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The contribution of medical pages on Facebook in enhancing health awareness among mothers A field study on a sample of followers of Dr. Mezouar's page, a pediatrician in the province of Mostaganem, As a model.

**مساهمة الصفحات الطبية عبر الفايسبوك في تعزيز التوعية الصحية لدى
الأمهات**

**"دراسة ميدانية على عينة من متابعات صفحة الدكتور مزوار مختص في طب
الأطفال بولاية مستغانم نموذجا"**

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Abstract:

The aim of this study is to examine the contribution of Dr. Mazwar's Facebook page in promoting health awareness among mothers. We adapted the descriptive analytical approach, along with a questionnaire tool to collect data from a sample of 813 participants. Our study concluded with several findings, the most notable of which are as follows:

49.2% of the respondents follow the page to benefit from the posts provided.

99.3% of the respondents who confirmed applying the health tips and guidance reported noticing a positive change in their health behavior.

69.4% of the sample face no difficulties in applying the medical advice provided by Dr. Mezouar.

Keywords: Health awareness; Medical pages; Facebook

الملخص باللغة العربية:

هدفت هذه الدراسة إلى التعرف على معرفة مدى مساهمة صفحة الدكتور مزوار عبر الفيس بوك في تعزيز الوعي الصحي لدى الأمهات، حيث تم الاعتماد على المنهج الوصفي التحليلي وكذا أداة الاستبيان لجمع البيانات من أفراد العينة البالغ عددهم 813 مفردة، قد خلصت الدراسة إلى مجموعة من النتائج أبرزها ما يلي:

49.2% من المستجوبات يتابعن الصفحة للاستفادة من المنشورات المقدمة

99.3% من المستجوبات اللواتي أكدن تطبيقهن للنصائح والتوجيهات الصحية قد لاحظن تغييراً إيجابياً في سلوكهن الصحي.

69.4% من العينة لا يواجهن أي صعوبات في تطبيق النصائح الطبية التي يقدمها الدكتور.

الكلمات المفتاحية: التوعية الصحية، الصفحات الطبية، الفيس بوك.

1. INTRODUCTION

Social media has undoubtedly contributed to achieve significant advancements in various fields over the past few years, especially in the healthcare sector. Social media is considered as a valuable mean for spreading knowledge, health education, and raising health awareness among the public. This can contribute to promoting proper health practices, which in turn can enhance and improve the overall health level of the community. As a result, there has been an increasing interest from healthcare institutions, medical professionals, and health enthusiasts in creating medical pages and specialized educational channels on these

platforms to offer their health services and spread awareness by sharing digital content that includes various guidelines and health tips. In various formats such as posts, images, videos, or blogs, with the aim of raising awareness and developing health consciousness among individuals. This enables them to reach a broader audience and guide them towards reliable sources of health information.

Health awareness is a crucial issue due to its significant importance in spreading health knowledge.

Those concerned with health issues are constantly searching for methods and solutions to address unexpected health crises. Health awareness is considered one of the most successful ways to mitigate the severity of these crises, as it focuses on highlighting the major risks of such crises

and how to avoid them. Among these pages is Dr. Mezouar's page, specializing in pediatrics, through which he provides a range of advice and guidance to promote and enhance health awareness. His goal is to educate and inform the public about health matters. The page has over 170,000 followers on the Facebook platform, most of whom are women, according to the page's statistics.

The woman, especially mothers, is considered a crucial element in building healthy communities, as the mother is an active and influential figure in the family. We find that mothers dedicate their time to searching for health information on Facebook pages. Based on this, our study will focus on the role of Dr. Mazwar's page, a pediatric specialist, as a model to understand and evaluate the impact it has on mothers. We will explore how the advice and guidelines shared by the doctor through posts, images, and videos contribute to

raising health awareness among followers through comments and engagement. Based on the above, we pose the following problematic : To what extent has Dr. Mazwar's page contributed to enhancing health awareness among mothers?

2. Sub-questions

What are the motivations that push mothers to follow Dr. Mazwar's Facebook page?

What gratifications do mothers achieve by following Dr. Mazwar's Facebook page?

To what extent do mothers respond to the advice provided by the doctor through posts?

Which format do mothers prefer for presenting topics (posts, images, videos, blogs, live streaming, etc.)?

