

The Nursing Journal of India

A Study of Trends

Dr. (Miss) APARNA BHADURI*
Miss M. PRAKASAMMA**

THE Platinum Jubilee celebrations of the TNAI were deemed a fitting time for taking stock of achievements of *The Nursing Journal of India* (henceforth referred to as NJI) since its inception more than 70 years ago. The NJI has been the voice of not only the TNAI but the whole Nursing profession in India and a means of communicating international nursing events. With this in mind the investigators analysed the trends in the NJI throughout its life span: 1910 to 1982.

Objectives of the Study

- To describe trends in major content categories of the NJI in terms of space apportioned to each category during each decade.
- To describe the articles in terms of space occupied, frequency, nature, authorship and citations.
- To describe the design of the NJI through each decade.
- To elicit and compare opinions of readers with content analysis findings of the NJI for the past 10 years.
- To derive a Professionalism Index of the NJI.

Methodology

A 25% random sample of the *Journal's* issues stratified for each year was selected and the entire content examined with the content analysis technique as described by Holsti (1968). Content was classified into five major categories and further sub-divided into sub-categories and items. Analysis was based on the space occupied by each category in terms of square cms and final reporting was done as mean per cent space in each decade. All articles were further examined for frequency, nature, authorship and citations. *Charts I and II* give the details of classification and description. To elicit opinions of readers, a brief, printed, reply-paid questionnaire was posted to 300 randomly selected readers from that month's mailing list of the *Journal*. The response was only 31%.

An attempt has been made to explain patterns, fluctuations and trends within the perspective of life span of the NJI and in context to changes within and outside the Nursing profession the impact of two major

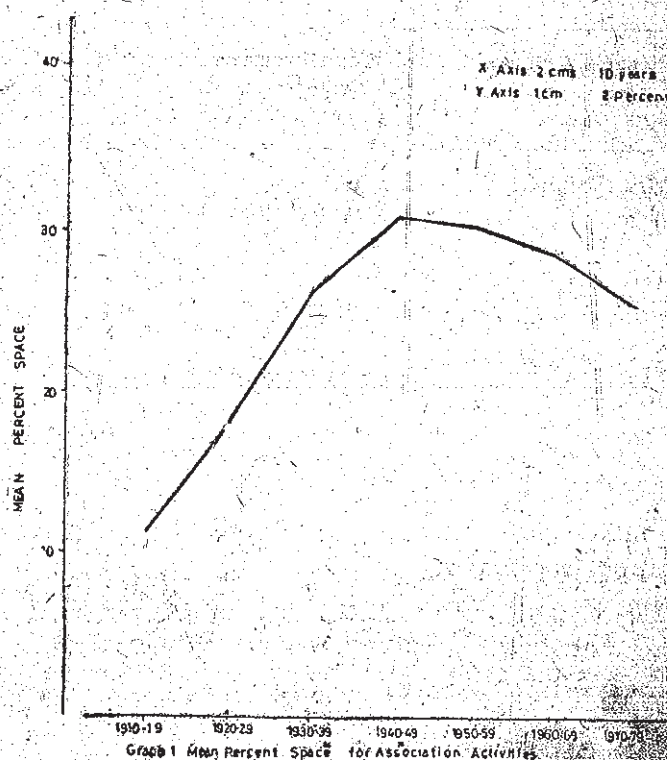
wars, national struggle, change of governments and the increasing impetus given to Nursing Education in the fourth and fifth decades of the *Journal's* life span.

Findings

Non-articles (advertisements, Association activities and miscellaneous) persistently occupied greater mean per cent space compared to the articles (Nursing and General) but none of them—(advertisements, Association activities and miscellaneous) individually seen—had as much space as the articles. Advertisement and article space remained almost unchanged through the decades; Association activities showed an inverted 'L'-shaped curve (*Graph 1*)—an initial rise and then a slow decline; whereas miscellaneous had a quick decline and then remained almost flat.

