

XI. SUMMARY IN ENGLISH

The role of the media, with particular emphasis on the Internet, in shaping pro-health behaviours

In recent years, a systematic increase in the share of the media in everyday life has been observed. They are one of the most common sources of health information and messages for various social groups, hence it is so important that the information provided is credible and reliable.

The study aimed to assess the role of health-related information provided in the media, in particular on the Internet, and its impact on decision-making in the field of pro-health behaviours.

Research questions were posed: Do the respondents consider the health information provided in the media and the Internet to be reliable?; Is there a relationship between health-related information provided in the media and the Internet, and undertaking pro-health behaviours in the field of health behaviours?; What is the assessment of respondents' life satisfaction?; What are the respondents' preferred health behaviours? And: Is there a relationship between the preferred health behaviours and satisfaction with life, self-assessment of health, frequency of using medical care, media, and the Internet, type of preferred programs, websites and social networking sites, age, gender, place of residence, education, financial status? There were also 5 research hypotheses: 1. Respondents consider the health information provided in the media and the Internet to be credible. 2. There is a relationship between health-related information provided in the media and the Internet, and undertaking pro-health behaviours in the field of health behaviours. 3. Respondents are rather satisfied with their lives. 4 The preferred health behaviours of the respondents are average, and the respondents use medical help as soon as it is necessary and most often follow the doctor's recommendations. 5. There is a relationship between preferred health behaviours and satisfaction with life, self-assessment of health, frequency of using medical care, media, and the Internet, type of preferred programmes, websites and social networking sites, age, gender, place of residence, education, and material status.

The study was conducted after obtaining the consent of the Bioethics Committee R-I-002/174/2019 of the Medical University of Białystok and the Dean of the Faculty of Health Sciences of the Medical University of Białystok, in a group of 333 female students of medical

faculties of the Faculty of Health Sciences of the Medical University of Bialystok and the University of Healthy Seniors and the University of Psychogeriatric Prevention of the Faculty Health Sciences of the MUB. The selection of the sample was intentional. A group of women was subjected to the study since women are more susceptible than men to the content presented in the media, and students of medical faculties and senior health universities should have properly shaped pro-health behaviours. The study used the diagnostic survey method with the use of an original questionnaire, a standardized Family Material Resources Scale (FAS), a standardized Life Satisfaction Scale (SWLS), and a standardized Health Behaviour Inventory (IZZ). The obtained results allowed us to confirm hypotheses 2 and 3 fully; partial confirmation of hypotheses 4; 5 and 6 and the lack of confirmation of hypothesis 1. They also made it possible to conclude: Most of the surveyed women were rather satisfied with their lives, presented a low level of health behaviour, but used medical care when needed and tried to follow the recommendations of doctors. Most of the respondents did not treat the media as a source of reliable health information. The respondents believed that the media could contribute to the increase in medical knowledge, with the dominant role of the Internet in this matter. They even looked for information there themselves in the event of health ailments, wanting to obtain knowledge about a healthy lifestyle or medications. The relationship between the preferred health behaviours and life satisfaction, the level of family material resources, self-assessment of health, and adherence to recommendations, and no relationship with the place of residence and education was found. The health behaviours preferred by the surveyed women were influenced by information contained in magazine articles, television programs, medical series and social networking sites, and not by the use of information from websites. The categories of health behaviours did not depend in a statistically significant way on the use of information from social networks, medical film series and the press (except for eating habits), but they depended on information provided on television, via the Internet (for the area of preventive behaviours and the IZZ summary measure) and radio (for the area of mental attitude).

A postulate was also put forward: In recent years, a systematic increase in the participation of the media in everyday human life has been observed. They are becoming one of the most common sources of health information for various social groups. The obtained results also indicate that even students of medical faculties and seniors participating in the classes of healthy senior universities use media advice. Therefore, taking into account the reach of the Internet and other media and their increasingly mobile access, for effective health education, it seems necessary to systematically control its space and constantly sensitize the

public to the use of only reliable information. For this purpose, healthcare professionals must cooperate with the mass media. International and local media should become a link between healthcare professionals and the public with knowledge gaps in this field and be an important ally in the fight to improve the health condition of society. However, for this to happen, medical authorities should educate the media, and the media should adjust their offer to society's expectations, but in such a way as to be able to present it in a reliable and accessible way.