3. The Significance of the Study:

The of importance present study aims to uncover the role that medical Facebook pages play in promoting and enhancing health awareness. It also seeks to develop general strategies for improving health education through digital media and advancing public health. Given that maintaining good health and adopting healthy behaviors are essential for building a health-conscious society, this topic is highly relevant. Furthermore, the study highlights the importance of digital health communication and its role in improving healthcare services and health education in communities. Digital health communication offers quick and beneficial health services to individuals without the need for physical visits to clinics. Its significance has become particularly apparent during the COVID-19 pandemic, which imposed lockdown measures and emphasized the necessity of disseminating health-related content through digital platforms.

4. The Objectives of the Study:

This study aims to achieve the following objectives:

Assess the extent to which Dr. Mazwar's Facebook page contributes to enhancing health

awareness among mothers.

Identify the motivations driving

mothers to follow Dr. Mazwar's Facebook page.

Explore the gratifications achieved by mothers through their engagement with Dr.

Mazwar's Facebook page.

Analyze the extent to which mothers respond to the advice provided by Dr. Mazwar in his posts.

Determine the formats mothers prefer for presenting topics (e.g., images, videos, blogs, live-streaming techniques).

Identify the language mothers prefer for health awareness content presented by Dr. Mazwar.

5. Study Concepts

Health Awareness

Terminologically:

« It is the use of specific educational methods to inform citizens about modifying their behavior and warning them about surrounding risks, aiming to educate everyone on health and preventive values based on their culture and beliefs. »¹.

According to Mervat Morsi, health awareness is an art and skill-based process that requires specialized experts. It utilizes mass communication tools to inform community members and influence them to change their concepts, attitudes, and behaviors, abandon harmful habits, prevent diseases, and improve their health conditions. It also involves positively

¹Abdul Razzaq Mohammed Al-Dulaimi: Specialized Media, Al-Azouri Scientific Publishing House, Amman, 2015, p. 134.

engaging individuals to participate in this process. Health awareness complements the preventive, therapeutic, and healthcare services provided by the state. »²

Operationally:

It refers to the set of educational activities and procedures carried out through Dr. Mazwar Abdelrahim's Facebook page to provide health information with the aim of prevention.

Health Awareness:

« Health awareness refers to the understanding of health knowledge and facts, as well as health goals. It is the process by which an individual becomes aware of their own health, the surrounding health conditions, and develops an attitude towards public health in the community. »³

Social Media:

This complex concept has sparked widespread debate among thinkers and academics, due to differing views on its main components. It includes a variety of modern technologies based on an electronic network that allows users to create personal sites and connect with other members who share similar interests and hobbies via an electronic social system.⁴

²Mohamed Hafnawi: Journalism and Health Awareness, Dar Al-Ilm Wal-Iman Publishing and Distribution, 1st edition, 2014, p 134.

³Mohamed El-Johari et al.: Sociology and Media Studies, Dar Al-Ma'arifa University Press, Alexandria, 1992, p. 29.

⁴Mohamed Fadel Ali: The Role of Facebook in Enhancing Health Awareness Among the Public (A Survey Study from the Perspective of Specialists in the Jordanian Ministry of Health),

Medical Page:

A medical page refers to an active health-focused page on various social media platforms, with the goal of spreading trustworthy health information and promoting health awareness within the community. In this study, we will focus on the pediatrician Dr. Mazwar Abdelrahim's page, which has over 170,000 followers and can be accessed at the following link:

<https://www.facebook.com/Mezour1Pediatre1Mostaganem>

6. Previous Studies:

Omar Ben Aichouch & Hassan Bousersoub (2020):

"The Role of Facebook in Enhancing Health Awareness about COVID-19: A Field Study of a Sample of Facebook Users of the COVID-19 News and Health Awareness Page"⁵

The researchers aimed to explore the role of Facebook in enhancing health awareness among users of the COVID-19 News and Health Awareness page. They used a descriptive-analytical approach along with the methods of participatory observation and online surveys to collect data from a purposive sample of 220 participants. The study revealed that

Master's Thesis in Media, Faculty of Media, Middle East University, January 2017, p. 5.

⁵Omar Ben Aichouch & Hassan Bousersoub: The Role of Facebook in Enhancing Health Awareness about COVID-19: A Field Study on a Sample of Facebook Users of the COVID-19 News and Health Awareness Page, Social Empowerment Journal, 2020, pp.288-309.

