will be offered emotional support from past interactions. Other beneficial effects found in this study include the following: Celebrate successes. In addition, the millennial generation's social media communication and participation can also assist with education through the sharing of educational resources as well as discussing education through forum sections provided on social media. Cooperation as a type of social interaction Cooperation is the ability of individuals and groups to combine their efforts and work in harmony toward achieving a common goal. in order to sustain the oriented interaction Constancy is vital, so the existent relation has to be sustained at a steady level. For instance, when teenagers are using social marketing tools, they can easily get information on school matters hence am sure that the information they get is always updated. This is one view through which the effects of social media use seem to be positive. can also reduce some dispute and noncompliance.

It further explains that the crucial and significant ways through which people engage socially in society are highly influenced by social media, especially when it comes to how people offend others or engage in online interactions. The Internet allows users to type in and publish any information they wish to, be it public or concerning the user. Social media encourages individuals to continue with friendship, and to support brotherhood. They appear to have no restrictions or rules regarding what they post on social media platforms unlike official accounts. does mean that people's circle of friends can be expanded Most of the time. From the foregoing, it is evident that social media also enables users to introduce more as friends whereby they will post increasing the number of friends they have. Consequently, change in any of the social institutions that form societies affects social systems such as the behaviours of groups, values and the attitudes that are held. It can also shift natural dynamics in interactions of people which may enrich or hamper interpersonal communication. The Social Community Groups can engage in a direct dialogue on social media with the President on recommendations, opportunities for grievance, and efficient ideas. Now, if the traditional method involves following an invitation and having to sign up to join the DPR / DPR first or protest in front of the president's office to voice their ambitions, this method is often rejected.

2.6 Theoretical Framework

One of those theories claims that mass communications is called the Uses and Gratifications Theory or UGT. According to UGT, audiences are active consumers of media who choose media to fill specific needs, not passive recipients of media messages. This suggests that people purposefully select their media to the satisfaction they wish to gain. UGT was mainly constructed by scientists like Michael Gurevitch, Jay Blumler, and Elihu Katz in the 1940s and 1950s. The rationale was developed by Katz

and colleagues in studying media usage motivations, noting that individuals use media for the need of a range of psychological and social gratifications. UGT can also be highly relevant when discussing how young people use social media for health information. Young people use social media platforms increasingly to find information on whatever they need, including their health. Social media users may use these platforms for information on health issues, including mental and physical health and medical illnesses and for sharing their experiences and seeking advice. Stamping out misinformation will likely require the use of the particular ways in which young people use and enjoy social media creating effective health communication strategies. To that end, health communicators can tailor their messages and platforms to meet their audience where they are by understanding what makes people interact with health-related content on social media. For instance, if young people are using their social media primarily for social support around health conditions, interventions that activate this, e.g., through enabling the formation of online communities or peer support networks, maybe more effectively facilitated. All in all, the uses and gratifications theory provide a framework for understanding the active role audiences take in selecting and using media to meet their own needs, a vital concept for understanding the mechanisms behind the evolving health information-seeking behaviours of young people on social media platforms. People select the media best attuned to and best able to meet their needs (UGT). In the context of social media and health information seeking, adolescents and young adults might prefer some platforms or sources (more than others) based on whether they receive recommendations from peers, whether there are user-generated comments, perceived credibility, and relevance to their health issue. UGT emphasizes that media consumption can have various effects on humans in terms of behavioural, affective, and cognitive effects / For example, exposure to the health information on social media platforms may lead to improved knowledge of health (knowledge level), changes in attitudes or beliefs about health (attitude/ belief level), and adoption of health-promoting behaviors (behavior level). Knowledge of these effects can enable health communicators to design interventions that exploit positive effects while minimizing negative effects. In an age of digital communication media, UGT is a reminder of the highly interactive communication processes. Social media platforms also lend themselves to two-way communication, allowing users not only to receive information but also to participate in the conversation, contribute their own content, and converse with others. This interactive function can improve the satisfaction of using social media to search for support by allowing users to engage and contribute to the production and dissemination of information. Another important point UGT makes is that media consumption is dynamic, (body Parser). Reasons for why young people use social media to source health information might evolve as they transition in their life, our researchers believe Young people ceaselessly consume selectively, carefully seeing things at the core of those things that interest or value them young people are not so Passive-Saharan on that passive information flood. This selective exposure may influence the types of health-related content encountered by young people and the extent to which they are exposed to diverse perspectives and evidence-based content. The UGT model helps us to unpack this, showing that media consumption is not a passive process that essentially involves selecting items (such as books or YouTube videos), but also choosing how to interpret and use media content.

