



## ORIGINAL ARTICLE

### A Comparative Study to See the Impact of Different Media Channels (Social Media, Television, Radio, Print) on the Awareness of Breast Cancer among Housewives

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#### Abstract

**Objective:** The study aimed to evaluate the comparative impact of social media, television, radio, and print media on breast cancer awareness among housewives.

**Methodology:** A descriptive, cross-sectional study carried out in District Sialkot during June to August, 2024 with sample size of 73 housewives between the ages of 21 to 60 years. The data was then analyzed using SPSS (Statistical Package for Social Science) version 2024. Data was collected using a 15-item questionnaire.

**Result:** A total of 73 participants responded to the questionnaire. Approximately half of the participants belonged to age group of 25 to 35 years. The one-third of participants had completed their Master's Degree. Of the total respondents, 71.2% had awareness through television, 89% via social media, 21.9% from radio and 51.7% by print media. Social media emerged as the most impactful platform, followed by television, print, and radio.

**Conclusion:** Social media is the most effective tool for creating breast cancer awareness among housewives, with television as a close second. However, print and radio were less effective, especially in the absence of access to advanced technology.

**Keywords:** DNA Mutation, Cancer, Breast Cancer Awareness, Social Media, Medical Disease, Informed Consent.

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#### Introduction

Cancer is defined as a genetic disorder caused by DNA mutations that are acquired spontaneously or induced by environmental insults<sup>1</sup>. Human body is composed of trillions of cells multiply by a process called as cell division. When this process disturbs, tumors are formed. It can be either benign (localized) or malignant (invasive).

Cancer is a major health problem in 21st century responsible for 1 in 6 deaths (16.8%) and<sup>1</sup> in 4 deaths (22.8%) from non-

communicable disease (NCD) worldwide<sup>2</sup>. The incidence of cancer is increasing now a days and early diagnosis is required for better prognosis.

Out of all cancers in female, breast cancer is more common. Breast cancer is abnormal breast cells growth occurring out of control and form tumors<sup>3</sup>. If not detected, tumors can spread throughout the body and become tragic. Breast cancer cells form inside the milk producing duct of breast. The earliest form is not life threatening and can be

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detected in early stages using screening methods. Cancer cells spread into adjacent breast tissue, creating tumors that can cause lumps.

In 2022, there were 2.3 million women diagnosed with breast cancer and 670,000 deaths in the globally<sup>3</sup>. Breast cancer is the most frequent type of malignant neoplasm among women<sup>4</sup>. Breast cancer can occur in every country of the world in women at any age after puberty but more commonly in postmenopausal stage (50 years or older). According to studies, 99% of breast cancers occur in women and 0.5-1% of breast cancers occur in men.

Mostly, married female endures this disease<sup>5</sup>. Pakistan has excessive rate of breast cancer in Asian countries. Every one in nine women is at the risk of being diagnosed with breast cancer in lifetime. Pakistan is at 58<sup>th</sup> position in breast cancer worldwide.<sup>6</sup>

Media is defined as the main ways that large number of people receive information and entertainment, that is television, radio, newspaper, and the internet<sup>7</sup>. Media has powerful impact on our way of thinking. Media outlets give people information about prevention of disease and promotion of health. Through the media, awareness and motivational campaigns are done that have great impact on breast cancer care among housewives. These media campaigns can encourage women to practice breast self-examination and many other things.

Different media portals have easy access to housewives in daily life. That's why they can be used as tool to create awareness among housewives. Overall 40.6% of women said that they had got awareness from books, 68.3% got information from newspaper, 86.6% women found awareness from television, 46% of women used radio

for getting awareness, 73.8% through internet and 81.7% through social media<sup>8</sup>.

## Objective

The study aimed to evaluate the comparative impact of social media, television, radio, and print media on breast cancer awareness among housewives.

## Methodology

A descriptive, cross-sectional study carried out in District Sialkot during June to August, 2024 with sample size of 73 housewives between the ages of 21 to 60 years.

A questionnaire proforma was provided composed of 15 questions regarding the campaigns about breast cancer awareness seen on social media, television, radio and print media and about their effectiveness.

Age less than 20 years, unmarried females and women who were not willing to participate were excluded.

The questionnaire elicited information regarding their age, educational status, marital status, number of children and awareness of breast cancer through different media means.

## Results

The data was analyzed by using SPSS (Statistical Package for Social Science) version 2024.

