



The Effect of Health-Oriented Communication Programs in Social Media on the Education of Adolescents with High-Risk Behavior in Youth Health Clubs

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ABSTRACT:

This study was conducted to investigate the effect of health-oriented communication programs in social media on the education of adolescence with high-risk behavior in youth health clubs. This study had a mixed method and exploratory mixed research design that is carried out in two consecutive qualitative-quantitative stages. In the first phase (qualitative phase), of the research conducted a qualitative study, and in this phase, by reviewing and evaluating the studies conducted in the field of the topic raised in the current research, as well as in-depth interviews with experts who had executive records at the decision-making levels, the required information was obtained and with thematic analysis method, coding and categorizing and presenting a conceptual model was done. The second phase (quantitative phase) of the study performed using covariance analysis, for this purpose, the data collected from the researcher-made questionnaire based on the proposed model (resulting from the qualitative phase of the study) was evaluated using SPSS software. The results showed that the education program was effective in reducing risky behavior with 99.9% confidence, and education predicts 35% of variance changes in reducing post-test scores. The education program has been effective on reducing attitude with 99.9% confidence, and education predicts 54% of variance changes in post-test scores. The education program has been effective with 99.9% confidence on awareness of high-risk behaviors, and education predicts 59% of variance changes in post-test scores.

1. Introduction

One of the most important age periods in every person's life is adolescence. this period has many challenges and requirements (Magson et al., 2021). Adolescence is a period in which a lot of psychological and physical pressures and conflicts are caused by physical changes, and there is no exact balance between physical growth and logical and social growth, as a result of this interference, underlies conflict, ambiguity in role and problems in this issue (Jackson and Beaver, 2015). Adolescents in a period do not have a specific role, and the lack of a specific proportional and coherent program affects their social relationships and many main personality variables in their environment (Van den Bosand Hertwig, 2015), in the age group of children and teenagers, there are various risks that threaten them

due to the requirements of this age and the areas of risk-seeking, excitement and curiosity especially among teenagers and these risks can be interpreted in the tendency to risky behaviors, some of which include the tendency to smoke cigarettes, tendency to substance abuse, tendency to violence, tendency to abnormal lifestyles and being influenced by virtual spaces and social networks (Shiralian, 1397). High-risk behaviors are a set of behaviors such as smoking, alcohol consumption, drug use, having sex, suicide, violence, etc., which generally occur during adolescence. Involvement of teenagers in high-risk behaviors not only reduces their current quality of life, but also affects in adulthood and old ages. Also, risky behaviors have many negative consequences not only for the individual, but also for his family and society. An increase in the



death rate during adolescence, contracting AIDS and infectious diseases caused by sexual intercourse, diseases caused by smoking and drug use, premarital pregnancies, a decrease in the quality of life, etc., is the consequences of the spread of risky behaviors among adolescents. (Liter, 2009; Rezaei Jamaloui, Hosni and Noormohammadi, 1398).

Adolescence is the period of transition from childhood to adulthood, and the adolescent experiences biological, social, emotional and cognitive changes during this period. These changes create pressures and tensions for the adolescent, and the adolescent finds the solution to relieve the tension and pressures caused by the growth stages of the teenage period in independence from parents, searching for sources of emotional support outside of home, gaining the approval of the peer group, etc. and therefore tries to respond to these pressures by engaging in high-risk behaviors (Sohrabi, 1397). Of course, it is not the case that all people engage in risky behaviors during adolescence. Having a social relationship with others (with functions such as: increasing self-esteem, influencing individual and social well-being, increasing the ability to solve problems, social solidarity, strengthening moral obligations and social stability) through strengthening the social network and receiving social support, is considered as one of the factors to deal with the pressures and tensions of adolescence and prevent the occurrence of high-risk behaviors among adolescents (Alboshukeh, 1398; Bahraini and Aghaei, 1398).

Various analyzes are presented about the risk factors of adolescents. In a brief analysis, these factors can be divided into two categories. a) Individual factors that include personality traits, mental health status and individual resilience such as self-confidence, self-worth and emotional control, attitude to high-risk behaviors and educational status. b) Environmental and social factors such as family status, friends and peers, and the person's living environment (Vakhshhozi and Barahui, 1397). Psycho-emotional factors such as depression, anxiety, stress, aggression, emotional failures, grief caused by parental divorce, failures, lack of attention and emotional deficiency, humiliation. Family factors such as abuse, separation of parents, risky behaviors history in family, inappropriate parenting patterns and methods. Academic factors such as academic failure, repetition of grades, running away from school history.

Environmental and social factors such as being friends with high-risk people, living in high-risk environments, learning and imitating high-risk behaviors, and emerging factors such as being influenced by the media, looking for similarities with media heroes, especially movies, animations, computer and virtual games. Factors resulting from experiencing high-risk behaviors, such as experiencing at least one tendency to risky behaviors, even if it is for fun and entertainment (Ghaiouri and Malai, 1398; Sarani, 1398; Kariminejad and Livarjani, 1398). Based on what was mentioned, one of the most important bases for teaching teenagers and the dimensions that affect the behavior of teenagers is the use of virtual network and the model presented in this section.

