



Health awareness of the importance of polio vaccination via Facebook: an analytical study of the page of paediatrician and new-born Dr. Kada Zair Amina

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Received: 24/04/2026

Accepted: 19/06/2026

Published: 30/06/2026

Doi: 10.53284/2120-013-002-006

Abstract:

The study aimed to identify how the page of paediatrician and new-born Dr. Kada Zair Amina via Facebook contributed to health awareness about polio vaccination importance, where the analytical description method as well as the content analysis tool was relied on in order to obtain data and information from an intentional sample consisting of 28 posts allocated by the page for this vaccine.

The study reached a number of results, the most important of which are the following:

Misinformation related to vaccine ranked first at 36.67% followed by Vaccine schedules and the importance of vaccination in second place at 26.67% for the topics covered by the page.

Warning ranked first at 37.93%, followed by Guiding in second place at 24.14% for the target of the page's posts .

Parents were generally targeted in 53.57 % of the posts.

Emotional appeals ranked first at 47.06% followed by rational appeals in second place at 32.35% and fear appeals ranked third at 20.59%.

Keywords: Health Awareness; Vaccination; Polio; Facebook.

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1. INTRODUCTION

The unprecedented rise in social media use has brought about countless transformations in every aspect of human society. Social media has become an important part of people's lives and are increasingly dependent on its use. It has undoubtedly contributed to notable achievements in various fields in the past years, especially in the health field, as social media is a valuable tool for spreading knowledge, health education and raising the level of health awareness for the public. The availability of these sites in various media forms of text, voice, image that helps to broadcast information and guidelines and allows opening discussion, expressing opinions and asking inquiries about them, which gives a deeper and broader understanding of the data of the health field, which can contribute to instilling sound health practises that would raise the health level of society, so we find that there is a turnout from health institutions and individuals working in the medical field and interested in health to create medical pages and educational channels specialised in the health field on these sites for health awareness, and among these pages we find the page of paediatricians and new-borns Dr. Kada Zair Amina through Facebook, through which it addresses many health issues that affect children, including vaccination against polio, educating their parents and calling on them to protect their children from the disease by receiving the vaccine. The Minister of Health, Mr. Mohammed Al-Siddiq Ait Massoudan, explained in a press statement on the side-lines of giving him the official launch of the national vaccination campaign against polio, which carried the slogan "Together against polio", which touched 4,425,502 children aged between two and five years, which is the most vulnerable group(Algeria press service,2025).

Based on the above, we ask the following question: How did the page of paediatrician and new-born Dr. Kada Zair Amina via Facebook contributed to health awareness about the importance of vaccination against polio.

A set of sub-questions were included within this main research question and are presented as follows:

What form of posts are displayed on the page to raise awareness of the importance of vaccination against polio?

What language is used in the page's posts for polio vaccination awareness?

What topics did the page focus on to raise awareness of the importance of vaccination against polio?

What is the purpose of the page's posts for polio vaccination awareness?

Who is the target audience of the page's posts for polio vaccination awareness?

What persuasive appeals are used to emphasize the importance of vaccination against polio?



2.The importance of the study

The importance of this study lies in the value of the subject itself, as it highlights the subject of health awareness, which is an important part of health care that cares about improving successful health behaviour, especially in light of the accelerated technical transformations. Various actors in the health field have been imposed on the employment of various social media platforms that attract huge numbers of users within their strategic plans aimed at creating a healthy environment through a variety of information sources. This on the one hand, it also highlights the importance of vaccination against polio to prevent them from risks. Related to this disease, especially in light of the spread of reluctance to take vaccinations, which constitutes one of the challenges faced by health institutions in order to achieve mass immunity.

3.Objectives of the study

Reveal how the page of paediatrician and new-born Dr. Kada Zair Amina via Facebook contributed to health awareness of the importance of vaccination against polio.

Explore the forms of content presented on the page to raise awareness of the importance of vaccination against polio.

Identify the language used in posts to raise awareness of the importance of vaccination against polio.

Reveal the topics on which the page focussed to raise awareness of the importance of vaccination against polio.

Reveal the purpose of the posts of the page on raising awareness of vaccination against polio.

Identify the target audience from the posts of the page on raising awareness of polio vaccination.

Reveal the persuasive appeals used to emphasize the importance of vaccination against polio.

4.Study Concepts

4.1 Health Awareness

It is a set of communication awareness activities issued by official or other community bodies through different media, including the set of knowledge and skills necessary to accompany members of society and their health behaviours in order to modify or change them to their health literacy according to a well-thoughtful scientific template during which it starts from the specificity of the target audience as well as all the multiple contexts in society, and its success requires the concerted efforts of various socialisation institutions and official bodies to ensure their effectiveness and continuity.

