

# Factors that Influence Nursing Image Perceived by College Students

Park, Kyung-Ae\* · Song, Mi-Ryung\*

## I. Introduction

### 1. Need for study

The rapid developments on technological, industrial and economical progresses make a rapid transformation in the hospitals which are responsible for the health care of the people in terms of management along with the services. Also the image and the service of nurses are the more important factors in modern hospitals(Kim, Kim, Kim, Nam, Lee & Chung, 1996).

Whatever the profession it may be, there exists the image that goes with its profession. The image of the nurse is determined through nurse's belief, thought, and attitude(Kotler & Clark, 1987).

The image of nurse was formed through the women's movement, the openness of sex, the environments of health care, economical changes, social and political environments (Aydelotte, 1987). The social perception on nursing was formed through the nurse's

self-respect along with nurse's value system(Barker, 1991).

The image of nurse is determined not only the nursing itself but also the external factors. Thus the development of nursing is not be fully developed through nurses' effort alone.(Donley, 1985).

The individual image of a nurse can be viewed as the general image of the nurses and one has to struggle to promote the image of the nurses for better nursing care(Lee, 1986). The proper image of the nurses should be made in order to give better nursing cares since the role of the nurses are getting the big portion in the hospitals(Ha, 1982).

Even though the nurses do a better nursing care through their technical excellency, the images they present to the public is differently perceived. Therefore the new image making is very important agenda for the nurses(Park, Um, Jung, Chung & Choi, 1992).

The purpose of this study is finding factors which can influence the better image of the nurses. The factors were found through

\* Full-Time Instructor, Department of Nursing, Dongshin University  
투고일 2001년 4월 16일 심사일 2001년 5월 9일 심사완료일 2001년 7월 24일

students perceptions on nurse's images.

Our findings will be the basic data which will do contribute the better images of the nurses.

## 2. The purpose of this study.

The proper images of the nurse will be found through student's perception on this matter and we will present the proper images of the nurse through our study.

- 1) to identify the perceived images and images of the nurses are presented.
- 2) to ascertain the correlation between variables that determined the images of the nurses.
- 3) to find factors that may influence the image of the nurses.

## 3. Definition of the terminology

- 1) the image of the nurse: one's perception as a nurse in terms of the image of the nurse formed by one's belief, concept and impression. We did use the modified version of Song's(1993) tool.
- 2) the characteristics of nurse: The ideal nurse image as a nurse in terms of attitude and ability. The Song's model was used in this study.

## II. Literature review

The image is defined in terms of image, mental picture, figure, sculpture and all the means of visualized objects, i.e., animals, symbols, etc.(Webster Dictionary, 1989). The image is the perceived thing through our perception mechanism and this image is more or less subjective rather than objective. Also more abstract than concrete. The image is changing through time and environmental

changes(Chung, 1983).

The main factors that influence the image making are due to information along with experiences. The image can be formed through intentional drive or formed by consumers by chance. Thus proper image can be formed through intentional drive and can be changed through correction(Yoo, 1991). Thus one can say safely that the image is the subjective rather than objective. One's feeling, one's preference and one's thought can be the main factors for forming the image(Yoon, 1997).

The previous studies on the image of nurses were done on the nurses' dress code, appearance, attitude, the level of learning, ability doing one's work which were perceived by students(Kim, 1996). The image study on university students revealed that nursing major students showed the higher marks(Lee, 1993). The nurses' image study along with other medical workers showed that the general public have better image than the nurses' own evaluation which was due to their contradictory perceptions on their role as a nurse(Song, 1993).

The nurses perceived themselves that they are the inferior profession of the health care workers and this showed that they did not think themselves that they were the core members of the health care workers(Yoon, 1997).

The nurses image forming factors are their attitude, the complex administrative system of hospital organization, the professional knowledge and skill and the mass media's influence(Lim, 1999).

The impression that the patient has toward the nurses have not shaped in the first encounter. This impression is made with many factors, i.e., the number of encounters, the peer group's impressions, the family members' evaluation toward the nurses along with mass media's propaganda. Thus the nurses have to

try to make a good image through dynamic image making, education and trying many roles as a nurse(Kim, 2000: Kim, 1996: Chun, 1993: Fulbright, 1987)

The images of nurses are made through developing the potentials of the nurses along with offering the good services toward the patients. Also the nurses are satisfied with their role as a nurse for the sake of good image as a nurse toward the patients(Yoon, 1997).

### III. Methodology

#### 1. Procedure

The subjects of this study are consisted of 192 university students residing in N city.

The 92 students are nursing major and the others have different majors. The study was conducted through the questionnaire.

#### 2. Instrument

##### 1) The image of the nurse.

The image of nurse was used developed by Song (1993). There were 30 items concerning the image of nurse. We used a modified version with 28 questions with 5 point scale.

