

WHAT DO PEOPLE THINK ABOUT THE HEALTH CONTENT OF TURKISH PRESS? *

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Abstract

In recent years, with the increase of the media content on health issues in Turkish media, the discussions on accuracy, credibility and the validity have been increased too. In this respect, today's health publications in Turkey are required to be described; publication content should be examined, and publics' opinions and perceptions should be determined. Focusing on the discussions on the issue, one of the biggest media and public opinion projects in Turkey started in 2010 with the supports of TÜBİTAK and Anatolian University named "Designation of the Principles on Health Content of the Media in Turkey: An Analysis on Source, Message, and Audience". This paper covers one of the parts of the project, and aims to share the results of the national survey on the health content of Turkish press. The paper reveals what Turkish people think about the health content of the Turkish press. Results show that Turkish people control their doctor's advices and their medical drugs from the newspapers. They mostly criticize the newspapers on not publishing on general health politics of the government, the level of the information, the language used in the news, the advertisement and trade issues.

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INTRODUCTION

Critics about health media contents generally focus on "how much informative they are" and "how beneficial to public health". Since any information on human health is vital to human life, these critics are important. In recent years, there has been a special interest on health subject. According to the research conducted by Turkish Statistics Institute, in the year of 2005 there

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were only 26 health publications; in 2008, the number of the health publications were 320 and it was 282 in 2010 (Turkish Statistics Institute, 2010).

As well as huge increase in media health content, concerns about reliability, validity and accuracy of health content which people get from the media have also increased, because of missing, misleading or wrong information on health publications have power of affecting people's health.

The research project named "Designation of the Principles on Health Content of the Media in Turkey: An Analysis on Source, Message, and Audience" focuses on the issue (Yüksel et al, 2013), and this paper covers one of the parts of the project, and aims to share the results of the national survey on the health content of Turkish press.

1. LITERATURE REVIEW

First post graduate thesis on health publications belongs to Ferhunde Kırış. In that study Kırış (1988) examined the effects of short term health education programs that were broadcasted on TRT channel, on women living in the "shanty settlements" of Ankara in scope of demographics. 146 women aged between 15-54 was selected randomly from "shanty settlements". Findings show that education level and length of living in city have significant role on effects of short term health education programs (Kırış, 1988).

In the article published in *Toplum ve Hekim* journal, Erdoğan (2002) says that health and medical news on media leave traces on people's mind". For example, in the research conducted by Erdoğan, it is asked that "Sometimes there are some news on medical sciences on TV. Do you remember any of them? If yes, which are they?". 10% of attendants answered "None" and %80 of them remembered just one news. According to the results, most remembered news are about diet, healthy nutrition and weight loss and women models' bodies. Secondly remembered news are about women's beauty such as cellulitis, esthetic operations, silicones, liposuction. The following theme are the miracle treatments for hair loss/baldness and celebrities' illness'. The part of the research that includes media content shows that there is no difference between themes on TV and newspapers.

Şeker (2004) examined effects of webpages which has health content, on the knowledge level of patients having cardiovascular diseases, in scope of knowledge gap hypothesis, in health in her dissertation. She investigated knowledge difference between patients. For that purpose, she conducted a survey to people having low and high education levels. According to results that involve 499 attendants' answers, there is knowledge gap among cardiovascular disease patients in terms of using health web pages.

Demir's (2008) dissertation named "The Effectiveness of The Health and Medical News on the Press" focuses on production process of health news and ethics.

Another thesis about the issue belongs to Utma. In her thesis named "The Effect of the Health and Medical News on the Press" Utma (2010) aimed to reveal the informing potential and presentation style of health news. In the research well-known eight Turkish newspapers were examined, followed up for a month and reached 1108 health news. Results showed that the informing levels of the newspapers are not enough and the news on the newspapers has the

power of setting agenda. It was also indicated that there are a lot of misleading messages in the health news that might cause the misinformation of the public (Utma, 2010).

