

## Social Perceptions and Traditional Treatment Choices: a Psychosocial Approach.

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### **Abstract:**

Some studies previously addressed the topic of social perceptions as a concept, and this study referred to explaining social perceptions and clarifying their role in determining and directing individuals' choices. It also shows the extent of society's influence on individuals' choices, because these perceptions are considered a major axis that contributes to decision-making regarding health care.

Overall, this study believes that the importance of a deep understanding of the influence of social perceptions on the adoption of traditional treatment lies in guiding health decisions. With good understanding, it can be a key to promoting and developing public health and guiding health policies

**Keywords:** social perceptions - traditional treatment - public health - cultural diversity.

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## 1- Introduction:

Social perceptions are considered one of the most important influences on which traditional treatment and its practices of informal treatments depend within different communities in all parts of the world. The subject of the interaction between social perceptions and traditional treatment is considered a deep, precise, and complex subject, especially in theoretical research, because it continues to require analytical studies of social factors, which are of utmost importance and have an important role to play in a reliable and reliable manner in these practices. In this era, many researchers and Academics are interested in it because of its paramount importance in understanding how health and treatment affect cultural and social data in different societies.

Social perceptions reflect in their output the ideas and beliefs of societies and individuals, and they are directly affected by their different histories and cultural and social developments. Over the ages, the developments of primitive therapeutic practices based on these perceptions were promoted by cultural leaders and traditional healers, who sought to transfer these treatments and practices from one generation to another. Therefore, we can place the topic of traditional treatment in the category of unofficial treatments, because they are practices with a reactionary traditional background, based on popular beliefs, and save many people from the difficulty of understanding the data of official modern medicine. In a study by Mechanic and Volkart, you see that cultural and social factors, such as community standards, family influence, and cultural beliefs about health and disease, can greatly influence an individual's desire to resort to health care services (**Khadija Salami, p. 100**).

In some cultures, there may be a strong tradition of home remedies, while in others, there may be a more proactive approach to seeking medical advice.

This theoretical article seeks to discover how social perceptions influence people and make them strive towards popular traditional healing and gather around informal healing practices, and through analysis of the cultural and social context of different groups of people, and how this affects the decisions made to choose traditional treatments and practices instead. Modern treatment, following a review of previous research and theories that have dealt with this topic, and employing a theoretical analysis of the overall mechanisms

that revolve around this complex relationship.

It is good to understand that most of the social influences on traditional treatment may have two interpretations. Positive perceptions can be credited with supporting and widespread adoption of these practices, while, in contrast, negative perceptions can create a kind of reluctance or reservation and rejection, because the effects of these perceptions extend as well. To individual decisions regarding treatment and health care.

Through this article, we seek to contribute to directing future research and draw attention to the relationship that exists between social perceptions and traditional treatment, and highlight the importance of understanding cultural and social influences in the context of health and treatment. This understanding can be the key to trying to improve care for patients, seeking to develop health methods that address cultural and social diversity.

#### **1- The problem:**

Our world is full of modern technologies in medicine and treatment, and health care is advanced as well. However, traditional therapeutic practices and traditional medicine remain pioneers in many societies, despite the prevailing manifestations of progress and modernity, as they consider it an exciting and complex experience and a refuge before or after. When people's souls and bodies are disturbed, they seek treatment. These practices are wide-ranging and include herbal treatment, acupuncture, massage, energy healing, ruqyah, resorting to fortune-tellers and sorcerers, and many other methods whose effects extend throughout the ages. their reliance on cultures, traditions, customs and customs, and interacts complexly with social perceptions. In this article, we will try to present a theretical study to analyze this interaction, shed light on it, and try to understand the way social perceptions influence traditional treatment. Through this article, we will try to answer the following questions:

- What is the role of social perceptions in guiding individuals' choices for traditional treatment? What are the main practices of traditional healing and how do they differ between different cultures and societies?.
- How do you explain the challenges that individuals who prefer traditional treatment can face based on their social perceptions?

