Kvalitativna analiza sadržaja komentara u sklopu promocije Nacionalnog programa ranog otkrivanja raka dojke na društvenim mrežama

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Uvod

Društvene mreže postale su neizostavno sredstvo komunikacije i informiranja gotovo svih generacija, a uz to predstavljaju i učinkovit način prenošenja javnozdravstvenih poruka široj javnosti. Pomnim kreiranjem promotivnog sadržaja namijenjenog ciljnoj populaciji javnozdravstvene i druge poruke mogu doprijeti do većeg broja ljudi, nego putem tradicionalnih komunikacijskih kanala. Količina komunikacije koja se odvija na društvenim mrežama je nemjerljiva, a sadržaj koji iz nje proizlazi predstavlja vrijedne prilike za istraživanja.

Cilj

Cilj rada je prikazati rezultate te analizirati i opisati komentare korisnika na objave u sklopu promocije Nacionalnog programa ranog otkrivanja raka dojke na Facebooku, kao i procijeniti mogućnost zaključivanja o razini zdravstvene pismenosti na temelju analiziranih komentara.

Metode

Korištena je analiza sadržaja komentara na ukupno 12 Facebook objava u razdoblju od studenog 2022. do listopada 2023. Jedinica analize bili su javno dostupni komentari korisnika društvene mreže Facebook. Analizirano je ukupno 1043 originalnih komentara korisnika.

Rezultati

Induktivnom metodom kodiranja identificirano je 12 kategorija komentara – „Obavila sam/obavit ću“, „Nezadovoljstvo zdravstvenim sustavom“, „Nisam dobila poziv“, „Izvan dobne skupine“, „Irelevantan komentar“, „Poticaj na odaziv“, „Kritika Programa“, „Osobno iskustvo“, „Pitanje“, „Pohvala“, „Kritika na dijagnostičku metodu“ i „Pregled obavljen izvan Programa“.

Najviše komentara zadovoljava kriterij kategorije „Obavila sam/obavit ću“ (23,7%), a ista podrazumijeva komentare iz kojih je jasno da osoba sudjeluje u pregledima unutar Programa. Slijede kategorije „Nezadovoljstvo zdravstvenim sustavom“ (11,7%), „Nisam dobila poziv“ (11,2%) i kategorija „Izvan dobne skupine“ (11,1%) koja označava one komentare kojima korisnici izražavaju nezadovoljstvo zbog neuključivanja mlađih, odnosno starijih dobnih skupina u Program.

Tek je iz 68 komentara (6,5%) bilo moguće donekle procijeniti razinu zdravstvene pismenosti pri čemu je 53% procijenjeno kao zdravstveno pismeno.

Zaključak:

Komentari na društvenim mrežama mogu biti vrijedan izvor informacija za javnozdravstvene djelatnike. Većina korisnika koji su komentirali objave u sklopu promocije Programa su komentarom dali do znanja kako sudjeluju u mamografskim pregledima u sklopu Programa.

Ključne riječi: Nacionalni program ranog otkrivanja raka dojke; javnozdravstvena kampanja; komentari, društvene mreže

Qualitative content analysis of comments as part of the promotion of the National Breast Cancer Early Detection Program on social media networks

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Introduction

Social media networks have become an indispensable means of communication and information access for almost all generations, and they also represent an effective way of conveying public health messages to the general public. By carefully creating promotional content intended for the target population, public health content and other important messages can reach a larger number of people than through traditional communication channels. The amount of communication that takes place on social media networks is immeasurable, and the content that emerges from it represents valuable research opportunities.

Aim

The paper aims to present the results, analyse and describe user comments on posts that were a part of the promotion of the National Breast Cancer Early Detection Program on Facebook, as well as to assess the possibility of drawing conclusions about the level of health literacy based on the analysed comments.

Methods

A content analysis included comments under a total of 12 monthly Facebook posts that were published in the period from November 2022 to October 2023. The unit of analysis was the publicly available comments of Facebook users. A total of 1043 original user comments were analysed.

Results

Using the inductive coding method, 12 categories of comments were identified - "I have done it/will do it" (mammography), "Dissatisfaction with the healthcare system", "I did not receive an invitation ",

"Outside the age group", "Irrelevant comment", "Encouragement to participate in the Program", "Criticism of the Program", "Personal experience", "Question", "Praise", "Criticism of the diagnostic method" and "Examination performed outside the Program".

The majority of comments met the criterion of the category "I have done it/will do it" (23.7%), and this includes comments from which it is clear that the person who commented has had an examination (mammography) within the Program or intends to do the same, i.e. has an examination appointment that she plans to go to. Following are the categories "Dissatisfaction with the healthcare system" (11.7%), "I did not receive an invitation" (11.2%), and the category "Outside the age group" (11.1%), which indicates those comments in which users express dissatisfaction with the lack of inclusion of younger, or older age groups in the Program.

There were 68 comments (6,5%) from the content of which it was possible to somewhat assess the level of health literacy, with 53% being assessed as health literate.

Conclusion

Comments on social media networks can be a valuable source of information for public health workers. Most of the users who commented on the posts that were a part of the promotion of the National Breast Cancer Early Detection Program made it known in their comments that they participate in mammography examinations as part of the Program. It was not possible to describe the level of health literacy from this sample and with this methodology.