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The Effectiveness of New Media in Achieving Health Education Among Users.

-A Field Study on a Sample of Followers of the Algerian Ministry of Health's Facebook page.

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Abstract:
This study aims to shed light on the effectiveness of new media in achieving health education among users by conducting a field study on a sample of users of the Algerian Ministry of Health's Facebook page, relying on the descriptive analytical approach, and using the electronic questionnaire as a data collection tool. The study sample consisted of 61 individuals, and the findings revealed that most of the respondents were motivated to acquire knowledge about various diseases. The study found that a majority of respondents adopted preventive measures against different diseases after being exposed to the Ministry's Facebook posts, indicating a growing awareness of the importance of disease and epidemic prevention.

Keywords: *Disease; Facebook; Health; Health Education; New Media; Users*

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I. INTRODUCTION

Over the past two decades, the world has witnessed a massive technological revolution in the field of media and communication. This revolution has led to the emergence of new media and communication technologies, most notably through various platforms and applications (Facebook, Instagram, TikTok...) As a new tributary in the lives of human societies worldwide.

These new media have become extremely popular among users, playing an essential role in various areas of life. This is largely due to their distinctive features, such as flexibility, universality, tradability, and other characteristics that in turn have contributed to facilitating and accelerating the process of information and communication without spatial or temporal restrictions, making the world a small village, according to Marshall McLuhan.

There is no doubt that these new media can influence individuals' behaviors and transform beliefs. They also play a vital role in raising intellectual and cultural levels, as well as enhancing awareness and understanding among members of society regarding various contemporary issues, foremost among them, health-related issues. In recent years, the world has witnessed the spread of various diseases and epidemics. This has made various official and unofficial health bodies and organizations fear the continuation of health problems and the inadequacy of conventional health systems in achieving public health for members of societies. This has led to intensified efforts to spread health awareness and direct individuals' behavior towards adopting rational behaviors towards their health by providing them with various information and facts related to health issues, under what is called health education.

Health education is one of the essential elements of primary health care and serves as the foundation for promoting healthy behaviors within societies. Experts and specialists in the health field regard it as an effective and fundamental tool, not only for educating the public, but also for enhancing overall community health.

To achieve this goal, various health bodies and organizations have tended in recent years to rely on new media in general and Facebook in particular to promote health awareness in society and limit the widespread spread of various diseases and epidemics that threaten public health. In this context, Facebook is regarded as one of the most widely used new media platforms. It is no longer limited to social networking and making friends; its uses have expanded to cover a wide range of societal issues, encompassing health. Through its pages, Facebook can serve as a tool for health education by offering users essential information, facts, and skills associated with health, thereby encouraging the adoption of healthy behaviors, raising the level of health awareness, and contributing to disease prevention.

In Algeria, continuous official efforts are being made by health institutions to raise the level of health awareness among citizens by benefiting from new media in spreading health culture. The Algerian Ministry of Health's Facebook page is one of the most prominent examples of this, as it transmits various knowledge, instructions, and news related to health issues, which contributes to enhancing health culture among the Algerian public, especially in light of the widespread use of social media in Algeria.

Through this proposal, the study aims to address the following problem statement: **What is the role of the Ministry of Health page in achieving health education among Facebook users?**

To answer this problematic, we raise the following questions:

- What are the habits and patterns of users browsing Facebook?

- What are the motives behind users following the Ministry of Health page on Facebook?

- What types of Ministry of Health page posts do users prefer on Facebook?

- What are the patterns of user interaction with health publications published by the Algerian Ministry of Health's Facebook page?

- What are the most important health topics that users are most interested in by following the posts of the Ministry of Health page on Facebook?

- How does health education through the Algerian Ministry of Health page contribute to improving health behavior among users?

1. Methodological procedures for the study

1.1. Study importance

Given the widespread health challenges and the growing concerns surrounding them, this study entitled *"The Effectiveness of New Media in Achieving Health Education Among Users"* draws its importance from its focus on clarifying the role of Facebook as a new medium in promoting health education among users. Conducted as a field study on a sample of followers of the Algerian Ministry of Health's Facebook page, the study aims to highlight how the Ministry's publications contribute to shaping users' health behaviors and guiding them positively toward fulfilling public health goals within society.

