



Healthy Lifestyle and Social Networks: Trajectory of Their Intersections in Student Life

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Received: 06/06/2019

Accepted: 10/08/2019

Published: 20/08/2019

Abstract

The relevance of this article is the need to analyze and study the integration of healthy lifestyles and social networks, which leads to serious changes in the protection and promotion of student health. Modern information-based society opens up new horizons for the system of a healthy lifestyle and social networks that can change many aspects of student life. The aim of the study is to analyze the effectiveness of interaction between social networks and healthy lifestyles of students. The leading methods for the study of this problem is the method of questioning, which allows to analyze the effectiveness of the interaction of social networks and healthy lifestyles of students, to get acquainted with the meanings that informants give to their activities, and to make it possible to get their explanations of what is happening. The article deals with theoretical and methodological aspects of students' perception of a healthy lifestyle presented in social networks. The degree of importance of communities on a healthy lifestyle in the social network Vkontakte is determined. It is established that the community on a healthy lifestyle are of big value for students, and the information that is presented in these groups is useful for them and they use it in practice. It is revealed that when choosing groups, students more often pay attention to the number of participants and content. It is defined that students look through posts in groups on a healthy lifestyle in Vkontakte daily, but they have no experience of communication with like-minded people. The novelty and originality of the study lies in the fact that it is shown that at present, social networks and healthy lifestyles interact closely: in social networks there is a large amount of information, in particular, in groups on healthy lifestyles, but this information is often not motivating for students to act. Some students argue that the main motivation for a healthy lifestyle is their reflection in the mirror, and social networks are a tool for achieving positive results. Among the users of social networks there is a subgroup for which social networks are just a source of useful information, but do not motivate to act. It is shown that the main aspects of a healthy lifestyle in social networks are sports, proper nutrition, and rejection of bad habits. Many students are interested in only one of the areas of a healthy lifestyle. It is determined that students support the promotion of a healthy lifestyle, but Express concerns about the quality of information. The data obtained in the work can be used in value-ology, social psychology, pedagogy, age psychology, sociology, as well as for further theoretical development of this issue.

Keywords: Student Youth, Healthy Lifestyle, Social Networks.

1 Introduction

In recent years, the focus of many researchers is such a social phenomenon as a social network (2, 3, 7, 13, 19, 26, 27, 37).

Social networks is a broad concept, which is considered by both foreign and domestic researchers. Currently, there are two concepts of social network: social network as a social structure and social network in the Internet. In the most common sense, the network is a set of social subjects (actors) and relations between them, arising based on certain social (kinship, friendship, neighborhood, professional, etc.) relations and accompanied, as a rule, by the transfer of various resources (tangible and intangible) (9, 15, 17, 22, 28, 30, 36).

The social capital of an individual is more than just a set of his/her interpersonal relations (ego-network). An important condition for the existence of social capital is a sense of community, that is, when a person has a sense of community with respect to another, is motivated in his/her development and success, and therefore can mobilize his/her efforts and resources most willingly and effectively. In today's world, people are immersed in poorly connected networks, which are characterized by blurred boundaries, and are often changing; communities have moved from groups that are based on close residence to networks that continue to serve as a source of support and socialization; most ties in the community are non-intensive and highly specialized, so the amount of individual social capital is determined by the size of the network.

Almost all researchers determine that social networks are integrated based on common goals and interests. According to A.N. Churakov (2001), there is the following definition of new socio-cultural groups in cyberspace: these are communities of people with some common interests who have been able to establish a close and strong connection with each other, thanks to the Internet. On the one hand, this is a new form of social relations, and if we consider this phenomenon on the other hand, it is the product of the latest information technologies (4, 10, 11, 13, 16, 20, 31, 32, 33, 35).

Online communities are a group of people whose communication is based on the use of Internet technologies (forums, chats, social networks, etc.). R.V. Konchalovsky (2010) focuses his point of view on the socio-cultural grounds that arise in cyberspace relationships of individuals (19). The fundamental element of such integration is *community knowledge*, i.e. knowledge shared by the majority of community members. This knowledge contains some ideas about this community, norms of social interaction and value-meaning patterns.

