

Nurses need to be prepared and licensed; to utilize the general scope of nursing which includes the promotion of health, prevention of illness, and care of physically ill, mentally ill and disabled of all ages in all settings; to carry out health care teaching; to take an important active role in the health care team; and to play role in research [1]. In contrast with the general idea that the nurse is just that individual who checks vital signs, modifies medical records and follows the commands of the physician, the nurse performs so many roles and responsibilities beyond various settings [2]. Perceptions include the transforming and interpreting sensory information in order to create an influential representation and understand the presented information or status [3]. Moreover Image is the contrivance of fact or the consequence of people or subjects with a lasting consequence on the mind, the nursing image is characterize as how nurses or people perceive the nursing profession in society [4]. Public perception is a critical matter for the nursing profession around the world, public images of nurses are clichés around the world, and mostly in Pakistan [5]. Image is a concept undertaken in common by associates of a group and is representation of fundamental attitude and orientation [6]. Image is shaped through people's interaction, which dominates people's expectations with respect to each other and communicates to them insights of others about themselves [7]. The public image of a profession has a major impact on its professionals' status, work satisfaction [7].

Problem Statement:

The public image of nurses in Pakistan seemed to be negative, based on broadcast report that the nurses ignore their patients, and that many nursing vacancies existed [8]. A study done in Pakistan that explored the position and self-image of nurses, and the study also revealed that enormous measures have been taken for growing the status of nursing profession, and also mitigate the nurses' stereotypes image in public, especially after the establishment of university based-private nursing school [9].

That's way this study aims to explore the Nurses' self-perception about their Public Image at Public Hospitals, Sindh.

Research Objective: To assess the Nurses' Self-Perception about their public image in public hospitals of Sindh.

Significance of the study:

The image of nursing is extremely linked to nurse's professional role and personal identity, and differ across different cultural context, nursing prefers professional image, one that motivates trust and expectations for accountability. Positive image enhance high-quality care, perceived by nurses and various groups for the difference it makes to the patients well-being, and will influence the empowerment of the profession.

A positive interpersonal image is important to satisfy new entrants of the profession, contributing self-confidence and economic value, and job satisfaction, influencing social status and career development. Enhancing both the public image and self-image of nurses is very important, because the image will also contribute to the nurses' with recruitment and retention, motivation to work, self-image, self-esteem and job satisfaction also policy making.

Search Strategies:

In this literature different search engines were used, including the Google Scholar, Medline, Pub Med, CINHAL, We identified 40 relevant studies in the period of 2015-2025. In last, we met 10 studies in our inclusion criteria.

Gap Analysis of Nurses' Self-Perception about their Public Image:

A study was done at Canada where, participants did not recognize the educational requirements or the career pathways in nursing and described the status of nursing as low in society [10]. This study also stated that recent years, nursing shortage has been reported as a global challenge across the world [10]. In addition, another cross sectional study done in Europe, where research concluded that there are some perception that affects the level of recruitment into nursing including gender stereotyping, low academic standard, sub-ordination to doctors, poor pay and hospital's condition [11]. We find another study related to nurses' self-perception about their public image in Australia, where nurses have turn into healthcare professionals in their own right who obtain a great deal of knowledge. On the other hand, the public does not always appreciate the skills and competences nurses have acquired through education and advancement [11].

Other involved studies show that the factual public image of nursing is diverse and inappropriate; this image is partially self-created by nurses due to their invisibility and their lack of public discourse [11]. Although Florence Nightingale saw nursing as an independent profession

that was not subordinate but equal to the medical profession, for a long time nursing was seen as inseparable from the medical profession [11].

Early studies on this subject tell that nurses have always been vigorously aware of their subordination to the medical profession and are still experiencing high levels of dissatisfaction with their professional nursing status [11]. There was another study about this subject was done in Turkey, the searchers found A positive and significant association was discovered between the nurses' job satisfaction and professional identities, It was found that 15.5% of the nurses deliberate to leave their profession, the reason to leave the profession was significant among the nurses with deficient of professional identity development and low job satisfaction [12].

In addition, Saudi Arabia faces a problem in hiring and maintaining Saudi nationals in the nursing staff, strategies are suggested that are directed at improving the public image of nursing using education and the use of the media and improvements in the workplace by addressing working processes [13]. There was another study done in Turkey, In which they found job Dissatisfaction, the years of service at the organization, depersonalization, emotional exhaustion, collegial nurse–physician relationships and the sufficiency of staffing and resources were prognosticator of nurses' intention to leave the organization ($R^2 = 44\%$), while dissatisfaction and emotional exhaustion were predictors of nurses' intention to leave the profession ($R^2 = 27\%$) [14].