1.2. Study objectives:

This study aims to:

- Analyze how Facebook users engage in health communication
- Explore the motivations that guide users to follow the Algerian Ministry of Health page.
- Study the forms of Ministry of Health page posts and determine the extent of their impact on users' awareness of health issues.
- Analyze users' digital interaction with posts on the Algerian Ministry of Health's Facebook page.
- Reveal the most important health topics of interest to users by following the Algerian Ministry of Health's Facebook page.
- Evaluate the effectiveness of health messages on the Algerian Ministry of Health page in guiding health behavior among users.

1.3. Defining study concepts:

- The concept of new media: Researchers have differed in establishing a precise definition for new media. Some refer to it as new media, while others use terms such as digital media, interactive media, or network media. Despite the variety of terms, they all fall within the same conceptual framework. New media refers to modern technological tools that have presented new forms of media, mainly relying on the Internet and social media networks. (Agred , 2023). It is also defined as all technological means employed in the field of media and communication to facilitate interaction among individuals or to inform them about various news and

information via the Internet, through email, websites, blogs, social networking platforms, and other digital technologies. (Bouhedda, 2022).

According to the previous definitions, new media can be defined as those new technological means that have emerged in the field of media and communication, as they have provided users with the ability to communicate and transmit news and information at extreme speed without temporal or spatial barriers.

- Facebook concept: It is a free communication network that allows users to create personal accounts and pages that enable them to publish their opinions, interact with posts, and communicate with individuals and groups. (Bouhedda, 2022). It can also be considered a social networking website that allows users to present themselves and enhance their social presence by using the site's tools to communicate and interact with other users. (benarbia & soualhi, 2021)

Based on the previous definitions, it can be said that Facebook is one of the most widely used social networking sites, as its tools allow users to communicate and interact with others with complete flexibility and fluidity.

- The concept of health: The World Health Organization defines health as the state of complete physical, mental and psychological recovery and not just the body not contracting disease or illness (Badah & Mazahrah, 2019).

The scientist Uders defined it as a physiological, psychological and social balance. It is also a mechanism for protection and biological defense against various disease-causing effects. (Harbouche, 2017)

Health can be defined as a state of total recovery of the body, both physically, mentally and psychologically.

- The concept of health education: Health education is defined as the process of providing individuals or society with the necessary experiences to guide their behavior regarding health matters in a positive direction. (Brik, 2019). It is also described the sum of organized experiences designed to adopt voluntary behaviors towards health with the aim of achieving general health for society. (Drir & Khebizi, 2020).

Based on the previous definitions, health education can be defined as the process of transferring health facts and experiences to individuals and communities. It translates them into measurable or positive behaviors that promote the health of individuals and communities, ultimately contributing to the overall well-being of society.

1.4 Literature review:

The stage of identifying previous studies is considered one of the most important methodological steps in scientific research

- **First study**: Jamal Drir's study, Samia Khabizi 2020: **The contribution of the media to health education for Algerian youth - a field study on university students.**

This study aimed to identify the role played by the media in educating members of society about health, especially the youth. The researchers used the sample survey method to

achieve the study objectives. They also used the questionnaire tool on a sample of university students at the University of Algiers 03, estimated at 167 individuals. One of the most important findings reached by the researchers is that health media coverage through various media outlets contributes only modestly to providing Algerian youth with health awareness and encouraging them to adopt healthy behaviors. (Drir & Khebizi, 2020).

- Second study: Achouak Salem's study, laSaledj Aisha 2022: **The role of the Ministry of Health's media campaigns via social media networks in raising awareness of the dangers of the Corona virus - a field study on a sample of youth in Setif Province.**

The study aimed to identify the role of the Algerian Ministry of Health's media campaigns on the Coronavirus, conducted through social media platforms. Employing a descriptive analytical approach, the researchers conducted a field study targeting a group of young people from the province of Sétif. Data was gathered through an electronic questionnaire distributed to a sample of 50 participants. One of the results was that these campaigns helped youth acquire new information about the virus and contributed, to some extent, to modifying their behavior by promoting healthy habits and reducing harmful ones. (Salem & Lasledj, 2022).

