A Study on Relationship among Health Status and Media Literacy among Elderly in Surin Province

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ABSTRACT

Among this world of communications technology, medial literacy emerges as a necessity for effective filtering of the vast of information we consume. The aims of this descriptive study were to determine health status and media literacy and a relationship between health status and media literacy among elderly in Bakdi Subdistrict, Muang Surin. Sample were purposive samplings from elderly age more than 60 years old who living in Bakdi Subdistrict, Muang Surin which were simple random from lists of subdistrict of Surin province. There were 204 elderly with years of age were 61-80 (M = 68.28, SD. = 4.93) completed structured questionnaires. Descriptive statistics were utilized to describe the findings. The findings were as followed. Majority of samplings were female (60.8%), never attended school (83.8%), married (50.5%), stay with descendants (58.3%), they have income from premium of elderly only (89.7%), their descendants were caregivers (70.6%), and have chronic disease such as hypertension or diabetes mellitus (71.6%). However, elderly with disease rated their status not statistically difference than elderly without chronic disease (M = 7.36, SD. = .48; M = 7.40, SD. = .49, p=.64 respectively). All of them never used social media such as email, line, facebook, etc. There was only 16.7% ever computers at Elderly club for entertainments. Moreover, it was very little number of elderly who search for information about treatment, health care providers, and peer health group (2.9%, 4.9%, and 4.9%, respectively). They also rated media literacy at low score. They also have very low self-efficacy score on media literacy. They stated that they chose health care providers first if they want to have more health information. There was no statically significant relationship among health status and media literacy. The suggestions from this study are that any activities lunched in Elderly club should be integrated the promoting of media literacy. However, how to promote media literacy who never attends school is very challenging job for health care providers. Therefore, research and development for develop program enhancing media literacy among elderly should be conducted.

Keywords: Elderly, Media literacy, Health status, Surin

I. INTRODUCTION

Like other country, Thailand now facing with aging society in which faster than expectations. Priori, the proportion of Thai elderly aged 60 and over is expected to increase from 10.5 percent in the year 2005 to 30 percent by 2050 (National Statistitical Office [2]); currently, in the next five years, one-third of Thai population will be aging who age more than 60 years old. Significantly, twenty percent of this group will be dependent group. Among the world of communications technology, media literacy emerges as a necessity for effective filtering of the vast of information we consume. Around 50% of older population relies on television as their main form of company and it clearly plays an important role in the lives of many older people (The European Older People’s Platform [1]). However, older people are not in the main making the most of the potential of new technology. Thus, medial literacy will foster their self-care then can affect in decreasing the level of dependency.

Surin province is a province that shares the border line with Cambodia. Based on their descendant people living in Surin can categorize into three groups which are Thai-Khmer, Thai-Laotian, and Kui. They have some level of different on their health practice. The majority of people live in Bakdi Subdistrict, Muang Surin which is not far from downtown of Surin province is Thai-Khmer. They are still practice their ways of life as their ancestor practices. From the observation their rarely used of modern way of life. Thus, it is very significant to study their health status, media literacy, and the relationship between health status and media literacy. Findings will be useful for initiate any health intervention integrating with media that can expand their period of good health status and quality of life.

This study is a part of a research and development for the develop of health care model in enhancing the health status of elderly in Surin province.
II. METHODOLOGY

A. Study design

This was a descriptive study aims for determine health status and media literacy and a relationship between health status and media literacy among elderly in Bakdi Subdistrict, Muang Surin.

B. Population and samples

Population were elderly who living in Bakdi Subdistrict, Muang Surin which far from downtown of Surin province about 15 minutes.

G*power was used to determine the sample size, effect size was set at medium, power was set as .80, and α was set at .05. There was 194 cases was need; and 10 cases were added since samples were elderly which may be some items they could not answer.

Samples were purposive samplings from elderly age more than 60 years old who living in Bakdi Subdistrict, Muang Surin which were simple random from lists of subdistrict of Surin province.

C. Questionnaires

There were five structured interview questionnaires used to collect the data.