Analysis of the above-mentioned concepts, views on the essence of the concept of *social virtual network* allows us to highlight the features of social networks in the Internet;

- unlimited number of opportunities to exchange diverse information (text, photo/video; ability to mark location, etc.);
- personal profiles that collect the maximum amount of information about the user (name, education, place of work, photos, videos, etc.);

– adding to *friends* on two grounds: the presence of a real connection (friends, acquaintances, classmates, groupmates, relatives, etc.) and on the principle of similar interests (groups, communities, etc.) (5, 18, 30).

Thus, the research interest in social networks becomes relevant, as with the increase in the number of Internet users multiple problems began to manifest themselves. In particular - taking care of their health, an important need for people, which increases with age.

A healthy lifestyle is a way to human development in all spheres of life (labor, social, family, leisure) (21). There are many definitions of healthy lifestyle:

- Optimal everyday human behavior, which allows him/her to realize all his/her qualities to achieve mental, physical and social well-being; (25).
- Basic understanding of the values of health and its components; (23).
- Behavior that focuses on health promotion and disease prevention; (29).
- Realization of creative potential, thanks to the way of life organization, etc. (14).

Thus, health is the result of an individual's life, a reflection of his/her lifestyle, and a healthy lifestyle is a behavioral response and human activity aimed at preventing diseases and promoting health (1, 6, 11, 12, 24, 34).

The integration of healthy lifestyles and social networks is leading to major changes in the protection and promotion of health. Modern information-based society opens up new horizons for the system of a healthy lifestyle that can change many aspects of our lives. Let us note that, if we take into account the intensive growth of social network users in Russia, this topic is particularly relevant and promising.

Studying the direction of a healthy lifestyle in social networks, it should be mentioned that companies that sell products for a healthy lifestyle actively use them. Nowadays, health products are very popular. This applies to various simulators, specialized clothing, healthy nutrition, etc. Companies constantly advertise these products; give a detailed description and use motivating information for sales. In addition to companies that sell products for a healthy lifestyle, it should be noted that social networks have been used by sports organizations. Moving from the topic of Commerce in the field of healthy lifestyles and social networks, we can highlight such an area as social advertising, which is aimed at changing the models of social behavior and drawing attention to the problems of society. It should be noted that in Russia every year more and more attention is paid to social advertising of a healthy lifestyle in social networks. There are various competitions, festivals, events aimed at abandoning bad habits.

2 Materials and Methods

2.1 Method of Research

The problem field of our research is determined by the fact that with the advent of social networks there is a transformation of knowledge and relationships, which entails global changes in the field of healthy lifestyles. Because social networks that can change people's minds are a phenomenon of everyday life, this aspect becomes important for the study.

When choosing the object of study, it was important for us to find such groups of students who are interested in the topic of a healthy lifestyle. The choice of social network *Vkontakte* is because this is the first network where the digital generation has come. It formed the thematic focus of groups and concentrated the specifics of Russian society.

The objectives of the study were formulated:

- 1) To analyze for what purpose students use social networks.
- 2) To find out the attitude of students to promote a healthy lifestyle in social networks.
- 3) To determine the importance of communities for a healthy lifestyle in the social network *Vkontakte*.
- 4) To identify the effectiveness of interaction between social networks and healthy lifestyle.

2.2 Research Program

The research program consists of two parts: methodological and procedural. The average length of the interview was 15 to 22 minutes.

The pilot study revealed that the majority of students actively used social networks. The first task of our study was to analyze the purpose for which students used social networks. Within the framework of this unit, the informants were asked questions about what social networks they were registered and for what purpose, how much time spent in social networks, which groups constantly visited. After analyzing the answers, we identified the following social networks, in which the informants are registered: *Vkontakte* (100%), *Instagram* (100%), *Odnoklassniki* (83%), *Facebook* (92%) and *Twitter* (95%). However, most of the students surveyed practically did not use the social networks *Odnoklassniki*, *Facebook*, *Twitter*. From their answers, it follows: "I registered in addition to *Vkontakte* in *Instagram* and *Facebook*, but the last two visit very rarely..." (3rd year student).

"I registered in *Instagram* and *Vkontakte*, but in *Vkontakte* I communicate with relatives and friends and find the information I need, but in *Instagram* sometimes I just spy on my friends... that's interesting..." (3rd year student).

