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Multiple Sclerosis: An Autoimmune Disorder

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ABSTRACT

Multiple sclerosis (MS) is an idiopathic inflammatory demyelinating disorder, a rare disease that affects 1 out of 1000 individuals. Advancement of technology in MS diagnosis through neuroimaging accessibility, and new biomarkers substantially benefited the MS patients. The objective of this study is to create an awareness program of MS towards Malaysians. TikTok Video of MS has been developed to provide the public a more holistic understanding of MS and to promote the MS Society Malaysia. A MS TikTok account has been developed which highlights the variety of MS information such as its symptoms, causes diagnosis and treatment management option. The platform used to not just reach the engagement of Malaysians but also people around the world. The outcome from a survey of 20 viewers and 115 viewers from TikTok using google form showed that more than half respondents are not aware especially of the symptom and the factor of the disease. This is the shortcoming of high-risk MS patients who should be diagnosed and get an appropriate treatment strategy immediately. This innovative social strategy further contributes to increasing the awareness of MS among society. In conclusion, the social media campaign of Multiple sclerosis successfully creates awareness among Malaysians.

Keywords: Multiple sclerosis; diagnosis; awareness

INTRODUCTION

Because multiple sclerosis is not a common topic of conversation, it is believed that many of us are unaware of it. We only have knowledge about diseases that affect people around us on a fairly regular basis, such malaria, tuberculosis, strokes, and especially heart disease. But do we ever mention that although multiple sclerosis and stroke are two completely different illnesses, they can sometimes feel and look the same? That's because both of these are bad for your brain. Even doctors sometimes struggle to differentiate between the signs of multiple sclerosis and strokes. The symptoms they induce, such as feeling lightheaded and dizzy, having speech issues like slurring, and finding it difficult to walk, are what connect MS and strokes. As a result, we have come up with some creative solutions to this issue in order to increase citizens' understanding of the condition by creating a video summary of its symptoms, prevention, and other aspects. We also set up a TikTok account and a Google form. Our study's goal is to develop an MS awareness programme for Malaysians.

The central nervous system (CNS) is impacted by the autoimmune disease known as multiple sclerosis (MS). The immune system attacks healthy tissue when a person has an autoimmune illness, just as it could fight a virus or bacterium. In MS, inflammation results from the immune system attacking the myelin sheath, which covers and shields the nerve

fibres. The nerves' capability to conduct electrical signals quickly and efficiently is enabled by myelin. There are 4 types of Multiple Sclerosis Clinically isolated syndrome (CIS), Relapse-remitting MS (RRMS), Primary progressive MS (PPMS) and Secondary progressive MS (SPMS). On the other hand, the early sign of Multiple Sclerosis is numbness and tingling, muscle weakness, bladder problems and others. Lastly, the risk factors for MS are smoking, age and Vitamin D deficiency. There is no cure for MS, but treatment is available that can slow the progression of the disease, reduce the number and severity of relapses, and relieve symptoms.

INNOVATION DEVELOPMENT

The innovation we made is our own video that will acknowledge the society about how important Multiple Sclerosis diseases. Giving the information clearly to the society about this disease will be the main reason why this study is done and this includes symptoms, treatments, causes, precautions and basic information about Multiple Sclerosis disease. A lot of knowledge and information gained by us based on research on internet, hearing explanation from experts such as professor and lecturer. In order to clarify whether our data is accurate and truth or not, all the data were referred to lecturer.

Other than video, we also conducted a survey via Google Docs platform to investigate society level of understanding about this disease and the survey link is spread using social media such as Telegram and WhatsApp. All respondents will rate their scale of understanding before and after watching our video as the link of our video is inserted on the survey page. All the responses will be the data and information for us to complete this study.

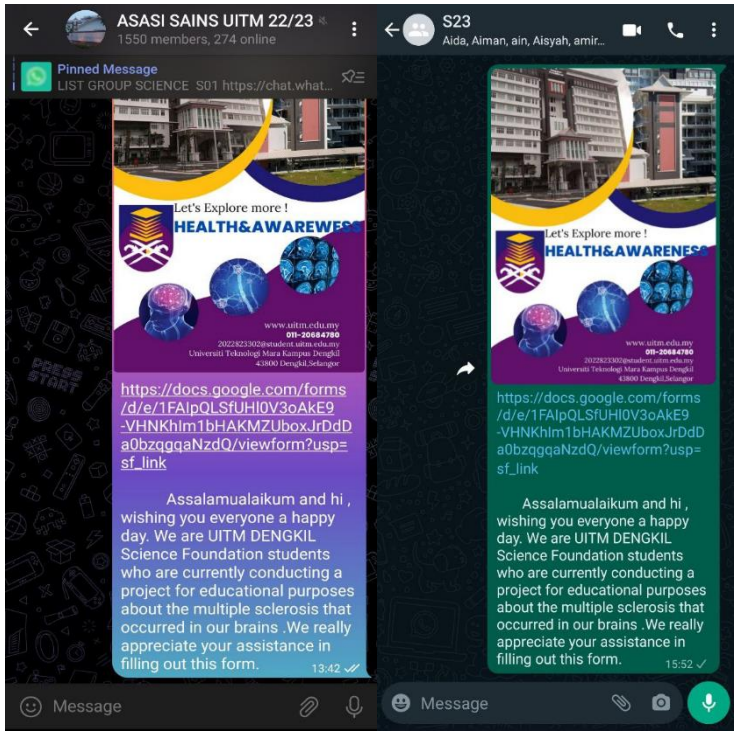
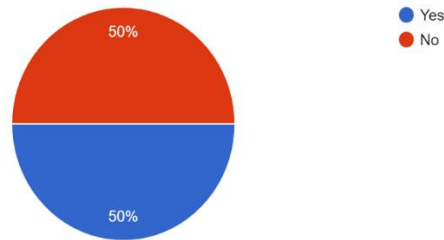


Figure 1: Sharing a google form.