A total of 73 housewives responded to the questionnaire. Approximately half of the participants belonged to age group of 25 to 35 years. About 1/5th of the participants belong to age group 36-46. Approximately 2-8% belongs to age group of 21 to 24 years. About half of the participants had completed their graduation. The 1/3rd of participants had completed their Master's Degree. Some had completed higher secondary education. While the participants had completed their primary and secondary education.



Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21	2	2.7	2.7	2.7
22	2	2.7	2.7	5.5
23	6	8.2	8.2	13.7
24	2	2.7	2.7	16.4
25-35	38	52.1	52.1	68.5
36-46	13	17.8	17.8	86.3
47-50	4	5.5	5.5	91.8
50+	6	8.2	8.2	100.0
Total	73	100.0	100.0	

Table 1: Frequency Table (Age)

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bachelor's Degree	36	49.3	49.3	49.3
CA	1	1.4	1.4	50.7
Diploma	1	1.4	1.4	52.1
Doctor of pharmacy	1	1.4	1.4	53.4
Higher Secondary	8	11.0	11.0	64.4
Master's Degree	20	27.4	27.4	91.8
Primary	3	4.1	4.1	95.9
Secondary	3	4.1	4.1	100.0
Total	73	100.0	100.0	

Table 2: Frequency Table (Education)

Of the total respondents, 71.2% had awareness from television, 89% by social media, 21.9% from radio and 51.7% through print media. Furthermore, out of the total respondents, 71.2% had awareness through media. Post-graduated respondents had more access to different media means for breast cancer awareness. Majority of the housewives using social media got more benefit regarding awareness. About one-third of respondents had seen awareness campaigns about breast cancer on television and found it beneficial.

As compared to television and social media, respondents didn't find radio helpful in increasing their knowledge. If we compare different media means, social media is on the top for spreading awareness and on second number, television plays its role. If we compare the portals rarely used in routine, print media seems to be more helpful as compared to radio.

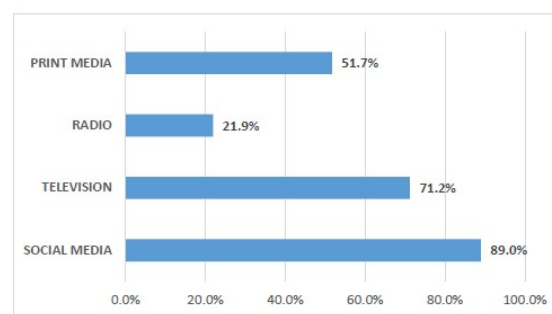
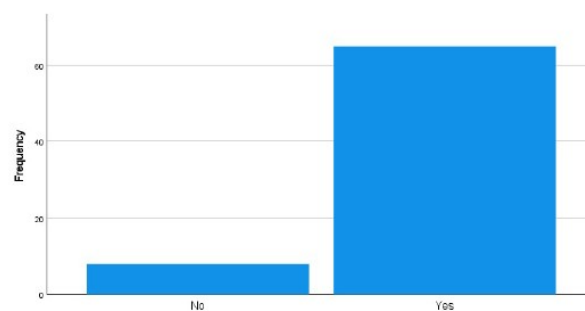


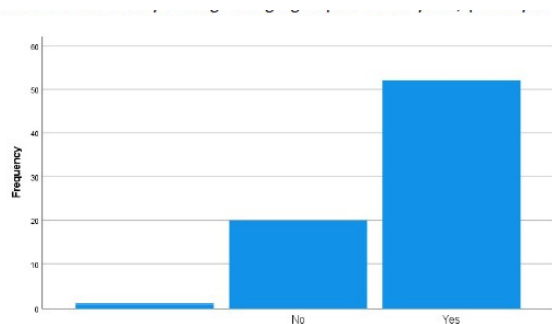
Figure 2: Comparison of results

Out of 73 participants, 53 of them had seen breast awareness campaigns on social media especially instagram and face book, a few of them also used you tube and admitted that all of them got benefit. The campaigns had increased their knowledge regarding breast cancer symptoms, causes, management and treatment. According to the participants, social media as awareness tool was very helpful because they do see campaigns whenever they want, live or recorded.



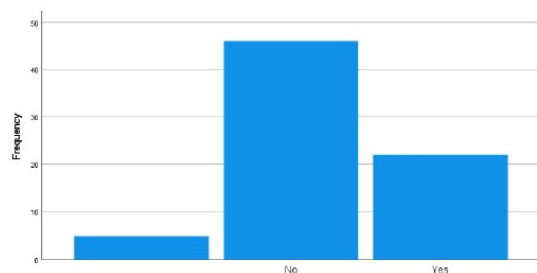
Graph 1: Awareness Through Social Media

Housewives not using smart phones in routine do find television more beneficial for breast awareness. Regardless of the benefit they got they face difficulty in watching the whole campaign due to its fix time and commercials. Housewives finding television beneficial for breast cancer awareness mostly belongs to age group of 40-60 years, primary or matric pass.



