

PUBLIC IMAGE ABOUT NURSING PROFESSION IN MIAN MUHAMMAD TRUST HOSPITAL IN FAISALABAD

Ummay Laila, Student of BSN(Post RN) Independent College of Nursing, Faisalabad

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ABSTRACT

Background: Objective: This study was known about the public image about nursing profession in Mian Muhammad trust Hospital in Faisalabad. Pakistani society from nursing profession perspectives and to identify factors that impact on the desirability of entering into the nursing profession. Nurses are guided to establish professional status, society still expects them to remain in a dependent role. This conflict is assumed to have a negative impact on nurses' psychological and functional states. **Study Design:** A cross sectional study. **Setting:** Mian Muhammad trust Hospital in Faisalabad. **Period:** Dec 2018 to Feb 2019. **Material & Methods:** A cross sectional study was carried out in different place of Faisalabad. Total 460 randomly selected male and female adults were interviewed about the public image about nursing profession. **Results:** The results showed that originated from concerns expressed by many contemporary nursing scholars that the public opinion about nursing profession would have negative impacts on nurses' psychological and functional states. As the shortage of current nursing concerns a lot of concern in Pakistan and other countries, this matter has attracted the researchers' attention. As a result, a lot of research has been made to investigate the views of the public's nurse / nursing. **Conclusion:** These studies have constantly indicated that the people have traditionally considered anxious about nurses, and the nurses' image has improved. This study became the basis for the resistance of the public for the formation of various nursing groups/ organizations. In addition, studies provide nurse for the drive to make professional in nursing. In addition, the study demonstrated the importance of professional socialization and empowerment of nurses to strengthen the nursing profession.

Keywords: *Public Opinion, Nursing Profession, Public Self-Concept, Nursing profession, Nurses Performance.*

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Correspondence Address

Ummay Laila
Student of BSN (Post RN)
Independent College of
Nursing, Faisalabad.

INTRODUCTION

Public image is a key concern for the nursing profession throughout the world (Gul, 2008). Opinion is a mental conception held in common by members of a group and is symbolic of a basic attitude and orientation (Merriam-Webster's Online Dictionary, 2017). Opinion is developed through people's interaction, which influences people's expectations towards each other and communicates to them, perceptions of others about themselves (Takase, 2002). The public image of a profession has a significant effect on its professionals' status (Fletcher, 2007). Being a key player in health sector, nurses should have a positive perception about themselves and about

their profession (Hemani, 2003). However, the nursing image and the public perception of the nursing profession remain low in many countries, including Pakistan (Siebens, 2006).

Numerous scholars have pointed out that such a stereotypical public image of nurses, has a negative effect on the nursing profession, since public opinions are extremely powerful in determining social norms and values (Stevens, 1989). Distorted beliefs about nursing have historically created an oppressive environment in the nursing profession. As a consequence, nurses have long suffered from being confined to a subordinate status. Not only do the public

stereotypes hinder nursing's drive to professionalization due to external/environmental constraints, but also by affecting nurses' internal states. Various researchers imply an impact on nurses' psychological and functional states. Nonetheless, little study has been done in this area. The aim of this study was therefore to investigate the impacts of the public image of nursing on nurses' self-concept, self-esteem, job satisfaction and performance (Sampelle, 1990).

Pakistan, little research has been done to document nurses' status and self-image. Anecdotal reports reveal that several measures have been taken to enhance the status of the nursing profession and to mitigate negative stereotypes, particularly after establishment of University-based private school of nursing in 1980. It is believed that during the last three decades, the profession has experienced tremendous growth, which presumably has had a positive effect on its public image. However, the nursing development process for creating a strong future for the nursing profession is slow and challenging, and the struggle continues. Nursing literature has revealed stereotypical images of nurses around the world. A handful of studies conducted in Pakistan echo the findings that the public image of nurses is low. Nurses' self-perception about their image is important to study because the stereotypical image affects their self-perception about their public image and their practice. Nurses who have a positive perception about their public image have a greater likelihood of having job satisfaction and good performance (Amarsi, 2003).

