



Research Article

Social Media Platforms as Determinants of Awareness of Polycystic Ovarian Syndrome (PCOS) among Female Staff in Lead City University

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About Article

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ABSTRACT

Health communication plays a vital role in promoting public health, influencing health behaviours, and engaging individuals in healthcare decisions. Despite the Polycystic Ovary Syndrome (PCOS) being a common hormonal disorder that affects women of reproductive age globally, it is still under recognised. While lack of awareness has long been acknowledged, its stronger effects are becoming increasingly evident in the current digital era. Therefore, this study investigated how social media platforms influence the awareness of PCOS among female staff of Lead City University, Ibadan. The study was anchored on the Health Belief Model. The study employed correlational survey research design. The population for this study comprises female employees of Lead City University in Ibadan, Oyo State, Nigeria. The findings revealed that **irregular or missed menstrual periods** are well recognised as a common symptom of PCOS, with 74% of respondents indicating awareness, reflected in a mean score of 2.66 (SD = 0.61), showing that most respondents understand this key symptom of PCOS. **Social media platforms** have a statistically significant and strong influence on the **awareness of PCOS** ($F = 79.534, p < 0.05$). Also, there exists a statistically significant and positive effect of **social media platforms** on **awareness of PCOS** ($B = 1.615, \text{Beta} = 0.493, p < 0.05$). The study concluded that exposure to social media significantly enhanced awareness of PCOS. The study recommended that social media campaigns should be designed to reinforce awareness of PCOS, using accurate and engaging content.

1. INTRODUCTION

Health communication plays a vital role in promoting public health, influencing health behaviours, and engaging individuals in healthcare decisions. Effective health communication can improve health outcomes, reduce health risks, and enhance the overall awareness of individual and community well-being. Originally, polycystic ovarian syndrome (PCOS) was known as "Stein-Leventhal syndrome," then later referred to as polycystic ovarian disease (PCOD) before being renamed as PCOS. It is a diverse endocrine and metabolic condition that affects the well-being of women of reproductive age. Its features are ovarian cysts, oligo- or anovulation, and hyperandrogenism. Although the precise origin of PCOS is still unknown, scientists think that hyperandrogenism and hyperinsulinemia, both of which are linked to insulin resistance, are the main contributing factors (Goh et al, 2022).

Polycystic Ovary Syndrome (PCOS) is one of the most common endocrine disorders affecting women of reproductive age, with prevalence estimates ranging from 8% to 13% globally. However, awareness of its existence remains critically low, with up to 70% of women living with the condition remaining undiagnosed (Salari et al, 2024). In Nigeria, awareness is even lower, with many women unaware of the symptoms or the long-term health implications of PCOS. This unawareness persists even though early recognition is crucial for preventing complications such as infertility, metabolic syndrome, and cardiovascular disease (Teede et al, 2023).

The lack of awareness is primarily due to misinformation surrounding reproductive health. Its symptoms, such as irregular menstruation, ovarian cysts, excessive hair growth, acne, and weight gain, are often dismissed as normal

variations or attributed solely to lifestyle choices. This misconception creates a persistent diagnostic gap, particularly because PCOS involves complex interactions of metabolic, hormonal, and genetic factors (Singh et al, 2023).

Despite living in urban areas where health information is accessible, Nigerian women remain largely uninformed about PCOS. Some studies have posited that awareness is not necessarily correlated with urban residency or exposure to healthcare facilities. They further revealed that fewer than 20% of respondents had accessed PCOS-related information on social media platforms such as *Facebook*, and most of those respondents associated PCOS only with cyst formation rather than its hormonal, metabolic, and psychological dimensions. Alarmingly, only 23.85% of participants demonstrated informed knowledge of PCOS, while the remaining 76% lacked reliable information despite the crucial role of early detection during adolescence (Ejiofor & Chinwe, 2023). This indicates that awareness gaps persist across different socioeconomic and educational levels, even in well-resourced settings. However, many women never undergo evaluation due to inadequate awareness (Lau, 2022). This disconnects between prevalence and diagnosis points to a significant public health concern, as undiagnosed cases create both personal and systemic healthcare burdens.

A significant factor contributing to the low awareness of Polycystic Ovary Syndrome (PCOS) in Nigeria is the widespread misinterpretation of its symptoms. Many of the condition's most recognisable features, such as irregular menstruation, hirsutism, acne, and rapid weight gain, are commonly mistaken for nutritional imbalances, stress reactions, or even spiritual afflictions. A qualitative study found that women's experiences with these symptoms were

often minimised or normalised by both them and their social circles, leading to delays in seeking professional medical attention (Ismayilova & Yaya, 2022).