The higher score means the better the image that one has. The reliability of this study was  $\alpha = .857$ .

##### 2) The characters to be a nurse

The characters of the nurse were done through literatures developed by Song (1993). We used 27 questions developed by Song with 5 point scale. The reliability was Cronbach  $\alpha = .955$

##### 3) Data collections and analysis

The data were collected through questionnaire between Feb. 20 through March 30 in 2001.

Data were analyzed through ANOVA, t-test, Pearson's correlation, Stepwise multiple regression.

### IV. Results

#### 1. General Characteristics of the Subjects

Students who have been hospitalized and not majoring nursing were 32 % and students with nursing major were 22.8 %. The 78% of the students' family members were hospitalized, whereas the students with nursing major had 73.9%. The 16 % of the non-nursing major students had a nurse in their family members, whereas nursing major student had 10.9%.

The non-nursing major students perceived the image of nurse through T.V media. They think that the nurse is the assistant to the physician (50%). The nursing major students perceived the nurse is the assistant to the doctor(76.2%). The 18 % of the non-nursing major did not have a chance to see the image of the nurse, whereas the 16 % of the nursing major students had seen a positive image of the nurse.

The 54 % of the non-nursing major students did not see the image of the nurse in the novels or literatures, whereas 43.5% of the nursing major students did not see the image of the nurse in these media. The 20% of the non-nursing major students perceived the nurse as an assistant to the physicians, whereas the 21% of the nursing major students perceived the same. The nurse as an active assistant to the doctor was perceived the same percentage. The 58% of the non-nursing major students had never seen any image of the nurse through the newspapers and magazines, whereas the 36% of the nursing major students.

The role of the nurse as a physician's assistant was perceived by 16% of the non-nursing major students, whereas 20.7% of

〈Table 1〉 General Characteristics of Subjects

Characteristics	Scale	Non-Nursing(n=100)	Nursing(n=92)
		Number(%)	Number(%)
Experience of Hospitalization(self)	Yes	32( 32.0)	21( 22.8)
	No	68( 68.0)	71( 77.2)
Experience of Hospitalization(family)	Yes	78( 78.0)	68( 73.9)
	No	22( 22.0)	24( 26.1)
Nurses in Family	Yes	16( 16.0)	10( 10.9)
	No	84( 84.0)	82( 89.1)
Movie & TV	No	18(18.0)	6( 6.5)
	Active role taking	16(16.0)	6( 6.5)
	Real Image	6( 6.0)	4( 4.3)
	Dr's Assistant Role	50(50.0)	70(76.2)
	No interest	10(10.0)	6( 6.5)
Novels & Literature	No	54(54.0)	40(43.5)
	Active Role Taking	19(19.0)	19(20.7)
	Real Image	7( 7.0)	13(14.1)
	Dr's Assistant Role	20(20.0)	20(21.7)
Newspaper & Magazine	No	58(58.0)	36(39.1)
	Active Role Taking	15(15.0)	23(25.0)
	Real Image	9( 9.0)	10(10.9)
	Dr's Assistant Role	16(16.0)	20(21.7)
	No interest	2( 2.0)	3( 4.3)
Image Forming Factor	Picture Media	52(52.0)	52(56.5)
	Novel or Literature	10(10.0)	5( 5.4)
	Newspaper or Magazine	5( 5.0)	2( 2.2)
	Experience	33(33.0)	33(35.9)
Diff. Nurses & Nursing Assistant	No Diff.	53(53.0)	4( 4.4)
	Their Job	25(25.0)	59(64.1)
	Uniform	18(18.0)	18(19.6)
	Their Behavior	4( 4.0)	11(13.9)

the nursing major students.

The role of the nurse as an active doctor's assistant was perceived by 15% of the non-nursing major students, whereas 25% of the nursing major students.

The factors of making the image of the nurse is believed by 52% of the non-nursing major students, whereas 56.5% of the nursing major students. The 33% of the non-nursing major students perceived the image of the nurse by their experience, whereas 35.9% for nursing

major students.

The 53% of the non nursing major students could not tell the difference between nurse and nursing

assistant, whereas 4% of the nursing major students. The 25% of the non-nursing major students could tell the difference between nurse and nursing assistant through the work they performed, whereas 64.15 of the nursing major students.

## 2. The scores perceived by the subjects as a proper nurse image.

The average score received by non-nursing major students was 2.21 on a proper nurse image.

The score on the valuable work as a nurse was 3.08. The score on nursing as a hard job was 2.90. The score on doctor's assistant was 2.84.

The score on cleanliness was 2.77. The score on busyness was 2.74. The score on responsibility was 2.64. The positive aspects of the image of the nurse were, valuable work,

cleanliness, busyness and responsibility, whereas the negative aspects were the hard work and the doctor's assistant.

The average score received by the nursing major students on the proper image of nurse was 2.59. The score on busyness was 3.57. The score on a hard working job was 3.40.