The World Health Organisation used health awareness synonymous with health education, saying: "Health education is an educational process through which it is achieved to change the

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concepts and trends of healthy people's behaviour, leading to the prevention of diseases, maintaining and improving health and returning to health quickly in case of illness without complications or with minimal complications and works to involve individuals and people positively in solving their health problems and involving them in the services provided to them" (Al-Hefnawi, 2014, p134).

4.2 Social Media Platforms

A system of electronic networks that allow the participant to create his own website, and then link it through an electronic social system with other members who have the same interests and hobbies or gather it with university or high school friends (Radhi, 2003,p23).

4.3 Polio (Poliomyelitis)

Polio is a highly infectious disease caused by a virus. It invades the nervous system and can cause total paralysis in a matter of hours. The virus is transmitted by person-to-person spread mainly through the faecal-oral route or, less frequently, by a common vehicle (for example, contaminated water or food) and multiplies in the intestine. Initial symptoms are fever, fatigue, headache, vomiting, stiffness of the neck and pain in the limbs. One in 200 infections leads to irreversible paralysis (usually in the legs). Among those paralysed, 5–10% die when their breathing muscles become immobilized.

Polio mainly affects children under 5 years of age. However, anyone of any age who is unvaccinated can contract the disease (World Health Organization ,2025).

5.Previous Studies

A study by Ramzi Djaballah and Tarek Saidi entitled " Health contents in social media: an analytical study of a sample of arab health pages on facebook and twitter"

The study aimed, through a sample of five Arab healthcare pages (Saudi, Egyptian, and Algerian) on Facebook and Twitter, to identify the characteristics of this type of page, the types of topics, and the nature of the posts published by these pages, It also sought to examine the communication techniques used, as well as to determine the objectives these pages aim to achieve and the elements through which they attempt to manage their relationship with their audience and increase the levels of user' interaction with their posts.

The study's main findings are as follows:

Health awareness pages under study demonstrate significant levels of interaction and participation, with varying degrees of usage from one page to another.

There is a scarcity of Algerian healthcare pages, as well as a general lack of all types of health-related pages on Twitter.. This reflects a broader Arab tendency to favor Facebook, with the exception of Saudi users, who record significant numbers in Twitter usage(Djaballah & Saidi, 2022, p300-322).



A study by Amina Boulknafad and AL-Zohra Soulhia entitled "Web2.0 and spreading medical awareness a study web teb site"

The study aimed to examine the contribution of Web 2.0 to health awareness and education among the public, through a content analysis of WebTeb.

The study's main findings are as follows:

Reliance on the Arabic language for drafting posts reached 95%.

Health information was the most posted content on the pages at a rate of 100%, followed by medical reports and scientific articles at 80%.

Published health content relies on rational appeals, accounting for 75%.

The use of rational appeals in the published health content accounted for 75%. (Bouleknafed, & Soualhia, 2022, p400-412).

A study by Amina Meziane entitled " Persuasive methods in social media: an analytical study of the health content of the webteb page on facebook"

The study aimed to identify the persuasive strategies used on Facebook in health-related content on the page of WebTeb. The study relied on content analysis to collect data from a systematic random sample consisting of 675 posts published on the WebTeb page.

The study's main findings are as follows:

There is a significant diversity in the use of persuasive appeals on the WebTeb page, including fear appeals, rational appeals, and emotional appeals; however, fear appeals ranked first.

The WebTeb page employs scientific and medical evidence as persuasive techniques in its health-related posts on Facebook (Meziane, 2018).

A study by Zeineb Khelalfa entitled " Electronic media campaigns and strengthening health security in Algeria during Corona crisis the example of Coronavirus vaccination campaign on the algerian health ministry facebook page"

This study aims to identify the contents of the Algerian Ministry of Health's media campaign on Facebook regarding vaccination against the Corona virus, and its contribution to enhancing health security during the pandemic

The study employed a descriptive approach and qualitative content analysis to examine the Ministry's official Facebook page, using a purposive sample.

The study concluded that the campaign was characterized by simplicity, clarity, and diversity. However, It did not sufficiently leverage the unique features and affordances of Facebook. Despite this, the campaign contributed to enhancing health security in Algeria by focusing on persuading the public to get vaccinated in order to limit the spread of COVID-19, relying on evidence (Khalalfa, 2024, p296-314).

6.Study Community

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The research community in our study is represented in the Facebook page posts of paediatrician and neonatal Dr. Kada Zair Amina.

7.Study sample

The study sample was an intentional sample consisting of all posts allocated by the page of paediatrician and neonatologist Dr. Kada Zair Amina via Facebook to raise awareness of polio vaccination, which amounted to 28 posts posted from November 21, 2025 to January 29, 2026.