The situation is compounded by Nigeria's cultural environment, where discussions of menstruation and reproductive health are often considered taboo. This silence fosters a culture of internalisation, where women endure symptoms privately rather than seeking external support or validation. PCOS symptoms are thus frequently interpreted through non-medical or traditional lenses. Within family settings, excessive facial hair may be dismissed as hereditary, and irregular menstruation may be attributed to "nature" or divine will rather than underlying hormonal dysfunction. A Canadian study reported similar patterns of normalisation, relatives, and even healthcare providers told women meeting full diagnostic criteria for PCOS that their symptoms were "normal" (Silva, 2025). Although this study was not conducted in Nigeria, its implications resonate deeply within Nigerian society, where social norms discourage open dialogue about "embarrassing" feminine health issues. Many young women are taught from adolescence to "endure" irregular cycles or painful periods, reinforcing the perception that such experiences are ordinary rather than pathological.

This tendency to misread symptoms is further reinforced within the healthcare environment. In Nigeria, pharmacists and general practitioners are typically the first point of contact for women seeking help. However, a review of PCOS management in low- and middle-income countries found that clinicians frequently attribute symptoms to lifestyle choices instead of investigating possible hormonal imbalances (Boyle & Ee, 2024). Acne is often managed purely as a dermatological issue, while weight gain is framed as a dietary problem, both without necessary endocrine evaluation. As a result,

women are commonly advised to "eat better" or "reduce stress" rather than receive the hormonal testing required for an accurate diagnosis.

Social media platforms such as *Facebook*, *Instagram*, and *WhatsApp* have further amplified misinformation. Many Nigerian women rely on these spaces for health advice, yet they are saturated with unverified claims, anecdotal remedies, and pseudoscientific narratives. For women with limited health literacy, this digital ecosystem fosters confusion. A survey revealed that women often delayed clinical visits because of conflicting online information, seeking medical help only when their symptoms became unbearable (Ismayilova & Yaya, 2022). The broader cultural narrative that PCOS is a self-inflicted or cosmetic condition, rather than a chronic hormonal disorder, is reinforced by this online misinformation, leaving many women misinformed and unsupported.

These misconceptions have tangible health consequences. Globally, women from lower socioeconomic backgrounds or with limited healthcare access are more likely to remain undiagnosed (Boyle & Ee, 2024). The same pattern is evident in Nigeria, where inadequate reproductive health services and persistent cultural stigmas compound delayed recognition. Even when women present to healthcare facilities, proper diagnosis and care are not guaranteed. Studies indicate that medical education continues to frame PCOS primarily as a fertility concern, often overlooking its psychological, metabolic, and quality-of-life dimensions (Teede et al, 2023). Consequently, symptoms such as anxiety, fatigue, or sudden weight fluctuations are dismissed in women who are not actively trying to conceive (Boyle & Ee, 2024). General practitioners tend to underestimate the full range of PCOS manifestations, particularly in patients without

infertility complaints (Isara & J. Nwaogwugwu, 2024). Together, these factors create a cycle of misinformation, silence, and misdiagnosis. Cultural taboos, insufficient medical training, and unregulated online content have collectively deepened the misunderstanding of PCOS in Nigeria, leaving many women to normalise or ignore symptoms that should instead trigger a timely medical evaluation.

1.1 Statement of the Problem

Despite the Polycystic Ovary Syndrome (PCOS) being a common hormonal disorder that affects women of reproductive age globally, it is still underrecognised as studies have shown that many women are either unaware of PCOS symptoms or completely ignorant of its health implications (Goh et al, 2022). While lack of awareness has long been acknowledged, its stronger effects are becoming increasingly evident in the current digital era. The popularity of social media as a source of health information has opened new avenues for public education, but in the absence of appropriate knowledge about reproductive health, such as PCOS, these platforms serve as a breeding ground for false information or negative rhetoric (Per, 2023). These distortions are not only misleading but also contribute to harmful stereotypes and social stigmas, which discourage open conversation and timely medical intervention. Although social media has expanded access to information about PCOS, this exposure has not reliably led to in-depth understanding or informed decision-making (Naraji, John, & Gomez-Lobo, 2024). Therefore, this study seeks to investigate how social media platforms influence the awareness of PCOS among female staff of Lead City University, Ibadan.

2.0 OBJECTIVES OF THE STUDY

The objectives of the study are to:

1. assess the level of awareness of polycystic ovarian syndrome (PCOS) among female

staff in Lead City University.

2. identify the social media platforms through which female staff are exposed to PCOS-related content.
3. determine the influence of social media platforms on the awareness of PCOS among female staff.