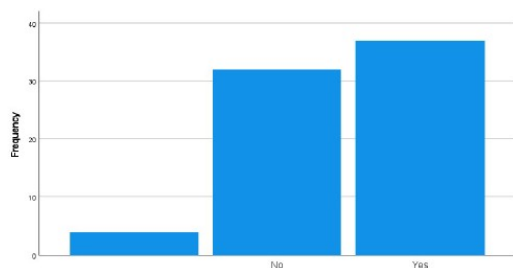
Graph 2: Awareness Through Television

A small number of participants found radio helpful in breast cancer awareness. This group of people were living in an area where no facility of internet was available.



Graph 3: Awareness Through Radio

Some housewives believed that newspaper was a good source of awareness. According to them newspaper and magazines were easy to read in the free time with no tension of missing the segments.



Graph 4: Awareness Through Print Media

Social media emerged as the most impactful platform, followed by television, print, and radio.

## Discussion

Most of the housewives had awareness of breast cancer through television and social media due to their easy access to them. Among the reasons for having less aware-

ness through radio and print media was due to their less availability and usage in routine life among housewives. Awareness of screening methods and disease warning signals were important in advancing and implementing screening programs in community, which can upgrade the odds of early detection of breast cancer<sup>9</sup>.

Media had important role in promoting breast cancer awareness<sup>8,10</sup>. Health care experts used different media means to spread information regarding health issues. The public health sectors used social media to create breast cancer awareness. This study was conducted compared the impact of different media portals on breast cancer awareness among housewives. On average, only two in five Pakistani women are aware of one or more risk factors, symptoms, or diagnostic modalities<sup>11</sup>. So, if social media had positive role in awareness of breast cancer, which can reduce the risk of mortality due to the breast cancer<sup>12</sup>. According to public health report, breast cancer spreads rapidly and Pakistan has the highest number of effected patients among Asian countries. The participants revealed that they are familiar with breast cancer due to different media means (television, radio, social media, print media). The respondents also admit that social media and television are regarded powerful source of information regarding breast cancer awareness.

On the other hand, role of print media and radio is less as compared to social media and television in breast cancer awareness. Although print media is good source of information for housewives who are still away from technology but in current period of time they have decreased access to newspaper, magazines, pamphlets due to shortage of resources. There is significant transition from radio to television and social

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media because of their detailed drives on awareness regarding fatal diseases.

Well known contradictions occur in media regarding coverage of health issues, where medical information is muddled by the spread of inaccurate information. Such strategic errors can puzzle public opinion and the target audience, thereby threatening the credibility of the information and the media. Therefore, media sources are needed to guarantee the accuracy of health information<sup>13</sup>. Social media is a preferred place to gain breast cancer awareness due to its easy access, connectedness. It has been shown that the use of social media may enhance psychological well-being<sup>14, 15</sup>. The contribution of the social media to women's health is also to be highlighted in the wake of the developmental programs that are being carried worldwide by the research organizations<sup>16, 17</sup>.

Some studies recommend that the levels of awareness among population regarding breast cancer, is low. Reinforcing the continuous need for more breast cancer awareness through conducting public and professional programs, that are done on purpose to raise awareness among women and those with low educational accomplishment<sup>18</sup>. As the study showed, majority of the housewives were well educated and got the awareness. Moreover, housewives that were not well educated, hadn't got the awareness about breast cancer.

Education plays an important role in use of technology, even for the primary pass housewives television is available for their awareness regarding breast cancer.

## Conclusion

Media platforms play big role in creating awareness among housewives regarding breast cancer. Our study concluded that

among all media means, social media plays the biggest role.

Social media is the most effective tool for creating breast cancer awareness among housewives, with television as a close second. However, print and radio were less effective, especially in the absence of access to advanced technology.

## Recommendations

There should be more campaigns about breast cancer on social media as it is frequently used. There should be also more usage of radio and print media for breast cancer awareness.

- Breast cancer awareness campaigns should be enhanced on social media.
- Utilization of radio and print media should be expended to reach under-privileged areas.

## Limitations

- Small study due to the shortage of resources.

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