"I once registered in almost all networks, you know, the trend was such that it is necessary to be everywhere... (Smiles.) Therefore, I am in *Odnoklassniki*, *Facebook*, *Twitter*, and to be honest, I do not even remember how to use them... (Laughs), I do not go into them, because there is *Vkontakte*, our native..." (4th year student)

3 Results

Social networks become a source of useful information that users apply in practice and study with interest. Most informants noted that the purpose of their presence in social networks is to view groups with useful content (97%). Here is an example of the answers: "I am mainly interested in self-development, healthy eating and creativity. It helps to get useful information for yourself and apply it in everyday life" (2nd year Student). "The main purpose of my presence in social networks is to draw useful information for me personally, being in interesting groups" (3rd year Student).

Recently, one of the main forms of leisure activities of people has become a pastime in social networks. Often, they do not imagine life without visiting the network. The

majority of students (82%) confirm this idea with their answers. "I am online 24 hours a day...because now everything is in the phone that the social network not let me go...constantly something signals and pulls enter, because the phone is always at hand..." (2nd year student).

"I spend time in social networks all the time and I often think that it is necessary to reduce this time, but... (Think.)...It is almost impossible. I have a job there, and friends, and everything..." (1st year student).

However, there are those who visit social networks rarely. This is prevented by completely different reasons that informants indicated:

"I spend at most 2 hours a day in social networks. Moreover, only in one network, others I do not visit. Does not allow the work, and repair..." (4th year student).

"I spend no more than one hour a day in social networks. I am working late and I have a little baby. These circumstances do not allow sitting longer, and sometimes you want..." (3rd year student).

All students (100%) have determined what a healthy lifestyle is. Their interpretation often coincided with the expert definition. This suggests that the topic is well developed. Social networks spread information about ways of maintaining a healthy lifestyle, spontaneously allocate and resolve discussions on the issues of health protection and create individual communities (for example, the group *Vkontakte*, full of motivational slogans calling for maintaining a healthy lifestyle). All informants unanimously support this idea.

The main aspects of a healthy lifestyle are sports, proper nutrition, and rejection of bad habits. All these areas are actively developing in social networks. Each user has the opportunity to choose exactly what he needs. Informants, mostly (86%), combine all aspects and believe that they are inextricably linked. Some students (27%) expressed a different view. They are interested in only one of the areas of a healthy lifestyle. Students support propaganda, but Express concerns about the quality of information. Students (86%) are interested in all areas of a healthy lifestyle. They believe that it is necessary to pay attention to all components of a healthy lifestyle. We determined the degree of importance of communities on a healthy lifestyle in the social network *Vkontakte*. We have found that healthy communities are valuable to informants, and the information that is presented in these groups is useful to them and they use it in practice. The most convenient and effective format of information is photo and video. In General, students trust groups for a healthy lifestyle (88%), but carefully approach their choice. Students are in many groups, but one of the most common groups for a healthy lifestyle is the group *90-60-90 Sports girls* (78%). When choosing groups, students often pay attention to the number of participants and content (82%). Informants view posts in groups on a healthy lifestyle in *Vkontakte* daily, but they do not have the experience of communicating with like-minded people (14%).

In social networks, there is a large amount of information, in particular, in groups on a healthy lifestyle. This can motivate users to take any action. Informants mainly determine that social networks motivate them to keep to a healthy lifestyle (80%). Some informants argue that the main motivation for a healthy lifestyle is their reflection in the mirror, and social networks are a tool for achieving positive

results (12%). Among the users of social networks there is a subgroup for which social networks are just a source of useful information, but do not motivate to act (8%).

A huge flow of information passes through social networks, which is not filtered. It is necessary to control the content on the part of the administration of social networks, and on the part of the user is required to more carefully select groups and verify the accuracy of information. The informants who trust the community in *Vkontakte*, but careful approach to their choice indicate this. Almost all informants (88%) constantly visit social networks. As a rule, active users of social networks daily leaf through the news feed, paying attention only to the communities that they are interested in. In the case of our informants, they are interested in the topic of a healthy lifestyle and they admit that they daily view posts in groups on a healthy lifestyle in *Vkontakte*.