- Third study: Ben Shaa Omar's study, Ben Arous Hayat 2024: **The role of social networking sites in promoting health culture and confronting epidemics in Algerian society, the Covid-19 epidemic as a model.**

This study aims to explore the role that social media platforms play in promoting health culture during the COVID-19 pandemic by disseminating awareness programs and content sought at limiting the spread of the virus. The researchers employed a descriptive approach to fulfill the study's objectives and used a questionnaire, which was distributed to a sample of 97 individuals. One of the results was that the variety of content utilized to promote health awareness, such as images, videos, and written posts, significantly enhanced the effectiveness of health messaging in Algerian society. The widespread use of social media, particularly during the period of home quarantine, shifted societal engagement from physical to virtual spaces. This transition resulted in increased interaction with health-related content, as reflected in higher rates of likes, comments, and shares. Consequently, social media played a significant role in raising awareness about the pandemic and promoting public health. According to the respondents, the most notable benefits of social media during this period were enhancing health education, increasing public health awareness, and enabling communication with medical authorities to combat the spread of the virus. (Benchaa & Ben Arous, 2024).

Previous studies show clear agreement with our study in highlighting the pivotal role played by the media in general, and new media in particular, in promoting health education among users. There is also a convergence in the methodological procedures of these previous studies with our current study, by relying on the descriptive approach with the use of the questionnaire as the main tool for collecting data, which helped us in a deeper understanding of the subject of health education in the digital environment As well as crystallizing the problem of the study, formulating its questions, and defining its methodological tools.

However, what is noticeable about these previous studies is their greater focus on health awareness in the context of the COVID-19 pandemic. In contrast, this study aims to move beyond this limited situational context by examining the broader dimensions of digital

health education in light of current health issues. It does so by analyzing the extent of users' engagement with the content and publications of the Algerian Ministry of Health's Facebook page and evaluating its effect on their health behaviors. This represents a scientific contribution that helps fill a research gap regarding health education through new media.

2. Analysis of the study results

Table (1): Shows the distribution of respondents by gender variable

Gender	Frequency	Percentage
Male	30	49,2
Female	31	50,8
Total	61	100

Source: Prepared by the researchers

It is noted from the table above that the percentage of females was estimated at 50.8%, while the percentage of males was 49.2%. Accordingly, it is observed that the percentage of sample vocabulary in terms of the gender variable is approximately equal.

Table (2): Demonstrates the distribution of respondents by age variable

Age	Frequency	Percentage
From 18-22	5	8,2
From 23-27	9	14,8
28 and up	47	77,0
Total	61	100

Source: Prepared by the researchers

The table above shows that the age group 28 years and above represents the largest percentage, estimated at 77%, while the age group from 23 to 27 years ranked second with 14.8%, while the age group from 18 to 22 years ranked last with 8.2%. The high percentage of the age group 28 years and above reveals that this group is the most interested in health issues, and since the questionnaire was distributed in virtual chat groups via the Messenger application. It can be said that the age group that joined the most virtual health groups is the group 28 years and above, which indicates that this group represents the segment most interested in exposure to digital health content, especially those published on the Ministry of Health's Facebook page. This can be explained by the high degree of health awareness among this group and its direct connection to actual health needs. This is also explained by the fact that this segment seeks to care for health by joining virtual groups related to health issues, in addition to following the Ministry of Health's Facebook page with the aim of obtaining medical and health information or guidance about the diseases they suffer from.

