

SOCIAL MEDIA AS A STRATEGY FOR DISEASE PREVENTION IN STUDENT'S LIFE

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Abstract

Today university students have faced various health problems which can impact seriously on academic performance and well-being. These challenges are accordingly related to progressive behavior which students develop gradually in learning process. Taking mental disorder which is acquired because of the daily assessments, cultural diversity, academic environment, financial concern, social adjustment and many others. This paper reflects the health behavior of students and application of social media use as disease prevention. An evidence-based analysis of social media use among students can benefit university health policy.

Keywords: social media, disease prevention, university students, psychological well-being, health behavior.

Introduction

In comparison to the general young adult population (18–24 years), research indicates that a greater percentage of university students suffer from mental health disorders and low psychological well-being. Thirty-one percent of university students worldwide reported having symptoms of a mood, substance, or anxiety disorder during the previous 12 months. Surveys conducted in Italy and Australia show that between 36 and 65 percent of college students reported having high or severe psychological distress. Student participation, engagement, and performance are all negatively impacted by mental illness and psychological distress. These conditions can also have an adverse effect on longer-term outcomes like relationships, work, and income. (Melinda. J. 2022) Different studies were conducted on the basis of poor eating habits of university students. According to the Larson et al. (2021) a large number of university students engage in unhealthy eating habits which maintains the necessity of encouraging students to adopt healthy eating practices in order to achieve healthy life style.

The World Health Organization (2015) states that changes in the global food market create opportunities to modify people's eating habits or behaviors in order to lower their risk of developing various health issues, such as obesity. Unusual or disproportionate fat accumulation that endangers one's health is called obesity. The Body Mass Index (BMI) is used to measure it. An individual is typically considered obese if their BMI is 30 or higher. Overweight is defined as equal to or greater than 25. Additionally, being overweight is defined as weighing more than is permitted. Another research conducted in Mendel University in Brno in 2016 dedicated to eating habits of university students aged (18 to 26 years old). Mainly, this study explores students' health



behavior towards eating products based on the quality and price, how students behavior changes and impacts to the well-being.

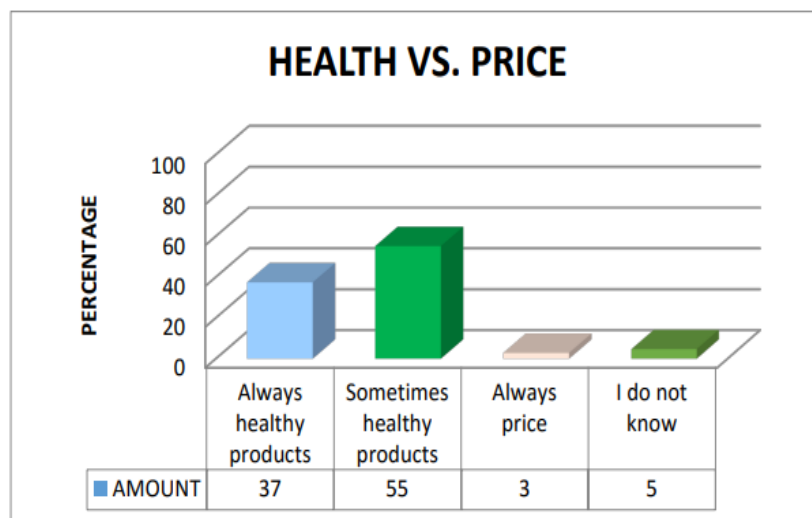


Figure 1. shows whether the students care about eating healthy or they prefer to eat cheap. The results showed that 37% of the students always buy healthy products, 55% of them sometimes chooses healthy products but this decision depends on the price of the product, whereas 3% of sample responded that considered price vital, and 5% answered that they do not think that this is an important factor to make their decision. Sixty-three percent of students who responded to questions about their purchasing decisions did not always select the healthy product option. A number of investigations (Pitt and Rosenzweig 1984, Magnusson et al. Taylor and associates, 2003. 2005), their numerous studies demonstrate that price influences the food choices people make in their various settings. To reduce the number of these problems, social media tools can play an important role in university health policy, as these communication tools are effective in many ways.

The 21st century, social media has expanded significantly to all sets of the government. Specifically, young generation sees the best opportunities beyond the social media tools. Many young people have taken advantage of social media for becoming bloggers, social media stars, young journalists, fashion influencers and followers. It is such a life where individuals are connected virtually, feel their peers, listen to the problems, give advice, get knowledge. Today social network helps us to be more active not only physically but also mentally. Due to the fact that Covid-19 caused many economic problems, pandemic brought people together. Human being has relied on the social media in many ways. Taking education sector which is one of the most important has also faced many challenges during the pandemic. But social media has eased the university life by distributing colorful modules that are specialized for learning purposes. Students have achieved better academic success compared to traditional (face to face) learning.