Virtual space is a new unavoidable social necessity that has entered the lives of people in the society (Jenna, 2018) and it needs to be carefully analyzed. Virtual space is a systematic network in establishing communication in the global community and forming communication based on different websites and the global communication system in various structures (Hages et al., 2017). In this structure, users are exposed to a multitude of different networks and websites based on it (Pavlak, 2016), which each of them has its own effects. Interaction with virtual space and use of messaging networks has been one of the most challenging management areas in our country in recent years (Pournaqdi, 1397, 2). The increasing use of these networks by the general public has turned this space into one of the most popular public arenas in the society. In this context, the social network through communication based on virtual space has created a field of closeness and direct and indirect communication of users in different countries (Bruijn and Janssen, 2017). And in this context, Jena et al. (2018) considered the existence of virtual messaging networks as an important factor in the expansion of relationships but its leveling and this environment is one of the most important structures of education and modeling for teenagers and children.

In this context, the media and especially the social media plays an important role in informing, awareness and social caution, and in addition to the damages and malfunctions that they can have due to long-term consumption or providing false information, they can play an important role in the fields of health and hygiene. The ever-increasing advances in technologies



and the emergence of new media, including social networks, can have a significant impact on health communication for the development of the country (Christiansen et al., 2019). It should be kept in mind that media messages in this field pursue two quantitative and qualitative goals, which is the quantitative goal of raising the level of awareness of the audience and the qualitative goal of changing their unhealthy behavior. In this context, media can change the attitude of the society by using medical programs, conversations and health interviews, sending messages and subtitles about health and many other media tools. The creation and strengthening of health-oriented media campaigns that refer to sensitizing society to behavioral-consumption habits is noteworthy (Nielson and Haustein, 2019). Therefore, on a very large scale in social fields, including homes, schools, health-oriented media campaigns, which is the replacement of prevention instead of treatment, and embedding this matter as a community-oriented approach, plays a major role in prevention and training to deal with high-risk behaviors, especially between teenagers. Health-oriented media campaigns have a significant effect on media circulation. Media streaming is just one form of media campaign functionality. With increasing competition to attract the attention of people and citizens to new events, media campaigns can attract all people, especially teenagers to all kinds of risky behaviors. Perhaps it is not out of place that with using of celebrities will also increase the strength of these campaigns. Celebrities can help sustain media streams and various media campaigns in a turbulent media environment and then improve its communication ability. (Muda et al., 2014; Schmid, 2012; Boles et al., 2014).

When a plan or idea is campaigned with a digestible slogan and a high power of inclusiveness in the context of the issues and problems of teenagers and their risky behaviors, over time we will witness its tangible effect among the general public. At a time when information is transmitted in a large volume in virtual spaces, we should think about new tools that have an appropriate speed to the current era, campaigns, information tools are of this kind, which have features such as wide audience, speed of transmission, variety in transmission. Different dimensions of the subject, and updating with simple methods and just by inserting a few lines and symbols, easily create space and attract the audience. It is so easy to lead a large group of teenagers with a slow

and smooth movement towards the set goal, which is training to deal with high-risk behaviors. A way that may turn into a huge wave with the passage of time.

In recent years, there have been various campaigns in our country, and unfortunately, the issues of teenagers and the statistics that are published every year (several times) about the social harms of this group are not very sensitive, and the need for health-oriented media campaigns has not been felt much, while any programs or activities or a basic mechanism has not been thought of in this area. Passive and directive education and the national media, ignoring the realities of the society, have left the teenager wandering in a huge volume of all kinds of social harms, and the police force also proudly announces the statistics of arrests every year. Families caught in economic problems not only do not have a precise understanding of their mental-psychological and physical characteristics and needs, but they are largely unable to deal with risky behaviors and the basis of many of these behaviors is hidden from their view. Teenagers' access to cyberspace in this space of abandonment has also increased the depth and severity of risky behaviors. Examining the statistics of some researches reveals more and better the depth of high-risk behaviors. Ghazinejad and Savalanpour (1387), Mohammadkhani (1390) and Serajzadeh and Faizi (1386) emphasized on the increase in drug use among teenagers and young people. Azad Ermaki and Sharifi Sa'i (2013) and Azad Ermaki et al. (2014) have reported the increase of premarital sexual relations in Iran. Barikani (2007) reported the age of smoking at 14 and the age of drinking alcohol at 17. Mohammadi et al. (1382) reported the average age of the first sexual contact as 14 years old, and 27.7% of the adolescents they studied mentioned a history of sexual contact. Soleimaninia et al. (2014) reported the prevalence of risky behaviors among the respondents as 44.7%. The existence of such figures in the society seems worrying, and on the one hand, considering the number of teenagers in the country, it is necessary to provide creative solutions in this field. Recent studies also show the growing trend of high-risk behaviors among teenagers; The research of Abushukeh (1398), Bahraini and Aghaei (1398), Ghaouri and Malai, Sarai (1398), Rezaei Jamaloui, Hosni and Noormohammadi (1398) indicates that the adolescents under investigation experience and desire to be friends with the opposite sex, relationship and sexual orientation. On the contrary,