Facebook plays an effective role in promoting proper health awareness, with key topics focusing on raising awareness and communication with medical authorities.

Fetihah Bark & Yasmina Ben Ammar (2022):

"Digital Communication between Awareness in the Field of Digital Health and Activating the Role of Social Media: The Case of Silicon Disease on Facebook"

⁶

The researchers aimed to assess the impact of content on health awareness regarding Silicon Disease and examine Facebook's role in addressing the spread and risks of the disease. They used the Christian method along with content analysis and participatory observation, with a purposive sample from the Facebook page of the charitable association for Silicon victims. The study concluded that the page's content, focusing on the disease's symptoms and awareness, showed significant interaction with posts, indicating the effectiveness of efforts in awareness and sensitization.

Zakaria Toufiani & Yassine Sedouki (2022):

"Digital Health Communication and Its Role in Achieving Health Awareness Among students: A Descriptive Field Study of a Sample of Students from

⁶. Fetihah Bark & Yasmina Ben Ammar: Digital Communication between Awareness in the Field of Digital Health and Activating the Role of Social Media: The Case of Silicon Disease on Facebook, Health Communication, Dar Alfa Publishing and Distribution, 2022, pp. 204-227.

Khemis Miliana University"⁷

This study examined the role of digital health communication in raising health awareness among university students. The researchers used a descriptive approach and focused on analyzing the use of digital media in promoting health awareness in university settings.

This study aimed to investigate the effectiveness of digital health communication in shaping health awareness among Algerian students and their interest in digital health platforms. To achieve the study's objectives, the researchers employed a survey method and used an electronic questionnaire along with observation to collect data from the sample. The study found several key results, most notably that following digital health awareness posts is convincing and scientifically valuable, contributing to changing negative behaviors among students. The study also revealed that following health awareness posts on social media arouses scientific curiosity among students, encouraging them to explore more in health awareness topics.

Ahmed Hamid and Nabil Lahmar (2022)
"Digital Communication through Social Media Networks and Its Role in Achieving Health Sustainability:"⁸

A Field Study on a Sample of Social

⁷ Zakari Toufiani and Yassine Sadouni: Digital Health Communication and Its Role in Raising Health Awareness among Students: A descriptive field study on a sample of students from Khemis Miliana University, Digital Health Communication, Alpha Publishing and Distribution, 2022, pp. 167-205.

⁸ Ahmed Hamid and Nabil Lahmar, Digital Communication through Social Media Networks, Vol. 09, Issue 03, 2022, pp. 388-399

Media Users" aimed to examine the impact of communication campaigns via social media networks on health sustainability in Algeria. The researchers employed a survey method and used a questionnaire as a tool to gather data from individuals who follow health-related media campaigns on social media. The sample was selected using the snowball sampling technique, totaling 102 participants.

The study concluded with several key findings, the most significant being that digital communication plays a major role in raising health awareness. Digital spaces are characterized by easy access to information, which makes it easier for the audience to follow, whether through official or unofficial pages, and to benefit from them from a health perspective.

The study by Faisal Mohamed Abdelbari Tuto (2023) titled "The Role of Social Media Networks in Health Awareness about the Coronavirus: A Sociological Study on a Sample of Users in Sudan" was published as a sociological study on the role of social media in raising health awareness regarding COVID-19 in Sudan.⁹

The researcher aimed to explore the role of social media platforms in raising health awareness among the Sudanese community during the COVID-19 crisis. The study focused on a purposive sample of 338 individuals from the Sudanese community, using a descriptive-analytical approach. The researcher utilized an

electronic questionnaire to gather as much data as possible, especially given the restrictions imposed by the COVID-19 quarantine measures.

The study concluded with several findings, the most prominent of which were: social media networks, particularly Facebook, played a significant role in enhancing health awareness among the study participants from the Sudanese community.

These networks contributed to raising health awareness, educating individuals about COVID-19, and promoting preventive measures.

Liliane Laranjou , Amael Arguel , Ana L NEVES, Aidenn M Galgher Ruth Kaplan, NATHAN Moritimer ,Ghilherme A Mendes , Annie Y S Lau , The influence of Social Networking sites on Health Behavior change :a systematic review and meta_analysis (2015)¹⁰

The aim of this study was to evaluate the extent of use and effectiveness of interventions related to medical cases through social media platforms and their impact on individuals in terms of changing health behaviors. The study included a controlled random sample of 7,411 participants.