3. Methodology

3.1 research design

A structured online survey is developed to collect quantitative data on social media usage patterns, health information-seeking behaviours, and perceived credibility of health information on social media, will also be conducting interviews to get more insights and its impact on health-related decision-making. A survey is scheduled in four universities based in Rawalpindi and Islamabad. The departments of social sciences, IT, Public Health, Psychology and Media Sciences. 300 Students are reached out to get the objectives done. The age group is between 20 years to 40 years old.

3.2 Sampling Frame

The target population is young adults aged, 20- 40 years present in various corners of Pakistan. Students

and workers are included. Participants are selected from a variety of educational institutions, community centres, and online platforms to guarantee a broad and representative sample. To capture a diverse range of experiences, volunteers are drawn from various cultural backgrounds, genders, and socioeconomic positions.

3.3 Sampling Technique

A combination of convenience sampling as whoever willingly wants to be a part of it as well as stratified sampling is used. Convenience sampling is used for online surveys, while stratified sampling has ensured representation from diverse demographic groups sex, religion etc.

3.4 Data collection procedure

Participants are provided with clear information about the purpose of the study, confidentiality, and data usage. Informed consent has been obtained from all participants. The appropriate institutional review board has given ethical clearance prior to data collection starting. Prior to filling out the questionnaire, each participant has required to give their informed consent. Depending on what the participants prefer, the questionnaire may be given online or in person. The answers provided by participants are to remain private and anonymous.

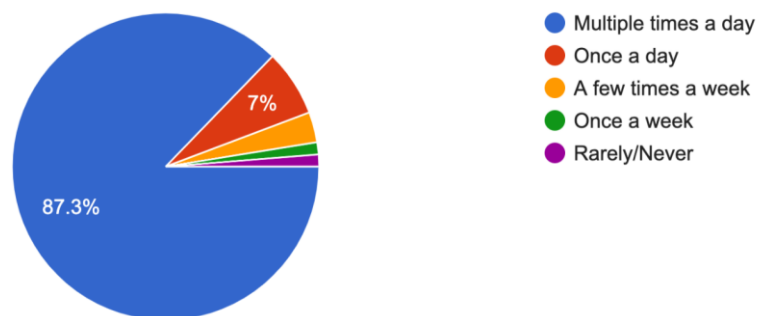
We have created a structured questionnaire using validated scales and existing research on social media usage among young adults for health information and acquisition

The questionnaire includes demographic questions as well as measures to assess social media usage among youth of different ages, ethnicity and gender.