3. THEORETICAL FRAMEWORK

3.1 Health Belief Model

The Health Belief Model is relevant to this study because it explains how individual beliefs about health conditions influence personal health behaviours. The health belief model (HBM) is a theory in psychology that examines people's health-related thought processes and behaviour (Öztürk & U. Gezgin, 2024). It is one of the earliest and most widely applied theoretical frameworks for elucidating health behaviour. It was initially created in the 1950s to explain why people choose to or do not implement screening techniques for early disease diagnosis or disease prevention programs. It has since undergone revisions. HBM argues that understanding people's ideas or perceptions about health is the first step towards understanding their health behaviour. Therefore, the likelihood that a person will adopt a recommended course of action or health behaviour will depend on their beliefs regarding the threat of a disease or health issue, as well as their beliefs on the efficacy of the course of action (Beyera, O'Brien & S. Campbell, 2022). The model consists of several core components that influence health behaviour decisions. Perceived susceptibility refers to an individual's assessment of their likelihood of developing a particular medical condition. For instance, a person may believe that practising good hygiene reduces their risk of contracting COVID-19, which could affect whether they choose to get vaccinated (Easton-Carr & A. Alyafei, 2024).

Perceived severity is the belief regarding the seriousness of a medical condition. For example,

someone who coughs frequently may consider it normal due to fatigue and therefore may not seek medical attention. Perceived benefits relate to an individual's belief in the value of taking preventive or therapeutic measures; if a person believes that visiting a doctor offers no tangible benefit, they are less likely to seek care. Perceived barriers are the individual's evaluation of obstacles that could hinder receiving care or engaging in preventive actions, such as treatment costs or anticipated pain during therapy.

Self-efficacy reflects an individual's confidence in their ability to carry out a task successfully and is closely linked to the likelihood of adopting desired behaviours. Initially included within perceived barriers by Janz and Becker, self-efficacy is now recognised as a distinct concept. For instance, a patient with a chronic illness demonstrates self-efficacy by adhering to prescribed medications, following dosing schedules, and effectively managing side effects (Easton-Carr & A. Alyafei, 2024).

Cues to action are stimuli that trigger individuals to adopt recommended health measures. These cues can be internal, such as experiencing symptoms, or external, such as exposure to health campaigns. Research indicates that perceived barriers and benefits are particularly strong predictors of behaviour, whereas perceived severity is less influential. This suggests that when deciding whether to seek medical treatment, individuals weigh the costs and perceived advantages more heavily than their assessment of susceptibility or severity (Beyera, O'Brien & S. Campbell, 2022).

The HBM has been applied extensively in various health contexts, including smoking cessation. In this scenario, tobacco smokers experience perceived susceptibility when they recognise the potential negative consequences of smoking. Perceived severity arises from awareness of the

link between tobacco use and serious diseases or mortality. The benefits of quitting include a lower risk of severe illnesses, whereas perceived barriers include peer pressure, stress relief, and addiction. Self-efficacy involves the ability to follow a cessation plan, such as adhering to prescribed medications and guidance, while cues to action could include witnessing a friend suffer a heart attack due to long-term nicotine use.

4.0 METHODOLOGY

This study employed correlational survey research design to determine how well-informed female staff members in LCU are regarding Polycystic Ovarian Syndrome (PCOS). This design was selected because it enables systematic data collection and analysis without altering any variables. The population for this study comprises all female employees of Lead City University in Ibadan, Oyo State, Nigeria, including both academic and non-academic personnel from various departments, faculties, and administrative divisions. At the time of the study, according to the Human Resource Unit, Lead City University, Ibadan, the estimated number of female employees was five hundred and fifty-three (553).

The study used a multi-stage sampling process due to the characteristics of the population. Respondents were chosen using both purposive and convenience sampling. Since the study's objectives are directly related to the exposure of female employees to social media content, purposive sampling was used to ensure that only those employees who are active social media users are included. Furthermore, convenience sampling was employed to reach respondents from the university's various faculties and administrative divisions, ensuring accessibility and a sufficient representation of both academic and non-academic staff. The sample size for this investigation was determined using Yamane's (1967) statistical formula, which links the

population size to the level of precision. After the calculation, the sample size selected was 279.

The research instrument, titled Social Media Platforms, Awareness, and PCOS Knowledge Questionnaire (SMAPKQ), was the structured, closed-ended tool used as the primary method to collect data in this study. This instrument was chosen because it enables quick and methodical collection of data from a sizable number of respondents.

A pilot study was conducted before starting the primary investigation. For this test, 35 copies of the questionnaire were distributed to female employees of Precious Cornerstone University in Ibadan. The overall reliability was 0.980, which

proves that the questionnaire was reliable for the study. Copies of the questionnaire were self-administered to enable a hassle-free administration and collection process by the researcher. After verifying completion, the data gathered from respondents were first coded. Next, the coded data were entered into the system for analysis. The data were then processed using the Statistical Package for the Social Sciences (SPSS). The study's hypotheses were tested with a simple linear regression model.