8.Study Method

The descriptive analytical method was relied on as serving greatly the subject of our study, as this approach aims to collect facts and data about a particular phenomenon or situation while trying to explain these facts adequately. Descriptive research objectives are not limited to the mere collection of facts, but should tend to classify and analyse data and facts with sufficient precision, and then reach generalisations about the situation or phenomenon under study (Al-Dulaimi& Saleh, 2014, p149).

9 .Study tool

In order to obtain data and information to analyse the phenomenon under study, the content analysis tool was relied on.

We used the idea unit in the analysis of the page, and we also chose the categories of analysis according to the subject of our study as follows:

Format categories

- Category of forms used in the page's posts for Polio vaccination awareness
- Category of language used in the page's posts for Polio vaccination awareness.

Content categories:

- Category of topics addressed in the page's posts for Polio vaccination awareness.
- Category of objectives of the page's Polio vaccine posts.
- Category of target audience in the page's posts for Polio vaccination awareness.
- Category of appeals used in the page's posts for Polio vaccination awareness.

According to the classification in the methodology literature, the researcher is not obliged to consider all categories in his study, so it was limited to what suits the problem of the study and its questions, as well as the nature of the community and the studied research sample.

10.Study results

**Table 1.** Preliminary data for Dr. Kada Zair Amina's (Pediatrician & Neonatologist) page on Facebook

Page Name	Description	Creation Date	Page Link
Pediatrician and new-born: Dr. Kada Zair Amina	Your guide to better childcare, a family-friendly companion, health guidance, nutrition, psychological and social support for all family members. We share the experiences we've gone through along our journey so we can learn together..	December 27,2020	https://www.facebook.com/share/1JEWbYgBTN/

Source: Prepared by the researcher

Table 2. Category of forms used in the page's posts for Polio vaccination awareness

Post format	Frequency	Percentage
Written text	14	50
Written text + image	14	50
Total	28	100

Source: Prepared by the researcher

Table No. 02 shows the form of the posts of paediatrician Kada Zair Amina's Facebook page on the polio vaccine, which was distributed equally between the forms of a written text as well as a written text with an image of 50% of each.

These results reflect an effort to diversify the presentation methods. Written texts are used to convey information directly, while attaching images contributes to attracting attention and enhancing the understanding of the awareness message. The image is one of the most prominent communication forms in presence on Facebook, as it is the most appropriate means of explanation and clarification because of its persuasive effect, it is sufficient to read the explanation of the recipient (Lakloul, 2023,p202). This is what appears in the posts of the page where, for example, photos of some of its followers' comments were attached in order to respond to the false information it contains.

With the recording of the absence of reliance on other forms such as the video, although the page uses this type of media in its other posts that are not related to polio vaccination.

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Table3. Category of language used in the page's posts for Polio vaccination awareness

Post language	Frequency	Percentage
Standard arabic	03	10.71
Algerian colloquial	25	89.29
Total	28	100

Source: Prepared by the researcher

The results presented in the table on the language used in Polio vaccination awareness posts show that the vast majority of the posts were in Algerian colloquial by 89.29%, followed in second place by posts in standard arabic with 10.71%, corresponding to 03 posts out of 28 posts.

This is in order to deliver the message to all categories of the public at different educational levels, especially since the used course is devoid of any words in foreign languages so that the target audience can understand well everything related to the polio vaccine, which helps to achieve the desired objectives.

Content categories

Table 4. Category of topics addressed in the page's posts for Polio vaccination awareness

Topics	Frequency	Percentage
Definition of Polio (Poliomyelitis)	03	10
Vaccination schedule	08	26.67
Misinformation related to the vaccine	11	36.66
Importance of vaccination	08	26.67
Total	30	100

Source: Prepared by the researcher

The results of the table above show that the topics addressing misinformation related to vaccine came in first place with 36.67%, which indicates that the page focussed on correcting misconceptions and rumours associated with the vaccine, which reflects the spread of this type of false information among parents, which can lead to their lack of demand for vaccination of their



children," With easy internet access, social media has evolved into an unprecedented force used by various factions in the antivaccine movement. Vaccine misinformation quickly disseminates via social media platforms, fueled by rumor mills and trending hashtags, without editorial oversight". An opinion/belief may be posted for worldwide viewing with a single click (Puri,2020, p2586-2596).

Then the vaccine schedule came in second place as well as the importance of the vaccine at 26.67%, each of which indicates a clear interest in raising awareness and reminding the target audience of the specified dates for the vaccine, which was in three stages, the first phase from November 30 to December 06, 2025, then the second phase from 21 to 30 December 2025, then the third phase (supplementary) from January 25 to February 05, 2026 (using the injected VPI vaccine), as well as its benefits in the prevention of polio, followed in the last place by the definition of Polio (Poliomyelitis) by 10%, which means that the focus was less on the disease itself.

