# HIT Capstone Project Proposal

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## Title:

## "Navigating the Digital Frontier: Harnessing Social Media for Healthcare Communication and Engagement"

## Objective

## The main objective of my project is to investigate how social media influences public health messages and behavior change, shapes public views of health concerns, and impacts the dissemination of health information.

## Method

I would perform a thorough search using scholarly databases like PubMed, PsycINFO, and Web of Science to choose material and content for this project, with an emphasis on peer-reviewed publications, systematic reviews, and meta-analyses. I would also look for grey literature from respectable institutions like the Centers for Disease Control and Prevention and the World Health Organization. Terms linked to public health messaging, social media, health communication, and behavior modification would all be included in keyword searches. To guarantee a thorough comprehension of the subject, I would rigorously assess each source's applicability, reliability, and methodological rigor.

## Hypothesis

Public opinions of health concerns are shaped by social media, which is a major source of health information dissemination. By extending the scope and accessibility of information, social media use is likely to have a positive impact on public health messages, raise user awareness, and maybe influence behavior change.

## Preliminary References

1. Kanchan, S., & Gaidhane, A. (2023). Social media role and its Impact on Public Health: A Narrative review. Cureus. <https://doi.org/10.7759/cureus.33737>
2. Huo, J., Desai, R., Hong, Y., Turner, K., Mainous, A. G., & Bian, J. (2019). Use of social media in health communication: Findings from the Health Information National Trends Survey 2013, 2014, and 2017. Cancer Control, 26(1), 107327481984144. <https://doi.org/10.1177/1073274819841442>
3. Afful-Dadzie, E., Afful-Dadzie, A., & Egala, S. B. (2021). Social media in health communication: A literature review of information quality. Health Information Management Journal, 52(1), 3–17. <https://doi.org/10.1177/1833358321992683>