According to statistics, mass media tools have become a practical therapy for psychologically abused students. It is clear that many students today prefer to study abroad, away from home. In their first year, many of them are likely to face social, economic, psychological and cultural challenges. As a result, health problems may arise among students, which is of great importance



for the young person's future career. Digestive, nervous, cardiovascular, endocrine and dermatological diseases were also reported among students. Unfortunately, depression is one of the risk factors for poor attendance and academic success. Students with depression may experience loss of appetite, abdominal pain, weight loss, weight gain, headaches, fatigue, and early symptoms of gastrointestinal problems such as stool diversion and constipation. Learners suffering from these diseases are usually unable to complete their education and therefore start lying to their parents about their studies. Thus, media tools can help with countless possibilities; To control children, students can talk to their relatives at any time, learners can entertain by registering various mind games, Instagram helps to socialize and sell the products, Facebook is useful to get latest news from all over the world. This work explores the potential benefits of social media as a tool for traditional health communication and diseases prevention.

Social media campaigns can be more cost-effective than traditional advertising methods such as print or television. Organizations can often reach large audiences without much financial burden, making it an attractive option for those on a limited budget. Public health campaigns on social media can use engaging formats such as videos and interactive content to educate the public on various health topics. These formats can simplify complex health information, making it more accessible and entertaining. Social media promotes online communities around health topics and allows individuals to connect and support one another. These communities can be instrumental in promoting mental health, managing chronic illness, and making lifestyle changes. As the communications landscape continues to evolve, the role of social media in public health is likely to increase. By harnessing its power, healthcare professionals can improve education, encourage healthier behavior and improve patient engagement in innovative and meaningful ways. The ongoing challenge will be to manage the complexity of this area and ensure that the information shared is accurate, comprehensive and promotes public welfare.

According to Sharon and Tettegan, whereby the new ways in which technology enables the expression of sadness or happiness are very important in improving our critical thinking towards students, participation in learning, teaching, communicating and developing social relationships in the 21st century.

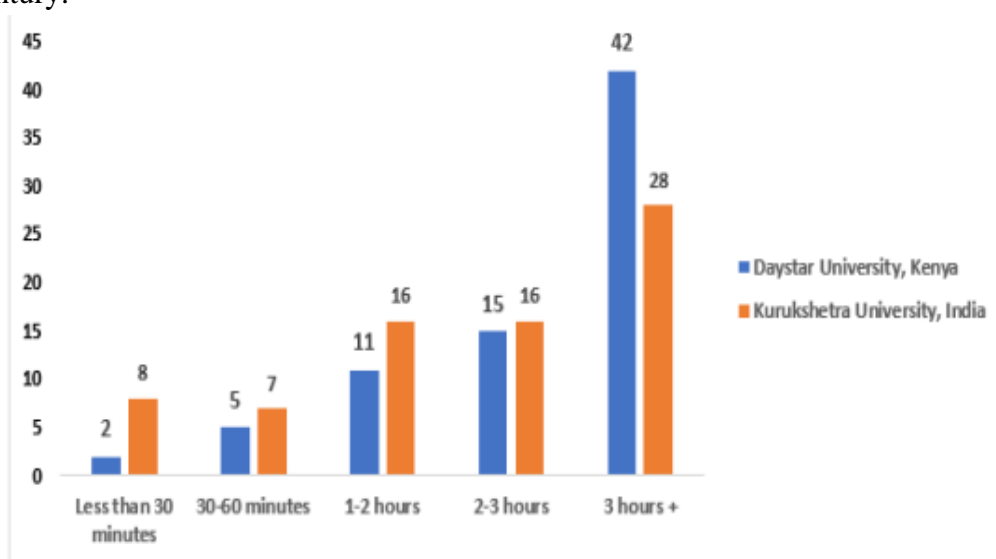
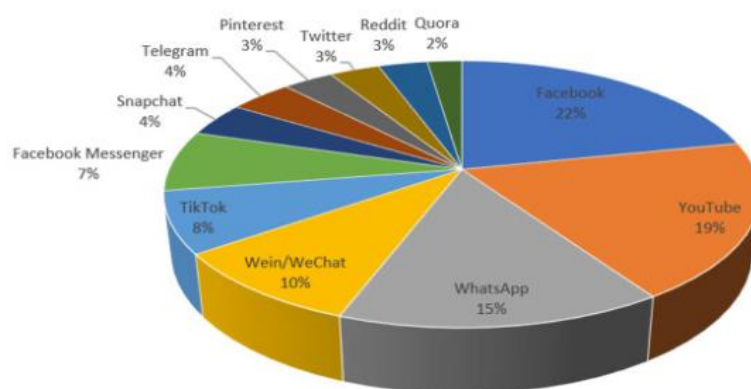


Figure1. Number of students and the time they spend on social media



It is crucial to take into account new interactive information and communication platforms, especially social media, which includes blogs, social networking sites, and interactive websites, when analyzing the different roles that media interventions can play in the health sector. Even though traditional media, particularly television, continue to reach a sizable audience, social media's influence is growing steadily and is unavoidable. Social media expands access to health interventions, fosters peer support, and improves user interaction. Social media gives the public, patients, and medical professionals a forum to discuss various health issues that could have an impact on population health outcomes, which adds a new dimension to healthcare.

Most widely used social networks worldwide since around January 2022, ranked by active users per month (in millions)



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