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Content analysis of health-related concepts in popular magazines

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Abstract

Introduction: As an information channel, press develops social norms, regulation and rules in the big communities and is affected by cultural, political and social conditions of their own time. Health prevention and promotions are one of the most important topics that are followed by press. For enhancing the quality of public health, press plays a significant role and can influence people with relevant information to inform them in different health subjects.

Methods: The purpose of the study is to content analyses records of 26 popular magazines into two categories: 16 family magazine, and 10 mixed medical-family. The main objectives guided this study are related to the contents of health, nutrition, fitness, medication and treatment with identifying form of publication and rate of published information related to the health prevention. Also, the scientific aspects of different authors have been investigated in this report.

Results: the study clarifies that the published information related to Prevention topics has lower proportion compared with diagnosis, treatment and rehabilitation topics, and they had 22.1% subjects in related to health issues, 2/9% related to health promotion, almost 1/4 or 21.8% of advertising-were related such as beauty creams, cosmetic services such as Botox laser for the treatment of some or cosmetic surgery. It should mention that the authors of the content which focused on physical health and prevention were women.

Conclusion: Nowadays, contributions of press and magazines in health education and promotion are more than before. Therefore it is necessary they publish those types of materials that are robust enough scientifically to empower people for health seeking behavior.

Keywords: Content analysis, health-related concepts, popular magazines.

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