

# Quality Assessment of Nutrition-related Information in Pakistani Print Media

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# Outline

- Objectives
- Methods
- Results
- Implications
- Conclusion

# Objectives

# Background

- Ensuring widespread access to accurate nutrition information is crucial for promoting public health and well-being.
- Media serves as a key source for disseminating credible nutrition information, influencing public opinions and behaviors regarding health and nutrition.
- With 707 newspapers (Pakistan Bureau of Statistics) in Pakistan as of 2019, the extensive readership potential significantly impacts public views on health-related issues.
- Lack of studies evaluating the quality of nutrition information in Pakistani print media underscores the need for further investigation.

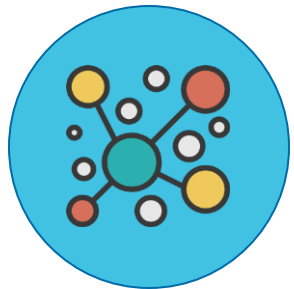
# Objectives



Assess the quality of nutrition-related news articles in Pakistani print media



Determine reliability and readability of nutrition information in English and Urdu newspapers



Identify frequently published topics related to nutrition in Pakistani print media.



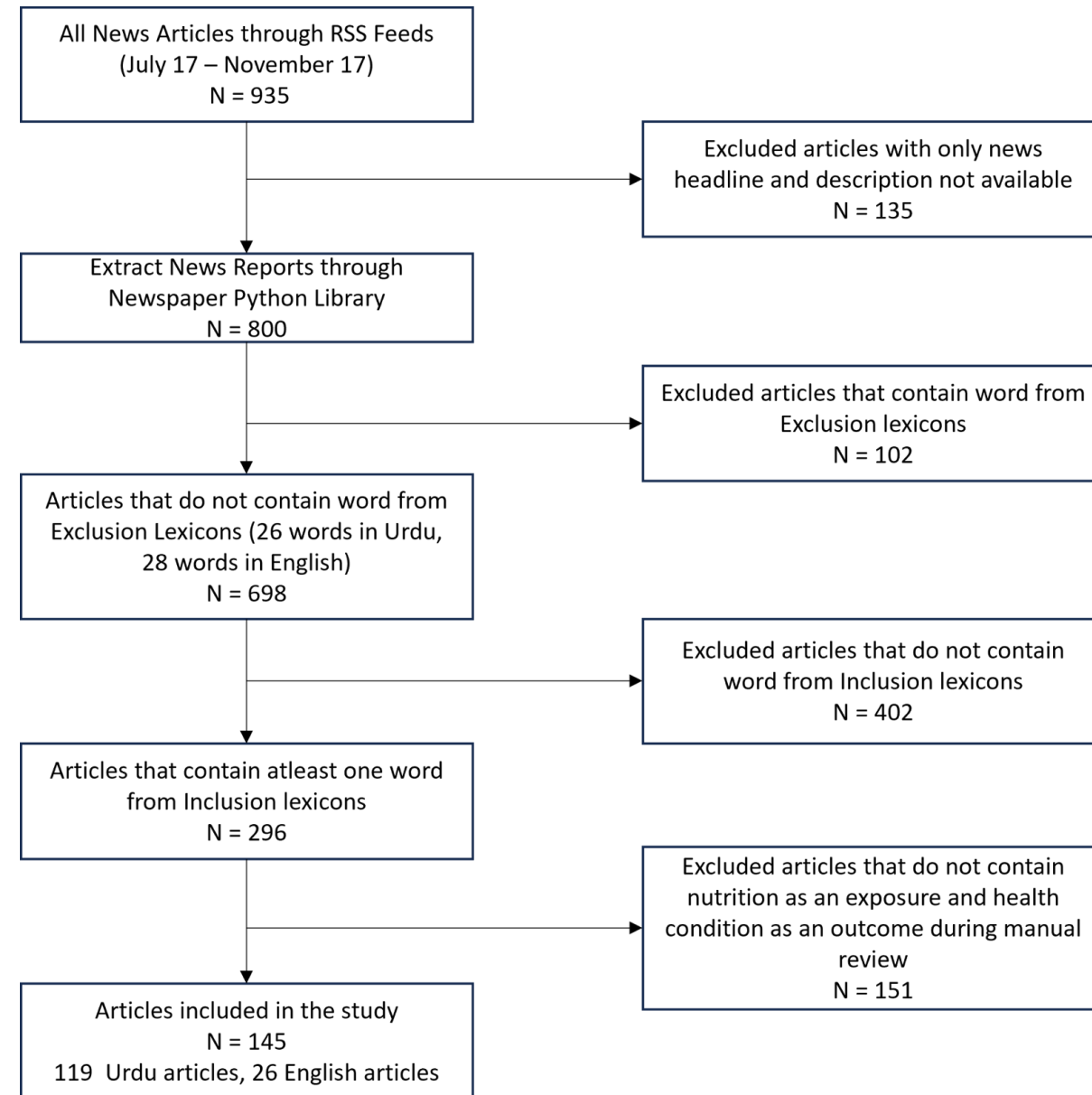
Support media organizations in improving the quality of nutrition information dissemination