Pakistan is one of the very few countries in the world, in which 1:67 (Nurse Heath, 1995) has the individual proportions of the nurse, which includes the role of nurses in addition to its economic impact in healthcare. Combined with the values of men's dominant society as Pakistan as a medical dominance when Pakistan. Due to the individual proportion of nurses' in government

hospitals, the role of nurses is usually very limited, and monitoring of many common nursing tasks, such as major symptoms and dressing wounds, performed by doctors (Amarisee, 2003). Nurses are generally responsible for distributing medicines, take care of doctors, and religious activities. Due to limited basic care resources, those whole are nurses in their education cannot follow their work settings. For example, hospitals do not regularly supply linux or soap and water to wash many ward hands. Work such issues of work environment work as a blow factor for many nurses of good ability to work overseas abroad.

1.2 Statement of Problem:

This study demonstrates that public image about nursing profession. These external influences on the nursing environment appear to have multifarious effects on nurses themselves. Feminists and sociological nursing researchers have long alerted to the adverse impacts of these influences on nurses' self-concept, self-esteem, and job satisfaction, performance, and commitment to work

1.3 Objective of the Study:

The aim of this study were:

- To investigate the public opinion about nursing profession.
- To analysis the image of nurses, nurses' self-concept, personal and collective self-esteem, job satisfaction, and performance.

1.4 Research Questions of the Study:

Three research questions were posed:

1. What is about public opinion about nursing profession?
2. How do factors influence nurses' self-concept, personal and collective self-esteem, job satisfaction, and performance?

1.5 Significance of the Study:

Although several researchers imply the effects of the public opinion on nurses themselves, these

assumptions have rarely been challenged. Without the clarification of the above relationships, nurses may not be sure of either how to respond to the public stereotypes or how to protect themselves from the negative influences. If nurses are not aware of the negative impacts of the stereotypical public image of nurses, they will continually be the victims of the public stereotypes. Typically, this results in the exclusion of nursing from the process of professionalization. Burnout and rapid turnover resulting from low self-esteem and job satisfaction

MATERIAL AND METHOD

In any research project, methodology refers to the approach and techniques which are used to collect, organize and interpret the data. This study is based on both primary and secondary sources. Secondary data regarding hospital waste management techniques was collected from internet sources, books, journal articles, and reports. Qualitative methods were used to collect primary data, including interviews from public.

3.1 Research Design:

This study is descriptive by method and quantitative in nature; depends upon numerical data.

3.2 Population of the Study:

The study population of the study consisted of all adult male and female in Main Trust Hospital Faisalabad.

3.3 Sample and Sampling Procedures:

According to Ragin and Amoroso (2011), when a representative set of cases from a much larger set is selected for the study, the process is termed sampling. In this study, purposive sampling was used to select adult male and female in Faisalabad to participate in the study. Simple random sampling technique used for this study. The sample of the study was consist of 460 adult male and female in Faisalabad province Punjab.

3.4 Research Instruments:

A questionnaire was used to get quantitative data about public opinion about nursing profession. For the development of questionnaire by the simple samples of the public. There were also related documents for this purpose. The study questionnaire was developed from the first used questionnaire, whose results indicated different variations that influenced the process of professional socialization. This questionnaire was associated with a credible study from various authors. Those who agreed to participate in this study, signed the free and informative form. Then, they filled out the questionnaires. Average completion time was approximately 20 minutes.

3.5 Pilot Testing of the Study:

Before the main study reliability and validity of the instruments were tested by pilot study. Whole research procedure was followed including data collection, data analysis and interpretation of data. Pilot study was carried out with small size sample size. The main purpose of the study was to determine the validity and reliability of the instrument. Allied Hospital Faisalabad the province Punjab were selected for pilot study by using random sampling technique.