Description of Non-Articles

In advertisements, commercial ones occupied the greatest mean per cent space with Foods/Nutrients and Medicines responsible for this space. Courses and Books/Journals were the major occupants of space in Educational Advertisements. In employment sub-cate-



This article gives a summary of the study: "An Analysis of the Content of *The Nursing Journal of India* from 1910 to 1982."

* Professor of Nursing, Rajkumari Amrit Kaur College of Nursing, New Delhi.

** Lecturer, College of Nursing, Visakhapatnam, Andhra Pradesh.

Chart I : Classification of Content of THE NURSING JOURNAL OF INDIA

Category	Sub-category	Item of Content
Advertisements	Commercial	Foods/Nutrients, Medicines, Hospital supplies and equipment, Soaps/Cosmetics etc. Clothes/linen, Financial, National, Health related, Travel, Any others.
	Educational	Courses, Scholarships, Books/Journals, Printers/Publishers/Stationers.
	Employment	Nursing, Health related, Others
Association Activities	T N A I	Conferences/Celebrations/Branch Affairs, Elections/Rules/Tours, Membership/Funds, ICN, Journal News, Any others.
	S N A	Conferences/Celebrations, Information, Meritorious, Diaries/Competitions, Any others.
Nursing Articles	Nursing Care	Nursing concepts, Medical-Surgical Nursing, M.C.H., Mental Health, Community Health Nursing.
	Nursing Education	Curriculum, Teachers, Students, Any others.
	Nursing Administration	Roles, Staffing/Utilization, Problems/Development, Management, Any others.
	Nursing Research Methodology	Methodological, Scope and Status. Any others.
	Articles Dealing with Nursing as a Profession	History of Nursing/Qualities of Nurse and Nursing, Status and Scope of Nursing, Ethical issues, Legal issues, Any others.
General Articles	Health related Social Sciences Any others	
Miscellaneous	News Announcements	Marriages, Obituaries, Postings/Studies, Retired greetings/Tributes, Lost and found, Excursions.
	Others	Quiet Hour, Poems/Quotes, Jokes/Cartoons, Quiz/Puzzle, Letters to Editor, Book Reviews. Any others.

Chart II : Description of Articles

1. SPACE
2. FREQUENCY
3. NATURE

- i. Historical and Trend Studies
- ii. Informative/Descriptive
- iii. Observations/Case Studies
- iv. Investigations/Research Studies