Currently, social networks and healthy lifestyles interact closely. According to the informants, the theme of a healthy lifestyle is popular and actively influences the orientation of social networks, and social networks, meanwhile, actively promote a healthy lifestyle, which made a healthy lifestyle a cult of the 21st century.

4 Discussions

We have considered the relationship between social networks and healthy lifestyles on the positive side, but do not forget that there are also negative aspects. The first important aspect of the consequences is the inadequate assessment of information and its misuse in practice. For example, the implementation of all physical exercises, the use of diets, the use of various tips without taking into account the individual characteristics of the body and contraindications for health. Such a rash approach to a healthy lifestyle can, on the contrary, lead to undesirable consequences. The second aspect can be called that incompetent people often place information about a healthy lifestyle. It is necessary to control the content on the part of the administration of social networks, and on the part of the user is required to more carefully select groups and verify the accuracy of information.

It should be noted that many girls are members of online communities that promote weight loss. Often, these public offer different ways to deal with overweight, asserting their competence in the matter of nutrition rules, completely rejecting such a motive for a healthy lifestyle as self-preservation and cultivating only external attractiveness as the end result of self-improvement. That is why, before you start to trust a particular post you need to personally consult with professionals and carefully study all the information.

Most acutely, this problem finds its place in groups where there are online consultations that carry a serious risk to the health of the user. It is necessary to mention the fact that in social networks there are many groups that are aimed at preventive measures of human health.

It is for the prevention and formation of a healthy lifestyle, there are a large number of Internet projects that are actively developing in social networks. A striking example is the portal *Healthy Russia*, which is the official resource of the Ministry of health of the Russian Federation. Its purpose is to promote the values of a healthy lifestyle. The official resource *Healthy Russia* is presented in all social networks,

such as *Instagram*, *Facebook*, *Odnoklassniki*. Nevertheless, *Vkontakte* is especially active. This project divides a healthy lifestyle into 3 subgroups *Habits*, *Nutrition*, *Movement*. Leading Russian health professionals and experts in the field of healthy lifestyles test materials of *Healthy Russia*. The information published on social networks, on the website is confirmed by research, and contains reliable information. In the editorial office of the portal and its social networks there is no advertising Department, and invited experts talk only about the available and simple ways to maintain health. Social networks and the portal *Healthy Russia* are not only reference articles, interesting news, author's columns, expert comments and video lessons, but also developed tools that will help to improve the quality of life. The project provides an opportunity to find like-minded people and ask a question to an authoritative expert. The global Internet project of 2018 in the sphere of healthy lifestyle is the all-Russian Internet competition of youth leisure *My alternative*, which was launched by the all-Russian public organization *League of the nation health*. The project *My alternative* is supported by well-known Olympic Champions, for example, Alexey Nemov, Irina Slutskaya, Nikolai Valuev, etc. As we can see, there is a transformation of knowledge and relationships, which entails global changes in the field of healthy lifestyles. In social networks, a huge number of communities about the aspects of a healthy lifestyle (proper nutrition, training, abandonment of bad habits, etc.), which are freely available. Social networks present content in a completely different format for different audiences.

5 Conclusions

Summarizing the above-mentioned, we should highlight the existing ways to improve the efficiency of interaction between social networks and healthy lifestyles. Therefore, it is appropriate: to create more groups that promote healthy lifestyles and advertise them. It is desirable to run various actions, competitions on the topic of a healthy lifestyle. For example, in *Vkontakte*, competitions for repost are developed. They, as prizes, use sports equipment, certificates for fitness, books on healthy eating; healthy food, Thereby promoting a healthy lifestyle and the efficiency of interaction is increasing.

It is necessary to instill a love of a healthy lifestyle from childhood, to promote a healthy family lifestyle in *Vkontakte* or other social networks, so that the family can eat properly together, play sports and browse social networks in search of useful information, to carry out as many healthy lifestyle activities as possible at the Federal level. Social networks, meanwhile, should promptly promote this information; minimize the promotion of things that are contrary to a healthy lifestyle. We need strict control over the content, filtering and a more responsible attitude to what we read. The more reliable the information, the more effective the interaction. All of the above-mentioned points to the fact that the interaction of social networks and healthy lifestyles is quite effective, but has some problems that can be overcome. This requires the joint work of society and the state.

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