The score on responsibility was 3.38, the score on a valuable work was 3.28.

The score on intelligence was 3.14. The score on self-respect was 3.03. The score on cleanliness was 3.01. The score on technicality was 2.88. The score on self-confidence was 2.80. the score on logical and rationality was 2.72.

(Table 2) The scores received by the subjects on proper image of the nurse

Items	A Group M±SD	Rank	B Group M±SD	Rank
Always working hard.	2.74±0.88	5	3.57±0.58	1
Very tough occupation	2.93±0.89	2	3.40±0.61	2
Need a strong responsibility	2.66±1.05	6	3.38±0.69	3
Compassionate toward the patients	2.01±1.00	21	2.10±0.95	24
Self-centered	1.60±0.90	29	1.68±0.94	28
Kindness	2.18±0.95	15	2.33±0.79	19
Compassionate	2.20±0.84	13	2.27±0.74	21
Too mechanical	2.16±0.88	17	2.47±0.97	16
Willing to learn	1.86±0.79	24	2.62±0.81	12
Carelessness	1.40±0.93	30	0.86±0.92	30
Have a deaf ear to patients	1.79±0.99	25	1.41±1.04	29
Devotion	2.01±0.89	21	1.95±0.83	27
Giving tender care toward the patients	1.92±0.96	23	1.99±0.79	25
Rung of the ladder in society	1.67±0.83	28	2.17±0.75	22
Logical and rational	2.20±0.80	14	2.72±0.68	10
Nursing is a worthwhile work	3.08±0.92	1	3.28±0.68	4
Overestimation of one's value	2.48±0.78	8	3.03±0.76	6
The intelligence of the nurse is high level	2.48±0.73	8	3.14±0.67	5
Work with doctor with equal footing	2.11±0.92	18	2.51±0.78	14
Work with feeling of achievement	2.29±0.87	10	2.72±0.80	10
Work with self-respect	2.49±0.88	7	2.80±0.82	9
Can be called as an angel in white uniform	2.26±1.00	11	2.52±0.86	13
Nursing is technical and passive work	2.08±0.95	19	2.16±0.87	23
Nurse is clean and decent	2.77±0.91	4	3.01±0.75	7
Nurse is doctor's assistant	2.86±0.82	3	2.28±0.89	20
Nurses are doing their work by themselves	1.69±0.93	27	2.46±0.73	17
Have a bountiful technical knowledge	2.18±0.83	15	2.88±0.64	8
Have a deep compassion toward others	2.03±0.85	20	2.46±0.76	17
Respect others	2.26±0.84	11	2.50±0.82	15
Do devote one's full knowledge, time and professionalism on nursing	1.77±1.06	25	1.99±0.95	25
Total Average	2.21±0.90		2.41±0.80	

〈Table 3〉 The scores perceived by subjects on the quality of nurse

Items	A Group pM±SD	Rank	B Group M±SD	Rank
They listen to the patient	2.79±0.88	11	2.57±0.80	19
They use decent language	2.36±0.94	26	2.59±1.04	17
They show interests on patient	2.58±0.84	21	2.63±0.87	15
They understand patient	2.58±0.89	21	2.62±0.80	16
They communicate well with their patient	2.68±1.04	16	2.79±0.83	10
They show clean and decent feature	2.12±0.82	27	2.99±0.81	5
They share the family like feeling between nurses	2.41±0.91	25	3.09±0.86	4
They show the credibility toward patient	2.72±0.88	15	2.73±0.87	13
They show the problems from the patient's view	3.05±0.87	3	2.32±0.96	23
They have the ethics of nurse and responsibility	2.75±0.82	14	2.42±0.89	22
They have enough common sense and intelligence	2.83±0.79	19	2.59±0.80	17
They are willing to learn	2.94±0.84	4	2.76±0.83	12
They have enough knowledge on nursing	2.59±0.79	20	3.24±0.67	1
They have self-respect as a nurse	2.58±0.90	21	2.99±0.78	5
They are willing to sacrifice	2.87±0.94	7	2.18±0.81	25
They are responsible and sincere	2.62±0.93	17	2.93±0.78	7
They accomplish duties correctly	2.60±0.85	19	3.14±0.74	2
They perform their work with sincerity	2.81±0.84	10	2.80±0.83	9
They try to perform their work by themselves	3.06±0.84	2	2.51±0.99	21
They keep the secret of the patient	2.01±0.79	5	2.18±1.07	25
They have professional knowledge required for patient care	2.54±0.96	24	3.11±0.76	3
They are willing to solve the problems	2.78±0.76	12	2.65±0.91	14
They try hard to be the best practitioner	2.85±1.13	8	2.86±0.88	8
They tag along well with the doctor's rounding job	2.89±1.11	6	2.32±0.94	23
They give spiritual care with the religious attitude	3.22±1.08	1	1.83±0.92	27
They are positive toward life in general	2.78±1.05	12	2.52±0.80	20
They have the aim of nurse in mind	2.62±1.14	17	2.79±0.79	10
Total Average	2.18±0.91		2.67±0.85	

All the aspects showed positive aspects except the score on hard work.