4.1 Findings and Discussion

Research Question One: What is the level of awareness of PCOS among female staff in Lead City University?

Table1: Level of Awareness of PCOS Among Female Staff in Lead City University

S/N	Items	HA (%)	A (%)	MA (%)	NA (%)	M	St.D	Remark
1	Facial acne can be a symptom of PCOS	0 (0)	186 (74.4)	51 (20.4)	13 (5.2)	2.6 9	0.56	Aware
2	Irregular or missed menstrual periods are common among individuals with PCOS.	0 (0)	185 (74)	46 (18.4)	19 (7.6)	2.6 6	0.61	Aware
3	Frontal hair loss or thinning of scalp hair can be associated with PCOS.	0 (0)	57 (22.8)	168 (67.2)	25 (10)	2.1 3	0.56	Mildly Aware
4	PCOS is linked with higher levels of androgen (male hormone) in women.	0 (0)	97 (38.8)	146 (58.4)	7 (2.8)	2.3 6	0.54	Mildly Aware
5	PCOS can be an inherited (genetic) disorder.	0 (0)	194 (77.6)	24 (9.6)	32 (12.8)	2.6 5	0.69	Aware
6	Ovulation is affected due to PCOS.	0 (0)	168 (67.2)	72 (28.8)	10 (4)	2.6 3	0.56	Aware

7	PCOS can reduce fertility or make it difficult to conceive naturally.	0 (0)	229 (91.6)	3 (1.2)	18 (4.7)	2.8 4	0.53	Aware
8	Abortion or miscarriage can occur more frequently among women with PCOS.	0 (0)	63 (25.2)	181 (72.4)	6 (2.4)	2.2 3	0.47	Mildly Aware
9	PCOS can increase the risk of developing diabetes.	0 (0)	140 (56)	23 (9.2)	87 (34.8)	2.2 1	0.93	Mildly Aware
10	PCOS can increase the risk of developing uterine cancer.	0 (0)	29 (11.6)	152 (60.8)	69 (27.6)	1.8 4	0.61	Not Aware
11	Regulation of the menstrual cycle helps in improving ovulation among women with PCOS.	0 (0)	177 (70.8)	54 (21.6)	19 (7.6)	2.6 3	0.62	Aware
12	Doing regular exercise helps in managing PCOS.	11 (4.4)	182 (72.8)	41 (16.4)	16 (6.4)	2.7 5	0.63	Aware
13	Losing weight can help reduce PCOS symptoms.	60 (24)	167 (66.8)	23 (9.2)	0 (0)	3.1 5	0.56	Aware
14	Maintaining a healthy lifestyle can help manage PCOS symptoms.	79 (31.6)	154 (61.6)	17 (6.8)	0 (0)	3.2 5	0.56	Aware
Weighted Mean = 2.56; S.D = 0.63; Overall Decision = Aware								

Source: Researcher's Fieldwork, 2025

KEY: Highly Aware (HA)=4, Aware (A)= 3, Mildly Aware (MA)= 2, Not Aware (NA) = 1, St.D = Standard Deviation, M= Mean

*****Threshold:** mean value of 0.000-1.499 = Not Aware (NA); 1.500-2.499 = Mildly Aware (MA); 2.500-3.499 = Aware (A); 3.500 to 4.500 = Highly Aware (HA)

Table 1 presents the level of awareness of PCOS among female staff at Lead City University, revealing how familiar they are with various aspects of the condition. The responses are based on a scale of awareness, ranging from Highly Aware (HA) to Not Aware (NA). From the table, the majority of the respondents are aware that **facial acne** is a symptom of PCOS, with 74.4% of respondents indicating they are aware. The mean score of 2.69 (SD = 0.56) reflects a strong understanding, with minimal variability in responses, indicating consensus. Similarly, **irregular or missed menstrual periods** are well recognised as a common symptom of PCOS, with 74% of respondents indicating awareness, reflected in a mean score of 2.66 (SD = 0.61), showing that most respondents understand this key symptom of PCOS.