4. AUTHORSHIP

- i. Discipline—Nurse; Others; Interdisciplinary
- ii. Number—Single, Multiple

5. CITATIONS

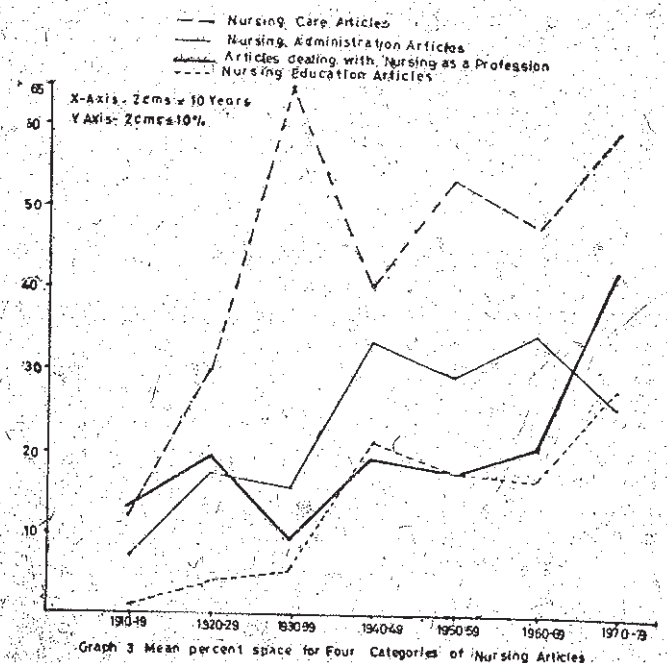
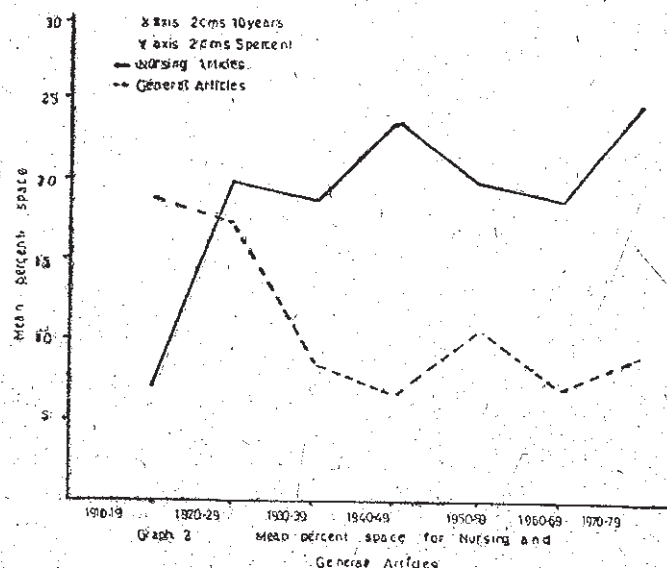
- i. Discipline—Nursing, Health Related, Others
- ii. Number per Article per Decade.

gory, a predominant place was given to Nursing even though it started much later.

TNAI content had a greater mean per cent space than SNA in Association activities, the reason being Conferences/Celebrations/Branch Affairs. Membership/Funds' mean per cent space decreased rapidly by the fourth decade. News content was given greater space in the miscellaneous category. Announcements showed an increased trend with obituaries leading.

Description of Articles

Space and Frequency: Mean per cent space and frequency of articles depicted an initial higher place to general articles in the first decade of journal life span (Graph 2). Thereafter, Nursing articles were more than



the general in terms of space and frequency. Nursing care sub-category came first among Nursing articles with peaks in the third and seventh decades (Graph 3). Medical-Surgical Nursing and community health Nursing had a persistently higher place than others. Mental health Nursing had least space and frequency.

Nursing administration came next with the highest place given to management articles. A gradual but persistent rise was noted in welfare and development articles. Among the Nursing articles category, articles dealing with Nursing as a profession came third—the greatest space and frequency being taken by History of Nursing and qualities of Nursing and nurses.

Nursing education articles had lesser space than other nursing articles mentioned above. In this sub-category the most of the space was taken up by curriculum articles whereas teachers and students received least mention. Nursing education articles decreased in the fifth and sixth decades.

Frequency and space of general articles decreased greatly through the decades. Among these, health-related articles occupied the greatest space and social science articles seemed to be on the increase.

Nature of Articles: All the 1,076 articles were classified into four categories based on the nature of the articles. Informative/descriptive type of articles outnumbered others; and increased persistently through the decades (Graph 4). Observations/case studies came next; then, historical and finally investigations. Informative articles were seen to be the highest in general articles; observational in Nursing care articles; historical in articles dealing with Nursing as a profession and investigations in Nursing administration and education. Investigative articles started very late (fifth decade) but rose rapidly afterward.