### 3. The score on the subject's perceived quality of nurse.

The average score on the subject's perceived quality of nurse was 2.18 for the non-nursing major. The score on cleanliness and decency was 2.88. The score on decent language they using was 2.64. The score on family like feeling among the nurses was 2.59. the score on technical information was 2.46.

The score on technical know-how on nursing was 3.24. the score on one's performance on

one's job was 3.14. The score on technical proficiency as nurse was 3.11. The score on family like feeling among the nurses was 3.09.

The score on cleanliness and decency was 2.99 for nursing major students.

### 4. The nurse's image formed by subject's general features.

The general features of the subject's image on nurse were not formed by T.V. and the score was high through other medium for non-nursing major students( $F=4.81$ ,  $p=0.01$ ). They perceived the image of nurse through newspapers or magazines( $F=3.41$ ,  $p=0.01$ ).

(Table 4) The nurse's image formed by subject's general characteristics

Items	Scale	A Group M±SD	F(p)	B Group M±SD	F(p)
Movie or T.V.	No	2.98±0.34	4.81(0.03)*	2.62±0.17	0.79(0.38)
	Active Role Taking	2.72±0.43		2.60±0.22	
	Real Image	2.48±0.38		2.26±0.10	
	Dr's Assistant Role	2.76±0.40		2.53±0.31	
Novel or Literature	No	2.77±0.34	1.14(0.34)	2.55±0.30	1.42(0.22)
	Active Role Taking	2.66±0.38		2.45±0.29	
	Real Image	2.78±0.49		2.42±0.16	
	Dr's Assistant Role	2.94±0.51		2.63±0.36	
Newspaper or Magazine	No	2.82±0.37	3.41(0.01)*	2.49±0.28	1.19(0.32)
	Active Role Taking	2.66±0.42		2.44±0.35	
	Real Image	2.51±0.42		2.64±0.23	
	Dr's Assistant Role	2.84±0.29		2.58±0.30	
Image Forming Factors	Picture Media	2.88±0.38	1.91(0.11)	2.48±0.34	0.73(0.57)
	Novel or Literature	2.85±0.24		2.60±0.18	
	Newspaper or Magazine	2.78±0.20		2.40±0.19	
	Experience	2.65±0.45		2.57±0.23	
Diff. Nurse & Nursing Assistant	No differentiate	2.82±0.39	0.86(0.49)	2.45±0.17	2.25(0.06)(*)
	Their Work	2.79±0.40		2.47±0.29	
	Uniform	2.71±0.43			2.65±0.30
	Their Behavior	2.65±0.21		2.63±0.33	

(\*) p<.1. \* p<.05, \*\* p<.01, \*\*\* p<.001

The nursing major students perceived the image of the nurse through nurse's uniform and the behavior of the nurses ( $F=2.25$ ,  $p=0.06$ ).

##### 5. Degree of Nurse's Quality due to General Characteristics of Subjects

The quality of nurse perceived by two groups of subjects, i.e., non-nursing major students and nursing major students, showed no significant difference, but the nursing major students showed that they perceived the quality of nurse through novels and literatures about 10 % and they perceived nurse as an assistant to doctor's ( $F=2.13$ ,  $p=0.07$ ). They also differentiate between nurse and nursing assistant through their dress code ( $F=1.99$ ,  $p=0.09$ ).

##### 6. The correlation between subject's

perceived image of nurse and the quality of nurse.

The correlation between subject's perceived image of nurse and the quality of nurse showed significant correlation : $r=.720$ ( $p=.000$ ).

(Table 6) Correlation between perceived nu and Quality of Nurse by Subjects

Variable	Nurse Image r(p)
Quality of Nurse	0.720(.000)***

(\*) p<.1. \* p<.05, \*\* p<.01, \*\*\* p<.001

##### 7. Factors determining the image of nurse

In order to study the wishful image of the nurse perceived by university students, we used general features as a dummy variable and we used this data along with the quality of nurse