In the dissertation owned by Bulduklu (2010a) and named "Health Programs on Television and its Audiences. An Empirical Study" examines who watches and which need-motivation drive them to watch TV programs on health in the scope of uses and gratifications theory. In the first part of the study some TV programs on health were analyzed. Also a survey was conducted with 763 people in Konya. Findings show that TV programs dominantly have contents which improve social awareness. Bulduklu (2010a) indicates that information/awareness and seeking support/identification are the highest motivations of audiences for watching health programs on TV.

In their study, Koçak and Bulduklu (2010) conveyed a face to face questionnaire with 306 people who are older than 50. The purpose was to reveal main motivations of older people to watch health programs on TV. Findings show that five motivation factors are important for these people to watch health programs. These motivation factors include information, support/sharing, awareness, routine and personal benefits.

The aim of Şavran's (2010) dissertation named "Social Inequalities and Health: A Sociological Research in Eskişehir" is whether social and economic status cause significant difference on health-related perceptions, attitudes and behaviors and self health status. The research is a fieldwork and 229 structured interviews, 126 questionnaires, 6 depth and 2 focus group interviews were conducted. Findings show that the way of defining both health and illness, the source of health related knowledge, the social inequalities display a cumulative pattern, the groups who are disadvantaged due to economic, regional and gender inequities continue to remain disadvantaged groups in regard to health risks and access to health care services (Şavran 2010).

"A Study on the Means of Mass Media Used by Consumers for Nutrition Information" conducted by Aktaş and Cebiray in 2011 aims to determine the preference of consumers regarding the means of mass media for nutrition information, their follow-up frequency of nutrition information and reasons. Findings including responses given by 575 participants show that 52,5% of them follow up nutrition information "in daily and weekly periods"; 64% says they follow these publications to "keep healthy"; 52,4% says they use "recipes" and 58,8% says they use information on "food safety"; 64,9% says the information they get is "understandable" (Aktaş and Cebirbay, 2011).

The Radio and Television Supreme Council (RTÜK) conveyed a research named "Women's Television Watching Tendencies -2" in nationwide with 2523 women in 2010. Findings show that the most watched TV program among women is "My Doctor" (Doktorum) on Kanal D (18%). The reason why "My Doctor" is the most liked program is because it is thought to be "informative/educative, included health issues, beneficial". Another question was about what other themes they want to see on TV programs. 68% said "health themes", 45% said educational themes and 17,3% said religious themes. The ratio of who says "I watch health programs" is 48,7%; 25,2% of them says "I sometimes watch" and 26,2% says "I never watched" (Radio and Television Supreme Council, 2010).

2. PURPOSE

The main purpose of this paper is to identify the point of views of Turkish people on health content of the Turkish press. Here are the research questions:

- Do Turkish people read the health content of the newspapers?
- In which newspapers do they read health issues mostly?
- Do they trust the information given in the health news?
- Do they think the number of the health news in newspapers is enough?
- What are their positive opinions on the health news?
- What are their negative opinions on the health news?

3. METHODOLOGY

A national face to face survey conducted in November 2011 by one of the public opinion survey agencies in Turkey. Using the national population statistics in Turkey, the sampling covers 33 cities, 142 district and villages, 2.503 different home and people. The proportion of geographical regions, metropolises, cities and the country was taken into consideration in sampling. In this respect, 8 metropolises having the most population in Turkey were included in sampling. These metropolises are as follows: İstanbul, Ankara, İzmir, Adana, Bursa, Gaziantep, Konya, and Kayseri. In order to determine the amount of the inquiries conducted in geographical regions, the places aside from these metropolises were categorized as city and the country. As a part of the survey, this paper focuses on 6 questions on people's thoughts on health issues in Turkish press.

4. FINDINGS

In consequence of this research, participants' thoughts about the health content of the Turkish press are identified.