### 3- Concepts of the Study:

**3.1- Social perceptions:** Émile Durkheim was one of the first to use the term “social perception” in 1898, and he defined it to highlight the difference between the collective mentality and the individual mentality. In this context, Emile Durkheim considered that social perceptions are nothing but a set of psychological and social phenomena, which in turn imposes consideration of the social aspect instead of the individual aspect, and a distinction between the mental aspect and the social aspect of collective work. (Blairdouh, 2015).

- Dennis Jodley, defined social perception as “a mental and intellectual process that occurs when an individual is preoccupied with something, which could be a person, an event, an idea or a theory. This thing can be embodied or imaginary, and it is a socially constructed and shared form of knowledge.” He has a point of view that aims to build a common reality for a social group” (Khadija Salami, p. 103)

- Fischer's definition: Social perception is a social construction of ordinary knowledge prepared through values and beliefs, shared by members of a specific group, and revolving around topics of different individuals and social interactions. Events, social groups, etc.), and lead to unifying their view of events as they appear during social interactions (Nicolas, 2005, p. 131)-

### 3.2- The operational definition of social perceptions:

We can define it as “a body of knowledge that is prepared and distributed socially, and which carries individuals’ views about traditional treatment or folk treatment.” These perceptions include an evaluation of their ideas, beliefs, attitudes and values. Through it, the elements of the external environment are reshaped to form an idea about the characteristics of the model supervisor and apply it in their personal lives, when they choose the supervisor.”

### 3.3- Traditional treatment:

It is a group of popular beliefs and therapeutic practices that have been used since ancient times and in most ancient cultures to treat existing diseases using a group of people who believe that they have the ability to treat people. It is considered an informal system in health construction (Adel D. , 2020, p. 415).

So, folk medicine is considered a set of traditional medical beliefs and practices followed by some cultures and societies, and they often rely on treatments and methods that have been passed down through generations without relying on modern medical science

(Fayrouzah, 2014, p. 151).

### **3.4- Folk therapy:**

It is a treatment that falls under the concept of traditional treatments, which is a term that usually refers to the adoption of treatments and methods that have been used and adopted throughout the ages and generations through the tools available to the individual within his community. Traditional treatment can include all natural methods and folk remedies that are passed on from one era to another. It has several techniques that depend on it, such as medicinal herbs, massage, proper nutrition, spiritual treatments that are closely linked to belief and religion, and other folk techniques.

### **3.5- Public health:**

This means the objective conditions of health that should be available in the environment or organized on a general basis: such as pure drinking water, housing with healthy conditions, gardens and parks, health institutions such as hospitals and other medical services that guarantee means of treatment and early diagnosis, etc.

#### **- Public health:**

It is the science that aims to prevent diseases and raise the level of physical and mental competence of members of society through their collective efforts. The goal is to raise people of sound body and mind, strong in structure and immune to disease, by protecting them from it as much as possible. As well as treating him and reducing the effects of the disease and its complications so that he does not suffer from disability or disability. Public health includes; Caring for the child and the individual in his youth and manhood, and also includes taking care of the laws that affect the general health of society, such as food and beverage laws, health control of markets and stores that deal with food, and it also includes the health of the environment (<https://2u.pw/GZFBAEr>).

- Public health is a field that ensures the health and well-being of the individual within his community in general. Public health aims to maintain and improve population health, prevent diseases and disabilities, and promote healthy living.

### **3.6- Cultural Diversity:**

The sociologist (Anthony Giddens) believes that cultural diversity is a diversity that is not limited to the difference between cultures in cultural beliefs only, but rather it means the diversity of human societies to noticeable degrees in practices and patterns of

behavior, and forms of behavior vary widely between cultures. And another: What seems normal and normal in one society may be starkly different from what another people sees (**Kazem, 2023, p. 176**)

Cultural diversity is considered the common heritage of humanity, as it is reflected in the diversity of cultures and identities across places and times. This diversity promotes exchange, innovation and creativity, and is as essential to humanity as the need for biodiversity is to living organisms. Cultural diversity must be recognized and emphasized for the benefit of current and future generations”

#### **4- Social perceptions and traditional treatment:**

##### **4-1 Defining social perceptions and how they affect treatment preferences:**

We must review the definition of social perceptions in several concepts and from the perspective of several scholars, but before that, we must address the concept of perception.