〈Table 5〉 Degree of Nurse's Quality due to General Characteristics of Subjects

Items	scale	A Group M±SD	F(p)	B Group M±SD	F(p)
Movie or T.V.	No	2.76±0.58	0.10(0.76)	2.52±0.16	0.70(0.41)
	Active Role Taking	2.54±0.64		2.29±0.40	
	Real Image	2.26±0.81		2.08±0.27	
	Physician's Assistant Role	2.74±0.60		2.36±0.60	
Novel or Literature	No	2.70±0.55	0.88(0.50)	2.40±0.53	2.13(0.07)(*)
	Active Role Taking	2.56±0.67		2.13±0.63	
	Real Image	2.79±0.74		2.07±0.48	
	Dr's Assistant Role	2.83±0.62		2.62±0.58	
Newspaper or Magazine	No	2.73±0.58	1.32(0.26)	2.38±0.55	0.96(0.44)
	Active Role Taking	2.64±0.76		2.13±0.56	
	Real Image	2.43±0.64		2.43±0.53	
	Dr's Assistant Role	2.76±0.42		2.41±0.68	
Image Forming Factors	Picture Media	2.85±0.59	1.41(0.24)	2.28±0.59	1.76(0.15)
	Novel or Literature	2.69±0.45		1.89±0.63	
	Newspaper or Magazine	2.61±0.35		2.61±0.08	
	Experience	2.15±0.66		2.49±0.52	
Diff. Nurse/Non-nurse	Can't Distinguish	2.76±0.62	0.24(0.91)	2.37±0.45	1.99(0.09)(*)
	Job to do	2.66±0.56		2.23±0.57	
	Uniform	2.68±0.63		2.68±0.46	
	Behavior to do	2.78±0.21		2.31±0.78	

(\*) p&lt;.1, \* p&lt;.05, \*\* p&lt;.01, \*\*\* p&lt;.001

〈Table 7〉 Influencing Factors in Nurse Image

Variable	R <sup>2</sup>	Cum. R <sup>2</sup>	C(p)	F	p
Quality of Nurse	.5187	.5187	13.995	204.79	.000***
Movie or T.V.	.0236	.5424	6.077	9.76	.002**
Nursing/Non-Nursing	.0170	.5594	0.929	7.27	.008**

(\*) p&lt;.1, \* p&lt;.05, \*\* p&lt;.01, \*\*\* p&lt;.001

utilizing stepwise multiple regression and found the following findings.

The most pertinent factor for forming the image of nurse was the quality of nurse(52%) and we add the influence of T.V. and movie (54%).

In the case of nursing major student, the 56% of the image making is shaped through the quality of nurse.

## V. Discussion

In forming an image of specific object, human

cannot make use of all related information. Accordingly in most cases judgments tend to be made based upon main characteristics producing the image(Steven, 1983) Such a restricted number of main characteristics influence on other characteristics, which allows image to form even with insufficient information and this becomes the criteria for the judgments.

Consequently, the world of imagery was considered merely a figure pictured in our head and the figure to form mainly by way of mass media. From this point of view mass media is known to be the most powerful means that



deliver the fixed image(Lee, 1982) As imagery is formed partly through mass media and such images influence on the reaction towards main issue, mass media is regarded to have potentials creating the image in two ways-good or bad(Lee, 1986)

This research done among university students shows that nursing image formed through different types of mass media was doctors assistant both in non nursing student group and nursing student group. Primary factors of image formation were through visual media and experiences, especially the nursing image reflected on movie or TV turned out to be the most influential one.

The research about nursing image was carried out from various standpoints. In a research estimating public perception of nursing image by Rosemary, etc.(1989), when the positive word about nurse was presented 100% of the doctors showed positive reaction, 84% of the general public, and only 72% of the nurses showed positive reaction. In vocabulary use describing a nurse, 23% of doctors named effective, competent, professional, responsible, systematic, but only 11% of nurses agreed on this.

Whereas vocabularies defining a nurse by doctors were such as supreme, important, valuable, respectable, essential and so on, nurses used overwork, excessive tension, ignored, underestimated, below standard, confused, distressing, disillusioned, trivial etc.(Song, 1993)

To summarize the images of a nurse revealed from researches in and out of the country, positive images include always work busy, do valuable things, respect others, love patients, very considerate, work rationally and logically, neat and tidy appearance, keep patients secret, work with skillful nursing techniques and sense of duty, through mind of sacrifice and service, has abundant knowledge and cultural

background, self-sacrificing, noble, benevolent, beautiful and young woman, competent woman carries out duties under dangerous circumstances, etc. Negative images include just do passive things assisting doctors and set a high value on themselves, nursing is magnified medicine rather than separate study and nurses can be replaced by assistant under many circumstances, capricious and stubborn, not only an assistant of doctors but also compulsive, obsessed with order and good at controlling a man as an object, obedient figure who never challenges doctors dignity(Kim, etc. 1996: Song, 1993: Yoon, 1995: Diana and Margaret, 1991: Kalisch & Kalisch, 1982: Lee, 1979: Raynor, 1984: Snow, 1984: Sparrow, 1987).

The most discriminating image of a nurse described by university student was a positive one, which was what nurses do is valuable. This could be translated in same stream as the result of the report by May etc.(1988) researching 10,000 adults who have influenced on the choices of freshmen and students revealing that nursing as a professional holds several characteristics of professionals such as use of knowledge, professional stability, academic achievement etc., by Song(1993) of nurses have skillful nursing techniques and seemed working with pride and sense of duties and by Kim etc.(1996) of take pride in their occupation.