4.1. Do Turkish people read the health content of the newspapers?

The first question about health content of newspapers of the inquiry is as follows: "Do you read health news in newspapers? If yes, how often do you read them?". 99,5% of the participants answered this question (n=2491). 61,1% (n= 1523) says they never read; 17,3% (n=431) says they sometimes read. 14,3% of the participants says that they read mostly. On the other hand, the rate of who says "I read if I wonder or need something" 7% (n=182) (Table 10).

Table 1. Do you read health news in newspapers? If yes, how often do you read them?

Question: Do you read health news in newspapers? If yes, how often do you read them?	f	%
Never	1523	61,1
Sometimes	431	17,3
Mostly	355	14,3
I read if I wonder or need something.	182	7,3
TOTAL	2491	100

4.2. In which newspapers do they read health issues mostly?

It was also asked to the participants in which newspapers they read health issues in an open-ended way and they were requested to state the name of the three most privileged newspapers without the help of the pollster. Accordingly, 1067 different responses were achieved. Findings show that who respond this question prefer to read news about health in Posta in the first rank (n=248, 23,2%). In the second rank it is Hürriyet (n=182, 17,1%) and in the third rank it is Sabah (n=134, 12,6%) (Table 11).

Table 2. In which newspapers do you read health issues mostly?

Question: In which newspapers do you read health issues mostly?	f	%
Posta	248	23,2
Hürriyet	182	17,1
Sabah	134	12,6
Zaman	87	8,2
Milliyet	76	7,1
Habertürk	67	6,3
Akşam	28	2,6
Sözcü	23	2,2
Takvim	21	2
Türkiye	21	2
Güneş	18	1,7
Vatan	17	1,6
Cumhuriyet	15	1,4
Yeni Asır	14	1,3
Radikal	13	1,2
Şafak	10	0,9
Akit	9	0,8
Taraf	6	0,6
Local papers	26	2,4
Other	52	4,9
TOTAL	1067	100

4.3. Do they trust the information given in the health news?

The third question about health content of newspapers of the questionnaire is as follows: "How much do you trust the information on health in the newspapers?" 38,5% of the participants answered this question (n=963). Almost half of the participants, 45,2% of them, say "I partly (sometimes) trust" (n=435), one five of them says "I barely trust" (n=197, 20,2%) and "I mostly trust" (n=189, 19,6%). The proportions of who says "I never trust" and "I always trust" are equal (n=71, 7,4%) (Table 12).

Table 3. How much do you trust the information on health in the newspapers?

Question: How much do you trust the information on health in the newspapers?	f	%
I partly (sometimes) trust	435	45,2
I barely trust	197	20,5
I mostly trust	189	19,6
I always trust	71	7,4
I never trust	71	7,4
TOTAL	963	100

4.4. Do they think the number of the health news in newspapers is enough?

Participants were also asked if they think that the number of the health news in newspapers is enough. 38,3% (n=959) of them responded this question. 41,2% finds the number of health news in newspapers is “not enough” (n=395). More than one third of them (n=336, 35%) say “relatively enough, relatively not enough”. The proportion of who says “enough” is 22,2% (n=213). The ratio of who thinks that the number of the health news in newspaper is “too much” is just 1,6% (n=15) (Table 13).

Table 4. Do you think the number of the health news in newspapers is enough?

Question: Do you think the number of the health news in newspapers is enough?	F	%
Too much	15	1,6
Enough	213	22,2
Relatively enough, relatively not enough	336	35
Not enough	395	41,2
TOTAL	959	100

4.5. What are their positive opinions on the health news?

In order to identify participants’ positive opinions on health news in newspapers, 11 statements were read to them and they were asked to indicate how much agree with the statements. Options are “Yes, I totally agree”, “I partly agree” and “No, I never agree”.