\* **Perception:** It is the acquisition of an image or knowledge of a phenomenon, action, or thing, whether tangible or intangible, that makes one perceive or understand various things and phenomena through the image that has occurred (**Fayrouzah, 2014, p. 7**)

\* **Social perceptions:** Claudine Herzlish sees: (They are cognitive systems that have a special logic and language, and an implicative structure that talks about values as well as concepts, so they are a special type of discourse) (**Claudine, 1969, p. 10**)

\* **Godley also sees social perceptions as:** (Social perception is a preparatory system that manages our relations with the outside world and towards the other. It directs and organizes social behaviors and discourses... It is a distribution of knowledge and contributes to intellectual and collective development, as it contributes to the definition of personal and social identities. Likewise, in the discourses of groups and social transformations (**Jodelet.D, 1993, p. 37**)

\* So social perceptions express a system of values, concepts, ideas and practices related to specific topics or special aspects of the social milieu. It is not limited to stabilizing the living environment of individuals and societies, but goes beyond that to also constitute a tool for directing and directing awareness in various contexts and formulating and designing responses to different challenges and situations.

#### **4.2 How social perceptions affect treatment preferences:**

Social perceptions are nothing more than beliefs, ideas, and expectations that may be within our authority based on what social, cultural, and doctrinal motives require. This is because these perceptions play an important role in determining and diagnosing an individual's treatment preferences. It works as follows:

**A - Culture and customs:** Social perceptions are considered the source of values and beliefs related to health and treatment for individuals. Individuals may have cultures that give great positive importance to alternative medicine at the expense of the requirements of traditional medicine or vice versa, which explains why some individuals resort to choosing treatment.

**B - Society's expectations:** You may find among some individuals expectations that their treatment preferences are commensurate with what society and family require, as this is what could encourage them to choose a treatment that society unanimously blesses and accepts, and here "Dr. Ghulam" says, "None of these people pay the bills of your life." Or live your suffering, so you should not pay attention to the insects of others. The media must do a better job of conveying the true picture of psychiatry and psychiatric patients. (Ibrahim., 2011)

**T - Prior information and experiences:** Individuals' personal experiences and their impact with certain types of treatment provided may affect their choices.

**D - Social pressures:** There may be social pressures that may affect the choice of treatment, for example, such as criticism from friends or family or directing them towards a certain type of treatment. "Mental health is not limited to the absence of psychological disorders. It is part of a complex continuum that varies. from one person to another, and are characterized by varying degrees of difficulty and distress, and with potentially very different social and clinical outcomes" (Organization, 2022).

**C - Economic factors:** The cost of treatment is just another factor that affects the treatment choices of individuals who may be tempted to choose a treatment that is appropriate to their financial ability. Gil Traocco said, "The high health care costs of hospital stays and surgeries have led to the creation of an epidemic." A new financial and emotional impact for Americans" ( (morin, 2023).

**H - Personal beliefs:** Personal beliefs formed about the effectiveness and safety of treatment have an important role to play. Meaning that if

you have a positive or negative belief about your outlook on a particular type of treatment, this will clearly affect your choice.

Understanding social perceptions and how they influence treatment choices can help doctors and health professionals provide the best care for people, especially if the chosen treatment fits their personal values and needs.

#### **4-3 The concept of traditional treatment and its role in treatment and health care:**

**A- Traditional treatment:** It is the type of treatment that relies on some historical and traditional practices and techniques, which have been developed over the ages and are called “traditional medicine,” “alternative medicine,” or “folk medicine.” Traditional treatment differs from modern medicine and traditional health care in general in terms of methods, beliefs and experiences.