Also image of neat and tidy showed that the public obtained superficial image about nurse through white uniform and cap, nurses appearance(Kim etc., 1996) This corresponds to the result of comparative analysis of views about nursing image of doctors, nurses, hospital staff and public by Song(1993), of which grade comparison among groups of doctors, hospital staff, and public for practice of desirable nursing image showed that neat and tidy appearance got the highest marks.

Image of to serve is considered expressing that the public has constantly been expecting sacrifice and service from a nurse. Especially students who went through the clinical practice with the nurse at the hospital recognize the nurse carries out duties deserved to be done rather than to have self-consciousness that she serves devotedly and sacrificingly. Be concerned about patients is the result one can recognize through clinical practice directly together with nurses that nurses are paying attention even to the minute part of the patient with the deep interest(Kim etc., 1996). The fundamental of ideal professional nursing duties is advocate model of the patient, that is to say, which features autonomy of the nurse as an advocate of patient. The nurse as an advocate of the patient respects individuality of patient, promotes and helps the efforts of the patient so that patients themselves can cope with the health problems, provides patients with knowledge related to perspective of treatment, expected side effect and follow up care, etc. based on the professional training and experience, and is able to attain her duties and functions efficiently through having more contacts with the patient than any other medical professionals(Curtin, 1979; Pinch, 1985).

The human, an object of nursing, should be understood as a general existence and it seems human understanding can build up reciprocal trust, which enables to reach sincere nursing(Yoon, 1995).

When observing and experiencing the nurses working in the hospital absolutely lacking in nurses, they are seen to public just as an employees who carry out the duties technically and passively. Besides, as nurses spend most of the time in consultation-assistant duties in spite of diversity of the modern nursing.

Change of nursing field and duties, improvement of nursing education level and

consistent effort for professionalization of nursing, image of nursing is liable to be seen not individual and lacking in professional knowledge and skills about medicine(Kim, 1996).

Moreover, image of tough task is the main reason for nurses to leave their positions due to the excessive workload, tough work, etc. and the research by Korean Nurses Association(1994), Sheridan(1985), Wolf(1981) is backing up the result of this research. Recently, although demand for nurses has increased, financial difficulties of the hospital caused by increased number of medical centers and segregation between medicine and drugs makes it difficult for most of the hospitals to hire more nurses and encountered lack of nurses, thus resulting in increased workload to the left nurses, which demoralizes the nurses and this not only stirs the leave of jobs but also influences badly to the patient care. And this seems to be a factor for giving a negative image(Kim, etc., 1996). Therefore, in order to improve to the nursing level meeting the care need of patient and to make more desirable image of the nurse, it is considered that tough work should be reduced to carry out natural duties faithfully by way through proper nurse patient ratio policy.

Also seemingly from a correlation between nursing image and their quality, it implies that desirable image formation can be influenced by the quality of the nurse. In an analysis of the factors actually influencing on the image, the quality of the nurse took up 52% to describe the image of nurse. When efforts are made to improve the professional ability of the nurse by themselves the image to the public is expected to be elevated.

Finally in order to improve the image of nurse, first, nurses should not lay stress upon assistance duties but make more efforts to provide better care meeting the demands of

patient. Second, education opportunities for psychological capability such as the nurses personality, and acquisition of the new professional knowledge and techniques should be continuously increased. PR strategy to inform correctly about nursing which is important to elevate the quality of life of the subject i.e. not just individual effort of the nurse, use of mass media, professional activities and voluntary and active participation to social service activities and so on, are required(Kim, 1996)

## VI. Conclusions and suggestions

This is a descriptive study using questionnaire to provide the data for the image formation as a professional nurse by studying the nursing image and the desirable ability of the nurse which university students are perceiving. The objects were 192 university students from a university in city N. Data was gathered from 2001, February. 20 to March. 30 by distributing questionnaire directly and the gathered data was analyzed ANOVA, t-test, Pearsons correlation, Stepwise multiple regression by using SAS program.

Results of the research are as follows

1. Image marks of the nursing made by subject total mean value of the desirable nursing image in non nursing student group was 2.21. Items above the average were what nurses do are valuable things (3.08), very tough occupation(2.93), mainly help with doctors work(2.84), neat and tidy(2.77), work always busy(2.74), very responsible(2.64) and so on, and total average of the desirable nursing image in nursing student group was 2.59. Items above the average were work always busy(3.57), very tough occupation(3.40), very responsible(3.38), what nurses do are

valuable things(3.28), intellectual level of the nurse is on the high side(3.14), rate themselves high(3.03) .