Due to the health news in the newspapers, almost half of the participants say they’ve realized that they have a problem about their health (n=475, 49,5%) and they can get information about the private issues that they are shy to talk with others (n=471, 49,3%). More than half of them say now, they behave consciously about their health (n=569, 59,4%), they tell the information that they learned to the others (n=602, 62,7%). In addition most of the participants say they don’t agree with the following statements: “My trust to medical doctors has decreased” (n=740, 77,2%), “I get demoralized and annoyed, feel terrible” (n=583, 60,7%), “Instead of visiting and paying to a doctor, I can learn the information about my health.” (n=564, 58,8%) (Table 14).

Table5. Positive Opinions

Due to health news in the newspapers ...	1. Yes, I totally agree		2. I partly agree		3. No, I never agree	
	f	%	f	%	f	%
1. I've realized I have a problem about my health.	209	21.7	278	28.9	475	49.4
2. I've learned which hospital, medical doctor or health product is better.	214	22.3	338	35.3	406	42.4
3. Now, I have more information on medical treatment methods	405	42.2	369	38.4	186	19.4
4. I have more information about alternative or herbal treatment methods apart from medical treatment methods.	386	40.4	319	33.4	250	26.2
5. Now, I behave consciously about my health	569	59.4	292	30.5	97	10.1
6. I tell the information that I learned to the others	602	62.7	238	24.8	120	12.5
7. Instead of visiting and paying to a doctor, I can learn the information about my health.	165	17.2	230	24.0	564	58.8
8. I can check the information, medicine and treatments that I learned from the doctor about my health.	376	39.4	304	31.9	274	28.7
9. I can get information about the private issues that I'm shy to talk with others.	471	49.3	208	21.8	277	29.0
10. My trust to medical doctors has decreased.	85	8.9	133	13.9	740	77.2
11. I get demoralized and annoyed, feel terrible.	218	22.7	159	16.6	583	60.7

Levels of trust to health news and participants' opinions about health news in newspapers are compared (Table 15). If trust level is taken into consideration; according to crosstabs data, who say "I don't trust very much" are also the ones who "don't agree" with the following statements:

- I've realized I have a problem about my health (60,7%)
- I've learned which hospital, medical doctor or health product is better" (50,8%)
- Instead of visiting and paying to a doctor, I can learn the information about my health. (66,4%)

Who say "I trust very much" are also the ones who "agree" with the following statements:

- Now, I have more information on medical treatment methods (53,9%)
- I have more information about alternative or herbal treatment methods apart from medical treatment methods (55,7%)
- I tell the information that I learned to the others (67,5%)
- Now, I behave consciously about my health (74,7%)
- I can get information about the private issues that I'm shy to talk with others (53,5%)
- I can check the information, medicine and treatments that I learned from the doctor about my health (47,1%)

Participants saying "I trust very much" are also the ones who "don't agree" with the following statements:

- I get demoralized and annoyed, feel terrible (78,4%)
- My trust to medical doctors has decreased (68,4%)

Table 6. Evaluation for level of trust to health news and opinions about health news in newspapers - Positive Opinions