**B -** The World Health Organization defines it as “the sum of knowledge, skills, and practices that are based on theories, beliefs, and experiences specific to various cultures, and whether they can be explained or not, they are used to maintain health, prevent organic and psychological diseases, or diagnose, mitigate, or treat them.” It indicates The term “complementary medicine” or “alternative medicine” (**Organization, Traditional (folk) medicine - report of the General Secretariat, 2013**).

Traditional medicine can be divided into several sections, which are:

**A - Magical medicine:** It depends on magic, sorcery, and the occult in treatment processes. It is believed that there are mysterious forces that affect health and illness, and therefore magic and incantation are used for treatment. It has several facets and is explained on several levels. The word magic is the oldest term in history. Its influence has been found in Islamic and non-Islamic heritage and was used for several purposes such as intimidation, enslavement, treatment, and the like. It is done using hidden worlds that are not visible to the eye and have side effects that there is not enough space to mention, but in general it is among the biggest factors that distinguish folk medicine and tip the balance for it in many societies, such as the visitor and the sorcerer who beats the waiters, or the palmist and everyone who visits this sample with the intention of treatment. They have a social background that believes that the hidden force has control that may affect them, so they resort to such behaviors with the intention of treatment. .



**B - Natural medicine:** It is based on the use of medicinal herbs, plants, and nutritional supplements to treat diseases and health problems, as it is believed that natural elements can have a positive effect on health. Many ancient and modern scholars have reported that herbs provide effective treatments for some diseases, and experiments have proven that Also, in the same context, Ibn Sina sees that, “Sorghum reed: It is a perennial herbaceous plant whose length ranges from one meter to one and a half meters. Its leaves are lance-shaped, light green in color, and have a distinctive aromatic scent. The roots and volatile oils that make up it are used, and it stimulates This herb is used in the preparation of the finest types of luxurious perfumes, in the treatment of diseases of the stomach, colon, and liver, and in alleviating tooth and intestinal pain, indigestion, and menstrual pain. It is one of the herbs most used in the preparation of herbal medicines” (Aysheh, 2018)

**T - Treatment by traditional surgical operations:**

This method includes the use of traditional surgical operations and simple surgical procedures to treat diseases and repair injuries.

**D - Healing through visiting righteous saints and others:**

Some people believe that visiting people who are worshipers or saints of God can contribute to healing from diseases and improving health. These beliefs suggest that a visit from a good man, whether living or dead, may be beneficial. This belief includes some places and human gatherings that adopt these beliefs.

**5- (The role of traditional medicine in treatment and health care):**

**5.1 - Folk therapy:** Traditional therapy can be used to treat various diseases and health conditions. This type of therapy is based on experiences and practices that have been inherited across generations, as it is believed in many cultures that medicinal herbs, massage, and treatment with natural oils can have health benefits. Idris believes Sufyain said, “Despite the progress of modern medicine, there is a great diversity in treatment methods among different societies, as traditional medical traditions continue to live side by side with modern technologies. Therefore, modern medicine alone no longer has complete control over the field of treatment. Especially with the expansion of Interest in the field of health in the social sciences, psychology, and anthropology. These uniquenesses in treatment, understanding diseases, and choosing the appropriate treatment represent an important challenge for the modern medical field. The

patient is not just a biological entity, but rather a social and cultural being affected by multiple factors that affect his understanding of the disease and how to deal with it. Cultural, social and religious factors play an important role in interpreting the disease and choosing the appropriate treatment. (Idris., 2018, p. 198)

**5.2 - Culture and traditions:** The characteristic of traditional treatment is that it blends closely with the data of tradition and what is produced by culture. It can contribute to maintaining cultural identity and social ties. In addition, in some cases it is considered an integral part of cultural identities. In the words of Houria Bakoush, “Religion appears to be a universal phenomenon that affects human thinking and civilization, as well as the social and moral aspects. Religion also appears to be a phenomenon that controls the development of understanding and knowledge, and influences cultural and social trends (Bakoush.Houria, 2016, p. 124).