The key findings indicated that there is generally a positive impact of social media

⁹ Faisal Mohamed Abdelbari Tuto (2023), The Role of Social Media Networks in Health Awareness about the Coronavirus: A Sociological Study on a Sample of Users in Sudan, Al-Rased Journal of Social Science Studies, Vol. 03, Issue 02, 2023, pp. 7-27.

¹⁰ Laranjou, L.Arguel A, Neves ,,,Aideen ,Galargher A.M. ? Kaplan ,R. Moritimer ,N.....&Lau,AY, The influence of Social Networking sites on Health Behavior change : asystematic review and meta_analysis.journal of the AmlericanMedicallnformatic Association,22(1)2015,,243_256

platforms in bringing about changes in individuals' health behaviors. The study concluded that interventions through social networks and media have a very high effectiveness in promoting changes in health behaviors.

In commenting on previous studies, it was observed that all of these studies addressed the topic of health awareness through digital media. They also focused on the importance of the role played by social networks, especially Facebook, in promoting health awareness in communities, regardless of their levels or cultures. This was achieved through health guidelines and awareness campaigns aimed at transforming unhealthy behaviors into healthy ones.

Most of these studies relied on the descriptive-analytical approach due to the nature of the topic, which requires precise description and analysis of the phenomenon. These studies also addressed the importance of digital health communication as an effective means to achieve health awareness goals.

7. Field Aspect of the Study

7-1 Study Boundaries:

Time Boundaries:

The study was conducted during the period from 31/07/2024 to 08/08/2024.

7-2 Study Population:

The study population consists of the followers of the pediatrician Dr. Mouzwar Abdel Rahim Mustaghanem's page.

7-3 Study Sample:

The sample is a non-probability, convenience sample, where the electronic

questionnaire was presented on Dr. Mouzwar Abdel Rahim's page. Mothers were asked to respond, and 813 responses were received via Google Drive.

7-4 Study Methodology:

The descriptive-analytical approach was used due to its relevance to the nature of the topic.

Our study also falls within the category of qualitative research, as this type of study relies on analysis and interpretation. This approach aims to uncover the motivations and reasons behind why these mothers chose to follow Dr. Mouzwar's page, as well as to understand the satisfactions achieved through this follow-up.

7-5 Study Tool:

This study relied on the electronic questionnaire as a tool, due to the nature of the topic on one hand, and the large size of the research population on the other hand. After collecting the field study data through the electronic questionnaire, where 813 responses were received, the data was coded, processed, and entered into the system. It was then analyzed, processed, and the statistical results were extracted using SPSS software. The following statistical methods were used:

Frequencies and percentages

Cronbach's alpha coefficient to calculate the reliability of the study tool.

7.6 Presentation and Interpretation of Study Results :

First General Characteristics :

Table N°01 : shows the distribution of the

sample members according to the age variable.

Age	Frequency	percentge
From20 yeaaars to 30 years	300	36.9
From 31 to 40 years	461	56.7
From 41 to 50 years	49	6.0
Older Than 50 years	3	0.4
Total	813	100.0

We can observe from the results presented in the table above that the age group from 31 to 40 years represents the largest percentage of page followers, with an estimated percentage of 56.7%. The second-argest group is the age group from 20 to 30 years, with a percentage of 36.9%. The third place is occupied by the age group from 41 to 50 years, with 6.0%. Finally, the oldest age group, over 50 years, ranks last with 0.4%

Table N°02 :shows the distribution of the sample members according to the educational level variable

Educational Level	Frequenc y	percentge
Primaru	1	0.1
Intermediate	17	2.1
Scondary	61	7.5
University	567	69.8
postgraduate	167	20.5

Total	813	100.0
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It is clear from the results presented in Table No. 2 that the vast majority of followers of Dr Mazwar's page have a university level of education, accounting for 69.8%. This is followed by the postgraduate group with 20.5%, which is equivalent to 167 occurrences. Thesecondary education group comes next, representing 7.5% of the sample, followed by the intermediate level at 2.1%, and finally, the primary education group at 0.1%

Table N°03 : shows the distribution of the sample members according to the social status Variable

Scocial Status	Frequenc y	percentge
Working	425	52.3
Homemaker	388	47.7
Total	813	100.0