Crosstabs of Table 3 and 5: Evaluation for level of trust to health news and opinions about health news in newspapers		How much do you trust the information on health in the newspapers?					
		(Column %)			(Line %)		
Due to health news in the newspapers ...		I trust very much	I partly trust	I don't trust at all	I trust very much	I partly trust	I don't trust very much
1. I've realized I have a problem about my health.	Yes, I totally agree	32,2	17,1	19,1	39,9	35,6	24,5
	I partly agree	28,7	34,7	20,2	26,6	54	19,4
	No, I never agree	39,1	48,1	60,7	21,4	44,2	34,4
2. I've learned which hospital, medical doctor or health product is better.	Yes, I totally agree	28,9	19,7	19,2	35,2	40,5	24,3
	I partly agree	35,5	38,7	30,1	26,9	49,4	23,7
	No, I never agree	35,5	41,5	50,8	22,5	44,2	33,3
3. Now, I have more information on medical treatment methods	Yes, I totally agree	53,9	38,9	35,5	34,4	42,1	23,4
	I partly agree	31,3	44,5	36,2	21,7	52,3	26
	No, I never agree	14,8	16,6	28,3	20,5	38,9	40,5
4. I have more information about alternative or herbal treatment methods apart from medical treatment methods.	Yes, I totally agree	55,7	34	35,7	37,1	38,1	24,8
	I partly agree	24,7	41,7	28,9	19,7	56,1	24,1
	No, I never agree	19,6	24,2	35,3	20,2	41,9	37,9
5. Now, I behave consciously about my health	Yes, I totally agree	67,5	54,7	59,2	30,4	41,9	27,7
	I partly agree	25,1	36,7	25,3	22,1	54,8	23,1
	No, I never agree	7,5	8,5	15,5	19,6	38,1	42,3
6. I tell the information that I learned to the others	Yes, I totally agree	74,7	55,3	62,4	32,2	40	27,8
	I partly agree	18,3	34,3	16,2	19,7	62,2	18,1
	No, I never agree	7	10,4	21,4	15	37,5	47,5
7. Instead of visiting and paying to a doctor, I can learn the information about my health.	Yes, I totally agree	19,1	16,4	16,6	29,9	43,3	26,8
	I partly agree	23	29,1	17	25,7	54,8	19,6
	No, I never agree	57,8	54,5	66,4	26,4	42,1	31,4
8. I can check the information, medicine and treatments that I learned from the doctor about my health.	Yes, I totally agree	47,1	37,1	35,5	32,2	42,6	25,2
	I partly agree	27,8	38	26,4	23,4	53,6	23
	No, I never agree	25,1	24,9	38,1	23,5	39,3	37,1
9. I can get information about the private issues that I'm shy to talk with others.	Yes, I totally agree	53,5	52,2	40,5	29,2	48	22,8
	I partly agree	21,9	22,7	20,5	26,9	47,1	26
	No, I never agree	24,6	25,1	39	23	39,4	37,6
10. My trust to medical doctors has decreased.	Yes, I totally agree	8,6	7,2	11,3	26,5	37,3	36,1
	I partly agree	12,9	13,9	15	24,8	45,1	30,1
	No, I never agree	78,4	78,9	73,7	27,1	46,3	26,6
11. I get demoralized and annoyed, feel terrible.	Yes, I totally agree	16,8	26,1	21,8	20,1	52,8	27,1
	I partly agree	14,8	18,9	14,7	23,9	51,6	24,5
	No, I never agree	68,4	55	63,5	30,1	40,9	29

4.6. What are their negative opinions on the health news?

With the intent to identify participants' negative opinions on health news in newspapers 13 statements were read to them and they were asked to indicate how much agree with the statements. Options are "Yes, I totally agree", "I partly agree" and "No, I never agree".

When participants take into consideration health news in the newspapers, almost half of the participants say "problems about health policy and healthcare system are not discussed enough" (n=445, 46.8%), "mostly, doctors, products, medicines and hospitals get advertised" (n= 449, 47.5%) and "concerns about selling more newspapers are of top priority" (n=454, 48.2%). 44,4% (n=423) don't agree with the statement indicating "I find them too uneasy and scary". 43,8% (n=415) think that "issues get discussed superficially, there is no detailed information" and 50,8% (n=480) "don't think these news are checked" (Table 16).