**5.3- The alternative option:** Some individuals may consider traditional treatment as an alternative option to modern medical treatments, and some people prefer to resort to traditional medicine instead of industrial medicines or surgical operations and the like.

**5.4 - Research and development:** Some research and development is done to explore the benefits and effectiveness of traditional treatments and integrate them into modern healthcare approaches. Some traditional treatments may be useful as a supplement to conventional medical treatment.

**5.5 - Challenges and risks:** It must also be taken into account that there are challenges and risks associated with traditional treatment, including the lack of strong scientific evidence to support its effectiveness in some cases, the risks of interference with modern medical treatment, and the non-compliance of some practices with safety and hygiene standards.

This information shows the importance of traditional and complementary medicine in a variety of countries and cultures around the world. In some developing countries, traditional health care practitioners are the main providers of health care in rural areas, where formal medical services are few or insufficiently available. In Africa, the number of traditional health care practitioners is 500 practitioners per million people compared to 40,000 doctors, and traditional and complementary medicine is very popular in Europe, where more than 100 million people use these methods in health care. In China, TCM

practitioners receive millions of annual visits from patients, representing a large proportion of the total (**Organization, Traditional (folk) medicine - report of the General Secretariat, 2013**).

- In general, traditional medicine plays an important role in the history of health care and treatment, as it is used in many cultures around the world. However, care must be taken in studying it and considering it as a second, additional option for modern health care programs, especially those related to critical and complex medical cases.

#### **6- (the relationship between social perceptions and the choice of traditional treatment):**

It is a topic that constitutes a meeting point between a group of factors and influences that affect individuals' decisions to choose traditional therapeutic methods instead of modern treatments. It reflects a large and complex interaction between these cultural, social, and personal factors, which weigh heavily on people's attitudes towards the treatment followed. The latter has an impact on traditions, values, beliefs, trust, previous experiences, social pressures, and access to health care. We will present how these factors influence individuals' preference to rely on treatment. Abdel Order Sidi Abed, in his article *Social Perceptions of Treatment for Sufferers of Witchcraft*, believes at the beginning of his article that "... social perceptions contribute to the emergence of certain models of psychological disorders, and they also contribute to an adverse reaction in the process of psychological treatment through a variety of rituals." And the methods decided by society and adopted by both the patient and the traditional healer" (Abed., 2022, p. 148)

Hence, the importance of culture in shaping social perceptions of treatment must be emphasized. Culture also has a pivotal role in determining the mechanism by which individuals deal with the concepts of health and treatment. We also find that some cultures view traditional treatment as a complementary procedure that is not of Almost importance to modern treatment, as individuals are advised to rely on alternative medicine such as medicinal herbs and traditional folk remedies. This can be due to the meanings of traditions and beliefs that characterize those cultures, which are seen as treatments that carry great medical benefits and are in line with their health and spiritual orientations.

On the other hand, there are cultures that do not see that

traditional treatments are of any benefit at all, or have a great deal of doubt that may lead to categorical rejection. This is due to cultural factors and the requirements of society.

Shin Saeed believes that “...if the belief indicates that the disease is caused by magical acts, then people’s behavior in how to treat or prevent it will usually be by resorting to fortune-tellers, magicians, or folk healers. However, if the belief indicates that the disease Resulting from natural factors, one must resort to natural medical treatment, while if the belief includes the existence of diseases that are classified between the unseen and the physical, then the therapeutic behavior that people adopt can be either folk treatment or modern treatment, depending on the nature of the disease and how it is classified from the point of view of the environment. in which he lives.” (Saeeda, 2015, p. 08)

Beliefs and myths have a major impact on the choice of traditional treatment. In some cultures, people believe that there are supernatural powers that can control the human soul. These beliefs surround their perceptions of the idea of treating diseases. Accordingly, we find that they have a predilection for traditional treatment, which revolves around the occult style. Baghalia Hajar believes that “traditional treatments characterized by a spiritual nature that depart from the framework of formal medicine are still used by many patients, regardless of the type of disorder they suffer from, and this is considered... It is itself a translation of collective thought through doctrinal applications, whether individually (ruqyah al-Sharia) or cooperatively (visiting shrines)” ( Maimouni, 2016, p. 05)