# Methods



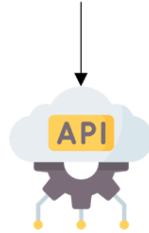
# Methods

- Articles were collected from three prominent national newspapers, including both English and Urdu publications:
  - The News (English)**
  - Jang (Urdu)**
  - Express News (Urdu)**
- Collection Period: July 17th, 2023, to November 17th, 2023
- Articles discussing **nutrition** as an exposure and **health conditions** as outcomes were extracted for analysis.





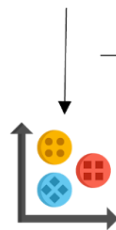
Collecting News using RSS feeds




Extract full News Article using API



Filter News Headlines using Lexicon



Clustering News Articles



Quality Assessment  
using HIQUAL tool



# Health Information Quality Assessment Tool (HIQUAL)

Title:		Publisher:		Published:	
Domain	Item	Score	Comment		
<b>Reliability</b>	1. It is medically valid and written based on scientific evidence.	0/1			
	2. The source of the information was presented.	0/1			
	3. It presented the timing of the information and is up to date.	0/1			
	4. There are no errors or exaggerations in the article.	0/1			
<b>Usefulness</b>	5. It is helpful to readers and explained the availability of information.	0/1			
<b>Understandability</b>	6. It was explained in a way the reader could understand.	0/1			
<b>Sufficiency</b>	7. The benefits and harms associated with target information (health risk factors, diagnosis, treatment, etc.) are presented together.	0/1/NA			
	8. The target information (health risk factors, diagnosis, treatment, etc.) was compared to other existing alternatives.	0/1/NA			
	9. The costs associated with target information (health risk factors, diagnosis, treatment, etc.) were described.	0/1/NA			
<b>Total score</b>			<b>Rater</b>	<b>Evaluation date</b>	

# Results

# Results

- Out of 145 news articles:
  - 119 (82%) were published in Urdu newspapers
  - 26 (18%) in English newspapers
- Out of the total 9 scores:

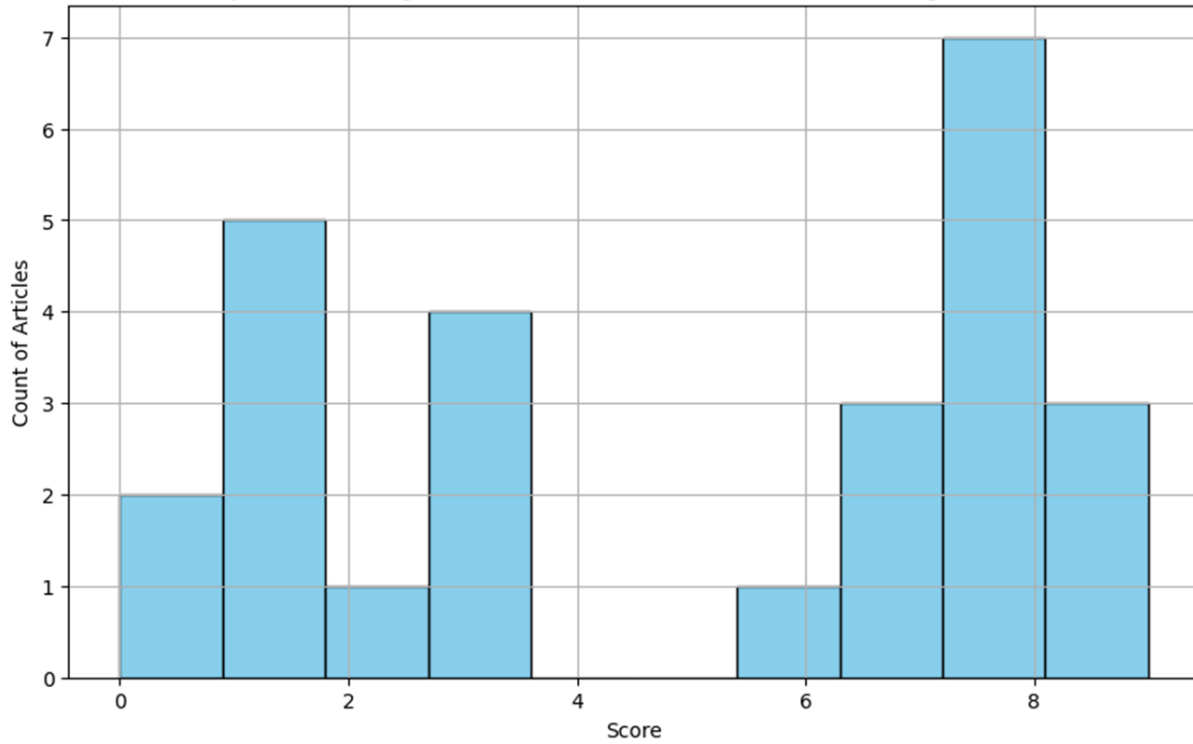
English articles received an average quality score of  $4.93 \pm 3.07$