Table5. Category of objectives of the page's Polio vaccine posts

Target Category	Frequency	Percentage
Informing	03	10.34
Guiding	07	24.14
Educating and Awareness-raising	04	13.79
Warning	11	37.93
Motivating	04	13.79
Total	29	100

Source: Prepared by the researcher

The results of Table No. 05 show The goal of the posts of Dr. Kada Zair Amina's page on the vaccination campaign against polio, where the warning came first by 37.93%, especially in light of the spread of some false information about the vaccine, which was addressed in the posts of the page, as shown by the results of Table No. 04, followed in second place by guidance by 24.14%, then in third place, awareness, education, as well as motivation by 13.79% of each of them, and this is by addressing the disease of polio, its causes and the age group exposed to it, as well as its repercussions On children's health, as well as calling parents for vaccination to prevent it, followed in the last place by the news at 10.34% by addressing, for example, the dates of the national campaign for vaccination against polio and reminding them.

Table 6. Category of target audience in the page's posts for Polio vaccination awareness.

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Target audience	Frequency	Percentage
Parents in general	15	53.57
Vaccine-Skeptical Parents	13	46.43
Total	28	100

Source: Prepared by the researcher

The results in Table No. 06 show the target audience in the posts of the polio vaccination campaign, where the parents in general ranked first with 53.57% and shows the importance of targeting the parents' audience in general because they are directly responsible for the health of their children. Therefore, sending medical messages helps to raise their awareness and encourage them to adhere to the vaccination program, which was in three stages, and then the parents who were sceptical of the vaccine came in second place by 46.43%. Targeting this group is very important in the success of the vaccination campaign against polio Children by addressing a set of false information related to the vaccine and correcting it while emphasizing its safety, which can contribute to changing their attitudes and their demand for vaccination of their children in the designated health centres.

Immunization is crucial for preventing infectious diseases, yet global vaccine coverage has stagnated in the past decade. The World Health Organization (WHO) identified vaccine hesitancy as a major threat to global health in 2019. This hesitancy has contributed to a resurgence of vaccine-preventable diseases (VPDs) in Asian countries and worldwide (Rodrigues, 2023, p02).

Table 7 Category of appeals used in the page's posts for Polio vaccination awareness.

Persuasive appeals		frequency	Percentage	Frequency	Percentage
Emotional appeals	linguistic	04	25	16	47.06
	Slogans and symbols	06	37.5		
	Preference verbs	06	37.5		
	Total	16	100		
Rational appeals	Information citation	04	27.27	11	32.35
	Presentation of numbers and statistics	04	36.36		



	Sources citation	03	36.36		
	Total	11	100		
Fear appeals	warning	07	100	07	20.59
Total					

Source: Prepared by the researcher

The results of the table above show the appeals used in the posts of the page on polio vaccination, where emotional appeals came in the first place by 47.06%, followed by rational appeals with 32.35%, and then fear appeals by 20.59%.

As for emotional appeals, the half of both slogans and symbols, as well as the forms of preference verbs came in first place at 37.5%, followed by linguistic by 25%, as for rational appeals, both the presentation of numbers and statistics, as well as the citation of information at 36.36%, followed by the citation of sources by 27.27%. As for fear appeals, the warning was used at 100%.

In general, it can be explained that the page of Dr. Kada Zair Amina's dependence on emotional appeals to a greater extent than other types of appeals when raising parents' awareness of the importance of vaccination against polio because it stimulates a sense of responsibility and desire to protect their children from the consequences of not being vaccinated against this disease.

Conclusion

Finally, it can be said that the use of social media platforms, including Facebook, which attracts a large number of users in Algeria, according to many studies and statistics, in the field of health awareness, is very important, as it enables interaction among various actors in the health sector due to its features that allow access to and sharing of information at the minimal cost and with ease. Through which information is provided in a simplified and understandable manner, which makes it necessary to adopt these sites within their communication policies and use them along with other traditional means in providing awareness, advice and guidance in the health field and combatting false information that can It poses a risk to the health security of the individual and society.

After conducting the applied study and analysing the data on the contribution of the page of paediatrician and new-born Dr. Kada Zair Amina in raising awareness of the importance of vaccination against polio, the study concluded the following results:

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The posts displayed on the page were distributed equally between the forms of a written text alone, as well as a written text accompanied by an image with 50% for each.

The Algerian colloquial was relied on by 89.29% in the page's posts to raise awareness of polio vaccination

The topic of "misinformation related to the vaccine" ranked first with 36.67% and the second place of the vaccine schedule, as well as the importance of the vaccine by 26.67% for the topics covered by the page.

The page's posts aimed to warn by 37.93%, then guidance by 24.14%, followed by awareness, education, as well as motivation by 13.79%

The page targeted parents in general in posts dedicated to raising awareness of the importance of vaccination against polio by 53.57%.

The page relied on emotional appeals by 47.06%, followed in second place by rational appeals with 32.35% and then fear appeals by 20.59% to raise awareness of vaccination.

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