The results indicate that working women represent 52.3% of the sample, while homemakers account for 47.7%. We observe that there is a slight difference between the two groups, with a small majority of working women. This close distribution suggests that there is an interest in following medical content, regardless of the woman's social status

Second: Face book Usage Habits and Patterns

Table N°03 : shows the distribution of the sample members according to the duration of .Face book usage

Facebook usage	Frequency	Precentge
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Less than 2 years	20	2.5
From 2 to 4 years	46	5.6
More than 4 years	747	91.9
Total	813	100.0

The results are as follows: 91.9% of the sample members have been using Facebook for more than 4 years, followed by 5.6% who have been using it for 2 to 4 years, and 2.5% who have been using it for less than 2 years

Table N°04 shows the average time spent on Facebook browsing

	Frequency	Percentage
Less than 2 hours	324	39.9
From 2 to 4 hours	366	45.0
More than 4 hours	123	15.1
Total	813	100.0

The table reveals the number of hours respondents spend daily browsing Facebook. According to the results, 366 respondents, or 45%, reported spending 2 to 4 hours on Facebook, followed by 39.9% who use it for less than 2 hours. Meanwhile, 15.1% of the respondents spend more than 4 hours on Facebook daily

Table N°05 : illustrates the level of interest among the sample members in

health-related topics on Facebook.

	Frequency	Percentage
Large	809	99.5
Medium	0	0
Weak	4	0.5
Total	813	100.0

The results show that the vast majority of respondents, 99.5%, have a high interest in health-related topics. In contrast, only 4 respondents, equivalent to 0.5%, showed a low level of interest. This indicates a strong desire among users to follow health information on Facebook, making the platform an effective tool for spreading health awareness among the public.

Table N°06 : illustrates the extent to which the sample group uses Facebook to search for health information.

	Frequency	Percentage
Always	501	61.6
Sometimes	283	34.8
Rarely	29	3.6
Total	813	100.0

The table above shows that the majority of respondents regularly search for health information on Facebook, with a rate of 61.6%. This indicates that Facebook has become a primary source of health information for many individuals. Meanwhile, the percentage of those who use it occasionally stands at 34.8%, followed by a minority who rarely use it to search for health information at 3.6%.

Table N°07 : shows the sources relied upon by the sample members to search for health information on Facebook.

	Frequency	Precentage
Medical pages	501	61.6
Official websites of health organizations	101	12.4
Any reliable source	211	26.0
Total	813	100.0

The table reveals that the majority of respondents, representing 61.6%, primarily depend on medical pages to obtain health information on Facebook. This indicates that medical pages have become a trusted source for many individuals seeking health-related information.

Following this, 26% rely on any trusted source, regardless of whether it is a medical page or an official website. Meanwhile, 12.4% of the respondents depend on official websites of health organizations.

These findings align with the study conducted by researcher Maha Mokhtar Hassan, which found that 53.6% of respondents rely on Arab medical websites managed by specialized doctors to obtain health information¹¹

Third: Patterns of the Sample Members'

¹¹Maha Mokhtar Hassan in her study, "Seeking Health Information from the Internet", published in the Arab Journal of Media and Communication Research ,Issue 21, 2018,p150

Followership of Dr. Mazwar's Page

Table N°08 : illustrates the duration of the sample members' followership of Dr. Mazwar Abdelrahim's Facebook page.

	Frequency	Precentage
Less than 2 yuears	618	76.0
From 2 to 4 years	151	18.6
More than 4 years	44	5.4
Total	813	100.0

The table shows that the vast majority of followers, equivalent to 76%, began following thepage less than two years ago. This indicates that the page has gained significant popularity recently and successfully attracted a large number of new followers. Meanwhile, 18.6% have been following the page for 2 to 4 years, and 5.4% have been followers for more than 4 years.

Table N°09 : illustrates how the sample members became aware of Dr. Mazwar's Facebook page.

	Frequen cy	Prece ntge
By chance	594	73.1
Through your acquaintances	140	17.2
Your previous knowledge of the doctor through his clinic	79	9.7
Total	813	100.0

The table shows that the vast majority of the sample members, representing 73.1%,

came across Dr. Mazwar's page by chance. Meanwhile, 17.2% became aware of it through acquaintances, indicating that personal recommendations play a significant role in increasing awareness of the page. Lastly, 9.7% discovered the page due to their prior familiarity with the doctor through his clinic.

