

# An Evolving Concept Analysis of the Public Perception of Nursing in Contemporary Society

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## Abstracts

The purpose of this study was to examine how the public's perception of nursing has changed over time, taking into account the ever- evolving nursing field. Design: The evolving concept analysis developed by Rodger was used. Conclusions: Nursing's reputation is dynamic and has changed over time. Its flexibility and dynamism suggest that focused interventions in nursing practice, management, and education can enhance the conventional public perception of nursing. Consequences for the Field: Finding the causes and effects of nursing's public perception will assist healthcare organizations in implementing practical measures to address the nursing workforce shortage and advance the nursing profession.

**Keywords:** Nursing, Public, Concept Analysis.

## 1. Introduction

Concern has been raised about the public perception of nursing since it is not solely connected to the scarcity of nurses, but also has an impact on how the nursing profession develops. The public and media continue to perpetuate old stereotypes. For instance, nursing is frequently depicted in the media as feminine and compassionate, despite the fact that this is untrue and may hinder nursing recruitment. These prejudices could deter prospective students from pursuing a career in nursing, especially men. Additionally, because nurses do not need advanced nursing techniques or higher levels of education, the public tends to view nurses as inferior to physicians. These attitudes may eventually lessen the deterioration of nurses' professional identities and self-esteem and increase their desire to quit the field (Afshar, 2020).

The problem of professional image in the nursing profession is being addressed. As a result, a variety of tactics have been created to enhance public opinions of the nursing profession. The following are some typical examples that have been documented in the literature: A non-profit organization called "Truth in Nursing" is committed to educating the public about the importance of nurses. It organizes hospital visits for senior high school students as educational

summer camps to spark their interest in nursing and runs educational training programs for nurses to enhance their professional competence. In order to convey the objectives and range of nursing work, the Johns Hopkins School of Nursing in the United States creates and shares nursing advocacy videos on social media. As a consequence, more people now have favorable opinions about nursing (Albert, 2008).

Research has shown that nurses are highly socially conscious and well-regarded during natural disasters and public health emergencies. Currently, nurses around the world are making a significant contribution to the COVID-19 pandemic response. For a better understanding of the nursing image, it is necessary to identify the influencing factors and use concept analysis to clarify the connotations of the nursing public image (Ali, 2021).

#### Analysis of Nursing Attributes:

found the following characteristics linked to the development of a public perception of nursing: nursing (the collective object), public (the collective object), and information (the medium of interaction between the collective subject and collective object). Both extrinsic and intrinsic factors make up nursing elements. Two academics analyzed nursing images conceptually. feels that the components of the nursing image are autonomy, behavior, knowledge, attitudes, care, and nurse uniforms. The author thus concentrates on elucidating the public perception of nursing from the one-dimensional standpoint of nursing connotations. The six components of Ward's nursing image are commonly found in the literature reviewed for this study. These components provide a summary of the traits and qualities of nursing (Apaydin, 2022; Appiah, 2020; Auker, 2004).

These aspects, however, are no longer able to adequately capture the meaning of nursing given the profession's multifaceted development.

Thus, the components of nursing (objects) were categorized in this study into three categories: professionalism, knowledge, and skills. The fundamental quality of nursing is professionalism, which represents the values, beliefs, and moral standards that the nursing community as a whole upholds. Nursing work is focused on nursing specialization in addition to professionalism. The foundation of this specialization is the nursing staff's professional expertise, which is crucial for fostering professionalism. Together, these three components represent the inherent qualities of nursing and are interconnected (Cabaniss, 2011; Cao, 2022).

#### Analysis Of Public Attributes:

They suggested in their concept analysis that one aspect of nursing image is its public image. This idea hasn't been examined or clarified further yet, though. We summed up the characteristics of the public (subject), such as public perceptions and public categories (Chapman, 1997; Cohen, 2008).

They proposed that the mass media could serve as a medium tool and a public view from various angles. However, this study contends that the influence of media images on the nursing profession cannot be revealed by merely considering mass media as a means of disseminating information. The description of care provided by the media, which is made up by media

professionals or media organizations and reflects their perspective on care, should therefore be the main focus (Daigle, 2018; De gagne, 2019).

Analysis of information attributes:

Information from the objective relationship between nursing and the public was analyzed as a feature of the nursing public image. Information is a crucial component of image creation as a nursing and public communication tool. The process by which the general public actively recognizes, analyzes, and evaluates the information that is conveyed is known as public perception. Numerous studies have demonstrated that the public's perception of nursing care differs from the actual practice of nursing care (Appiah, 2020).

## **2. Recommendations:**

- To ascertain the elements impacting the public perception of the nursing profession, we chose two characteristics of the public (public as the collective subject) and nursing (nursing as the collective object). Nursing practices have helped to improve social healthcare during a number of disaster events in recent decades. This has made the nursing profession more visible and well-known during a number of public events, including medical emergencies. The public's perception of nursing has also been impacted by the recent COVID-19 pandemic. Negative outcomes occur when nursing services are provided as a result of a poor public perception of nursing.

- The fact that this study was conducted using English-language publications raises the possibility that relevant studies on the perception of nursing in other nations may have been overlooked. Analyzing and contrasting public opinions and assessments of the public nursing image in various social and cultural contexts may benefit from research published in other languages.

- By synthesizing objective facts, cognitive evaluation, and emotional elements, the public creates a subjective view of nursing and acknowledges it as a subject to evaluate and shape their understanding. As a result of selectively processing objective information according to one's values, subjective reality is a comprehensive judgment rather than a mirror image of objective reality. Furthermore, this subjective feature suggests that the public's perception of nursing is largely shaped by the quality of their experiences, judgments, and evaluations of the profession. Public perception should also take into account both individual and collective factors. Individual factors suggest that because each person has unique cognitive, emotional, and volitional characteristics, their attitudes and opinions toward the same thing are always different. Group perceptions have the power to sway individual perceptions, leading to herd conformity.

## **3. Conclusion:**

In Conclusion, The public perception of nursing has significant political and economic importance and is a sensitive indicator of the profession's social standing. The COVID-19

pandemic has made it clearer to academics that research on nursing's public perception is necessary. This study clarified the characteristics, causes, and effects of the public perception of nursing using Rogers' concept analysis. The study's findings serve as a guide for creating appropriate marketing plans for nursing practice, administration, and instruction.

## WORKS CITED

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