Table (3): Illustrates the distribution of respondents according to the most used sites

Sites	Frequency	Percentage
Facebook	42	68,9
Instagram	10	16,4
TikTok	4	6,6
YouTube	5	8,2

Platform X	0	0
Total	61	100

Source: Prepared by the researchers

Table No. 03 indicates that most of the respondents use Facebook at a rate of 68.9%, followed by Instagram at a rate of 16.4%, and 8.2% prefer to use YouTube, followed by TikTok at a rate estimated at 6.6%, while the X platform ranks last at 0%.

It can be said that Facebook is the most popular and widely employed social networking site among respondents, as it is regarded as one of the first platforms to emerge in Algeria. It is also user-friendly in terms of communication, interaction, and sharing opinions with others. This is supported by statistics from the first quarter of 2025, according to global data platforms such as Data_Reportal, which ranked Facebook first in Algeria with 25.6 million users (Kemp, 2025). Furthermore, the table shows that the X platform (formerly Twitter) has little to no popularity or usage among respondents. This suggests that the platform is not as popular in Algeria as it is in Gulf or Western countries.

Table (4): Shows the extent of respondents' exposure to Facebook

Hourly volume	Frequency	Percentage
Less than an hour	11	18,0
From one to three hours	27	44,3
Three hours or more	23	37,7
Total	61	100,0

Source: Prepared by the researchers

The results of the table above reveal that the majority of respondents utilize Facebook for one to three hours daily, representing 44.3%, while 37.7% reported using it for more than three hours. Meanwhile, 18% of respondents use Facebook for less than an hour per day. These results suggest that the relatively close percentages of those who use Facebook for one to three hours and those who use it for more than three hours reflect its importance as one of the most significant social networking platforms for the respondents. It occupies a substantial portion of their daily routines. This can be attributed in part to Facebook's algorithm, which personalizes content based on users' interests and digital behavior, thereby encouraging continued engagement and increasing browsing time. Facebook has evolved beyond a simple tool for social interaction; it has become a multifunctional digital space that fulfills a range of needs, including entertainment, learning, and access to information on various topics. This versatility helps explain why users dedicate at least an hour each day to browsing the platform, making it an integral part of their daily digital habits.

Table (5): Explains the preferred means for respondents to browse Facebook

Means of use	Frequency	Percentage
Smartphone	59	96,7
Computer	2	3,3
Smart Panel	0	0

Total	61	100,0

Source: Prepared by the researchers

The results of the table above show that most of the respondents use a smartphone to browse social networking sites, at a rate of 96.7%, followed by computer users at a rate of 3.3%, while the percentage of smart board users is 0%.

The findings of the table above can be explained by the fact that the smartphone is the most commonly utilized device among respondents for browsing social networking sites. This is due to its distinctive features, such as portability and multifunctionality, which involve communication, photography, video creation, and Internet browsing anytime and anywhere. In other words, the smartphone functions as a compact computer, which has largely replaced the use of desktop computers and smart boards among the respondents.

Table (6): Indicates the preferred period for respondents to browse Facebook

Period of use	Frequency	Percentage
At night	32	52,5
Morning	7	11,5
evening	22	36,1
Total	61	100,0

Source: Prepared by the researchers

We notice from the table that most of the respondents browse Facebook at night, at a rate of 52.5%, followed by respondents who browse Facebook in the evening at a rate of 36.1%, while we see respondents who browse Facebook in the morning in last place at a rate of 11.5%, and the majority of respondents prefer to browse social networking sites at night, as this period may be a free period for them, considering that the morning and evening period is a period of work or study.

Table (7): The pattern of respondents' exposure indicates frequent interaction with the Ministry of Health's Facebook page publications.

Exposure pattern	Frequency	Percentage
Always	41	67,2
sometimes	12	19,7
Rarely	8	13,1
Total	61	100,0

Source: Prepared the researchers

We note from the table above that most of the respondents are always exposed to health publications provided by the Ministry of Health's Facebook page, at a rate of 67.2%, followed in second place by respondents who are sometimes exposed to health publications provided by the Ministry of Health's Facebook page, at a rate estimated at 19.7%, while respondents who are rarely exposed to publications of the Ministry of Health's Facebook page occupy last place at a rate of 13.1%.