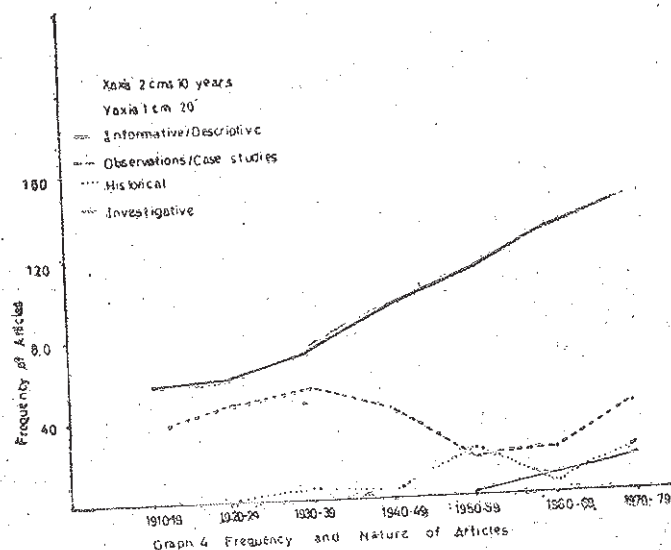
Authorship of Articles: Authorship could be established for 85 articles only of which 71.7% were written by nurses, 26.9% by others and 1.3% had combined authorship. Messler (1974: p. 90) gives nurse authors as 68.8% for Maternity Nursing in *American Journal of Nursing*. Number of nurse authors in the present study rose steadily till the fourth decade of NJI's life span. Nursing education articles were mostly (93.4%) authored by nurses whereas they have written least (37.4%) number of general articles. Single authors were 93.4%; but trend for multiple authored articles was increasing. Nursing care and general articles had least number of multi-authored articles.

Citations of Articles: Citations appeared only in the fourth decade but rose very rapidly (Graph 5). However, all articles did not give references even in recent years. Average number of citations per article was 1.37, the greatest being in Nursing research methodology with 3.57. Nursing sources were cited more frequently (52.26%). Messler (1974: p. 98) found only 14.4% citations from Nursing sources for Maternity Nursing in *American Journal of Nursing*.

Description of Design

Analysis of the design of NJI depicted a change in the size of page and journal space through the decades, reaching its present maximum of 23 x 17.5 cms in 1960. The quality of paper and print were better in the earlier

decades. The cover-page had print with diagram or photograph. During the first two decades there was no proper cover. Cover highlight was commercial from third to sixth decades and then a variety of Nursing



and health related topics noticed which were of current interest.

As to the organization of the content, it was more methodical earlier—very rarely was the sequence of reading material broken by advertisements. During the last decade again efforts seem to be made to put all like material together. The number of photographs, especially in the personal and Association activities category seemed to be very much on the increase.

Professionalism Index of the NJI

It was decided by the investigators to derive a Professionalism Index for the NJI with the help of the data gathered from the analysis. It was first defined that the extent to which the NJI is a professional journal would depend on the extent of its professional contribution, its efforts at the professionalization of the discipline of Nursing. Certain criteria were formulated for this. These are : a professional journal should be scientific, most of the content should be related to the field, there should be a number of theoretical and conceptual material, a majority of the articles should be contributed by the members of the profession, and, there should be a minimum of commercial content in a professional journal as the members are willing to bear the costs for receiving professional information.

