

Involving Individuals in Health and Fitness Practices through Social Media

D Ramakrishnan¹, D Sunitha²

¹Research Scholar, ²Assistant Professor, Department of Science, College of Engineering, Anna University.

DOI: <https://doi.org/10.24321/2395.3810.201834>

Abstract

With the influencing nature of the social media, individuals are motivated to understand the importance of health and fitness within their daily routine lifestyle. How to be fit? Social media platform Twitter is used to challenge and motivate individuals to make efforts for their own health and wellbeing within their daily activities.

The paper will present the active participation of individuals from all walks of life to show how they display their communication in understanding the importance of health and fitness. The formation of influencer sets and the cascading effect of spreading social health information will be analyzed in the case study. Fit India Campaign, a successful campaign, initiated by the Hon'ble Minister of Sports and Youth Affairs, Ministry of Sports and Youth Affairs, Government of India has been chosen for the case study. The campaign was disseminated effectively online through the social networking platform Twitter to make every individual's active participation in accepting fitness challenges and posting their response workout videos and health ideas. The paper will also focus on how the celebrities and fitness expert's influence through social media to engage citizen in participating in the government initiative to create health and fitness awareness.

The paper will submit a heterogeneous social network approach in propagating the social message to connect individuals about fitness and health practices.

Keywords: Fit India, Fitness, Campaign, Social Media

Introduction

Health is the greatest blessing a man can possess, as without it life is robbed off much of its joy, apart from the loss of wage-earning capacity. The fullest enjoyment of life and its largest usefulness are impossible without health of body.

The person pay attention to the laws of health and life will lead a long life and always active at his work. A nation's growth and development is depending on these individuals. A balanced dietary and healthy exercise can make a person perfect in health and keep him away from increasingly alarming heart related cardio vascular diseases. The foundation of health is habit. Unsafe water, unsafe

sanitation and lack of hygiene also a major threat to health.

Heart related diseases and stroke causes maximum deaths in the world. In India blood pressure and diabetes are very common and one in every three person either be a coronary patient or a diabetic by 2030 as per WHO report 2001(YAS 2016). The issues are to be addressed at the national level.

In order to address the issue a national level propagation of social message about the importance of health and fitness to the entire nation is important to maximize the awareness. Health and fitness is must for social as well as for the economic growth of the country. Also, fitness is important in view of the sedentary life style of individuals.

Corresponding Author: D. Ramakrishnan, Department of Science, College of Engineering, Anna University.

E-mail Id: rama.devamsam@gmail.com

Orcid Id: <https://orcid.org/0000-0002-6601-5112>

How to cite this article: Ramakrishnan D, Sunitha D. Involving Individuals in Health and Fitness Practices through Social Media. *J Adv Res Jour Mass Comm* 2018; 5(4): 164-166.

There is a need to educate and involve the individuals from all walks of life to participate and take health and fitness practices. Social media can be a powerful platform to achieve the desired result when it comes to health and wellness and to inspire and influence individuals to make positive choices and live a better life.

To create the impact, the role of influential users in social media through social messaging can be adopted. Social message is a message that is posted through the social networking sites. Facebook status and twitter tweets are messaging mode of communication. These set of influential social network users are capable of generating influence nationwide and spread the social message in an effective and efficient manner. Through these super influencers the health and fitness awareness campaign is formulated to motivate and encourage individual to be physically fit and continuously evaluate their fitness.

Influence maximization

Influence maximization(Wei Chen 2009)is to influence maximum set of individuals across the country. To have this model a set of influential users in the social network is to be identified and take the fitness challenge to demonstrate the practice. In this case film stars, fitness exerts and celebrities are considered to be the fitness influencers. These super influencers could take up the challenge and demonstrate the health and fitness practice and trigger a large cascade of adoptions among the individuals through the electronic “word of mouth” effect.

Viral Propaganda

The electronic ‘word of mouth’(viral) propaganda is an effective way of social messaging in order to propagate a social message through social networks. It is a complete power and influence of an individual to another in sharing information. The influence maximization is a method adopted to spread the electronic ‘word of mouth’ scientifically and systematically through the social media platform. Its approach is to identify a set of influential users to take up the challenge and generate a stream of cascade of influence on individual through the network.(Siwar Jendoubi 2016).

In this paper, we take a case study of the Fit India Campaign initiated by the Ministry of Sports and Youth Affairs, Government of India to propagate the health and fitness awareness among the people of India with the tagline, “Hum Fit toh India Fit”, the ‘Fit India’ movement calls forth individuals towards creating a healthier India through social media.