Do you know or have heard about multiple sclerosis?

20 responses



If yes, then give a scale. How much do you know?

20 responses

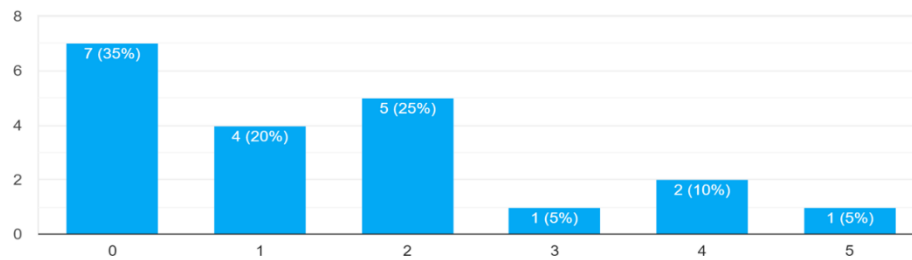
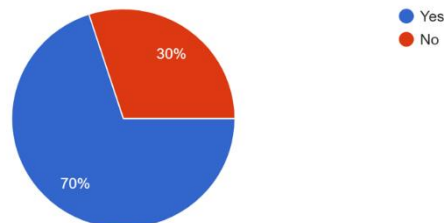


Chart and bar chart 1: Before informational video

Do you know or have heard about multiple sclerosis?

20 responses



If yes, then give a scale. How much do you know?

20 responses

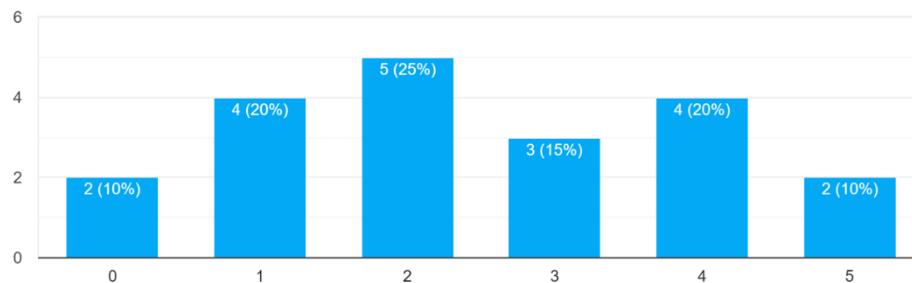


Chart and bar chart 2: After informational video

COMMERCIAL POTENTIAL

This effort is about to spread awareness to people about multiple sclerosis. We gathered information on people's knowledge about multiple sclerosis by asking them a series of scale questions to gauge their own level of understanding. The data collected according to the respondents' knowledge the multiple sclerosis show the same percentage.

According to the results, most of the respondents scored on a low scale of their understanding of the disease. Therefore, it reveals that the multiple sclerosis is not well known among people. In the next part, there was a link that given for the respondents to watch about the multiple sclerosis. Then, we gave them same questions for them to respond as their feedback for us about the input they gain from the video. Based on the data, it shows positive outcome.

We also study the article about Multiple Sclerosis. "People with MS can now be identified more quickly in the course of their illness because to advancements in diagnostic techniques and standards. Along with this, the availability, effectiveness, and risks of MS treatments have all grown tremendously. There is now a chance that 'pre-symptomatic MS' will be identified; as a result, potential preventive measures could be researched." (Dobson and Giovannoni)

In addition, we'll post our film on other social media sites like Instagram to expand our audience and spread the word about Multiple Sclerosis. Because less than 1% of the population has Multiple Sclerosis, we think that this video may be the first step in making people aware of a rare and novel disease. This is what motivates us to create a film production on Multiple Sclerosis, which demonstrates the need for them to be aware of more illnesses than just the common ones.



Figure 2: Posting the video on Instagram

CONCLUSION

To conclude, Multiple Sclerosis (MS) is a disease but the awareness about this disease is still very low among the society. Therefore, this disease was chosen as the topic to spread awareness and information. Five minutes video of information of Multiple Sclerosis including symptoms,

causes, prevention, and treatment of this disease was made and shared on TikTok and YouTube. Next, a survey was made using Google form and was shared to our friends and family members to test their level of understanding of Multiple Sclerosis before and after watching our video. From the survey, the majority of the respondents' level of understanding of Multiple Sclerosis increased after watching the video. They are more familiar and aware of the disease. For future development, we plan to create account to share information regarding multiple sclerosis in variety social media platform such as Facebook, Instagram, YouTube, twitter and many more. Improvisation we can do is by creating videos that visually appeals to everyone such as deliver the information from cartoon, animation, song and many more, so that our aim can be successfully delivered.

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