



Impact of Social Media on Public Health

Awareness

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Abstract: In recent years, social media has emerged as a powerful tool for influencing public opinion and driving change across various sectors, including public health, sustainability, and environmental awareness. This paper explores the role of social media in promoting these crucial areas, highlighting its capacity to inform, engage, and mobilize communities toward healthier and more sustainable practices. It examines how platforms like Facebook, Twitter, Instagram, and YouTube are being used to disseminate information related to public health, raise awareness about environmental challenges, and advocate for sustainable practices. By providing access to real-time updates, educational content, and global networks, social media has significantly contributed to public health campaigns, environmental activism, and the promotion of sustainable solutions. However, the paper also discusses the challenges, such as misinformation and accessibility issues, that affect the effectiveness of social media in these domains. Ultimately, the study emphasizes the need for collaboration among governments, organizations, and influencers to harness social

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media's potential for fostering a healthier and more sustainable future for all.

Key Words: Social media, public health, community, environmental activities, awareness

1. INTRODUCTION

Public health awareness is only one example of how social media has grown to be a potent instrument in influencing our learning, connections, and decision-making. With just a few clicks, you can now easily reach millions of people thanks to platforms like Facebook, Instagram, Twitter, and TikTok, which have revolutionized the way people share information on fitness and health. Social media has been shown to save lives and improve health outcomes for those same people, from informing the public about the value of cancer screenings to delivering crucial updates during the COVID-19 pandemic.

There is a problem with this situation, however. Depending on the case, it can provide users with information they require and help them, but it can also provide information that is inaccurate or simply confusing. The special feature of communication in these networks is the ability to connect people who are thousands of miles apart to engage in professions or services, to educators, which has greatly improved the quality of information and communication exchange across the globe. This work analyses the effects of social networks on the development of public health consciousness, their pros and cons, as well as their notable impacts on modern healthcare in particular.

The COVID 19 pandemic that began in China in 2019 in health care has turned into a global emergency with a high rate of severe lung disease. As such, it is very much important to

control the further expansion of the disease and its spread in the community and who are already in the hospitals. The response has been determined by countries' economic structures and levels of risk perception, health standards and health legislation. The mph cites contact tracing, home isolation, social isolation, patient treatment, and suspected individuals as interventions to reduce risk. Areas of intervention also include:2175970. Outline and non-medical measures to contain the spread of the pandemic include.

The World Health Organization publicly declared China to be under an epidemic in December of 2019, and the virus responsible for that epidemic was dubbed SARS-CoV-2 along with its resulting pathogen Covid-19. Covid-19 isn't limited to just China but affected Tashkent too and it widely spread across the globe. Covid-19 is so intense that nearly every country places itself in isolation, Uzbekistan is also one of those countries. Aside from this, other measures were taken to control the outbreak in Tashkent. In order to control the spread, guidance is being provided where people are asked to remain indoors or wear masks in public and avoid personal contact as much as possible.

Over 14 million men and women in the US suffer from cancer, making it a serious public health issue. In January 2014, it was projected that 1.6 million more Americans would receive a cancer diagnosis in 2015. Compared to Caucasians, African Americans have had greater age-adjusted death rates. These discrepancies are caused by a variety of variables. Though additional factors that are not well understood may possibly be involved, socioeconomic status (SES) and its main components—education, income, job status, and neighbourhood—seem to be clear correlations of cancer mortality differences. Knowledge and understanding of cancer

are a crucial component that may help enhance cancer prevention and, in turn, lessen disease disparities.

It has been demonstrated that racial and ethnic differences exist in knowledge and awareness of the four cancers that have the highest incidence and death among adults in the United States: lung, breast, prostate, and colorectal cancer. An excellent illustration of these distinctions is lung cancer. It is well recognized that tobacco use is the most important and preventable cause of lung cancer, which is the primary cause of cancer-related deaths in the United States for both men and women. However, according to one study, two-thirds of American women were unable to accurately identify lung cancer as the primary cause of cancer-related deaths, with African American women being the most ignorant. In terms of breast cancer, evidence has shown that breast cancer knowledge also greatly varies by racial and ethnic group. One study showed that African American women were generally unaware of disparities in breast cancer mortality. Furthermore, one study found that South Asian women tend to have better knowledge of age-related breast cancer risks when compared with black and white women. Knowledge and awareness about both prostate and colorectal cancers have been shown to be low among US adults overall and particularly among low SES groups. These examples highlight the importance of promoting knowledge about cancer among some segments of the US population, particularly among groups with the highest cancer burden.