Frontal hair loss or thinning of scalp hair, which can also be linked to PCOS, is recognised by 67.2% of respondents. The mean score of 2.13 (SD = 0.56) suggests that while this symptom is known to some, awareness is more limited, with a higher variation in responses. **PCOS being linked to higher androgen (male hormone) levels** is understood by 58.4% of respondents, with a mean score of 2.36 (SD = 0.54). This reflects moderate awareness, indicating that not all respondents are familiar with the hormonal aspect of PCOS. A majority of respondents (77.6%) are aware that **PCOS can be an inherited (genetic) disorder**, with a mean score of 2.65 (SD = 0.69), showing strong awareness of the genetic link, though with some variation in responses. Similarly, 67.2% of respondents understand that **PCOS affects ovulation**, as indicated by the mean score of 2.63 (SD = 0.56). This suggests a moderate but solid level of awareness of the reproductive impact of PCOS. The overwhelming majority of respondents (91.6%) recognise that **PCOS can reduce fertility** or make it difficult to conceive naturally, reflected in the mean score of 2.84 (SD = 0.53), indicating that fertility issues are very well understood among the respondents. When it comes to the risk of **abortion or miscarriage**, 72.4% of respondents are aware of the link, with a mean score of 2.23 (SD = 0.47), suggesting a moderate level of awareness, but still leaving room for greater understanding of this risk.

Regarding the link between **PCOS and diabetes**, 56% of respondents recognise the association, reflected in a mean score of 2.21 (SD = 0.93). This indicates a significant gap in awareness, as this risk is not widely known. Awareness of the connection between **PCOS and uterine cancer** is even lower, with only 39.2% of respondents recognising this risk, as reflected in the mean score of 1.84 (SD = 0.61). This highlights a clear gap in knowledge regarding more serious health risks linked to PCOS.

In terms of management, most respondents (70.8%) understand that **regulating the menstrual cycle** can improve ovulation, with a mean score of 2.63 (SD = 0.62). This indicates strong awareness of the relationship between menstrual regulation and fertility in PCOS. Similarly, 72.8% of respondents are aware that **regular exercise** helps in managing PCOS, with a mean score of 2.75 (SD = 0.63), demonstrating solid recognition of exercise as a management tool.

A significant portion of respondents (66.8%) is aware that **losing weight** can help reduce PCOS symptoms, with a mean score of 3.15 (SD = 0.56). This reflects a strong understanding of weight loss as a key factor in symptom management. Finally, 61.6% of respondents recognise that **maintaining a healthy lifestyle** can help manage PCOS symptoms, with the highest mean score of 3.25 (SD = 0.56), suggesting a relatively high level of awareness regarding the role of lifestyle changes in managing PCOS. The overall weighted mean of 2.56 (SD = 0.63) indicates that, on average, female staff at Lead City University are **aware** of PCOS, with some areas of strong understanding, particularly concerning fertility and common symptoms, while there are notable gaps in knowledge about more serious long-term risks like uterine cancer and diabetes. This suggests that while there is good awareness of the basic and immediate symptoms, further education is needed in less widely recognised aspects of PCOS.

Research Question Three: What social media platforms are used by the female staff at Lead City University?

Table2: Social Media Use and Exposure to PCOS Contents

S/N	Items	A (%)	O (%)	R (%)	N (%)	M	St.D	Remark
1	I use social media platforms.	250 (100)	0 (0)	0 (0)	0 (0)	4.00	0.00	Always
2	I come across information or posts about PCOS on Facebook.	0 (0)	213 (85.2)	37 (14.8)	0 (0)	3.85	0.36	Often
3	I come across information or posts about PCOS on Instagram.	0 (0)	201 (80.4)	49 (19.6)	0 (0)	3.80	0.40	Often
4	I come across information or posts about PCOS on WhatsApp.	0 (0)	76 (30.4)	151 (60.4)	23 (9.2)	2.09	0.29	Rarely
5	I come across information or posts about PCOS on TikTok.	0 (0)	13 (5.2)	189 (75.6)	48 (19.2)	2.14	0.47	Rarely
6	I come across information or posts about PCOS on Twitter/X.	0 (0)	105 (42) ss	117 (46.8)	28 (11.2)	2.30	0.66	Rarely
7	I come across information or posts about PCOS on YouTube.	0 (0)	173 (69.2)	66 (26.4)	11 (4.4)	2.65	0.56	Often
8	I come across PCOS-related information on social media that seems trustworthy	0 (0)	225 (90)	25 (10)	0 (0)	3.50	0.36	Often
Weighted Mean = 3.04; S.D = 0.39; Overall Decision = Often								

Source: Researcher's Fieldwork, 2025

KEY: Always (A)=4, Often (O)= 3, Rarely (R)= 2, Never (N) = 1, St.D = Standard Deviation, M= Mean

*****Threshold:** mean value of 0.000-1.499 = Never (N); 1.500-2.499 = Rarely (R); 2.500-3.499 = Often (O); 3.500 to 4.500=Always (A)