One point to the shortage of nurses is the troubles experienced with enrolling nationals to undertake nursing education programs, this has developed in low levels of enrolment in nursing courses, largely due to the poor image of nursing likewise with other professions [15]. The literature of Nursing has revealed stereotypical images of nurses worldwide, a large number of studies conducted in Pakistan reflection the findings that the public image of nurses is low [8]. Self-perception of Nurses' about their image is dominant to study considering the stereotypical image affects their self-perception around their public image and their practice [8].

Methodology:

A quantitative cross-sectional design was used to study the Nurses' self-perception about their public image in December 2024 to January 2025. The study settings were five public hospitals including Civil hospital Sukkur, Civil hospital Shikarpur, Ganga Bai Shikarpur, Civil hospital Jacobabad, and Talka hospital Thul . The study population was nurses of any age, gender, and

experience, registered with the Pakistan Nursing Council (PNC), and working in selected wards including emergency (ER), Intensive care unit (ICU), surgical intensive care unit (SICU), Medical intensive care unit (MICU) and Critical care unit (CCU). A sample of 94 participants was obtained by using a combination of cluster sampling and convenience sampling techniques. The cluster sampling technique was used to select unit/wards from each hospital, while the participants were selected using the convenience sampling technique. Permission was obtained from the participating organizations for data collection and written informed consent was obtained from each participant. Demographic form was assigned codes to maintain anonymity of the participants. A standardized questionnaire called porter nursing image scale was used along with a demographic form developed by the primary researcher. The porter Nursing image scale was developed by porter and porter in 1991 consists of three components: professional aspects, interpersonal relations, and intrapersonal abilities and uses the “Likert” type rating ranging from 1 to 7 and for rating the participants’ positive and negative perception. The scores ranging from 1-3 indicate a positive perception, and the scores ranging from 5-7 indicate a negative perception, whereas, number 4 indicate a neutral perception of the participants’. The research tool has established validity and reliability. Data were collected both in Sindhi and English Language based on the participant’s preference.

Data collection tools and the informed consent were translated into the Sindhi language by professional translators, to allow participation of nurses who may prefer using Sindhi language. The Sindhi translations were back translated into English and the tools were modified accordingly.

Table 1: *Demographic Characteristics of the Participants*

	Demographic Characteristics	n (%)
Gender	Male	61 (64.8%)
	Female	33 (35.1%)
Age	20 – 30 Years	11 (11.7%)

	31 – 40 Years	35 (37.2%)
	41 – 50 Years	29 (30.9%)
	51 – 60 Years	19 (20.2%)
Present Nursing position	Register Nurse	60(63.8%)
	Clinical Nurse Teacher	3(3.2%)
	Shift In-charge	11(11.7%)
	Head Nurse	15(15.9%)
	Supervisor	5(5.3%)
Place of job	Government	94(100%)
Nursing Education	Diploma in General Nursing	69(73.4%)
	BSN	25(26.6%)
Working Experience	5-15 Years	39(41.4%)
	16-25 Years	32(34.0%)
	26-35 Years	19(20.2%)
	36-45 Years	4(4.2%)
Area (cluster) of working	Emergency (ER)	15 (15.9%)
	Intensive care unit (ICU)	18 (19.1%)
	Surgical intensive care unit (SICU)	28(29.7%)
	Medical intensive care unit (MICU)	20(21.2%)
	Critical care unit (CCU).	13(13.8%)

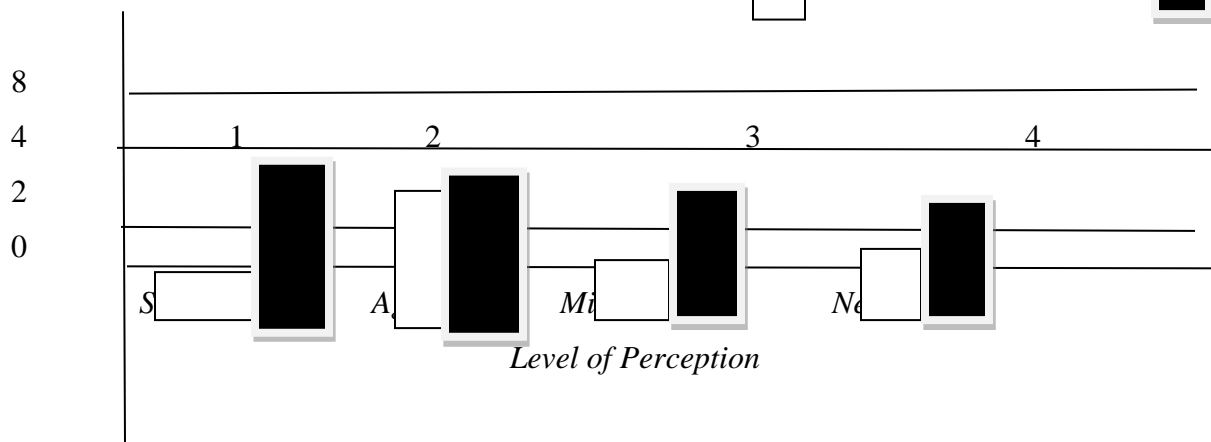
The (table 01) showed that the majority of the participants were male. This is reflective of higher numbers of men vs women, in Nursing. Data also illustrated that a majority were within the age range of (31 to 40) years. Also a majority of nurses had work experience of (5 to 15) years,