4. Data Analysis and Results

4.1 Frequency of social media usage to find health information

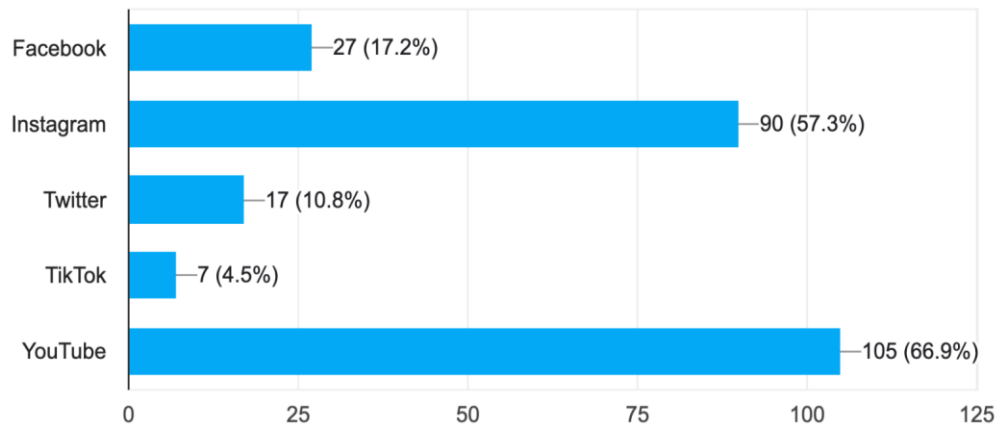
The following chart shows how frequently young adults use social media platforms to find health



Graph 1 shows majority of 87.3% people use social media multiple times a day to receive health information, while 7% see it just once a day. The rest use it few times a week, once a week or rarely.

4.2 Social media platform to acquire health information

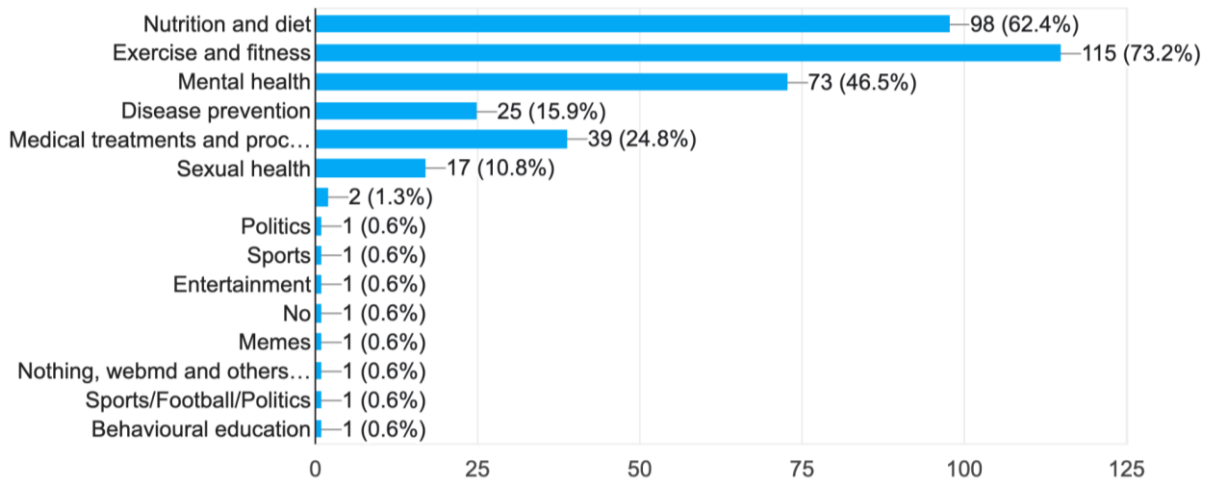
The responses that are collected from the youth about which platform they use to acquire health related information on which social media platform they prefer the most in the bar chart as shown:



