

SOCIAL MEDIA NETWORKING IN HEALTH CARE SECTOR: A STUDY WITH REFERENCE TO SMART PHONE USERS IN BANGALORE

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ABSTRACT:

In this technology-driven society smartphones and social media have become pervasive and also largely influencing the health care sectors. Physicians and health care professionals have been using social media as professional communication. They realize the role and importance of social media to support patients. Social media are now integrated with many individuals' daily routines, and there is no question that social media are changing the way patients communicate with each other. Nowadays doctors and hospitals using social media as a tool, to advertise and share their experiences in public forums, in turn, create awareness about the diseases and their basic treatments. They also encourage their patient to comment or to post reviews regarding their experience (Medical and hospitality) this shows that hospitals and health care centres becoming patient-centric

Digitalized society as a eye-opener to the people to know more and to compare the physicians, health care institution and also about the medicines (prescribed for the diseases), Social media connect the people and communicate the available service provider and legend in that particular field. Social media as the entry point to an active dialog, and an ongoing relationship with the physicians as they reveal the services they want. In other words, it acts as an agent to link people and the service provider.

Doctors and health care professionals also use social media tools to connect with colleagues, referring physicians, and other professionals to enhance their skills and medical knowledge. They can exchange notes about medications and side effects. And they can track thought leaders in their specialty, to weigh in on important issues, and for recruiting or retaining staff.

Social Networking Apps is social networking where individuals with similar interests converse and connect through their mobile phone or tablet. Much like web-based social networking, mobile social networking occurs in virtual communities. A current trend for social networking

websites, such as Facebook is to create mobile apps to give their users instant and real-time access from their device. In turn, native social networking apps have been created like Whatsapp, Instagram etc and communities which are built around mobile functionality. More and more, the line between mobile and web is being blurred as mobile apps use existing social networks to create native communities and promote discovery, and web-based social networks take advantage of mobile features and accessibility.

Introduction Social media are computer-mediated tools that allow people to create, share or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content. "Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals. These changes are the focus of the emerging field of techno self-studies. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy and permanence. Social media operates in a dialogic transmission system, (many sources to many receivers). This is in contrast to traditional media that operates under a monologist transmission model (one source to many receivers). Social media has been broadly defined to refer to the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build the relationship.