illustrating that the participants are young and in the beginning of their professional life. Another finding from the data is that majority, 69 (73.4%), of the participants had a general nursing diploma. The reason for a diploma being the basic level of nursing education among the participants could be that there are a limited number of nursing educational institutions for higher education. Also degree programs are costly, whereas nursing education has been free in the schools of nursing, particularly, in government institutions. *Table 01* also shows that the majority of Nurses were working in the n=28 (29.7%) SICU, and the *table 01* also reflect that the majority of nurses were n= 60 (63.8%) registered nurses (RN). Moreover, the mean score of Image scale component indicated that participants’ perceived their public image as Agree, the participants’ score also showed that public valued their ‘Interpersonal’ relationship skills, such as ‘Respectful’, ‘Compassionate’ ‘Nurturing’ ‘Friendly’ ‘Sympathetic’ ‘Outgoing/Social’ ‘Warm’ & ‘Compromising’. Similarly, the public also valued their ‘Intrapersonal’ relationship skills Including ‘Emotional’ ‘Logical’ ‘Intelligent’ ‘Confident’ ‘Independent’ ‘Rational’ ‘Intuitive/Feelings’ & ‘Cheerful’ skills of nurses. In addition to it, the participant’s also valued the professional aspects of nurses Including ‘Active’ ‘Professional’ ‘Powerful’ ‘Influential’ ‘Competent’ ‘Efficient’ ‘Scientific’ ‘Organized’ ‘Prepared’ & Leader. *Table 02: Descriptive Statistics of the Perceived Public Image of Nurses*

Domain	Mean	Standard Deviation
1. Interpersonal Relations	6.07	0.87
2. Intrapersonal Relation	5.94	0.93
3. Professional Aspects	6.23	0.81

The (Table 02) shows the mean score of each component, and it revealed that nurses’ had a positive perception regarding their public Image.

Figure 01: this Figure 01 show the Portal Nursing Image Scale related to negative and Positive perception of the participants. Positive Perception: Negative Perception:



The above figure 01 shows that nurses' had a positive perception regarding their Public Image.

Discussion:

This study revealed that participants' perception of their public image was positively agreed (See Figure 1). These findings are not suitable with the findings of the study by takase, Kershaw, and Burt [16] and Gul [4], in which they found that nurses self-perception about their public image was negative as compared to their self-perception about their professional image.

Shifts in the trend of nurses' perception about their public image could be related to effects of higher education among nurses. Nursing degree programs goal at unique and professional growth and to allow students to merge their knowledge and skills in their practice. Advance education leads to improved practice, which in turn improves the public image. Improved media coverage of nursing may also be associated with nurses' positive perception about their public image.

The knowledge revealed through this study will add to the body of nursing knowledge about nurses' self-perception about their profession in Pakistan and will perform duties as a basis for research studies in the future, at the national level. Discovery of the study will be accessible to the leadership of the health sector, particularly, nursing leadership, at national and provincial

level, to help them review their policies related to nurses' roles, and plan strategies to increase the professional image of nursing.

The results also disclosed that the degree of positiveness of the participants' perception about their public image differed in the three image scale components. The participants in this study perceived that the public image valued intrapersonal relations more than the professional aspects and interpersonal abilities. This is almost similar to the findings of the studies by Takase, *et al* [17] and Siebens *et al* [18]. Moreover, this study is incongruent to the Pakistan Study [8], where the interpersonal relation was more than Intrapersonal relation,

It has been widely registered that developing a positive image of the nurses' is of terrible importance for their practice, satisfaction, and improved health outcomes.

Importantly, it is also recommended to duplicate this study with larger sample size to increase generalizability and applicability of discoveries to the larger nursing community.

CONCLUSION

Nurses perceived their public image as positively, but the degree of positiveness of their perception differed by the three components of the scale. The interpersonal relations is more than intrapersonal relations and professional aspects. Efforts to increase the image of the nursing profession will result in improved job satisfaction, which is linked to better quality of care and improved health outcomes.

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