2. Ability marks of the nurse made by subject total mean value in non nursing student group was 2.18. They were neat and tidy in appearance(2.88), use honorific terms to the patients(2.64), create intimate atmosphere among nurses, have professional knowledge required for patient care(2.46) and so on. In nursing students were have skilled nursing techniques(3.24), accomplish duties correctly (3.14), have professional knowledge required for patient care(3.11), create intimate atmosphere among nurses(3.09), neat and tidy in appearance and proud as a nurse(2.99) and so on.
3. Nursing image in accordance with general characteristics of the subject In non nursing student group(groupA) the nursing image formed by others was statistically high in significance than through movies or T.V.( $F=4.81$ ,  $p=.03$ ) and role as an assist of the doctor shown on newspaper or magazine was statistically significant( $F=3.41$ ,  $p=.01$ ). But in student nurse group(group B), statistically significant result at 10% significance level was that distinguishing a nurse from nursing assistant by their costumes and behavior.
4. Ability of the nurse in accordance with general characteristics of the subject showed no significant statistical difference in both groups.
5. Correlation between the nursing image and the ability of the nurse revealed high correlation of  $r=.720(p=.000)$
6. The most important predictable factor influencing on the image of nurse was the ability of nurse, which took up 52% of the description of the nurse, 54% when cases formed through movies or T.V. are added, and 56% when student nurses are added.

Suggestions as below can be made based on the results of the research.

1. It is required to develop education program that helps establish proper ethics and nursing professionalism so that student nurse can experience positive image of nursing .
2. It is suggested to research about strategy of mass media use to improve the image of nurse.

## Reference

- Kim, M. J. (2000). A Study on the Nursing Image and Nurse Nature of public person and Universal Student in A Area. *Kyung-Book University Nursing Science Journal*, 4(2), 51-63.
- Kim, B. L., Kim, S. L., Kim, O. S., Nam, Y. H., Seo, K. J., Chung, B. S. (1996). College Students' Images of Nurses, *Korean Nurse* 35(4), 75-91
- Kim, C. J., Lee, W. H., Hur, H. K., Kim, C. H., Hong, S. K. (1993). A Survey of the Image Conveyed by Different Types of Nurses' Uniforms, *Korean Nurse*, 23(4), 631-648.
- Kim, H. S. (1996). A Study on the Image of Hospital Nurses A Thesis of Master's Degree of KyungHee University, Seoul.
- Moon, Y. I., Im, M. L., Yun, K. Y. (1998). Contents Analysis on the Image in the Television Drama, *Korean Nurse*, 37(2), 44-52.
- Song, I. J. (1993). A Comparative Study of the Opinion on the Image of Nursing Among the Doctors, Nurses, Other Hospital personnel and the General Public, *Korean Nurse*, 32(2), 51-62
- Yang, I. S. (1998). A Study on the Image of the Nurses and Determinants the Image. *JKANA*, 4(2) 89-306.
- Yoon, E. J. (1996). A Study on the Type of Hospital Nurses' Professional Nursing Image: A Q-methodological Approach A Dissertation for a Doctoral Degree of Chung-Ang University, Seoul.
- Lee, K. H., Park, C. J. (1994). A Study on the willingness on psychiatric nurses to assume the expanded role. *J Korean Acad Psychiatric Ment Health Nurs*, 3(2), 28-34.
- Lee, D. S. (1995). A Study on the Nurse's Image Perceived by Lay-woman and Man. A Thesis for Master's Degree of HanYang University, Seoul.
- Lim, G. S. (1999). A Study on the Determinants of Nursing Images of Hospital, A Thesis for Master's Degree of AnDong University, KyungBuk.
- Lim, M. L. (1995). Research on Contents Analysis on Image of Nursing on Television Drama, *Nursing Science*, 7, 61-83
- Lim, J. Y. (1999). A Study of Nurse's Image for the Repositioning of General Hospital (5 Hospitals in Seoul Metropolitan Area, Spring Conference for Science Memorial Day. *J Korean Acad Nurs* 11-13
- Jang, S. H. (1998). Survey on Nurse's Image, A Thesis of Master's Degree of KyungHee University, Seoul.
- Chun, C. Y. (1993). A Study of Enhancing the Image of Nursing: Action Plan, Implementation and Evaluation. *Korean Nurse*, 32(2), 43-50.
- Jung, M. S., Kang, Y. S. (1993). The Image of Nursing Projected in Newspapers, *J Korean Acad Nurs*, 23(1), 16-28.
- Jung, M. S. (1995). A Study on the Image for the Marketing of Nursing Services. *JKANA*, 1(1), 22-34
- Jung, M. S. (1995). An analysis of Image for the Repositioning of Hospital Nursing Services. A Dissertation for a Doctoral Degree of Seoul National University, Seoul.
- Chung, J. S. (1998). A Study on Nurse's Image. A Thesis for Master's Degree from

Graduate School of Education, Korea University, Seoul.