3.6 Reliability of Instrument:

The Pilot testing checked reliability of the tool. 10 questionnaires were distributed in public. The result of these 10 questionnaires was reliable. The researcher checked the Cronbach (alpha) and the values are

RESULTS

The results showed that originated from concerns expressed by many contemporary nursing scholars that the public opinion about nursing profession would have negative impacts on nurses' psychological and functional states. As the shortage of current nursing concerns a lot of concern in Pakistan and other countries, this matter has attracted the researchers' attention. As a result, a lot of research has been made to investigate the views of the public's nurse /

nursing.

2.1 Public Opinion about Nurses:

public opinion about nursing profession	Alpha
25 Items	.719

Variables	Number (n)	%
GENDER		
Male	260	56.5
Female	200	43.5
Total	460	100.0
AGE		
22-30 years	61	13.3
31-40 years	300	65.2
Above 40 years	99	21.5
Total	460	100.0
MARITAL STATUS		
Married	48	10.4
Un Married	412	89.6
Total	460	100.0
PROFESSIONAL EDUCATION		
G.N	318	69.1
BSN	142	30.9
Total	460	100.0
QUALIFICATION		
Matric	190	41.3
F.A	199	43.3
F.Sc	59	12.8
B.A	12	2.6
Total	460	100.0

Statements	A		DA	
	f	%	f	%
Nursing is a noble profession	448	97.4	12	2.6
Hospital can't function without nurses	427	92.8	33	7.2
Nurses are help people	453	98.5	7	1.5
Nurses are play important role in providing health care	359	78.0	101	22.0
Nurses are know a lot about health and diseases	394	85.7	66	14.3
Nurses earns good salary	460	100.0	0	0
Nurses work in safe environment	428	93.0	32	7.0
Nurses are respected by doctors	456	99.1	4	0.9
Nurses can do things without doctors' order	354	77.0	106	23.0
Nurses belong to good socioeconomic families	440	95.7	20	4.3

Statements	A		DA	
	f	%	f	%
I would encourage my daughter/ sister to be a nurse	440	95.7	20	4.3
Nurses are appreciated in Pakistani society	419	91.1	41	8.9
Nursing profession is widely recognized as being an important profession	447	97.2	13	2.8
Nursing profession provides learning opportunities for ongoing personal and professional growth	437	95.0	23	5.0
Nursing profession is demonstrate (Highly) knowledgeable, qualified, skilled	415	90.2	45	9.8
Nursing profession is demonstrate Care, caring, empathy, compassion, caregiver, caretaker	447	97.2	13	2.8
Nursing profession are a reliable source of patients care	350	76.1	110	23.9
Nursing profession desire to beindependent woman's	384	83.5	76	16.5
Nursing profession provides Financial benefits	454	98.7	6	1.3
Nursing profession is demonstrate Hardworking, long hours, stress, overworked	423	92.0	37	8.0

Statements	A		DA	
	f	%	f	%
Nursing profession learns Trust, confidence, dependability, honest, trustworthy	455	98.9	5	1.1
Nurses are honest & ethical	354	77.0	106	23.0
Nursing profession procedures to a patient prior to performing them	436	96.3	17	3.7
Nurses accept responsibility for the level of care provided by 1 2 3 4 those under mv direction	441	95.9	19	4.1
Nursing profession learns Trust, confidence, dependability, honest, trustworthy	455	98.9	5	1.1

Numerous studies have been conducted on the public image of nurses. These studies employed various approaches including surveying public opinion toward nurses, and content analyses on

Gender	F	%	M	SD
Male	260	56.5		
Female	200	43.5	1.4348	.49627
Total	460	100.0		

Gender wise classification

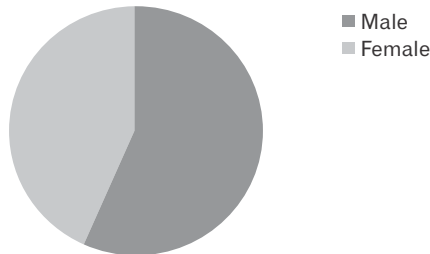


Figure 1. Gender wise classification

Education	F	%	M	SD
G.N	318	69.1		
BSN	142	30.9	1.3087	.46246
Total	460	100.0		

Professional Education wise Classification



Figure 4. Professional Education wise Classification

Age	F	%	M	SD
22-30 years	61	13.3		
31-40 years	300	65.2	2.0826	.58459
Above 40 years	99	21.5		
Total	460	100.0		