Table 2 examines the level of exposure to PCOS-related content on social media platforms among respondents. The rating scale used ranges from Always (A) to Never (N), providing insight into how frequently respondents come across information about PCOS on various social media platforms. All the respondents, 250 (100%), reported using social media platforms, with a mean score of 4.00 (SD = 0.00), indicating that social media use is a constant activity for the respondents. This high frequency suggests that social media is a central tool in their daily lives. Regarding exposure to PCOS-related content, *Facebook* emerged as the platform where most respondents (85.2%) come across posts about PCOS, with a mean score of 3.85 (SD = 0.36), indicating that exposure to PCOS content on *Facebook* is frequent. Similarly, *Instagram* also plays a significant role in delivering PCOS-related information, with 80.4% of respondents frequently encountering such posts, reflected in the mean score of 3.80 (SD = 0.40). When it comes to *WhatsApp*, 60.4% of respondents reported encountering PCOS-related content rarely, with a mean score of 2.09 (SD = 0.29), indicating that exposure to such content on *WhatsApp* is less frequent. *TikTok* follows a similar pattern, with 75.6% of respondents rarely encounter PCOS-related posts (mean = 2.14, SD = 0.47), suggesting that while TikTok is a popular platform, PCOS content is not as frequently encountered compared to other platforms.

Twitter/X also shows relatively lower exposure, with 46.8% of respondents encountering PCOS-related posts rarely, resulting in a mean score of 2.30 (SD = 0.66). This suggests that *Twitter/X* has a moderate role in delivering PCOS-related content. On *YouTube*, 69.2% of respondents frequently come across PCOS-related content, with a mean score of 2.65 (SD = 0.56), indicating that *YouTube* is a somewhat more significant platform for PCOS information compared to *TikTok* and *Twitter/X*. Moreover, 90% of respondents indicated that the PCOS-related content they come across on social media seems trustworthy, reflected in the mean score of 3.50 (SD = 0.36). This suggests that the content about PCOS shared on social media platforms is generally considered reliable by the respondents.

The overall weighted mean of 3.04 (SD = 0.39) indicates that, on average, respondents come across PCOS-related content on social media platforms often. This suggests that social media plays a substantial role in providing information about PCOS, with platforms like *Facebook* and *Instagram* being particularly prominent in delivering such content.

Presentation of Hypotheses

H₀₁: Social media platforms have no significant influence on the awareness of PCOS among female staff in Lead City University

Table 3: ANOVA for the Social Media Platform Influence on the Awareness of PCOS Among Female Staff in Lead City University

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	556.271	1	556.271	79.534	.000 ^b
	Residual	1734.533	248	6.994		
	Total	2290.804	249			
a. Dependent Variable: Awareness_of_PCOS						
b. Predictors: (Constant), Social_Media_Platform						

Source: SPSS Computation 27.0

Table 3 presents an ANOVA (Analysis of Variance) of the influence of social media platforms on the awareness of PCOS among female staff at Lead City University. From the table, the F-statistic is 79.534, which measures how effectively the predictor (social media platforms) explains variations in awareness of PCOS compared to a model with no predictors. The p-value (Sig.) is 0.000, indicating statistical significance at the significance level ($p < 0.05$). The ANOVA analysis suggests that social media platforms have a statistically significant and

strong influence on the awareness of PCOS ($F = 79.534, p < 0.05$). The high F-statistic demonstrates that including social media platforms significantly enhances the model's explanatory power. The negligible p-value further supports the conclusion that social media platforms are important predictors of awareness of PCOS. Therefore, the null hypothesis is rejected, confirming a significant relationship between social media platforms and awareness of PCOS among female staff at Lead City University.

Table 4: Coefficient of Regression for the Social Media Platform Influence on the Awareness of PCOS Among Female Staff in Lead City University

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.647	4.340		.610	.001
	Social_Media_Platform	1.615	.181	.493	8.918	.000

a. Dependent Variable: Awareness_of_PCOS

Source: SPSS Computation 27.0

Table 4 presents the coefficients of regression analysis examining the relationship between social media platforms and awareness of PCOS among female staff at Lead City University. This analysis provides insights into the strength and significance of social media platforms as a predictor of PCOS awareness. From the table, the unstandardized coefficient for social media platforms is 1.615, with a standard error of 0.181. This indicates that for every unit increase in social media platform exposure, the awareness of PCOS is expected to increase by 1.615 units. This significant positive coefficient underscores the

influential role that social media platforms play in increasing awareness of PCOS among the respondents. The positive relationship suggests that greater exposure to social media content related to PCOS leads to higher awareness of the condition. The standardised coefficient (Beta) for social media platforms is 0.493, which indicates a moderate to strong positive correlation between social media usage and awareness of PCOS. A higher Beta coefficient implies that social media platforms have a substantial effect on increasing awareness of PCOS among female staff. The corresponding t-value for social media