Table7. Negative Opinions

When you take into consideration health news in the newspapers....	1. Yes, I totally agree		2. I partly agree		3. No, I never agree	
	f	%	f	%	f	%
1. There are no issues that I'm interested in, irrelevant topics get published.	211	22.2	397	41.7	344	36.1
2. I find them too uneasy and scary.	207	21.7	322	33.8	423	44.4
3. They give false hope to the patients about news on miracle treatments	309	32.6	325	34.3	314	33.1
4. Problems about health policy and healthcare system are not discussed enough.	445	46.8	308	32.4	197	20.7
5. I find that the information given is mostly lie, wrong, misleading.	254	26.7	384	40.4	313	32.9
6. Especially, I find the information given about alternative medicine, herbal treatment etc. is false.	231	24.4	399	42.1	317	33.5
7. The language is not easily understandable by everyone, it is complicated and technical.	365	38.5	323	34.0	261	27.5
8. I find the language used is sensational and abuses emotions.	358	38.0	270	28.6	315	33.4
9. Mostly, doctors, products, medicines and hospitals get advertised.	449	47.5	252	26.7	244	25.8
10. Concerns about selling more newspapers are of top priority.	454	48.2	230	24.4	258	27.4
11. I find some of the health news are unethical.	349	36.8	245	25.8	354	37.3
12. Issues get discussed superficially, there is no detailed information.	415	43.8	321	33.9	212	22.4
13. I don't think these news are checked	480	50.8	199	21.1	266	28.1

Levels of trust to health news and participants' opinions about health news in newspapers are compared (Table 17). By taking into consideration *trust level*; according to crosstabs data, who say "I don't trust very much" are also the ones who "agree" with the following statements:

- I find the language used is sensational and abuses emotions (41,3%)
- Mostly, doctors, products, medicines and hospitals get advertised (53,1%)
- Concerns about selling more newspapers are of top priority (54,8%)
- Issues get discussed superficially, there is no detailed information. (49,2%)
- I don't think these news are checked (60,7%)

Who say "I don't trust very much" are also the ones who "partly agree" with the following statements:

- They give false hope to the patients about news on miracle treatments (45,3%)
- I find that the information given is mostly lie, wrong, misleading (49,4%)
- Especially, I find the information given about alternative medicine, herbal treatment etc. is false (52%)
- The language is not easily understandable by everyone, it is complicated and technical (41,7%)

Participants saying "I trust very much" are also the ones who "don't agree" with the following statements:

- There are no issues that I'm interested in, irrelevant topics get published.(49%)
- I find them too uneasy and scary (52,9%)
- Especially, I find the information given about alternative medicine, herbal treatment etc. is false (41,3%)
- I find some of the health news are unethical (46,9%)

Table 17. Evaluation for the level of trust to health news and opinions about health news in newspapers – Negative Opinions

Crosstabs of Table 3 and 7: Evaluation for level of trust to health news and opinions about health news in newspapers		How much do you trust the information on health in the newspapers?					
		(Column %)			(Line %)		
When you take into consideration health news in the newspapers....		I trust very much	I partly trust	I don't trust at all much	I trust very much	I partly trust	I don't trust very much
1. There are no issues that I'm interested in, irrelevant topics get published.	Yes, I totally agree	19	22,4	27,2	23,3	43,8	32,9
	I partly agree	32,1	47,1	47,8	20,7	51,8	27,5
	No, I never agree	49	30,6	25	36,1	38,7	25,2
2. I find them too uneasy and scary.	Yes, I totally agree	20,9	22,4	21,1	19,5	44,9	35,6
	I partly agree	26,2	34,4	47,2	19,4	53,9	26,6
	No, I never agree	52,9	43,2	31,7	35,7	39	25,3
3. There are no issues that I'm interested in, irrelevant topics get published.	Yes, I totally agree	34	33,5	26,8	20	42	38
	I partly agree	29,6	33,7	45,3	19,4	59,1	21,5
	No, I never agree	36,4	32,8	27,9	40,9	34,5	24,6