Age wise classification

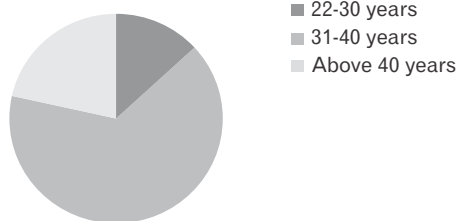


Figure 2. Age wise classification

Qualification	F	%	M	SD
Matric	190	41.3		
F.A	199	43.3		
F.Sc	59	12.8	1.9217	1.07576
B.A	12	2.6		
Total	460	100.0		

Age wise classification

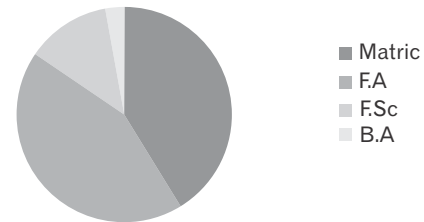


Figure 5. Qualification wise classification

Marital	F	%	M	SD
Married	48	10.4		
Un Married	412	89.6	1.8957	.30604
Total	460	100.0		

Marital wise classification

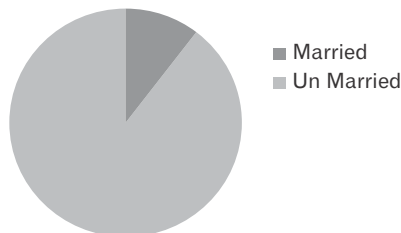


Figure 3. Marital wise classification

Opinion	F	%	M	SD
Agree	448	97.4		
Disagree	12	2.6	1.0522	.31913
Total	460	100.0		

the media and publications. This section sets out the results of public opinion survey first and then content analysis studies are introduced. Studies on Public Surveillance Clerics, Loy and Shaw (2009) studied a comparison to investigate public hospitals of nurses with other professionals in South California. The results were held on two-dimensional schwata, with

advanced levels of feminine and higher education. The results showed the continuous and robust holding stereotypes of nurse, which emphasized feminine and nursing properties. For example, though nursing was highest rated for the concern of others, the nurses were considered as hot and more households; and women's secretaries (clerks, lions and shawls), (1989). As academic dimensions, nurses were well-ranked compared to secretaries, households, players and actors, yet in this study include libraries, classrooms and repair bases under the rest of the occupation.

2.2 The Consequences of the Public Image on Nursing Practice:

2.2.1 The General Impacts on Nursing Practice:

The nurse's stereotypical public image has a negative effect on the nursing environment, because the images of social beliefs and nurses are represented by actions (Conway, 1988; Street, 1991; Stephen, 1992), which present and future curriculum Nursing Affects For example, the difficulty of recruiting new workers due to lower social recognition in the shortage of labor by nursing. In addition, specialization of limited resources does not allow nurse to get better working conditions. The worst, nurse has been deprived of long autonomy (Collins and Henderson, 1990) because of the tendency of canceling the health of the community, but not nursing.

2.2.2 The Impact on Doctor-Nurse Relationship:

The lack of autonomy on their practice is particularly popular, especially with doctors, with doctors, Dr. Doctor Nurse Game (Stan, 1967/1990; Hamman and Shaw, 1984). This game is widely used by doctors and nurses to support stereotypes with great imagination.

The main principle of the game is that the nurse who respects and maintains the authority to get the authority of the doctors and labels good

nurses.