platforms is 8.918, and the associated p-value (Sig.) is 0.000. Given that this p-value is significantly lower than the conventional threshold of 0.05, it confirms the statistical significance of social media platforms as a predictor of awareness of PCOS. The relationship between social media platforms and awareness of PCOS is not only positive but also statistically significant. Therefore, the analysis demonstrates a statistically significant and positive effect of social media platforms on awareness of PCOS ($B = 1.615$, $Beta = 0.493$, $p < 0.05$). This finding confirms that increased exposure to social media platforms contributes to a higher awareness of PCOS among female staff at Lead City University. Hence, the null hypothesis is rejected, validating the importance of social media platforms in influencing PCOS awareness.

5.0 DISCUSSION OF FINDINGS

Findings from research question one show that the majority of respondents (74.4%) were aware that facial acne is a symptom of PCOS, and irregular or missed menstrual periods are widely recognised by 74% of the respondents, confirming that the menstrual irregularities associated with PCOS are commonly understood. This aligns with Igwilo (2025), who reported these symptoms as the most frequently recognised and understood aspects of PCOS. Similarly, a study noted that fertility issues were well recognised in Nigerian university students, which corresponds with the finding that fertility problems due to PCOS were also widely understood by the respondents in the study (91.6%) (Bracho et al, 2025). However, while these symptoms are widely acknowledged, frontal hair loss (67.2%) and androgen imbalances (58.4%) are less recognised. These findings resonate with research which noted that hormonal aspects of PCOS, such as elevated androgens, are often overlooked in the general public and among Nigerian women, due to a focus on more visible symptoms like acne and menstrual disturbances (Kumar et al, 2025). The hair loss symptom, despite being common among

those with PCOS, remains a relatively under-recognised aspect of the condition, as noted by Olotu & Okon (2020), who suggested that awareness about this specific symptom needs improvement. A large majority of respondents (77.6%) correctly identified PCOS as a genetic disorder. However, while the genetic link is recognised, hormonal imbalances, especially elevated androgen levels, are less commonly understood. This indicates that while the genetic predisposition is understood, the endocrinological causes remain poorly recognised in the study.

A significant portion of respondents (91.6%) recognised the impact of PCOS on fertility, which aligns with findings of a study that reported that fertility-related concerns are the most frequently discussed and recognised aspect of PCOS among Nigerian women (Uthman et al, 2024). However, the long-term health risks associated with PCOS, such as diabetes and uterine cancer, are significantly less recognised. Only 56% of respondents were aware of the link between PCOS and diabetes, while just 39.2% recognised the association with uterine cancer. These findings underscore the need for more comprehensive education about the serious long-term health risks posed by PCOS.

The awareness of management strategies, such as regulating the menstrual cycle (70.8%) and regular exercise (72.8%), aligns with global recommendations for managing PCOS through lifestyle changes. (Diakosavvas, Oyeboide & Bhide, 2025) supported the idea that exercise and weight management are among the most recommended and recognised management strategies for PCOS. In this study, weight loss (66.8%) was also recognised as an important intervention. Furthermore, the finding that maintaining a healthy lifestyle (61.6%) can help manage PCOS aligns with a study that emphasises the role of lifestyle modifications in improving insulin sensitivity and overall health outcomes in PCOS patients (McGowan et al, 2025).

Findings from research question two show that social media platforms play a central role in the daily lives of female staff at Lead City University, with all 250 respondents (100%) reporting regular use. Regarding the specific platforms used to encounter PCOS-related content, the study shows that *Facebook* is the most prominent, with 85.2% of respondents frequently coming across posts about PCOS. The mean score of 3.85 (SD = 0.36) reflects a high level of exposure to PCOS content on *Facebook*, suggesting that this platform plays a significant role in delivering health-related information. These findings oppose the findings in a study that reported that more than 60 percent of respondents held *Facebook* accounts, fewer than 20 percent reported encountering PCOS content on the platform, and just 17.7 percent actively engaged with such messages (Ejiofor & Chinwe, 2023).

Instagram also emerged as a key platform for exposure to PCOS-related content, with 80.4% of respondents frequently encountering posts related to the condition. The mean score of 3.80 (SD = 0.40) indicates that *Instagram* plays a significant role in shaping the awareness of PCOS among female staff at Lead City University. Given that *Instagram* is a highly visual platform, it is well-suited for the dissemination of health content, such as infographics, personal stories, and educational posts, which are engaging and easy to share. Studies have highlighted the role of *Instagram* in health communication, particularly for visually driven topics like PCOS, where images and video content can effectively communicate complex information (Haj Hussain et al, 2025).