Choi, B. S. (1994). A Study for Enhancing the Image of Medical Services in a Hospital, *Korean Nurse*, 33(4) 83-90

Hco, G. H., Lee, B. S. (1999). Nurse's Image : Perceived by Students of Elementary, Middle and High School in Taegu, *Korea Public Health J*, 9(2), 157-173.

Bride, J. M. (1990). Literature review on the image of the nurse and nursing in the media, *J Adv Nurs*, 15, 850-854.

Crissy, W. E. (1971). Image : What is it?. MSU Business Topics, Winter

Curran, C. R. (1985). *Effective utilization of the media*(Ed). Current Issues in Nursing, McClosky, J. C. Blackwell Scientific Pub.

Curtin, L. L. (1979). The nurse as advocate : a philosophical foundation for nursing, *ANS* 1(3), 1-10.

Dinley, S. R. (1985). Strategies for changing nursing's image. ed. *Current Issues in Nursing*, 431-439.

Fulbright, J. W (1987) About Nurses : perceptions and misperception, *NSG management*, 18(1), 11-12.

Kalisch, P. A., Kalisch, B. J.(1982). The image of the nurse in novels. *Am J Nurs*, 82, 1220-1224.

Kelly, L. Y. (1980). Nursing Image - a question of identity, *Nursing Outlook*, 28.

Kiger, A. M. (1993). Accord and discord in students' image of nursing, *J Nurs Educ*, 32(7), 309-317.

Kohler, P. A., & Edwards, T. A. (1990). High school students' perceptions of nursing as career choice, *J Nurs Educ*, 29(1), 26-30.

Lee, R. B. (1993). Image theory: an alternative to normative decision theory, *Advanced in Consumer Research*, 1(20), 235.

Pinch, W. J. (1985). Ethical dilemmas in nursing : the role of the nurse and perception of autonomy, *J Nurs Educ*,

24(9), 372-376.

Porter, R. T., & Porter, M. J. (1991). Career development our professional responsibility, *J Prof Nurs*, 7(4), 208-212.

Smith, M. K., & Smith, M. C. (1989). What high school texts say about nursing, *Nursing Outlook*, 37(1), 28-30.

Thomas, W. B., Patricia, A. K. (1992). Is nursing's image a deterrant to recruiting men into the profession? male high school students respond. *Nursing Forum*, 27(2), 9-14. Implementation and Evaluation.

- Abstract -

## 일 지역 대학생이 지각한 바람직한 간호이미지에 미치는 영향요인 연구

박 정 세\* · 송 미 경\*

목적: 간호전문직 위상정립에 영향을 미치는 간호 이미지에 관해 대학생을 대상으로 그들이 지각하는 간호 이미지와 바람직한 간호자질을 조사하여 전문직 간호사로서의 이미지 형성을 위한 기초자료로 제공하기 위함이다.

연구방법: 본 연구는 N.시에 있는 1개 대학교의 간호학생 92명과 일반학생 100명으로 총 192명을 대상으로 설문지를 이용한 서술연구이다.

연구결과: 대상자의 일반적 특성에 따른 간호 이미지 정도를 살펴보면, 비간호학생군(A군)에서는 영화나 TV를 통해서 간호 이미지가 형성된 것보다는 그렇지 않은 경우가 통계적으로 유의하게 높은 것으로 나타났다( $F=4.81$ ,  $p=.03$ ), 신문이나 잡지에서는 의사의 보조 역할로 비취진 것이 통계적으로 유의한 것으로 나타났다( $F=3.41$ ,  $p=.01$ ). 반면에 간호학생군(B군)은 10%유 의수준에서 통계적으로 유의한 결과는 간호사와 간호조무사를 복장이나 행동을 보고 구분할 수 있는 것으로 나타났다( $F=2.25$ ,  $p=.06$ ).

대상자의 일반적 특성에 따른 간호사 자질정도를 보면, 두 군 모두 통계적으로 유의한 차이를 보이지 않았다.

간호이미지와 간호사 자질간의 상관관계에서는  $r=.720(p=.000)$ 으로 높은 순 상관관계를 보임을 알

\* 동신대학교 간호학과

수 있었다.

간호 이미지에 영향을 미치는 가장 중요한 예측변인은 간호사 자질로 52% 설명할 수 있었으며, 여기에 영화나 TV를 통해 형성된 경우를 추가하면 54%, 간호학생인 경우를 추가하면 총 56%로 간호 이미지를 설명할 수 있는 것으로 나타났다.

결론: 연구결과를 토대로 다음과 같은 제언을 할 수 있겠다.

1. 간호 대학생들이 긍정적인 간호 이미지를 경험하도록 올바른 윤리와 간호전문성을 정립할 수 있는 교육 프로그램 개발이 필요하다.
2. 간호사 이미지 향상을 위한 대중매체의 활용전략에 대한 연구가 필요할 것으로 사료된다.

주요용어 : 간호이미지, 대학생