General information sheet composed of 9 items were used to collect information about sex, education level, marital status, house, income, source of income, age, caregiver, and history of chronic disease.

Health status sheet composed of 10 items was used to rate the health status in which samples rated their health status from 10 (good/healthy/very satisfied) to 0 (bad/poor/very not satisfied).

Behaviors about media consume composed of 4 items was used to gain information about media consuming. Samples were asked to rate the frequency about media consume on email, Line, Instagram, SocialCam, Twitter, Facebook, Blogs, Pantip or Dekdee, searching, entertainment, Games, or other media. Moreover, samples were asked to rate their frequency about the times that they used for searching about health information, entertainment, and communication; also, they have to rate about the devices that they used for media searching.

Media literacy scale was used to determine the score of medial literacy. This scale composed of 8 items.

Self-efficacy on media literacy scales was used to determine their perception on medial literacy. This scale composed of 6 items.

All five questionnaires were sent to five experts for construct validity. The revision version which revised based on the experts was used to determine the reliability with 30 elderly who were living in nearest subdistrict. Overall, psycho-properties of questionnaire were at good level.

D. Data Collection

After Ethical Committee approved this study, health volunteer were trained for data collection. Perspective samples were approach and asked for volunteer in the study. After they agree to participate, all information about the study were informed again were consent form was presented. Then health volunteer interviewed samples one by one until questionnaires were completed.

E. Data Analysis

For analyze the data, α was set at .05 and assumption of any statistics were conducted. Descriptive statistics were utilized to describe the findings about health status and media literacy. Pearson product moment correlation was used to determine the relationship between health status and media literacy among elderly in Bakdi Subdistrict, Muang Surin.

III. FINDINGS

The findings were as followed. There were 204 elderly with years of age were 61-80 (M = 68.28, SD. = 4.93) completed structured questionnaires.

Majority of samplings were female (60.8%), never attended school (83.8%), married (50.5%), stay with descendants (58.3%), only have income from premium of elderly (89.7%), their descendants were caregivers (70.6%), and have chronic disease such as hypertension or diabetes mellitus (71.6%). However, elderly with disease rated their status not statistically different than elderly without chronic disease (M = 7.36, SD. = .48; M = 7.40, SD. = .49, p=.64 respectively).

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<th>Table 1. General information</th>
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All of them never used social media such as email, Line, Facebook, etc. There was an only 16.7% ever used computer which all of them used computer at Elderly club and used for entertainments. These were as S. Rattanapan, W, Fongkeaw, R. Chontawan, S, Panuthai, & D. Wesumperuma, found that elderly still had limited manifested participating in elderly club and community activities (S. Rattanapun, et al. [3]). Moreover, it was very little number of elderly who search for information about treatment, health care providers, and peer health group (2.9%, 4.9%, and 4.9%, respectively). They also rated media literacy at low score. They also have very low self-efficacy score on media literacy. They stated that they chose health care providers first if they want to have more health information.

There was negative relationship among health status and media literacy in which if they rated health status as healthy they would have rate their media literacy at low score. However, There was no statically significant relationship among health status and media literacy ($p = .203$, NS). These may be because very little number who searches for health information from media, most of them relies on health care personnel. Moreover, their mobile phone can be used for calling and text messaging. These findings were supported from the findings that all of them never used social media. These findings support report from The AGE that around 50% of the older population rely on television (European Older People’s Platform [1]). If they want to use other device for searching health information, they have to go to Elderly club.

IV. CONCLUSIONS

Elderly in this study rated media literacy at low score with very low self-efficacy score on media literacy. They stated that if they want to have more health information they chose health care providers first. Since, most of them have cellphone that can use for only call and text message, very low number who searched for health information from other media. There was no statically significant relationship among health status and media literacy.

V. IMPLICATIONS

The results show a low score of media literacy which illustrated the need for priority interventions based on local, regional works to improve media literacy among elderly. The suggestions from this study are that any activities lunched in Elderly club should be integrated the promoting of media literacy. However, how to promote media literacy who never attends school is very challenging job for health care providers. Therefore, research and development for develop program enhancing media literacy among elderly should be conducted.

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REFERENCES