Individuals' experiences and expertise also play a pivotal role in guiding their choice of treatment. Especially for those who have had a previous positive experience with a particular therapist or treatment, you may have an inclination, which explains why you resort to him whenever necessary. Social pressures also play an important role in directing the choice of treatment, and individuals may feel pressured to choose traditional treatment due to family traditions or culture. We must also take into account access to health care. In some areas of the world, traditional treatments may be more expensive than modern treatments. This means that individuals living in areas lacking modern health care may find that traditional treatment is the only or appropriate option. Not to mention that social perceptions have a major impact on how individuals evaluate the potential advantages

and disadvantages of using traditional treatment when compared to modern treatments. Positive thoughts about the use of traditional treatment may lead to ignoring its potential disadvantages, while negative perceptions may lead to ignoring its potential benefits.

These multiple factors show how resorting to traditional treatment depends on a complex and unique mixture of perceptions and cultural and social factors for each individual, as they are important in understanding the social and cultural context of each individual in the process of providing health care. It also leads to the need to provide information and education about the advantages and disadvantages of various types of treatments, leaving room for individuals to make an informed decision based on their knowledge, personal needs, and previous experiences.

Therefore, it can be said that the relationship between social perceptions and the choice of traditional treatment reflects a complex interaction between cultural, social and individual factors that converge to form individuals' preferences in the field of treatments. This relationship must be dealt with caution and respect for cultural and social diversity, and care policies should be.

**07-(The influence of social factors on the adoption of traditional treatment):** Traditional treatment is considered part of the cultural and natural heritage of many societies in this world, as it is distinguished by the fact that it relies on traditional methods, practices, and experiences that have been circulated over generations. Although modern medicine and medical technologies have witnessed tremendous development in recent centuries, traditional treatment still has a special place in some societies and among individuals. The adoption of traditional treatment is characterized by many social aspects that affect individuals' decisions to resort to it, and we will present the social factors that affect this decision.

1-7 - Culture and tradition play a decisive role in choosing whether to adopt treatment or not. In many cultures, the use of knowledge and traditional therapeutic techniques from one generation to another is unquestionable, as its system is followed, and it forms an essential part of cultural identity. Values and traditions are strongly entrenched and motivate individuals to adopt traditional treatments. Personal beliefs and what results from superstitions and legends can become a major factor in moving towards traditional treatment. Also, individuals who tend to believe in unseen spiritual powers or paranormal matters

find themselves more likely to resort to traditional treatments that derive their strength from them, as they may feel that this treatment is the only one capable of providing reassurance and confirm its effectiveness.

2-7- Previous experiences play a major role in guiding the choice of treatment. If an individual has had a previous positive experience with traditional therapy, they may be more inclined toward using it again. These personal experiences strengthen belief in the effectiveness of traditional treatment and make individuals more likely to resort to it.

3-7 - Social pressures tend to make the individual choose traditional treatment. We also find that in some cultures, it is necessary to follow cultural traditions and practices regarding treatment, and this may put great pressure on individuals to turn towards traditional treatment. As well as access to healthcare, traditional treatments can be more accessible in some areas making them a popular option among individuals who have difficulty accessing modern treatments.

4-7 - The impact of media and technology for some traditional treatments on individuals' decisions to adopt them is most of the time due to media and technology because they are considered a means of enhancing confidence in traditional treatments or encouraging individuals to try them.

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8.4- The impact of media and technology for some traditional treatments on individuals' decisions to adopt them is most of the time due to media and technology because they are considered a means of enhancing confidence in traditional treatments or encouraging individuals to try them.

