



Research Article

EFFICACY OF ONLINE SOCIAL NETWORKING (OSN) IN CREATING AWARENESS ABOUT CERVICAL AND SHOULDER RELATED MUSCULOSKELETAL PROBLEMS AMONGST SEDENTARY MIDDLE-AGED WOMEN

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ARTICLE INFO

Article History:

Received 06th March, 2019

Received in revised form 14th

April, 2019

Accepted 23rd May, 2019

Published online 28th June, 2019

Key words:

Online Social Networking, Whatsapp, musculoskeletal problems, sedentary middle-aged women.

ABSTRACT

Background and Purpose: Online Social Networking (OSN) has been recognised tool to spread awareness and also communicate with target population with more advantages in non profitable organisation. Therefore the purpose of this study was to explore the efficacy of Online social networking in creating awareness of musculoskeletal related problem in middle age women.

Objectives: were to understand musculoskeletal problems and also to understand the efficacy of Online Social Networking (ONS) in creating awareness in sedentary middle-aged working women.

Methods: Nordic musculoskeletal Questionnaire based survey was conducted in Tilak Maharashtra Vidyapeeth on 18 teaching and clerical women staff. Common Musculoskeletal related problems were shortlisted. Based on their problem 4 lectures series was prepared and launched on Whatsapp as an Online Social Networking (ONS). Post series survey feedback questionnaire was administered to understand the efficacy of Online Social Networking in creating awareness and facilitating learning.

Results: Neck and Shoulder related musculoskeletal problems were maximum among all participants. 33% of total participants were felt current media wasn't successfully implemented and listed their reasons and 67% were felt current media was successfully implemented and analysed their reasons.

Conclusion: Online Social Networking (OSN) was successful in creating awareness about cervical and shoulder related musculoskeletal problems in sedentary middle-aged women.

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INTRODUCTION

Social media has transformed the way people from all over the world communicate and it is continuing to grow in popularity creating an incentive for public agencies to take advantage of the new technology. Webster's Dictionary (2013) defines social networking, social media, or social technologies simply as, "Forms of electronic communication through which users create online communities to share information, ideas, messages, and other content." Social networking provides a venue for direct, instant, unfiltered, two-way communication between individual users, groups, and organizations.¹

A number of not-for-profit organisations and government agencies worldwide have started to implement Online Social Networking (OSN) to share information and knowledge and communicate with their target market utilising the digital channels created by OSN. The Centre of Disease Control (CDC) is an example of a health-related department in the United States of America that makes use of OSN to promote awareness about current health promotion campaigns.

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The CDC recognises both advantages, including an increase in engagement with the target market, ease of use and reach, and disadvantages, including costs and time constraints with regard to use of OSN. The CDC has developed a toolkit to promote the use of online social networking. This toolkit provides guidance regarding OSN and lessons on how participation in and incorporation of OSN into government agencies to promote health promotion campaigns, can be achieved.² There will always be a challenge to create relevant and meaningful programmes which cater to the needs of the population. Harnessing rapidly evolving technology is the need of the hour. Promotional messages have been argued to be effective intervention strategies. In particular, multimedia health campaigns that combine visual and audio components in a high arousal format have been effective for increasing responsiveness.³

Musculoskeletal disorders, particularly those of the upper body, are found to be increasingly prevalent in Indian female population. Prevailing explanations of women's excess health risk revolve around two basic propositions. Greater prevalence or severity of symptoms may be due to the higher demands and constraints that women face, or because women

are more affected by, or vulnerable to, the health impact of particular demands and constraints^{4,5,6} Urban Indian women engaged in sedentary work usually tend to ignore symptoms due to financial or time constraints even when physical therapy is indicated as a part of their treatment. In an initial survey revealed that cervical and upper back disorders were the most prevalent in the working women of the institute. This was an attempt to increase awareness about the musculoskeletal disorders of the cervical and upper back region amongst sedentary women workers of the institute and facilitate learning of a few simple exercise through the use of Online Social Networking. Whatsapp was chosen as the type of ONS as it is widely used amongst the urban Indian population and is a good platform for group instructions and activities.

Aim: To understand the efficacy of Online Social Networking (OSN) in creating awareness about cervical and shoulder related musculoskeletal problems in sedentary middle-aged women.

Objectives

1. To identify the common musculoskeletal problems in sedentary middle-aged working women.
2. To understand the efficacy of Online Social Networking (ONS) in creating awareness about common musculoskeletal problems.

Method and Design

Participants

18 female teaching and clerical staff of Tilak Maharashtra Vidyapeeth.

