

Creating Healthy Work Environments VIRTUAL 2021

An Exploration of the Effects of Media's Negative Stereotypes on Nursing Image

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Purpose: In the United States, nursing has been voted as one of the most trusted professions for the last 15 years. However, the media continues to support and espouse long held negative nurse stereotypes. What is not known is how current negative nurse stereotyping within the media affect nursing image today. As a result, an integrative review was selected as a method to answer the question "How do negative stereotypes from the media affect the image of nurses?" The aim of this integrative review is to explore the role and influence of media on professional nurses' image.

Methods: To examine past and present literature, five online databases were used to locate nurse image and media related literature during the time frame of 2000 through 2020. Approximately 827 articles were initially retrieved and although data is still being gathered, it is expected that a final sample will be no less than 13 articles will be selected for this integrative review. Critiquing guidelines and tools are being used to appraise and critique the sampled literature.

Results: Analysis and synthesis of the articles is expected to increase the understanding of media's current effect on nursing image. Preliminarily, it has been noted that an inaccurate image of nursing has emerged and continually produces a misunderstanding of professional nursing. Negative nurse stereotypes as portrayed in the media influences society's perceptions of the nursing profession in the form of poor public perception of the profession, limited funding of education and research, ineffective multidisciplinary team effort and communication, and stunted nursing self-concept.

Conclusion: This integrative review has the potential to fill a gap in the nursing literature by illuminating how media's stereotypical portrayal of nurses affects the nursing profession. It is believed that at the study conclusion, this work can be used to identify interventions aimed at negative nurse stereotype suppression.

Title:

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Keywords:

Media, Nursing-Image and Stereotypes

Abstract Summary:

This integrative literature review explores the effect of media's negative stereotypes on nursing image. Utilizing a social theory, social norms, systems, social groups, interactions, and stigmas will be examined in relation to the development of stereotypical portrayal of nurses and the weakening effects on nursing image.

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Author Summary: Marielle Garcia is an aspiring nurse, pursuing her TBSN studies at Mount Saint Mary's University in Los Angeles. She is an Honors student and has received numerous awards for academic achievements. She is passionate about healthcare issues and hopes to become a future leader in nursing.