**-9The influence of cultural norms and traditions on the preference for traditional treatment** Cultural norms and traditions play a major role in determining patients' choice of the therapeutic methods they adopt for their health problems. Traditional treatment clearly reflects this influence, as many individuals in most cultures tend to conceal ancient treatment traditions that are well known within their communities, whether that is using herbs and natural remedies or relying on traditional healers or the like. Dr. Rehab believes that "if governments want to settle hospitals And health centers and work to encourage people with some therapeutic methods. Cultural factors must be taken into account, especially in societies that believe in traditional methods and methods of treatment. There is no doubt that the healthy appearance of any society is nothing but an honest mirror that reflects their methods and methods followed in their living" (Mukhtar, 2014, p. 177) It is recognized that cultural norms, values and traditions are considered components of the cultural identities of

peoples, as these norms and traditions grow over generations and are repeated to become part of the collective conscience of society. If individuals face health problems, they are expected to resort to the medical traditions that they learned through the periods of their grandparents and parents. And mothers, and this adherence to it will be very strong and lead to choosing traditional treatment over modern treatment. When examining the influence of cultural norms and traditions on the inclination towards traditional treatment, various factors come into play one of play. One of these factors is the trust placed in traditional treatment In cultures with long-standing medical traditions, there is a belief that traditional treatment have stood the test of time and are taken for granted, thereby instilling confidence in their effectiveness. This long history of use helps in the success of traditional treatment and encourages individuals to adopt it.

In addition, customs and traditions play a role in encouraging society to use traditional treatment. In some cultures, traditional healing is considered a form of representation of national and cultural identity, and therefore individuals are encouraged and urged to follow it to contribute to the preservation of cultural heritage. Which leads to the promotion of traditional treatment as a respectable therapeutic alternative that enjoys the community's blessing. Another aspect that influences the preference for traditional treatment is spiritual and religious beliefs. In many cultures, people believe that traditional healing is linked to spiritual or divine forces, making it an integral part of religious practices. This motivates individuals to follow traditional healing as a way to connect to spirituality and to obtain spiritual and mental support. "Reality has proven that their prophecies were wrong, as evidenced by the survival and continuation of folk medicine over many centuries. Therefore, it stems from cultural and social backgrounds, and is linked to the spiritual elements of the environment in which individuals exist and are in harmony with all the values and traditions it represents. It makes a person follow these sources socially." culturally and spiritually before becoming psychologically, intellectually and physically independent" (Adel D. , 2020, p. 413) Society's economic and social issues also play a role in choosing traditional treatment, as traditional treatment can be more cost effective for individuals who do not have easy access to modern health care. This makes conventional treatment a more economically viable option.



However, it must be noted that the traditional treatment option may come with drawbacks as well. Sometimes, traditional treatment may be ineffective. Which portends a particular problem when effective and scientifically proven modern treatment is overlooked due to customs and traditions. The influence of cultural customs and traditions on determining treatment is a very complex and multifaceted matter. It depends on the culture of the individual and his society, and on many different factors such as history, religion, and economic conditions. Health care providers must be aware of these factors and respect the patient's social background when providing treatment. In the same context, they must be diligent in directing patients towards... The best medical and health practices based on the available scientific evidence available to them.

**10- The impact of traditional treatment on the health system:** Many health policies in different countries are influenced by various factors, and among these is the preference for traditional treatment. This choice is shaped by cultural norms and traditions, and its impact is evident in the development and implementation of health policies.” Studies prepared by the World Health Organization have confirmed that developed countries rely on traditional folk medicine by 80% in health care. As developed countries have begun to pay attention to the treatment system that relies On plants, under the pressure of the wills of developed peoples, the harmful effects of medicines and their rejection of antibiotics” (Samira, 2023, p. 925)

One of the main important factors that have an effective impact on health policies is the history of culture and health traditions in any society, so that if traditional treatment has a long history and strong roots in the local culture, it will be difficult to ignore or change it quickly, and this can also include The use of traditional medicinal herbs or folk remedies that the community has experienced over generations. In this case, most governments seek to develop programs concerned with including traditional treatment in health policies in an appropriate manner and organizing it to ensure patient safety and effectiveness.