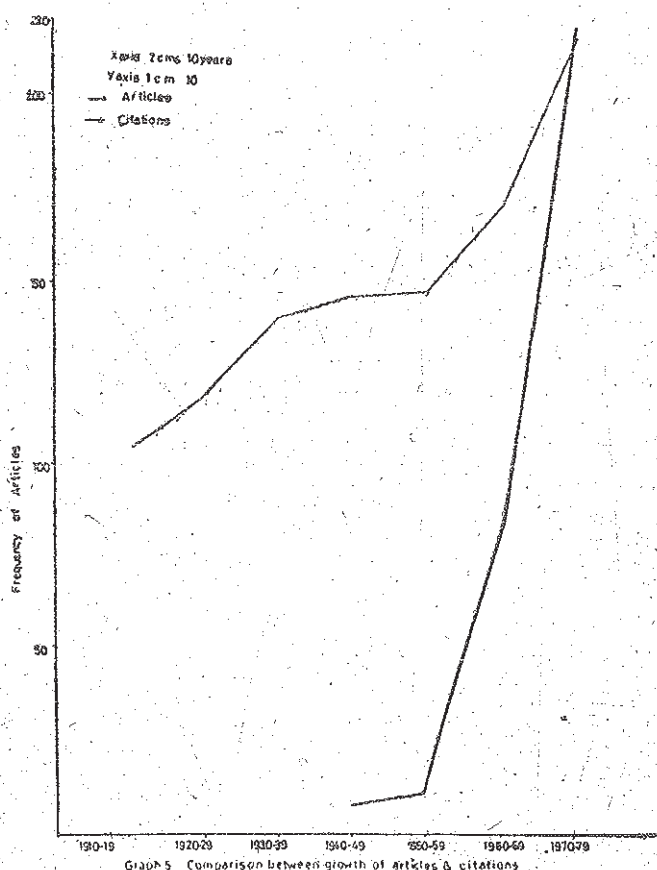
Based on these criteria it was decided to compute an index of professionalism of the NJI taking the space given to the Nursing article content as compared to non-Nursing articles and non-articles like the advertisements, Association activities and miscellaneous. From the general articles all the health-related ones were included in the Nursing content. When the index was derived with these as criteria and formula being :

Professionalism Index = $\frac{\text{Total space in a decade for nursing content}}{\text{Total space for categories on adver-}}$

tisements, Association activities, miscellaneous and sub-categories 2 & 3 of general articles

a quotient of one would indicate that equal importance was being given to Nursing and non-nursing Content. If it is more than one, it would indicate high professionalism. In the present study, professionalism index ranges between 0.31 and 0.53 through the decades, the highest being in the second decade. It remained fluctuating in the third to sixth decades and in the seventh decade again it has increased. This shows that efforts are being made by nurses, the Editorial Advisory Board and the publishers to increase the professionalism index of the journal and that it is becoming more a professional and scientific journal in terms of space.

The authors agree that this is a very naive and simplistic definition of the professionalism index of the journal and there is a need for further study in terms of : criteria of a professional journal, comparison with journals which are considered highly professional in the field of Nursing and medicine, comparison with a wider opinion of the readers.



Graph 5. Comparison between growth of Articles & citations

Opinion of Readers

The analysis of opinions of readers obtained through the mailed questionnaire revealed that the readers would like nursing content to occupy the maximum. The details of findings are given in Table 1.

TABLE 1. Preference of Readers for Space Allotment in Mean Percent

Readers	Journal Space for			
	Nursing Content	Advertisement	Association Activities	Miscellaneous
Nursing Qualification				
GNM	58.03	9.52	21.05	11.35
Higher	66.52	11.27	17.50	10.45
Experience in Years				
<12	56.75	10.14	20.95	11.91
>12	62.6	11.4	17.00	9.00
Positions held				
Staff				
Nurse	57.42	9.66	20.96	11.63
Other (higher)	59.93	10.79	18.60	10.65

The respondents with GNM qualification only have preferred 58.03 per cent (Mean) of *Journal's* total space of Nursing content whereas respondents with higher qualifications would like to allot 66.52 per cent in this area. As regards the allotment of space, Association activities occupy the next highest percentage; that is 21.05 per cent and 17.50 per cent preferred by nurses with GNM and other higher qualifications respectively.

It is probable that nurses with higher qualifications would prefer more space for Nursing content than those with GNM qualifications only who, at the same time prefer more space for Association activities in comparison to others.

Further, it is seen that nurses with more than 12 years of experience seem to prefer more (62.6 per cent) in Nursing content than the readers with less than 12 years of experience (56.75 per cent). However, both groups would like to allot approximately 60 per cent of the *Journal's* space for Nursing content. In respect of the positions held by the readers it is seen that both staff nurses and others in higher positions have almost similar preference as seen in Table 1.