4. Problems about health policy and healthcare system are not discussed enough.	Yes, I totally agree	48,2	46,1	44,7	26	43,2	30,8
	I partly agree	24,9	35,1	41,3	21,2	55,4	23,5
	No, I never agree	26,9	18,8	14	37,2	34,7	28,1
5. I find that the information given is mostly lie, wrong, misleading.	Yes, I totally agree	25,9	27,8	25,6	17,1	45,8	37,1
	I partly agree	33,5	41,9	49,4	20,4	53,5	26,1
	No, I never agree	40,5	30,4	25	42,2	34,8	23
6. Especially, I find the information given about alternative medicine, herbal treatment etc. is false.	Yes, I totally agree	23,2	26,2	21,8	18,7	46,5	34,8
	I partly agree	35,5	43,6	52	22,4	51,8	25,9
	No, I never agree	41,3	30,2	26,3	37,8	36,5	25,7
7. The language is not easily understandable by everyone, it is complicated and technical.	Yes, I totally agree	37,2	40	37,2	20,7	44,6	34,7
	I partly agree	29	34,6	41,7	25,9	52	22,1
	No, I never agree	33,7	25,4	21,1	36,4	37,5	26,1
8. I find the language used is sensational and abuses emotions.	Yes, I totally agree	33,7	40,2	41,3	18,5	49	32,5
	I partly agree	27,5	28,4	30,2	24,5	50,6	24,9
	No, I never agree	38,8	31,4	28,5	37,7	36,4	25,9
9. Mostly, doctors, products, medicines and hospitals get advertised.	Yes, I totally agree	43,1	48,8	53,1	19,5	51,1	29,4
	I partly agree	23,6	29	26,3	27,1	45,4	27,5
	No, I never agree	33,3	22,2	20,7	38,9	34,4	26,6
10. Concerns about selling more newspapers are of top priority.	Yes, I totally agree	44,8	48,2	54,8	19,5	51,2	29,3
	I partly agree	22,4	25,5	24,9	28,4	46,3	25,3
	No, I never agree	32,7	26,2	20,3	38	34,1	27,9
11. I find some of the health news are unethical.	Yes, I totally agree	28,7	40,9	42,5	17,3	53,5	29,2
	I partly agree	24,3	27,3	24,6	25,4	43,4	31,1
	No, I never agree	46,9	31,8	33	36,7	38,4	24,9
12. Issues get discussed superficially, there is no detailed information.	Yes, I totally agree	40,5	44,2	49,2	20,6	50,8	28,6
	I partly agree	33,1	36,2	29,1	27,5	46,9	25,6
	No, I never agree	26,4	19,5	21,8	37,4	31,8	30,8
13. I don't think these news are checked	Yes, I totally agree	44,5	51,8	60,7	19,5	50,3	30,2
	I partly agree	20,6	21,4	20,2	24,7	50	25,3
	No, I never agree	34,8	26,8	19,1	40,6	32,7	26,7

CONCLUSION

The paper reveals what Turkish people think about the health content of the Turkish press. Most of the participants say they don't read health news in newspapers. Even so Posta, Hurriyet and Sabah are the most read newspapers on health issues in Turkey.

Almost half of the participants partly trust the information given in the newspapers. This finding shows that Turkish people don't trust the information given in the newspaper about health. And they think the amount of newspapers 'health content is not enough as well.

Due to the health news in the newspapers, people generally say they've realized that they have a health problem, can get information about the private issues that they are shy to talk with others, behave consciously about their health. Moreover, when taking into consideration health news in the newspapers, people think that problems about health policy and healthcare system are not discussed enough, doctors, products, medicines and hospitals mostly get advertised,

concerns about selling more newspapers are of top priority, issues get discussed superficially, there is no detailed information and health news aren't checked.

Turkish people don't get annoyed by health news in newspapers, and these news don't affect their trust to doctors and avoid them to visit a doctor. On the other hand, Turkish people control their doctor's advices and their medical drugs from the newspapers.

In short, Turkish people usually don't trust the information on health in newspapers, and think the amount of health news is not enough. Health news have an important role in daily life. The news show, teach and tell people what to do about health issues. On the other hand, health news can inform people in wrong ways.

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