Social media plays an important role here. It helps healthcare organizations connect with potential employees, share knowledge, and promote good workplace practices. For example, hospitals can use platforms like LinkedIn to recruit skilled workers or YouTube to provide training resources.

2. LITERATURE REVIEW

The COVID-19 epidemic has brought attention to how crucial the media is in providing timely health information. Organizations like the World Health Organization (WHO) and the Centres for Disease Control and Prevention (CDC) now use social media sites like Facebook and Twitter to share information about vaccinations, mask use, and social distance. According to Basch et al. (2021), hashtags like #StayHome and #WearAMask contributed to the global promotion of protective behaviours at the start of the epidemic.

Studies on social media addition and health behaviour show that social media addition can cause positive behavioural change that even resistance the prevent behavioural change is not good for people social media can be used to reduce the spread of disease thus reducing the fear and anxiety of the population researchers believe that social media communication can provide important information about the spread of disease by identifying the tracking the behaviour of users. Mishra & AL. A model to investigate the effect of awareness on the sources of social media platforms which the different that is development depends on people with the disease. Proposed model that based on the assumption that public health promotion cause a change in people's behaviour making them isolate themselves and protect themselves from infection results of Misra et al. the abomination study showed that the number of disease decreases as public health continues to improve Samanta et al. extended The above model by assuming that people who are exposed to do the disease but know about it will be less likely to get the disease than those who do not know about it.

3. OBJECTIVES

To address the recognized challenges in leveraging social media for open wellbeing, the takingafter destinations are following: -

1. Establish a thorough assessment framework for open wellbeing. Making a social media announcement: Establish uniform standards and methods for evaluating how well social media actions promote open wellness. This includes measuring both short-term outcomes, such reach and engagement, and long-term effects, like behaviour change, open belief, and breakthroughs in wellbeing education. Working together with academic researchers and information scientists can enhance the framework's comprehensiveness and consistency.
2. Recognize Ideal Stages for Wellbeing Communication and Promoting: Conduct inquire about to decide which social media stages are most successful for particular open wellbeing campaigns, considering components such as target socioeconomics, substance groups, and client behaviours. Centre on analysing reach, engagement, and group of onlooker's interaction over stages like Instagram, TikTok, Facebook, and Twitter. This understanding will offer assistance open wellbeing organizations tailor their campaigns to maximize perceivability and impact.
3. Design Ways to Reduce Deceit and Advance Outreach to Helpless Groups: Improve fact-checking forms, increase computer skills, and utilize formulas to rank verified content from reliable sources as part of a mediation strategy to stop the spread of false information. At the same time, help close the gap by providing underprivileged populations with access to sound innovation, a reliable internet, and socially appropriate health information. Work together with community leaders to ensure the importance of wellbeing information and to build trust.
4. Working Along with Open Wellbeing Organizations to Develop Modified and Powerful Communication Techniques: Collaborate collaboratively with experts in open wellbeing to develop comprehensive campaigns that balance relatability with rational validity and direness with accuracy. Make use of behavioural science titbits to craft messages that connect with audiences, inspire belief, and encourage healthy lifestyle choices. To spread these ideas, rekindle relationships with media outlets, healthcare professionals, and influencers.

4. BENEFITS OF SOCIAL MEDIA

Social media is essential to improving public health, particularly in regards to grave conditions like COVID-19 and cancer. Its capacity to swiftly reach millions of people and transcend trouble spots is one of its greatest advantages. Social media, for instance, has emerged as a means of disseminating information regarding symptoms, prevention, and vaccine efforts during the COVID-19 pandemic. It enables health organizations to communicate directly with individuals, remove myths, and give real-time updates. In a similar vein, social media sites like Facebook, Instagram, and Twitter have contributed to the spread of initiatives like #BreastCancerAwarenessMonth, encourage early screening, share the experiences of survivors, and inform others on the risks related to the disease.