When it comes to *WhatsApp*, *TikTok*, and *Twitter/X*, the findings suggest that while these platforms are widely used, their role in delivering PCOS-related content is less prominent. For *WhatsApp*, 60.4% of respondents reported encountering PCOS-related content rarely (mean score = 2.09 (SD = 0.29)). This lower frequency may be due to *WhatsApp*'s primary function as a

messaging and private communication platform, where content is typically shared among smaller, more personal groups rather than public health information. Similarly, *TikTok* (75.6% rarely exposed) and *Twitter/X* (46.8% rarely exposed) had relatively lower exposure rates, with mean scores of 2.14 (SD = 0.47) and 2.30 (SD = 0.66), respectively. While *TikTok* has become popular for short, engaging videos on various health topics, it appears that PCOS-related content is not as frequently encountered compared to platforms like *Facebook* and *Instagram*.

YouTube, however, was identified as a relatively significant platform for encountering PCOS-related content, with 69.2% of respondents reporting frequent exposure, reflected in the mean score of 2.65 (SD = 0.56). *YouTube*'s ability to host detailed videos, such as expert interviews, personal experiences, and educational content, makes it an important platform for more in-depth discussions on health topics like PCOS. Similar findings have been reported that *YouTube* is a crucial platform for women seeking detailed health information, including on conditions like PCOS (Sweterlitsch, 2024). An important finding from the study is that 90% of respondents reported that the PCOS-related content they encountered on social media seemed trustworthy, with a mean score of 3.50 (SD = 0.36). This high level of perceived trustworthiness is significant, as it reflects the respondents' confidence in the information they encounter online, which is crucial for the effective dissemination of health information. The trust in social media content is consistent with research, which found that health-related content on social media platforms, particularly those with a strong user base like *Facebook* and *Instagram*, is often perceived as reliable due to the engagement from medical professionals, influencers, and community support groups (Sweterlitsch, 2024).

Findings from hypothesis one showed that social media platforms have a significant influence on the awareness of PCOS among female staff at Lead City University. The ANOVA analysis

suggests that social media platforms have a statistically significant and strong influence on the awareness of PCOS ($F = 79.534, p < 0.05$). Also, there exists a statistically significant and positive effect of social media platforms on awareness of PCOS ($B = 1.615, \text{Beta} = 0.493, p < 0.05$). This finding confirms that increased exposure to social media platforms contributes to a higher awareness of PCOS among female staff at Lead City University. These findings are consistent with a study that reported that increased exposure to social media platforms contributes to a higher awareness and health information-seeking behaviour among women with PCOS (Gomula, Warner & Blandford, 2024).

6.0 CONCLUSION

The research was carried out essentially to examine the relationship between social media exposure and the awareness of Polycystic Ovary Syndrome (PCOS) among female staff at Lead City University, Ibadan. The study's objectives were achieved, as clear, reliable, and rigorous answers were provided to each research question and hypothesis. Consequently, conclusions have been drawn based on the research findings.

Findings revealed that female staff had moderate awareness of PCOS, with 74% recognising irregular menstrual periods and 74.4% identifying facial acne as common symptoms. Awareness of hereditary factors (77.6%) and ovulation-related complications (67.2%) was also substantial, suggesting a foundational understanding of the condition, though less obvious aspects remained underrecognized, highlighting the need for targeted education.

As established by this study, female staff at Lead City University are exposed to PCOS-related content through various social media platforms, particularly *Facebook*, *Instagram*, and *YouTube*. The research suggests that exposure to PCOS-related content is high on these platforms, while platforms such as *WhatsApp*, *TikTok*, and

Twitter/X are less frequently used for health-related information.

Exposure to social media significantly enhances awareness of PCOS. Regression results ($R = 0.493, R^2 = 0.243, \text{Adjusted } R^2 = 0.241, F(1, 248) = 79.534, p < 0.05$) demonstrated that frequent engagement with PCOS-related content improves recognition of symptoms and overall understanding of the condition.

7.0 RECOMMENDATIONS

1. To improve awareness of PCOS among women, healthcare agencies, educational institutions, and NGOs should utilise social media platforms such as *Facebook*, *Instagram*, and *YouTube*, as this study has shown that female staff at Lead City University mostly encountered PCOS-related
2. Findings from the study showed that Facebook, Instagram, and YouTube were the most accessed platforms for PCOS content, whereas WhatsApp, TikTok, and X were less frequently used, suggesting that health communication strategies could prioritise the most accessed platforms while improving reach on the others.
3. Social media campaigns should be designed to reinforce awareness of PCOS, using accurate and engaging content, regular posts, interactive Q&A sessions, and collaborations with health influencers, as the study demonstrated a significant positive relationship between social media exposure and awareness.

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