These results can be explained by the nature of the online survey distribution channels, which were distributed within virtual chat groups on the Messenger application whose interests revolve around health topics. This indicates that the members joining these groups have a clear interest in health issues, which suggests that they follow health-related pages and content on the Facebook platform. As a result of this interest, Facebook's algorithms automatically display health-related content and posts. Among them are the publications of the Ministry of Health page. It is also likely that some group members followed the Ministry's page directly by clicking the "Follow" button, which increases the likelihood of the page's content appearing consistently in their news feeds.

Table (8): Clarifies the motivations of respondents to follow the page of the Ministry of Health

Motives for exposure	Frequency	Percentage
To follow the health news	16	26,2
To learn how to prevent various diseases	18	29,5
To gain a healthy	27	44,3
Total	61	100,0

Source: Prepared by the researchers

According to the respondents' answers and the results shown in the table on motivations for exposure to the Ministry of Health page's content, it is clear that most respondents have a motivation to acquire a healthy understanding of various diseases, at a rate of 44.3%. In comparison, we find a rate of 29.5%, which represents the respondents who have a motivation to learn how to prevent various diseases in second place While the last place is occupied by respondents who are exposed to publications on the Ministry of Health page with the aim of following health news in Algeria, at a rate estimated at 26.2%.

These results indicate that the educational and awareness aspect appears prominently in the motives behind the respondents' exposure to the Ministry of Health's Facebook page posts, which indicates that there is a clear cognitive interest in health affairs among the respondents. These results can also be explained by the fact that the respondents have a cognitive gap in health issues, so they need to compensate for the educational deficiency through Facebook as an alternative platform to traditional media such as television, radio, and print journalism, which may not adequately meet their cognitive needs regarding health topics.

Table (9): Shows the types of publications of the Ministry of Health page preferred by the respondents

Type of publications	Frequency	Percentage
Articles	20	32,8
pictures	17	27,9
Videos	24	39,3
Total	61	100,0

Source: Prepared by the researchers

Among the types of Ministry of Health page publications preferred by respondents, according to the results in the table above, are videos at a rate of 39.3%, followed by articles at a rate of 32.8%, and pictures at a rate of 27.9%.

These results indicate that most respondents prefer videos, as they understand and comprehend health information presented in an audio-visual format better than health content in text or still image formats. This demonstrates that despite the importance of articles as a crucial source for detailing and explaining various health topics, they ranked second without ignoring the image, which is considered an effective tool in attracting attention. This suggests a transition in the digital audience's consumption patterns of health media content, with a growing preference for concise and impactful audio-visual material in the digital environment.

Table (10): Illustrates the respondents' interaction patterns with the publications of the Ministry of Health page

Interaction	Frequency	Percentage
Like	31	50,8
I don't react	14	23,0
Share the post with friends	12	19,7
Comments	4	6,6
Total	61	100

Source: Prepared by the researchers

We note from the table that most of the respondents interact with health posts by liking, at a rate estimated at 50.8%. At the same time, we find that 23% of the respondents do not interact with the posts of the Ministry of Health page. The percentage of respondents who share health posts with their friends was estimated at 19.7%. Additionally, we found that respondents who interact with the Ministry of Health page's posts by commenting ranked last, at a rate of 6.6%.

These results can be explained by the fact that the respondents express their admiration for the health publications provided through the Ministry of Health page, as this feature may be easy and quick for them to express their implicit support for health content in general. At the same time, we found that some respondents did not interact with the page's publications. This can be explained by the fact that these respondents consider the Ministry of Health page to be an official page that is not a space for interaction or discussions with others Or perhaps the health content provided cannot motivate interaction with it, as we find some respondents sharing health publications on the page of the Algerian Ministry of Health, and this can be

explained by the fact that perhaps some health content that carries within it information about various diseases may be compatible with a member of the respondents' circle, so they share that health content to provide them with various information about that disease to treat it or avoid complications In light of this, we can say that the feature of sharing posts with friends enhances wider access to audiences, and therefore reflects a communicative and social dimension in spreading health culture.