- **Reliability** ( $1.96 \pm 1.68$ )
- **Usefulness** ( $0.54 \pm 0.51$ )
- **Understandability** ( $0.85 \pm 0.37$ )
- **Sufficiency** ( $0.50 \pm 0.45$ )

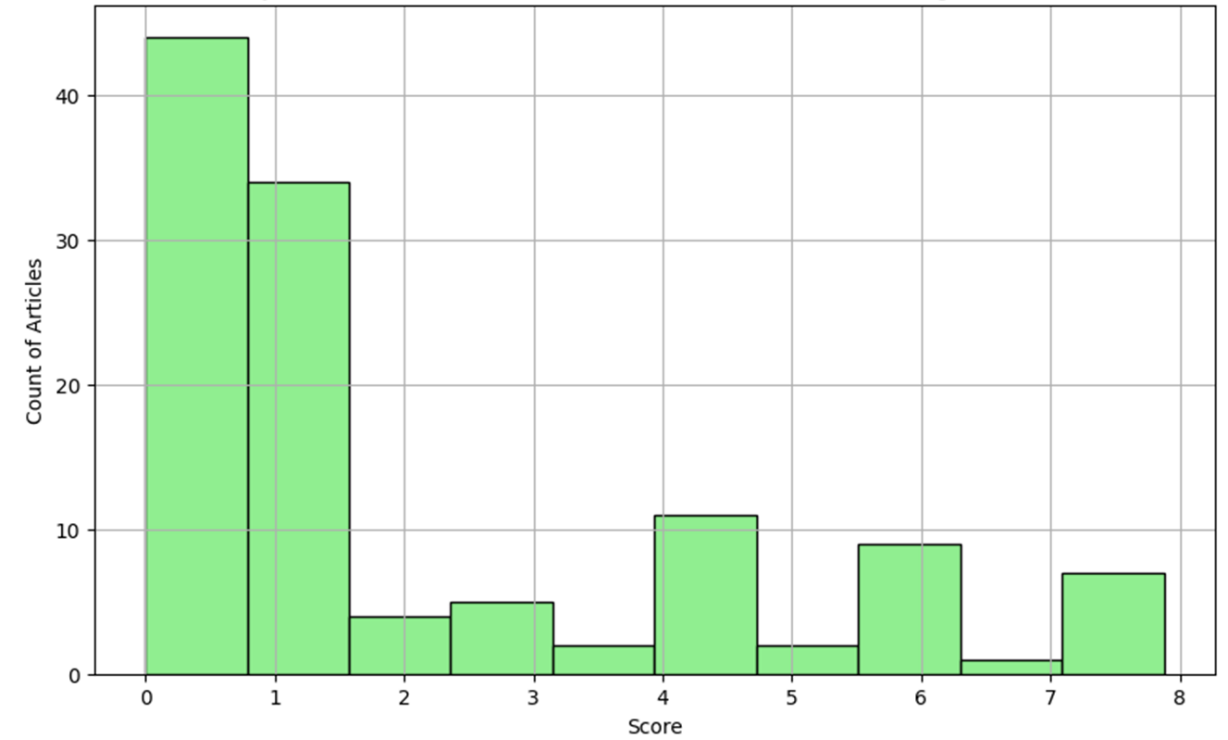
Urdu articles obtained an average score of  $2.06 \pm 2.37$