2.2.3 The Impact of the Public Image on Nurses' Self-concept:

This section examines the ideas of self-conceptual observation and how the nurses themselves are conceptualized and how the public picture of nurses affects their own imagination. Usually, itself is sent as conceptual beliefs and ideas, individually used individually as individual's own image, self nature and anonymity. There are different concepts, which have been described as an introduction to self-interest, where come from relevant information / beliefs. This section intends to briefly evaluate the initiative of autonomy according to Arggie's rating (Argyle, 1981), and applying the theory to the nursing context.

2.2.4 The reaction of others:

According to logic experts, the concept of self-determination is attracted by others. More clearly, an individual finds himself relevant information about how it is considered to others. This idea is mentioned as "Search Glass Self" (Koli, 1902/1968). The material expanded the view more closely by social communication and its resources (Harter, 1996). Mood (1925/1968) Discuss the messages about their beliefs and beliefs about signs, signs and language by others. In this way, the person receives self-esteem by means of others' behavior and what he thinks in his answer. Significant interactions say that the nurse's self-concept can be negatively influenced by nursing by society. The general picture of Nurses includes media sterilization concepts and self-control of nurse in the media. Nurses can work these negative public responses as mirrors, and can influence the nurse's self-imagination.

DISCUSSION

This study was designed to explore the image of nursing through people's perceptions of nurses

and nursing in Pakistan, And the factors that affect the wishes of nursing profession. Factors who have not changed much in many years to participate in the lack of nursing desired commitment as a professional. The results of this study show a dietomomomy in social behavior as a profession in India by Nursing. This continuous dietomomomy results in the ability to recruit nursing students and the ability to maintain qualification nurse. Nursing deficiency and poor picture represents a mutual relationship. Nursing people are influenced by the availability of nurse and nursing care that they receive. Therefore, the availability of nurse nurses has direct impact on the nurse image. Not only this, but also in the world, where patients are shaping the ratio of nurse to the nurse, and basically a number of health-assistant support for bed nurses (Bradshaw, 2000; Mu11en, 2003). People of Pakistan have less awareness about nursing profession, and a strong marketing strategy is needed to improve the image of this profession. It is difficult to overcome the end of the reduction of nursing deficiency without improving or eliminating the negative factors that affect the condition of nursing in Pakistan. The absence of government's satisfaction, the public acceptance, and leadership capacity in the nursing population is the key requirements to break this cycle, which is essential for professionals to provide the most important care to the people of Pakistan. More studies with qualitative approach are required on societal values and the profession of nursing in Pakistan to assist the nursing leadership and health sector to come to terms with the multiple societal perspectives of the nursing profession in a culturally relevant manner.

CONCLUSIONS

This study was originated from concerns expressed by many contemporary nursing scholars that the public opinion about nursing profession would have negative impacts on nurses' psychological and functional states. As

the shortage of current nursing concerns a lot of concern in Pakistan and other countries, this matter has attracted the researchers' attention. As a result, a lot of research has been made to investigate the views of the public's nurse / nursing. These studies have constantly indicated that the people have traditionally considered anxious about nurses, and the nurses' image has improved. This study became the basis for the resistance of the public for the formation of various nursing groups / organizations. In addition, studies provide nurse for the drive to make professional in nursing. As a result of study, in order to improve nursing practice, the need to improve the public's public image. In addition, the study demonstrated the importance of professional socialization and empowerment of nurses to strengthen the nursing profession. To be able to be in these changes, the nurses need to work continuously on the basis of nursing professionals near the public and themselves. The answer to public opinion is a solution to changing the status of nurses in society. There are other ways to enhance a positive self-concept and performance of emotiona1 processes, professiona1 socialization, and nurse empowerment, so improve the nursing profession. Without the continuous efforts of nurses, a cruel situation will continue in nursing. Despite encouraging nurse to improve the nursing environment, their future exercise will be better.

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AUTHORSHIP AND CONTRIBUTION DECLARATION			
Sr. #	Author's Full Name	Contribution to the paper	Author's Signature
1	Ummay Laila		