It is evident that irrespective of Nursing qualification, years of experience, or position of the respondents, all readers would like to allot maximum space to Nursing content. The analysis of the *Journal's* content reveals that Nursing content occupy less than 50 per cent of space in all decades. This indicates that the felt need of the readers is being partially met.

The nurse readers have ranked Nursing education as first and Nursing care as second in response to a question asking them to rank five areas of Nursing

according to the space that they should occupy in the *Journal*. Whereas, the analysis of the *Journal's* content for the last decade showed that most space was allotted to nursing care and nursing education ranked third. It seems the readers would like to have more articles in Nursing education. Further, the content analysis revealed that articles dealing with Nursing as a profession occupied second place but the readers have ranked them fifth.

The *Journal's* analysis shows that 71.7 per cent of the articles are written by nurses whereas as high as 63.6 per cent of readers would like more than 70 per cent of articles to be written by nurses.

Discussion

In a professional journal it is desirable that greater space is allotted to discussion on professional subjects. In any prestigious professional journal, more number of articles are seen on that profession. Since *The Nursing Journal of India* is the only professional Nursing journal in India, it is expected to meet the professional felt-need of the readers.

The findings reveal that Nursing articles occupied less space compared to other categories in *The Nursing Journal of India*—however, there is a gradual improvement in professionalism index through the years from 0.31 to 0.53. Some barriers to increasing professionalism of the NJI could be: (a) a dearth of articles *per se*; (b) a dearth of articles of professional quality, and, (c) increased costs of publication. Areas where changes could be possible could be to hold a workshop for potential nurse-writers to motivate them to write good quality professional articles, and to raise the *Journal's* funds. The NJI is a low-budget journal—as the *Journal* is given free to all members of the TNAI and the costs of publication and distribution have to be met mainly through advertisements. This points out the need for a Business Manager to look into potential areas of raising funds.

The readers prefer more Nursing care and Nursing education articles as is evident from the analysis of the opinions of the readers, whereas the findings of the *Journal's* analysis indicate an emphasis on Nursing care articles but less on Nursing education. To keep the interest of the readers, it is essential that the felt professional needs of the readers be adequately met.

Mostly, in the Nursing care articles, observations and case studies seemed to predominate which is in the desired direction. A slow rise was seen in the investigative articles which is highly appreciated. Also, a desirable change is noticed in the nature of Nursing administration articles which are increasingly covering areas of personnel management and Nursing leadership.

The concept of team work in health is seen by the increasing trend in multi-authored articles. In a scholarly article, it is essential to mention the professional qualification and experience of the author which is often not done in the NJI. Although there is an increase in citations, most articles do not mention them even recently. Citations give evidence of scholarly preparation for writing professional articles and further, guide readers to do in-depth study in the area.

(Continued on page 156)

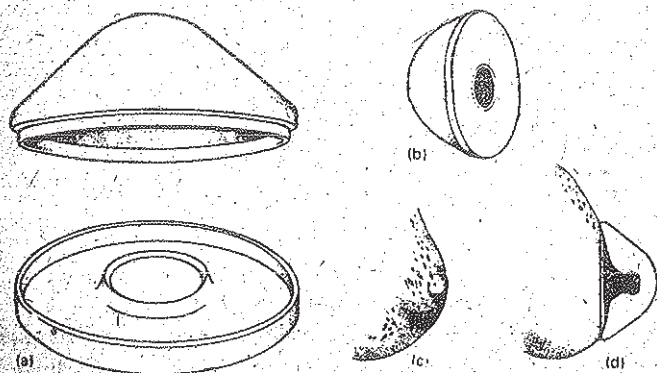
Truly inverted nipples can cause serious difficulties, but they are very rare. Most of these nipples are just 'flat', and with patience and care during pregnancy and for the first part of breast feeding will become normal. When you examine the nipple, and try to pull it out (protract it), it may seem to 'slip away' under your fingers. It may seem to be fastened to the tissues beneath the skin. If it is truly inverted, you simply cannot pull it out at all. It is non-protractile. Usually, you can pull out, or protract, the nipple a short way—this, then, is just a short nipple, which will stretch when the baby sucks from it. Some flat-looking nipples protract very well. They are fully protractile, and should cause no problem.