Table N°10 : illustrates the frequency of followers visiting Dr. Mazwar's clinic.

	Frequency	Percentage
Always	58	7.1
Sometimes	70	8.6
Rarely	9	1.1
Following through the page only	676	83.2
Total	813	100.0

The table reveals that the vast majority of followers, equivalent to 83.2%, rely solely on following the page to obtain medical information and services, rather than visiting the clinic directly. This highlights the growing reliance on digital health services and the preference for online communication with doctors. In second place, 8.6% visit the clinic occasionally, while 7.1% do so regularly. Lastly, a small percentage of respondents, ranked fourth, stated that they rarely visit the clinic.

Table N°11 : illustrates the extent to which the sample members follow Dr. Mazwar's posts on his Facebook page.

	Frequency	Percentage

Always	728	89.6
Sometimes	84	10.3
Rarely	1	0.1
Total	813	100.0

The results show that the vast majority of respondents, 89.6%, follow the posts regularly. This indicates strong engagement and significant interest from followers in the content provided. Meanwhile, 10.3% follow the posts occasionally, and a very small percentage follow the posts rarely.

Table N°12 : shows the motivations of the sample members in following Dr. Mazwar's Facebook page.

	Frequency	Percentage
To inquire about a specific disease	25	3.1
To obtain reliable health information	388	47.7
To benefit from the provided posts	400	49.2
Total	813	100

It is evident from the results presented in Table 12 that 46.2% of the respondents follow the page to benefit from the provided posts. This high percentage indicates that the content offered by the page is attractive and useful to its followers. Meanwhile, 47.7% follow it to obtain reliable health information. As for those who follow it for inquiries about a specific disease, the

percentage is 3.1%. This percentage is significantly lower than the previous two, suggesting that the page is primarily used for general information rather than inquiries about specific medical conditions.

Table N°13 : shows the level of engagement of the sample members with the posts on Dr. Mazwar Abdul Rahim's page.

	Frequency	Precentge
Always	452	55.6
Sometimes	315	38..7
Rarely	46	8.7
Total	813	100.0

The table shows that more than half of the followers of the page engage with the posts regularly, with 55.6% of them interacting consistently. This indicates a high level of engagement and participation from the followers, suggesting that the content provided by the page is attractive and interesting to them. This is followed by 38.7% who engage occasionally, and 5.7% who interact rarely.

Table N°14 : shows the nature of the sample members' interaction with the posts on the page.

	Frequency	Precentge
Like	607	74.7
Comment	171	21.0
Share post	35	4.3
Total	813	100.0

The table illustrates the nature of the sample members' interaction with the posts

on Dr. Mazwar's page. The highest interaction is with "liking" the posts, accounting for 74.7%, which equals 607 individuals from the sample. The second highest interaction is through comments at 21%, followed by post shares at 4.3%. The results can be interpreted as followers appreciating the content provided by the page, but they do not feel the need to express their opinions or share posts more frequently.

Table N°15 : shows the preferred method of sharing health information by the sample members on Dr. Mazwar's page.

	Frequency	Precentge
Text posts	739	90.9
Recorded video	60	7.4
Live broadcast	14	1.7
Total	813	100.0

The table shows that the vast majority of respondents prefer text posts as a method of sharing health information on Dr. Mazwar's page, with 90.9% favoring this approach. This indicates that followers prefer receiving information in a direct and concise manner through written text, which is the style Dr. Mazwar uses in his posts on Facebook. Following that, 7.4% prefer video content, reflecting a segment of followers who prefer visual content for better understanding of the information. Lastly, 1.7% prefer live broadcasts as a method of information sharing.

Fourthly, the role of Dr. Mazouar's Facebook page in enhancing the health awareness of the sample group.

Table N°16: shows the extent to which the

sample group applies the advice and guidance provided by Dr. Mazouar through his Facebook page."

	Frequency	Precentge
Always	648	79.8
Sometimes	163	20.0
Rarely	1	001
I don't do	1	0.1
Total	813	100.0

"The table shows that a large percentage of the followers consistently apply the advice given by Dr. Mazouar, with 648 followers (79.8%) doing so. This indicates a high level of trust in the information and advice Dr. Mazouar provides, and that the followers consider it beneficial for the health of their children. Then, 20% apply it occasionally, while only 0.1% of the respondents answered 'rarely' or 'never.' These two percentages are very small and indicate that only a very few followers do not apply the advice at all."