Graph 2

4.3 Categories of Health Information on social media

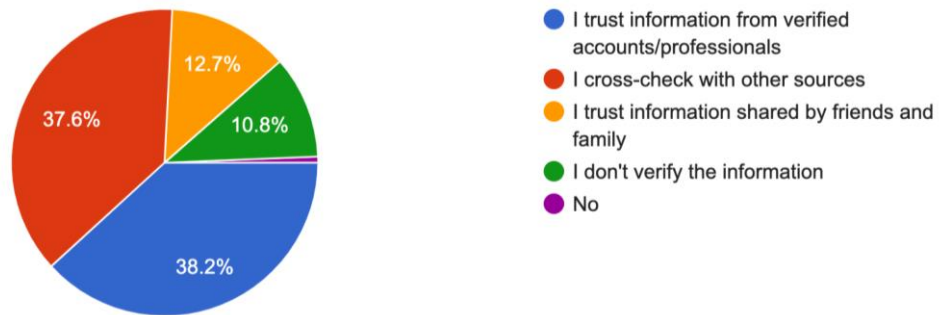
People chose multiple options as to the type of health information they seek and they like to read about according to their preference in the bar chart below:



Graph 3

4.4 Assessing Credibility of health-related information on social media

Some factors to assess the credibility of health information on social media by the youth as given in the chart below:

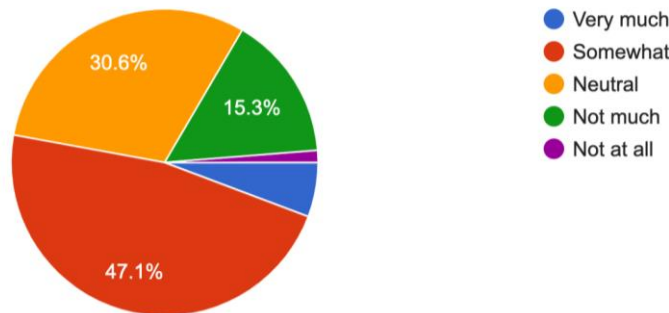


Graph 4

The information from verified accounts/professional is voted by 38.2% people. While 37.6% cross-check with other sources. 12.7% trust the information shared by friends and family. 10.8% do not verify the information and the rest do not assess.

4.5 Influence of decision making on health by social media information

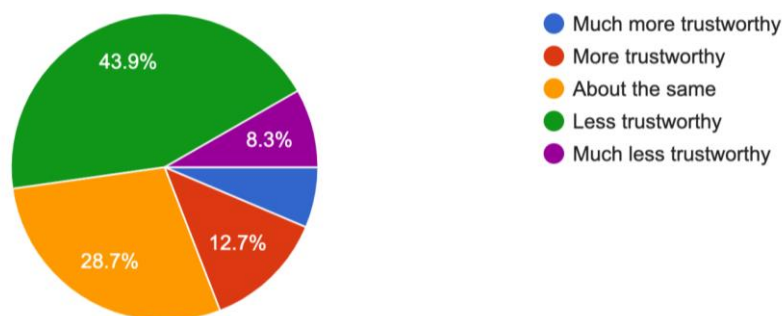
To the extent of decision-making, the responses in the chart tell us that how many people trust the information on social media before taking it into their own consideration



Graph 5

The pie chart demonstrates that 47.1% of the majority trust the information somewhat, while 30.6% are neutral. 15.3% are not very considerate in deciding while less than that is very much.

4.6 Trustworthiness of Health Information on social media as Compared to Traditional sources

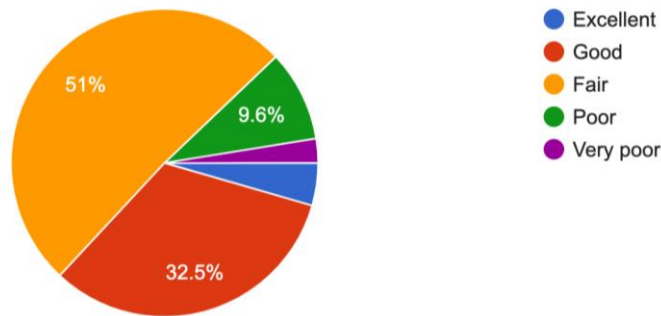


Graph 6

The majority 43.9% of people say that it is less trustworthy, while 28.3% say that it is about the same. 12.7% vote that it is more trustworthy.

4.7 Quality of health information on social media

To rate the quality of health information on the social media sites, people chose these options according to their experience.