Table (11): Explains the most important health topics of the Ministry of Health page that arouse the interest of the respondents

The most important topics	Frequency	Percentage
Health Updates	11	18,0
Reproductive health topics	3	4,9
Infectious diseases topics	25	41,0
nutritional health topic	20	32,8
Mental Health	2	3,3
Total	61	100

Source: Prepared by the researchers

The results of the table show that 41% of respondents are interested in topics related to infectious diseases, while 32.8% indicate an interest in topics related to nutritional health. In third place, we note respondents who are interested in topics related to health developments in Algeria, at a rate of 18%. In fourth place, we find those interested in reproductive health, at a rate of 4.9%, and in last place, we find those interested in mental health, at a rate of 3.3%.

These results reflect a difference in the interests of the respondents in health topics, as we find that most respondents are interested in topics related to infectious diseases, particularly following the global experience of the COVID-19 pandemic. This indicates the extent to which sample members are aware of the risks associated with this type of disease to public health, prompting them to seek preventive solutions to limit its spread. Other members of the sample are interested in topics related to nutritional health. This indicates that these respondents know exposure to health risks resulting from an unhealthy diet, especially after the spread of rectal and colon cancers in recent years in Algeria. This was confirmed by a study by Cheheb Soufiane and Bouaziz Karima that this type of cancer has spread significantly in recent years, especially among age groups over fifty years old. This is due to the absence of nutritional health culture, genetic factors, or age (Cheheb & Bouaziz, 2021), while we see that there is little interest regarding reproductive and psychological health topics among the respondents, and this can be explained by the fact that the respondents do not suffer from such diseases.

Table (12): Explains the impact of health information published through the Ministry of Health page on the behavior of respondents

How to contribute	Frequency	Percentage
Take preventive measures to avoid diseases	27	44,3
Learn simple treatment methods for some diseases,	18	29,5
Dieting	10	16,4
Made me get an initial medical	6	9,8
Total	61	100

Source: Prepared by the researchers

We note from the table above that the health information provided through the Ministry of Health's publications contributed to helping respondents take preventive measures against various diseases at a rate of 44.3%. We also note in second place the respondents who learned simple treatment methods for some diseases such as high temperature, digestive diseases and other diseases from their exposure to health information at a rate of 29.5% While we find that some of the respondents from the sample, after being exposed to health information, followed a specific healthy diet, at a rate of 16.4%, and the last place was occupied by the respondents who were prompted by the health information provided on the Ministry's page to conduct an initial examination, where their percentage was estimated at 9.8%.

Through these results, it is found that exposure to the Ministry of Health's content on Facebook has a positive impact on modifying respondents' health behaviors. This is evident in the fact that most of the respondents take preventive measures to limit the spread of epidemics and diseases. This indicates that society today has become a positive, non-negative recipient of health media messages presented via new media in general and Facebook as a model, as the user has begun to transform this health information into actual behaviors towards his health While we find that some of the respondents, after being exposed to the Ministry of Health publications, have learned simple treatment methods for various diseases, this reflects a practical dimension in the relationship between the user and the health information provided through new media, as theoretical knowledge is transformed into daily practice, which indicates the user's ability at present to treat himself by relying on official digital health sources. We also noticed that some respondents adopted a diet after being exposed to the Ministry of Health publications. This reflects the Ministry of Health's approach to preserving citizens' health in the long term and is not limited to immediate treatment only. At the same time, we find that a small percentage of the respondents were prompted by the Ministry of Health's publications to make a preliminary diagnosis about the diseases they may likely be suffering from We explain this small percentage by the fear of early diagnosis of various diseases or the inability of the Ministry of Health's Facebook page posts to motivate followers to take such measures to avoid worsening their symptoms of the disease.