Table N°17 : shows whether the posts on Dr. Mazouar's page contributed to changing a negative health behavior into a healthy one."

	Frequency	Precentge
Yes	807	99.3
No	6	0.7
Total	813	100.0

"The table shows that the overwhelming majority of respondents who confirmed applying the health advice and guidance noticed a positive change in their health behavior, with a percentage of 99.3%.

This indicates that the advice provided was effective in improving their health habits. Meanwhile, 0.7% answered 'no.'"

Table N°18" shows the extent of difficulty faced by the sample group in applying the medical advice and guidance provided by Dr. Mazouar."

	Frequency	Precentge
Always	5	0.6
Sometimes	157	19.3
Rarely	87	10.7
I don't find difficulties	564	69.4
Total	813	100.0

"The results of this table indicate that the majority of the respondents, 69.4%, do not face any difficulties in applying the medical advice provided by Dr. Mazouar. This suggests that the advice is easy to understand and implement, especially since the doctor uses a simple language in his posts, combining both Modern Standard Arabic and the local dialect for explanations. The percentage of those who sometimes face difficulties in applying the advice is 19.3%, while 10.7% experience difficulties rarely, and 0.6% always face difficulties."

Table N°19: shows the extent to which the sample group shares the health information provided by Dr. Mazouar with their social surroundings in reality."

	Frequency	Precentge
Always	256	31.5
Sometimes	418	51.4

Rarely	139	17.1
Total	813	100.0

"The table shows that more than half of the respondents, 51%, sometimes share the health information provided by Dr. Mazouar with their social surroundings in reality. Meanwhile,

31.5% share it regularly, and 17.1% share it rarely."

Table N°20 shows the extent to which the sample group's knowledge of health matters has improved after following Dr. Mazouar's page

	Frequen cy	Precentge
Large	654	80.4
Medium	0	0
Weak	159	19.6
Total	813	100.0

Based on the results shown in the table above, 80.4% of the respondents stated that they have experienced significant improvement in their health knowledge after following Dr. Mazouar's page, compared to 19.6% who reported only a slight improvement

8.General Results of the Study: Through this study, we reached a number of findings as follows

91.9%.of the sample group have been using Facebook for more than 4 years

45%.of the respondents stated that they spend between 2 to 4 hours browsing Facebook, followed by 39.9% who use it for less than two hours

99.5%.of the respondents are highly interested in health-related topics on Facebook

61.6%.of the respondents frequently search for health information on Facebook

61.6%.of the respondents rely mainly on medical pages for health information on Facebook

76%.of the respondents began following Dr. Mazouar on Facebook less than two years ago

. 73.1%"of the respondents discovered Dr. Mazouar's page by chance

83.2%.only follow the page to get medical information and services

89.6%.of the sample group consistently follow the posts on Dr. Mazouar's page

49.2%.of the respondents follow the page to benefit from the posts, while follow it for .reliable health information

55.6%.of the respondents interact with the posts regularly

74.7%.of the sample group like the posts, and 21% comment on them

90.9% of the respondents prefer textual posts as a method for sharing health information on .Dr. Mazouar's page

79.8%.of the respondents consistently apply the advice provided by Dr. Mazouar

99.3%.of the respondents who confirmed applying the advice noticed a positive change in .their health behavior

➤ 69.4%.of the sample group do not face any difficulties in applying the

medical advice .provided by Dr. Mazouar

51%of the respondents sometimes share the health information provided by Dr. Mazouar .with their social surroundings in reality

8.4%of the respondents stated that they have noticed a significant improvement in their 8.4%".health after following Dr. Mazouar's page.

9.Conclusion :

Based on the findings of this study, it can be said that medical pages activeon social media platforms, especially Facebook, play a fundamental role in promoting health awareness. These pages significantly contribute to positively influencing and changing individuals' behaviors. This was evident in the field study through interaction with medical posts, guidance, and advice—whether provided by Dr. Mazouar or through other medical pages. These pieces of advice have clearly contributed to correcting and changing unhealthybehaviors."

"Hence, we can emphasize the necessity of supporting this purposeful medical content andensuring the continuation of such medical pages. It is essential to encourage them to move forward in providing more medical services and guidance through social media platforms."

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