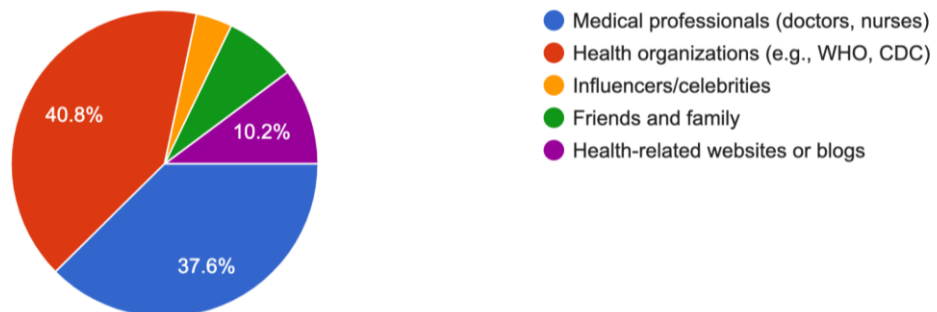


Graph 7

Majority of 51% rate the quality to be fair, while 32.5% say that it is good. 9.6% people voted the quality poor and the rest said its excellent. Only a few voted it very poor.

4.8 Social Media site that can be trusted for health information

The most trustworthy source that would provide health information on social media according to the responses are:

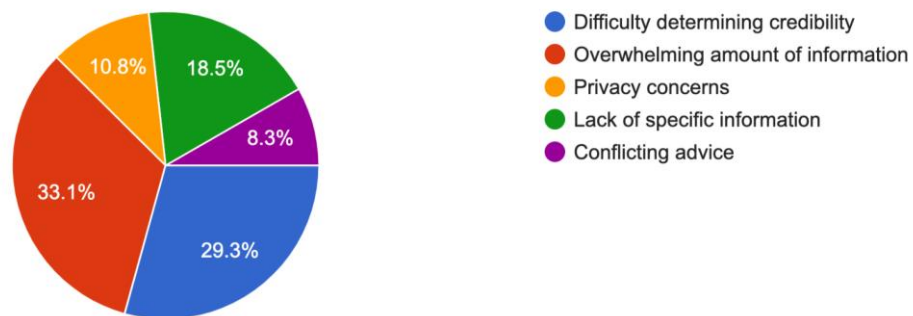


Graph 8

40.8% majority choose Health organizations (e.g., WHO, CDC), Medical professionals like doctors and nurses are the source of 37.6% people, 10.2% chose health related websites or blogs. The others look for influencers/celebrities, friends and family.

4.9 Challenges to acquire Health Information

The obstacles that are experienced while using social media to search for health information according to the responses are in the chart as:



Graph 9

The majority see an overwhelming amount of information with 33.1%, 29.3% people face difficulty determining credibility while seeking health queries 18.5% get lack of specific information. 10.8% of people have privacy concerns and 8.3 % get conflicting advice.

5. Discussion

The several uses that are developed by social media platforms including Facebook, Instagram, and twitter towards health information demonstrate their various affordances. Social media users rely more on Facebook for Passchier (2014) and information seeking or communication, Twitter for real-time updates and Instagram for inspiration and as a form of self-promotion. Due to this, there is a need to come up with certain strategic promotion methods that effectively address the unique features of each of these platforms. For example, Twitter is normally used as a platform that can be harnessed for disseminating time-bound health alerts while Instagram can be used for visual campaigning. Based on survey findings it is establishing that 38 percent students believe that mass communication is a key factor. Participants also said that 2% of the time, they check information only from professionals or accounts that have been identified as credible, just as 37.6% of them said they verify information from other sources. This latter approach combines both a careful approach to health information with a preparedness for engagement that is demonstrated by the verification and trust. The studies indicate that it is not easy for young adults to differentiate between credible and non-credible sources; hence, this provides credibility as an essential dimension in health information (Moorhead et al., 2013). This shows just how necessary it is that the identities of the health account be present on social media to lead the users to credible information. When it comes to the healthy information they come across in the social media, respondents had varied opinions or level of trust in the information. It is somewhat trusted by 1% while 43% have a little bit of trust in it. Therefore, only 9% believe it to be less of a credible source than the other sources available. Given the abundance of false information and contradicting guidance on these platforms, this skepticism is justified (Basch et al., 2014). While social media is an effective tool, there is a lot of space for improvement in the quality and dependability of the health information that is provided, according to 51% of respondents who rated the information as fair.