- **Reliability** ( $0.82 \pm 1.38$ )
- **Usefulness** ( $0.27 \pm 0.45$ )
- **Understandability** ( $0.39 \pm 0.49$ )
- **Sufficiency** ( $0.17 \pm 0.35$ )

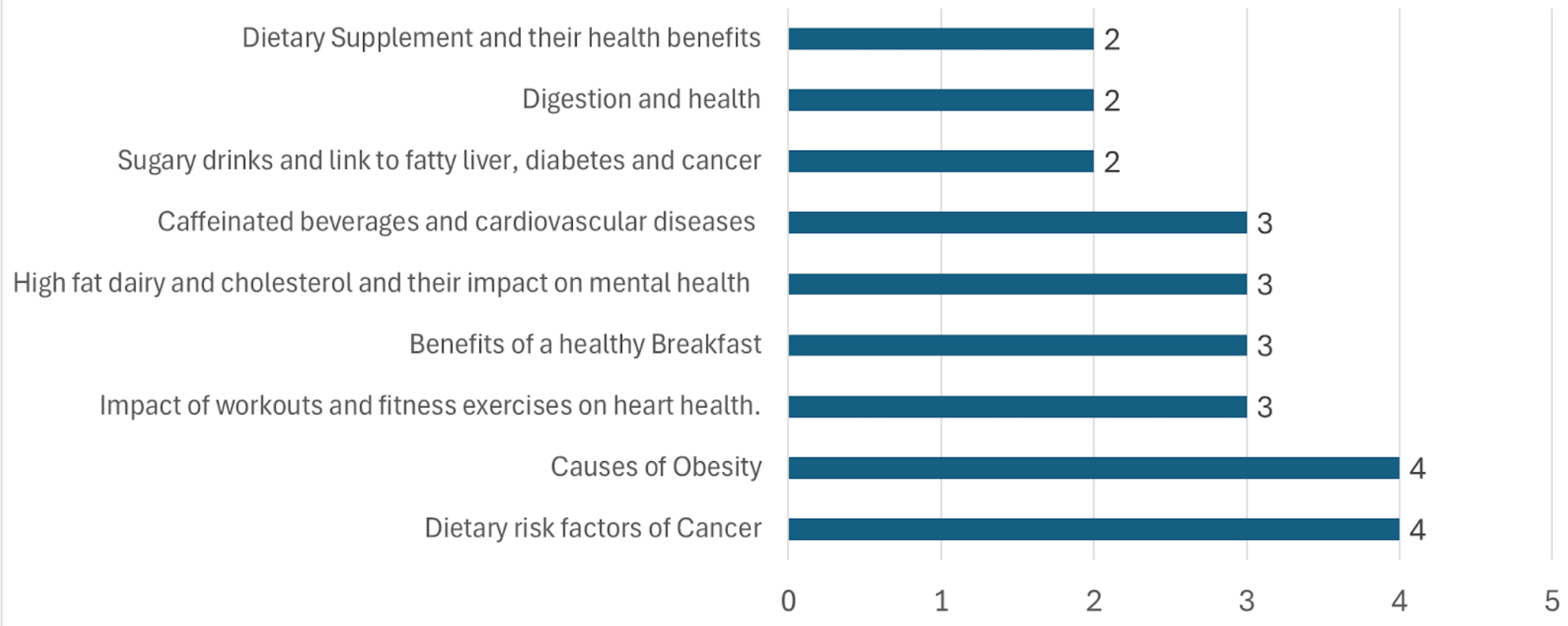
Quality scores of English News Articles (N=26) evaluated through HIQUAL Tool