The fact that social media connects people is another significant advantage. It offers a space for anyone impacted by COVID-19 or cancer may find support groups, talk about their experiences, and feel less alone while going through their journey. Through the availability of professional guidance, live Q&A sessions, and instructional films from reliable sources, social media also gives people the ability to take charge of their health. As demonstrated by pandemic initiatives like the ALS Ice Bucket Challenge, which can be readily modified for cancer or COVID-19, it also aids in collecting funds for research and treatment.

Social media's capacity to make complicated medical information relevant and intelligible is arguably one of its greatest advantages for users. It turns knowledge on COVID-19 prevention or cancer therapy into easily understood and actionable content using infographics, short films, and visualizations. All things considered, social media has emerged as a crucial instrument for raising awareness, promoting community, and advancing public health.

5. LIMITATIONS:

There are specific challenges and restrictions associated with social media's influence on public health awareness, particularly with regard to issues like cancer and COVID-19. The dissemination of false information is one of the main issues. For instance, false information on medications, vaccinations, and preventative strategies has proliferated on social media during the COVID-19 pandemic, inciting scepticism and anxiety. Similar to this, persons with cancer are frequently offered unproven therapies or miraculous cures, which discourages them from getting the right care or gives them false hope. Important actions like receiving a COVID-19 vaccination or promptly seeking cancer therapy may be postponed as a result of this false information.

The fact that not everyone has equal access to social media or the capacity to evaluate the reliability of the information they come across presents another difficulty. Some people may find it difficult to discern between the best and dubious research, while others may have no trouble locating and comprehending trustworthy sources. Also, people are more open to emotional or fear-driven content—which is frequently more than a factual statement—because of the emotive nature of subjects like cancer and COVID-19.

Campaign creation is also influenced by social media algorithms. Posts that are provocative or controversial will receive more views than instructive content, but they will be less successful because these platforms give preference to content that receives likes, shares, and comments. Ads that claim to be a "cure for cancer," for instance, may go viral, while in-depth information on early detection may be overlooked.

Another concern is privacy, particularly in relation to illnesses like COVID-19 or cancer. People may be afraid to post personal tales online out of concern that they will be misunderstood or criticized. Lastly, an abundance of information on social media might be perplexing or overwhelming. There is so much talk about COVID-19 prevention and cancer treatment that people might not know what to think or do.

To ensure that social media helps people identify and handle health risks like cancer and COVID-19, these issues underscore the need of better verification, efficient resources, and shared accountability.

6. RESEARCH METHODOLOGY

6.1 DATA:

Within the parameters of this research, the trends which emerged between the relations of Twitter users and mentions of specific cancer phrases during coverage in the media for the duration of 9 months within the year 2014 are rather fascinating. It has been established that there are some disparities in the term usage within certain months known as cancer month, specifically speaking September (Prostate Cancer Awareness Month), October (Breast Cancer Awareness Month) and November (Lung Cancer Awareness Month). This is due to the fact that Breast, Prostate and Lung cancer are the most frequently occurring variants of cancer within Men and Women within the United States Of America. Most strikingly, it is noteworthy that colorectal cancer is ranked as the third most diagnosed cancer for both sexes.

During the research, factors such as race and ethnicity as conditions of observable disparities with regard to cancer in the US influenced the peculiarities to the dynamics in the use of

each of the civil cancer phrases. These findings have been observed in cancer care services and the need for the enhancement of cancer awareness among the public as well as the effect of social media in the dissemination of cancer information during campaigns via Twitter.

Even though it appeared that African Americans had a higher percentage of normalized Tweet frequency of this broad term than the Caucasian group, it was noted that the frequencies of use in the case of "cancer" by the Caucasian and African American groups were not different as far as seasonal increases or decreases were concerned. The proportion of Caucasian users who expressed the phrase "breast cancer" was always greater than the average during all months of the study. There was an expected surge in the use of the term during BCAM which was closely followed by a sharp decrease in the months after BCAM as there was a drop in the usage to levels that were recorded before BCAM. This was true among both Caucasians and African Americans, however with respect to Caucasians they were more from one group than the claim on the mentions of "breast cancer" on Twitter fell sharply for African Americans after BCAM.