I. Methods and Materials:

1.Type and methodology of study:

This study belongs to the descriptive approach, which aims to diagnose current phenomena in terms of their basic characteristics and various patterns, as well as the factors that affect them. This approach is concerned with detailing the features of the phenomenon, expressing them quantitatively and qualitatively (Bouras, 2023) In this study, we relied on the descriptive analytical approach, which we consider appropriate for the nature of the topic. It aims to describe and analyze the contribution of the Ministry of Health page to achieving health education among users via Facebook, as well as to examine and analyze the behaviors of the study sample members behind their reliance on the health information and experiences provided via the Algerian Ministry of Health page on Facebook.

2. Study sample:

The research population for this study includes the followers of the Algerian Ministry of Health's Facebook page. Due to the broad scope and large size of this population, the researchers opted to use a sampling method that selects a subset of individuals who share the same features as the larger group. This approach allows for studying the whole through a representative part (Younsi, Chinar, & Omari, 2021). The study employed a purposive (intentional) sample, which is regarded as one of the most suitable non-probability sampling methods for the nature of this research. The final sample consisted of 61 participants, and the questionnaire was distributed between April 10, 2025, and April 20, 2025.

3. Tools:

For the success of the data collection process in scientific research, accurate research tools must be used, as they enable the researcher to obtain accurate results about the phenomenon under study. On this basis, our study relied on the electronic questionnaire, as it is considered a tool for collecting data in virtual contexts, through our design of an electronic questionnaire via the Internet and distributing it within virtual groups for conversation via the Messenger application as a group: Everything related to home treatment, as this group includes 1,107 members, and the second virtual group for health news across each state includes 1,300 members, in order to obtain accurate information as well as reach the target study community represented by followers of the Algerian Ministry of Health page on Facebook.

II. Results and discussion :

After emptying the data and analyzing the tables, a set of results were drawn, the most important of which are:

- The study revealed that most of the respondents use Facebook at a rate of 68.6%, and this is due to the fact that the latter is considered one of the first social networking sites to appear in Algeria, and it is also easy to use in terms of communication, interaction, and sharing opinions with others.
- The study indicated that most of the respondents browse Facebook one to three hours a day, at a rate estimated at 44.3%.
- The smartphone is the most used means of communication among respondents compared to other means of communication, at a rate of 96.7%.
- The study revealed that the preferred period for respondents to browse Facebook is the night period, at a rate of 52.5%.

- The study confirmed that most respondents are always exposed to publications on the Ministry of Health page, at a rate of 67.2%.
- The study showed that the majority of the sample members were motivated to acquire a culture about various diseases, at a rate of 44.3%.
- The majority of respondents preferred to follow health-related videos provided by the Ministry of Health compared to other forms of publications, and this was 39.3%.
- The study showed the diversity of respondents' interaction with Ministry of Health page posts, including liking, commenting, and sharing posts with their friends.
- The study demonstrated that topics related to infectious diseases published on the Ministry of Health page are one of the most important interests of respondents, at a rate of 41%.
- The study revealed that most of the sample members took preventive measures against various diseases after being exposed to Ministry of Health posts on Facebook, at a rate of 44.3%, which indicates their increasing awareness of the importance of preventing various diseases.

III. Conclusion:

It is clear from the above that the Algerian Ministry of Health's Facebook page, as an example of new media, represents one of the most crucial tools utilized by official health authorities in Algeria to disseminate health content to the public. Facebook has evolved beyond its original purpose of socializing and entertainment, now playing various roles that encompass promoting health education among users. This is achieved through its multiple characteristics, which enable official pages, particularly those of the Ministry of Health, to publish health content in various formats, such as videos, articles, and images. These formats enable users to engage in various ways through likes, comments, and shares, thereby extending the reach of health-related messages and attracting broader public interest. This, in turn, helps protect public health by increasing awareness. As a model of new media, Facebook also contributes to guiding users toward adopting healthy behaviors by regularly exposing them to health-related content. This is reflected in users' adoption of preventive measures against various illnesses, especially infectious diseases, and in their learning of treatment methods for common ailments such as fever, digestive disorders, and others. Such outcomes highlight the effectiveness of new media as a communication tool, and Facebook, specifically, as a platform, in transforming health information provided within the framework of health education into real, measurable behaviors that contribute to long-term health preservation.

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