


## Chapter 33

# Accessibility for Everyone in Health Communication Mobile Application Usage

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### ABSTRACT

*With the development of new communication technologies and the change and transformation of mobile applications, communication styles also acquire a different dimension. Currently, individuals can access information about many health-related issues easily and quickly. Mobile applications also provide support to individuals in this area anywhere at any time. However, awareness about mobile applications and their availability is important at this point. While the transformation in the technological field makes life easier for users, not everyone (young, old, disabled, etc.) enjoys the advantages equally. In this study, user-based usability testing will be carried out on the axis of E-nabız application with female users above 65 years selected according to certain criteria. The E-nabız application is a platform for all citizens registered to the E-devlet system to access health information. In this context, besides pointing out the accessibility problems of the application, possible solutions will also be offered.*

### INTRODUCTION

Communication is a concept which has maintained its importance continuously from past to present. In every aspect of our lives, we are intertwined with the concept of communication. It is not possible for us to exist without communicating in our both daily lives and corporate lives. The subject of health always comes up so that individuals can adapt themselves to their environments, maintain a good life and have control over their lives. Topics such as health services, health communication, health literacy

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etc. are among the fields which are often discussed and studied today. It is very important to access information as a requirement of the information society, to exist in social life by using the devices created by information technologies and to ensure its continuity.

Nowadays, with the widespread use of the Internet and mobile phones, individuals are provided with facilities for many issues. McLuhan's argument "technology is an extension of the human being" is constantly reciprocated in our living space. Now, individuals maintain a life together with their smart phones at every moment of the day. Technology has become an indispensable element of individual life. Without smartphones, individuals feel isolated, lonely and secluded. They also carry out many life practices via smart phones. As in all the fields, the field of health continues to provide services by integrating itself with technology. Now, individuals carry out most of the health-related services, one of the most important elements of their lives, on the Internet. For example, for any date and hour, they can make an appointment online from any institution, access information about institutions in the field of health, also obtain information about prescription data, past analysis results, family medicine information etc. within the scope of person-specific private health information. Furthermore, many health-related mobile applications provide convenience to individuals. One of the most frequently used mobile applications in the recent period, E-nabız application is a platform where there are many links and sharing areas from reports containing all the health information of the people to prescription and medicine sections.

In the study, regarding the E-nabız application, the user-based usability test was applied to female users above 65 years of age, who were selected according to certain criteria, the situation will be assessed in terms of the accessibility issues of the application and suggestions will be proposed.

## **IMPORTANCE OF THE CONCEPT OF HEALTH IN COMMUNICATION PROCESS AND HEALTH COMMUNICATION**

The concept of health, which may vary from society to society, from culture to culture, has come out of its static structure in the past, and today, it is dynamic and committed to the process. In the World Health Organization's definition of health, the concept of health is expressed not only as not being sick and disabled, but also as being comfortable and fine both physically and mentally and socially (Okay, A-2009, s. 13). The availability of all the biological health, social health and psychological health, which are known as the three basic components of health, in individuals is also used in the definitions of concept of health. The integrity of mental, physical and social health is important for the individual. Human being, which is physically an organism, is approached psychologically with his individuality and personality traits, attitudes and behaviors, and socially with his roles and interactions in the society as a group member. Successful holistic functioning of each of the elements which are possessed refers to the status of being healthy and functional impairment in any one of them indicates a disease. At this point, the ultimate duty of health services is to try to increase all these elements and to make the necessary effort in protecting and improving the individual health (Yakut, 2008, p. 23-24).

Instead of the word "communication", which was transferred from French to our language, the expression "informing each other" was often used in the past. Nowadays, communication can be defined as a comprehensive message exchange which includes the phenomenon of informing each other in general. However, as can be understood from the state of belonging to many people or objects within the meaning of communication, not only a simple message exchange, but an environment of social interaction is expressed. Here, the concepts of exchange and sharing are also important (Zillioğlu, 2003, p. 3).

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