7. Model used in the study:

It was discovered that integrating certain behavioural change theories with social media health interventions was necessary to raise public health awareness. Behavioural change theories, such as the social cognitive theory and the health belief theory, can be helpful when applied to social media initiatives because they give public health authorities insight into how people change their behaviour and the reasons behind specific behaviours, which helps them assess and adjust health interventions. The Health Belief Model states that when people perceive a substantial threat, they are more likely to take

preventative action. Accordingly, health interventions ought to target people's unique perceptions of advantages and susceptibility. By altering people's lives, the behavioural modification strategy has been shown to enhance health. It is thought that people need to be aware of the fundamentals of a particular health condition in order to alter their lifestyles when they feel threatened, particularly by an infectious disease. In this situation, people ought to acquire a set of abilities and be given access to appropriate services.

The purpose of this research model is to comprehend how social media affects public health awareness, particularly with regard to COVID-19 and cancer. It focuses on examining social media's advantages and disadvantages in the context of health media. This model looks at how social media can be used as a communication medium to address health issues, improve public health practices, and comprehend how to prevent and treat disease.

The model looks at how campaigns to spread stories of survivors, promote early action like mammography and screening, and increase awareness of cancer may be made using social media sites like Facebook, Instagram, and Twitter. It evaluates the outreach and interaction of such efforts, including user interaction with posts on groups, lifestyle modifications, and cancer prevention. Along with analysing the reliability of health information published on these platforms, the research model also looks into the effects of professional advice vs content posted by users and how to counteract misinformation brought on by dubious information.

8. RESULT AND DISCUSSION:

8.1. POSITIVE-EFFECTS:

social media has aided in the rapid and efficient transmission of critical health messages by increasing public knowledge about COVID-19 and cancer. Social media sites like Facebook, Instagram, and Twitter have been crucial in disseminating the most recent information on the COVID-19 pandemic, safety precautions, and vaccine blockers. These platforms promote community and support by enabling governments, health groups, and experts to interact directly with the public, respond to inquiries, and resolve concerns. Campaigns like #BreastCancerAwarenessMonth have drawn attention from all around the world, and social media has been a key tool in raising awareness of early detection for breast cancer. People are learning more about the value of screening and the effects of early intervention thanks to live stories, instructional videos, and infographics posted on social media sites like YouTube and Instagram. Social media has also made it easier to create online support groups where individuals impacted by COVID-19 or cancer may interact, exchange stories, and get assistance.

8.2 NEGATIVE-EFFECTS:

Despite social media's many benefits, increasing public awareness of public health issues still presents significant obstacles. The dissemination of rumours and false information has a significant detrimental effect and is particularly risky during a health emergency such as COVID-19. False information about the disease's history, negative effects from vaccinations, or treatment options spread quickly, making people nervous and frightened. According to research, false information is frequently more common in the media than correct information, which can result in risks like poor reaction or a lack of awareness of safety precautions. Comparably, when it comes to raising awareness of cancer, social media occasionally disseminates inaccurate information regarding

recovery or treatment, which is frequently not supported by the websites themselves. People will make poor medical choices as a result of this. Additionally, the volume of social health material reduces the effectiveness of public health messages by making it harder for consumers to discern between reliable and unreliable websites. The knowledge demonstrates how, but in order to achieve the greatest impact and avoid any bad effects, it should be used slowly.

Got the least amount of attention on Twitter among all of the participants in this study's sample.

We have developed and evaluated a methodical approach to identify ethnicities among Twitter users in this study. In the sample of 19,818,236 tweets written by 779,653 distinct individuals, we identified and assigned ethnicities to every user using the more precise method of text classification with synonym expansion. In order to account for the ten-month study period, which included parts of May and July as well as the entire month of June lost due to system outage, tweets were categorized by posting date into nine months. The health effects that were taken out of the dataset were described using a variety of descriptive statistics.

9. CONCLUSION:

As to our research, social media use may promote public health behavioural changes and public awareness of COVID-19 prevention. By delivering targeted SMS messages, health officials can effectively use social media platforms to increase public health awareness. To find out how social media can be utilized to promote healthy habits and increase health awareness across cultures, more research is required.

Based on reports, social media can be a useful and important instrument for effectively educating the public about cancer.

These results can be utilized to better understand user characteristics, health information for particular groups, and within-group models for use in future social research by differentiating the language. Also, a new method to identify the race and ethnicity of social media users is presented and tested in this work. The impact and dissemination of evidence based on culture and ethnicity are crucial to closing the gap, and this approach offers a unique opportunity to examine risk factors, behaviours, and risk factors for a variety of conditions by race and ethnicity. It also has the potential to inform action plans.

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