Inclusion Criteria

Teaching and clerical staff of Tilak Maharashtra Vidyapeeth.

Exclusion Criteria

- Teaching staff of Lokmanya Medical College of Physiotherapy
- Any female staff not well versed with the usage of Social Media.

Instruments

- Nordic Musculoskeletal Questionnaire
- Online lecture series
- Pre validated questionnaire

Process

A prior consent was obtained from the Institutional Ethical Committee. A written consent was sought from all study participants after explaining the study procedure.

The Nordic Musculoskeletal Questionnaire (NMQ) which is a validated Questionnaire was administered to 18 female staff off Tilak Maharashtra Vidyapeeth. Analysis of the NMQ was done and based on that the commonest musculoskeletal problem in the participants was identified. Cervical and upper back problems were identified as the most commonly prevalent musculoskeletal problem. Based on these findings a 4 part lecture series was prepared and launched on Whatsapp which is a part of Online Social Networking (ONS). One lecture per week was launched. At the end of each lecture a learning objective was highlighted for better understanding. The parts in the lecture series were:

1. Causative factors
2. Ergonomics
3. Do's and don'ts
4. Home exercise program

Post launch of the last lecture a survey questionnaire was administered to the participants to understand the efficacy of Online Social Networking in creating awareness and facilitating learning.

Outcomes

Feedback Questionnaire

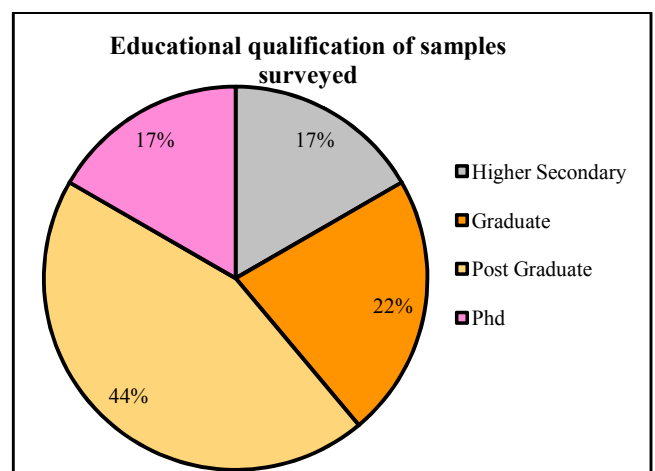
RESULTS

Graphical Analysis

Demographic Data

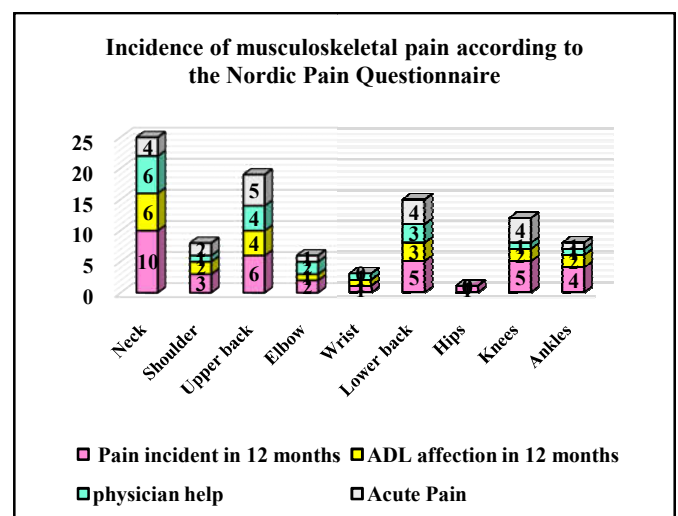
All the participants were females between the age of 25-45 years.

RESULTS



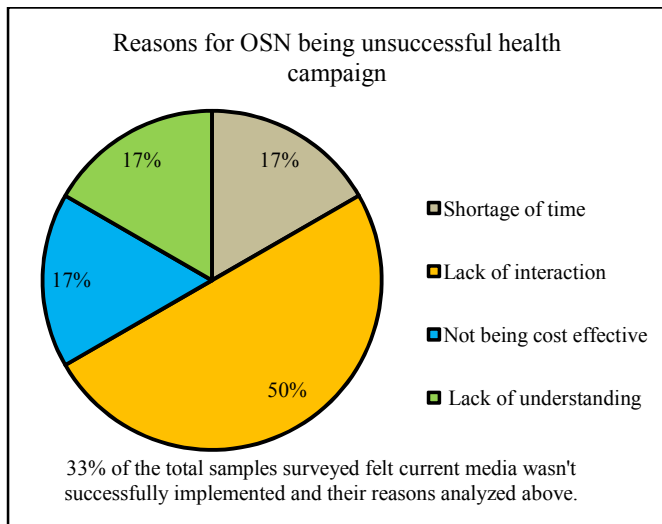
Graph 1

Inference: most of the participants taking part in the study were post graduates.