There is another factor that can be influential, which is the interaction between traditional treatment and modern treatment. In some cases, traditional therapy can be a complementary part of modern therapy and used alongside it successfully. Here, health policies must develop to enhance this cooperation and direct doctors

and patients to benefit from a combination of the two treatments. However, health authorities must ensure that this interaction is carried out safely and in respect of medical laws and ethics.”

.....In this context, Ben Ismail Belkacem, in his book 'Illness in the Maghreb Arab-Islamic Culture,' said that there is a network of complex meanings around the issue of health and illness in Maghreb culture. This implies a multitude of expressed perceptions and concepts. It reflects what people believe about illness and health, resulting in a collision of two intellectual systems—namely, the patient’s thinking system and his environment, which adopts a local cultural model on the issue of prevention and treatment of disease. This model may often be the popular medical system, and at other times, it may adopt the Western scientific medical system, as is the practice. It is used in medical schools.” (chine, 2013, p. 197)

The choice of traditional treatments is also influenced by several economic factors. In countries with low or middle national income, traditional treatment can be a more expensive and effective option for patients, and Especially if they do not have easy access to modern medical care, or the costs of traditional medicines and medical procedures are usually cheaper than modern alternatives, governments in these countries can adopt health policies that encourage the use of traditional treatment as a means of providing accessible and affordable health care. On the other hand, in high-income countries, there can be additional challenges in applying traditional treatment. You will find apprehension and concerns about safety and effectiveness when it comes to unconventional medical practices. Therefore, governments can adopt health policies that regulate the use of traditional treatment, limit its expansion, or impose strict controls to ensure quality care.

Then, religious heritage has an effective role in preferring traditional treatment, especially spiritual treatment. Islamic teachings call for trying to treat through spiritual methods, such as ruqyah, reciting supplications or exorcisms to treat some diseases such as the eye and the like. It was mentioned in a hadith of the Prophet, may God bless him and grant him peace, the following: “Ali bin Abdullah told us. Sufyan said: Abd Rabbuh bin Saeed told me on the authority of Amra, on the authority of Aisha, may God be pleased with her, that the Prophet, may God’s prayers and peace be upon him, used to say to the sick person, “In the name of God, the soil of our land, with the saliva of some of us. Traditional healing has an extension of spiritual or

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divine powers, which makes it part of religious practices. Here, health policies may include encouraging the use of traditional healing, taking into account religious laws and beliefs.

There are other factors that may affect the health plans adopted by countries, which are the acceptance of society and patients for traditional treatment. Especially if traditional treatment is widespread, well-known and accepted in society, countries may seek to encourage and support this treatment. Conversely, if there is doubt or aversion to patients or society, the government may be forced to regulate traditional treatment more strictly or even ban it in some cases. In addition to all of this, medical and scientific developments can affect health plans. Especially if there is strong evidence to support the effectiveness of modern treatment at the expense of traditional treatment, governments may adopt the use of modern treatment and provide guidance and awareness to patients regarding these matters. And vice versa.

What is important here is to take into account international economic and political factors. Major economic powers and international organizations may influence the direction of health policies in less developed countries. Institutions such as the World Health Organization (WHO) or the World Bank may impose conditions on health aid and financing, which leads to countries being directed towards applying modern treatment instead of traditional treatment.

We can say that the choice of traditional treatment can have a significant impact on health policies in different countries. Countries and health institutions must take into account the local cultural and social heritage when developing and implementing health plans, to ensure that health care is provided in a safe, effective and accessible manner.

**11- Conclusion:** Social perceptions play an important role in directing individuals' choices toward traditional treatments. Social perceptions can be defined as the representations and ideas that individuals hold about what is acceptable or unacceptable in their society. These visions may include beliefs about health, treatment, and cultural and religious practices. Also, any traditional healing practices differ between different cultures and societies.

Traditional treatment is usually linked to societal cultural beliefs and traditions. This may include the use of medicinal herbs, massage,

ruqyah therapy, and many other methods that traditional treatment practitioners may adopt. These practices are based on local knowledge and traditions and may differ completely from modern Western treatment.

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