Fit India Campaign

The Fit India Campaign initiated by the Hon’ble Minister

of Sports and Youth Affairs, Ministry of Sports and Youth Affairs, Government of India aims at ensuring a fit, healthy and therefore, a happy nation.

As part of this Pan-India #HumFitTohIndiaFit movement to make Indians fit the campaign has 2 components to it:

- The Online Fitness Challenge through Twitter
- The Off line Fit India Ground Activation & People’s Connect

The strategy adopted is heterogeneous social network for the Online Fitness Challenge.

Heterogeneous Social Network Method

Heterogeneous social network method(Siwar Jendoubi 2016) is a social network that is composed of several types of links and/or nodes. Nodes are users and they are connected to each other via social links. The propagation strategy is to send an inspiring fitness message to the set of influential nodes/ users to accept the fitness challenge. And those influential users will further challenge next sub set of influential nodes/ users. This will be a chain movement and the cascade diffusion will spiral out and start rolling on its own phase and direction to take the information to people across India. The influential super users identified for the social messaging will be having a definite number of followers and those individual nodes will be converted from the ideal node to active node since they will all be engaged as part of the movement of the health and fitness campaign. Tagging and sharing information is another important behavior in the social network sites. This is again passing of information from one node to another. If someone tagged means the individual is considered important and the individual also feels same for the published information.

Fitness Challenge

The Hon’ble Minister of Sports and Youth Affairs has tweeted a very inspiring video of himself exercising and leading by example. On his twitter post, he had further tagged three celebrities from film and sports to take the challenge forward. The momentum started picking up once the challenge was accepted by the celebrities and started challenging the defined sub sets of celebrities and rolled the challenges.

Offline Movement

To connect the Fit India Ground Activation & People’s Connect was carried simultaneously with the online twitter campaign. It was a massive mass connects opportunity celebrating the enthusiasm that has been shown by Fitness experts, Film stars, sports stars and people of India by joining in the Fitness Challenge proposed by the Hon’ble Minister for Sports and Youth Affairs in his tweet.

Those who accepted the Fitness Challenge – ie a line up of the absolute topline 23 Fitness Experts and 3 of Bollywood's Fitness Symbols collaborated with the Indian Army and the Border Security Force(BSF) to do a dazzling display of their varied Fitness regimes and acts to an enthralled audience. And also a series of ground activations were conducted across the country and make #HumFitTohIndiaFit a mass movement where every Indian not only makes it their own fitness pledge but also involve their families, friends, neighbors to take up the challenge and change their lives for the better.

The offline activities were in connection with the online twitter movement in order to strengthen its reach and to involve individual's participation in the health and fitness campaign.

Conclusion

The online twitter campaign with the offline ground activities made a major impact on behavioral change and self-motivation to individuals. Every individual from all walks of life participated in the campaign. The cascading effect was very effective and provided desirable results within a short span of time. The reach and tweets in first seven days is very impressive.

- Online Reach – #HumFitTohIndiaFit – 667 Million
- Total mentions – 18000 tweets/post done on first day
- In just 7 days #HumFitTohIndiaFit was used in total 110,000 tweets/posts across social media with highest contribution coming from Twitter

Social media has helped the health and fitness campaign to make a change in the individual life and made them actively participate in practicing healthy habits.

References

1. http://www.who.int/gho/publications/world_health_statistics/2017/EN_WHS2017_Part2.pdf?ua=1.
2. Ministry of Youth Affairs and Sports. Exposure Draft on National Physical Fitness Programme for School Children. New Delhi: *Govern- ment of India*; 2012. Available at: [http://www.yas.nic.in/sites/default/ les/ File1116.pdf](http://www.yas.nic.in/sites/default/les/File1116.pdf) Accessed February 15, 2016.
3. <https://blogs.cornell.edu/info2040/2016/09/08/information-cascades-in-social-media-crisis-and-viral-trends/>.
4. [https://tel.archives-ouvertes.fr/tel-01665814/](https://tel.archives-ouvertes.fr/tel-01665814/document) document Influencers characterization in a social network for viral marketing perspectives Siwar Jendoubi.
5. Fitter with Twitter: Understanding Personal Health and Fitness Activity in Social Media, Rannie Teodoro & Mor Naaman.

6. Efficient Influence Maximization in Social Networks Wei Chen 2009.

Date of Submission: 2018-09-10

Date of Acceptance: 2018-10-09