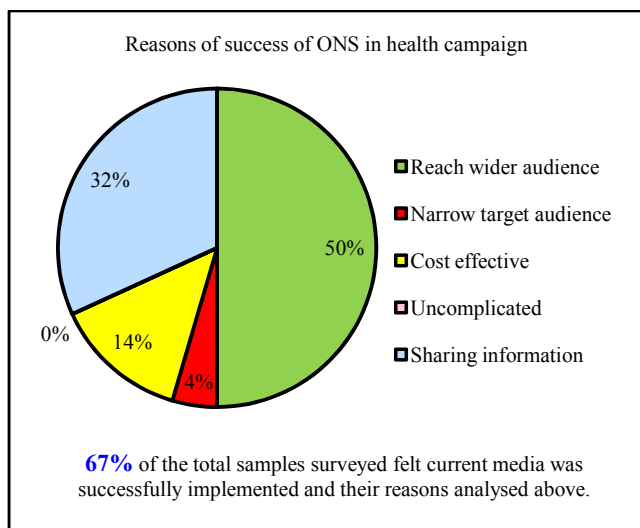
Graph 2

Inference: According to the Nordic Musculoskeletal Questionnaire there was maximum involvement of the neck region followed by the upper back, lower back, knee, shoulder, elbow, hip and ankle.



Graph-3

Inference: Majority of the participant that reasons for unsuccessful implementation of Online Social Networking (ONS) were lack of understanding of the content followed by ineffectiveness of cost, shortage of time and inability to reach the target audience.



Graph 4

Inference: Majority of the participant that reasons for the successful implementation of Online Social Networking (ONS) were ability to reach a wider audience, sharing of information, cost effectiveness and narrowing down of the target audience.

DISCUSSION

Post Nordic questionnaire survey it has been observed that Most of women participants suffered through Neck and shoulder related musculoskeletal injuries. As per literature, long working hours and adapted posture for working on desktop were common causes of shoulder and neck pain⁷.

Social media being a two way communication system is different than other traditional modes of communication, it not only reduces the time constraint but provides a way for continues interaction⁸. It is ideal for creating awareness in a homogenous group which literate and semi-urban/urban. In this study literate sedentary female workers in the same

institute with similar complaints were selected. An initial apprehension to the use of technology was countered by selection of a widely used App. Four short duration videos were posted on Whatsapp with a gap of a week between each. Interaction between the participants and instructors was encouraged in the group. This facilitated active learning rather than passive learning. Highlighting of keynote messages at the end of each lecture to facilitated learning and retention of information. Online social networking does not need any physical storage space because it occurs via the Internet. OSN is also inexpensive but requires suitable staff to make updates. It is also possible to conduct the communication process in more than one language. Formation of the Whatsapp group targeted a precise audience as per their score in the Nordic Pain Questionnaire.

Shortage of time or unavailability of internet were constraints in the successful implementation. Motivational levels amongst participants could be increased with more interactive discussions or chats on the group. It is essential for the health promotion campaign managers to be actively involved with different OSN tools to identify and recognise the benefits they can hold for a health promotion campaign as well as to recognise the challenges of OSN⁹. Online social networking(OSN) if implemented correctly can successfully aid institutes and government bodies to create public awareness in health promotion campaigns.

CONCLUSION

Online Social Networking (OSN) was successful in creating awareness about cervical and shoulder related musculoskeletal problems in sedentary middle-aged women.

Clinical Implication: Online social networking (OSN) should be included as an integral part of public awareness health campaign due to its wider outreach and easy accessibility in Urban health care centres.

Limitations

- Implementation Of OSN is likely to be difficult in rural and backward areas.
- Unavailability of network coverage may hinder implementation

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How to cite this article:

Pranjal Grover, Trupti Kulkarni Deshmukh and Shweta Phadke (2019) 'Efficacy of Online Social Networking (osn) in Creating Awareness About Cervical and Shoulder Related Musculoskeletal Problems Amongst Sedentary Middle-aged Women', *International Journal of Current Advanced Research*, 08(06), pp. 19185-19188.