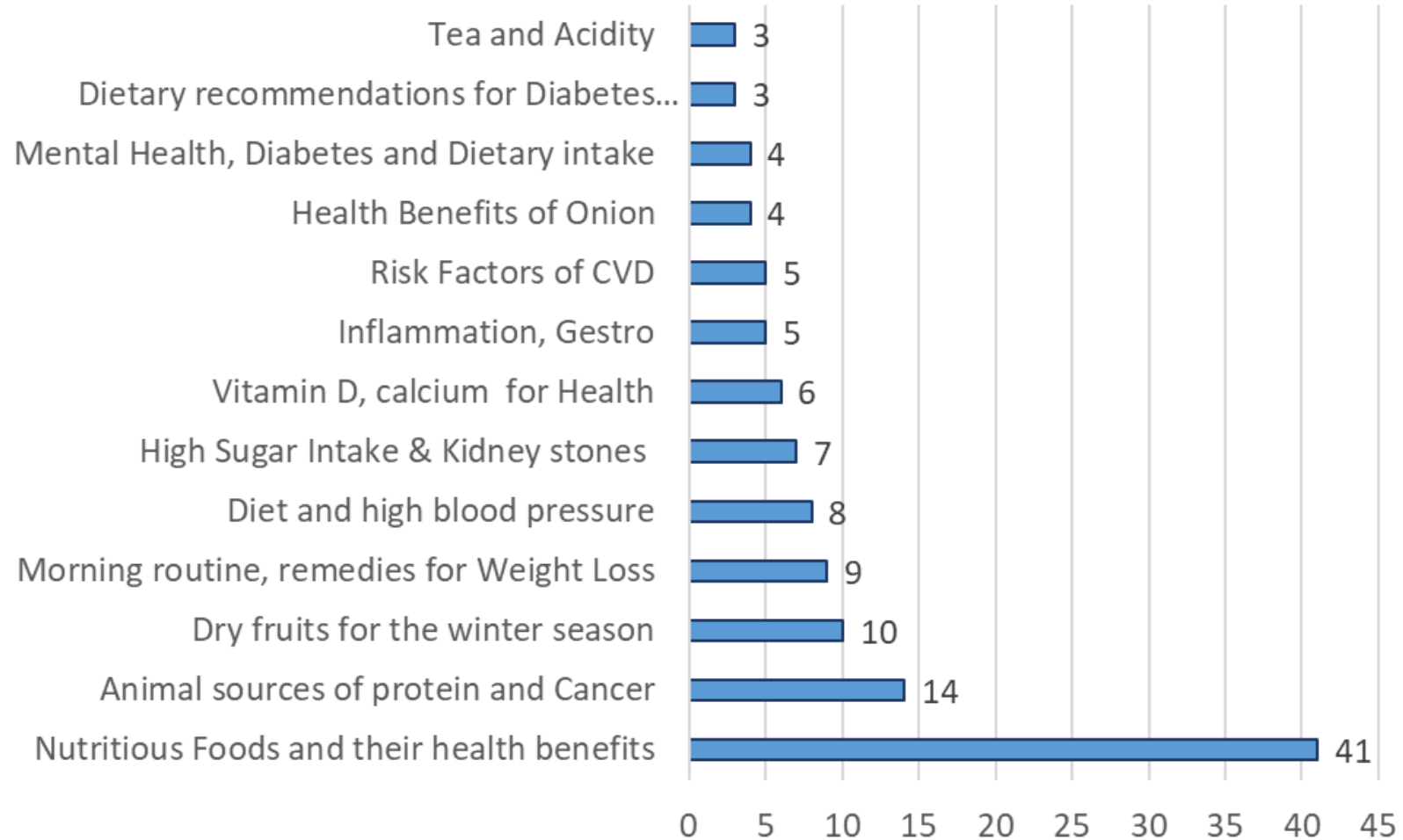
Quality scores of Urdu News Articles (N=119) evaluated through HIQUAL Tool



## Distribution of Topics Across English News Articles (N=26)



## Distribution of Topics across Urdu News Articles (N=119)



# Implications

- The quality assessment using the HIQUAL tool highlighted notable differences in the average scores between English and Urdu news articles.
- Poor quality of nutrition-related information in Urdu news articles can significantly affect the Pakistani population's public health knowledge and outcomes.
- Need for targeted interventions to improve the quality of nutrition-related reporting



# Conclusion

- Significant quality gaps in the nutrition-related information published in Pakistani newspapers.
- Need for media organizations and health professionals to work together for the development of effective strategies to enhance the quality of nutrition information in print media.
- Such efforts will ensure that the public receives reliable, evidence-based information to make informed dietary choices.