A truly inverted and completely non-protractile nipple can be quite difficult to manage. But you must treat it if breast-feeding is to be successful. The first step is to give the woman nipple shells to wear inside her brassiere, get someone to copy the picture in Figure 1 and make you something similar, carved out of wood, for example, or ceramic, or plastic, or glass. The woman should wear these shells daily over her nipples inside her brassiere from the seventh month of pregnancy onwards. She must also do the 'pulling' exercise mentioned above.

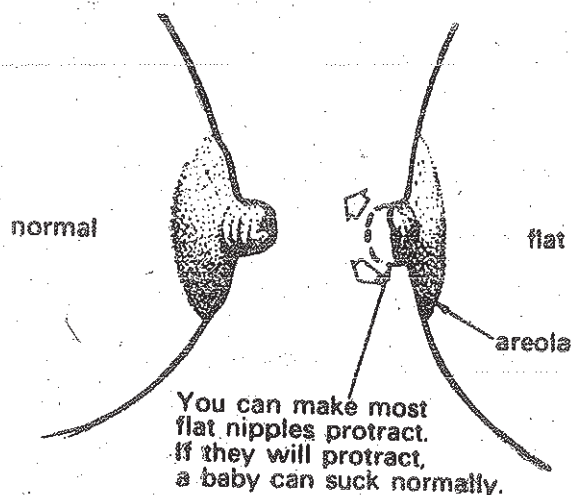
Preparation of the Breasts

From the second trimester of pregnancy, colostrum is present in the milk glands, and can be expressed.

Many people believe that this colostrum or part of it should be milked out, and this is even recommended in some medical publications. They suggest that, if you remove colostrum, it accustoms the gland cells to milk production, opens milk ducts, and facilitates the onset of lactation. However, there is no evidence whatsoever that removing colostrum is physiologically necessary. The only possible benefit is to prepare the nipples mechanically, and the mother psychologically, for breast-feeding. We personally do not believe it should be done. On the other hand, however, there is no evidence that milking out colostrum is actively harmful. If a mother or her surrounding doulas firmly believe it should be done, there is no justification for discouraging them.



(a) Glass nipple shell showing two parts: (b) nipple shell, put together; (c) flat nipple; (d) same nipple with glass shell in use. Notice how nipple sticks out beneath the dome.



Normal and flat nipple. (King *et al.* (1978).

For information on better maternal and infant feeding practices, write to: Infant Nutrition Information Service C-14, Community Centre, Safdarjung Development Area, New Delhi-110 016

NJI's Trend Study

(Continued from page 153)

It is essential that the Editorial Board prepare guidelines to contributors for writing the articles—as is being done by many professional journals. This will also meet the minimum standard of writing a professional article. Continuing education in the form of workshops or seminars for potential nurse authors could be held regularly to overcome these difficulties.

In the organization of content, it would be desirable to have a better lay-out for uninterrupted reading of professional articles.

Finally, the authors would like to say that this analysis attempted at studying the directions in which the NJI as a whole was moving. On the whole, it seems that the trend of the *Journal* is towards a positive direction in an effort to become a professional journal, although there is a large scope for improvement especially to attain an international position among the Nursing journals.

References

1. Holsti, Ole R., "Content Analysis" in *Handbook of Social Psychology* by Gardner Lindzey and Elliot Aronson. eds. Vol. 2 Massachusetts: Addison Wesley Pub. Co., 1968, pp: 598-650.
2. Messler, E.C., *Transforming Information into Nursing Knowledge: A Study of Maternity Nursing Practice*. Unpublished Dissertation for the Degree of Ed. D: Columbia University, 1974.