

A Content Analysis on Health News about Uterine Fibroids in the U.S.

Diana Mwikisa

Department of Communications, University of Nebraska at Omaha

22 SP COMM8010-00: Communication Research Methods: Quant

Dr. Lei Guo

May 12, 2022

Abstract

Uterine fibroids have become a rising global health concern, especially among Black women in America and worldwide. This is a quantitative study that explores the health news reporting on uterine fibroids in the United States of America. A content analysis of the top 10 selected U.S. newspapers (between 2017 and 2021) was conducted. This study used the purposive sampling technique. 104 newspaper articles were selected and coded into a code sheet using a coding scheme and then statistically analyzed using SPSS. Descriptive analysis using descriptive statistics and chi-square were used to test and answer research questions. The key findings in this study showed that there was significance in the way various media types reported on the effects of uterine fibroids. The results for Media type of newspapers and demographics of Black women revealed that monthly media type of newspapers is more likely to mention demographics of Black women compared to daily or weekly media type. The study finds significant differences in how different media types of newspapers report the effects of uterine fibroids. It also predicts that the media type of newspapers is likely to affect how often Black women and Black women demographics are mentioned in an article about uterine fibroids. Therefore, future studies can analyze more monthly media types to investigate any changes in the reporting of uterine fibroids in Black women and Black demographics. A recommendation or future area of research can be formulated regarding the prioritizing of news articles about the impact of uterine fibroids and the importance of knowledge and educating more Black women in the U.S., about fibroids.

Keywords: Uterine fibroids; myoma; uterine fibrosis; uterus; hysterectomy; Black women