As far as kinds of hat components, can be divided into a crown flat-brimmed hat, qi flat-brimmed hat crown collar flat-brimmed hat collar flat brimmed hat with veil hat crown flat-brimmed hat for wine. 8% post occasionally, while 29, 20% post relatively frequently, 15% occasionally and 36% are not active on the platform at all. 9% post infrequently. With 22. Lack of confidence and concern about handling Diversity and Inclusion issues: Only 3% of the respondents said they are 'very concerned' while 9% said they are 'not very concerned' and 33% said they are 'not concerned at all' if they were handling Diversity and Inclusion issues. 1% somewhat concerned, privacy concerns are also considered as being major. These findings thus reveal a fundamental clash between privacy and health information under the three privacy types. The research supports this by stating that young adults' interaction limitations with the available health content may be due to issues of privacy (Chou et al., 2009). This

influence also highlights the threat posed by a large-scale misinformation campaign, and the many possibilities offered by social networking sites for health promotion initiatives.

Two ways of mitigating its impact include availing tutorials on identifying fake news, as well as providing guidance on how to handle fake news. Topical credibility sources include medical professionals – 37. 6% of sources – and health organizations – 40. 8% of sources. This is in agreement with other similar studies that noted credible information sources in social media (Moorhead et al., 2013). However, there are still many challenges that remain untackled, such as finding oneself overwhelmed by information (33. 1%) and struggling with credibility issues (29. 3%). These findings point out decisively that the key objectives of promotional efforts should be to simplify the language used in messages and to bring the pertinent sources of information into sharper focus and to enhance the ability of users to filter, evaluate critically.

5.1 Conclusion

A lot can be learnt from social media in terms of understanding their preferred platforms by day and month, younger adults actively engage in visiting these social media platforms. Another advantage of the social media application is accessibility; it can be accessed from anywhere and at any time; also, it allows users in interacting with health communities, get multiple perspectives on health issues, and get updates. Social media are the social and interactive ones that call for sharing persons' experiences and peers' support which will promote health literacy and equip people with the authority to make the right decisions for their health (Cavallo et al., 2014; Maher et al., 2014). The youth specifically the young adults are aware of social media as a device and as such there are several benefits as well as drawbacks in using it in health promotion and putting across information. It would be beneficial and relevant to collect health-related information through social media because the challenges that its information contains: false information and privacy violation, are still outweighed by the positive outcomes of such kind of data receiving. Persistent and up-to-date these platforms give social support and information that can be crucial day and night, especially for managing a disease. The areas underserved by traditional healthcare systems may also eventually be closed by them, especially in disadvantaged populations (Whiting & Williams, 2013; Utz et al. ,2015). UGT per se raises awareness how selectively, purposefully, and subjectively young adults engage in media consumption. This theory is important because it draws attention to issues of credibility, communication, and media interactivity, which provide a helpful foundation for understanding why people turn to social media when seeking health content. That is why the question of the prospective use of social media for health promotion is closely connected to questions of fake news, privacy, and constant streams of data. To effectively establish rapport and ensure that young adult target audiences have access to accurate and appropriate public health information, public health organizations and healthcare providers need to make it a top priority to provide accurate, reliable, and current information, as well as practice secure and open dialogues with the target audiences.

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