they have a tendency towards drugs and violence. Based on this and in accordance with the mentioned contents and the situation that prevails among teenagers today, they experience identity issues and problems and are influenced by the open space of using virtual space and the Internet as well as virtual communication. Based on a general view, programs and social networks in general promote and emphasize different structures, the existence of negative patterns and open relationships without restrictions in the context of risky behaviors in the sexual field. abuse of cases and etc and this research tries to reduce harm and negative trends in this field by correcting this process and designing a program that implements a health-oriented and healthy model in this field. Based on this, the present research is conducted with the aim of the effect of health-oriented

communication campaigns in social media on the education of teenagers with high-risk behaviors in youth health clubs and raises its main question as follows: health-oriented educational programs based on media what is the effect of social networks on the amount, awareness and attitude of teenagers with high-risk behaviors?

Research goal

- What are the effective factors and criteria of health-oriented educational programs based on social media for adolescents with high-risk behaviors, and what effects the designed program does have on the high-risk behaviors of adolescents?

2- Previous researches

Table 1: prevoius researches

Row	Researcher	Year	Findings
1	Melai et al	1401	In examining the causes of sexual abstinence in young people with high-risk sexual behavior, the findings showed that these factors are effective: 1- predisposing factors (weak religious beliefs, family fundamental problems, childhood sexual experiences and awareness, childhood abuse and developmental problems); 2- Involved factors (access to sexual stimuli, influence of friendships, normalization and reduction of shame and guilt, weak self-confidence or sexual boldness, weak sexual awareness and attitude, and easy access to sexual relations); and 3- the existence of sexual deviations
2	Afshani and Nateghi	1401	The results showed that there was an inverse and significant relationship between religiosity and its dimensions and risky behaviors and its dimensions. In other words, as the level of religiosity increases, committing risky behaviors decreases
3	Mahdizadeh and khashei	1397	The obtained results indicate that there is a significant relationship between people's media consumption and lifestyle.
4	Ghazaei and et al	2022	Religious attitude indirectly influences risky behaviors through fear of death.
5	Jalali and et al	2022	The current study showed that male gender is one of the risk factors of alcohol, smoking and other substances, tendency to risky sexual behaviors, depression and suicide in teenagers. Among the factors that determine the tendency to HRB in teenagers, psychological variables at the individual, social and family levels have special importance.
6	Christensen et al	2019	Media awareness and support play an important role in dealing with risky behaviors and patterns based on it
7	Nilsson and Hostin	2019	Media campaigns are an important and effective factor in encouraging and tending to a specific behavioral structure and its related dimensions



3- Research method

The approach of the current research is a combination of qualitative and quantitative methods. In the first part, the present research method is qualitative. The qualitative part is based on thematic analysis and the quantitative part is based on the semi-experimental method.

Data gathering tools

Data gathering tools was carried out in two qualitative and quantitative sections:

A- Qualitative part: The present study uses semi-structured interviews in the qualitative part. Semi-structured interview is one of the most common types of interviews used in qualitative social research. This interview falls between the two extremes of structured and unstructured, sometimes called in-depth interviews, in which all respondents are asked the same questions but are free to present their answers in any way they wish (Lapan et al, 2011).

B- Quantitative part: In the quantitative part, the data gathering tool is a standard and researcher-made questionnaire. In this section, the experimental group, which is randomly assigned to the experimental group, will undergo 10 sessions of the health-oriented educational program, while the control group will not receive any intervention. Both groups will complete the research questionnaire before and after the intervention.

4- Participants in the research

The participants in the qualitative part of this research are experts and authorities in the investigated field, and its volume was determined based on the principle of saturation and the purposeful sampling method was a criterion type. Saturation in this research was established after interviewing 11 people. In the quantitative part of the sample size, 30 teenagers had the tendency and probability of risky behaviors, which were selected by the available method and randomly replaced in the experimental and control groups.

Analysis of findings

Data analysis was done in two parts:

A- Qualitative part: The method of data analysis was based on thematic analysis. Thematic analysis is a method to recognize, analyze and report patterns in qualitative data. This method is a process for analyzing textual data and transforms scattered and diverse data into rich and privileged data. The process of theme analysis begins when the analyst considers patterns of meaning and topics that have potential appeal. This analysis involves a continuous back-and-forth between data sets and coded summaries, and analysis of the data that emerges. Writing the analysis starts from the very first stage. In general, there is no unique way to begin learning about theme analysis. Theme analysis is a recursive process where there is movement back and forth between the steps mentioned. In addition, theme analysis is a process that is carried out over time. B- Quantitative part: The data analysis of this research was done at two descriptive and inferential levels. At the descriptive level, the description of demographic characteristics and independent and dependent variables with statistics such as frequency, percentage, mean, median, and standard deviation were mentioned. The software used in the descriptive section was SPSS 24. Analysis of covariance method was used to investigate the effectiveness of the health-oriented approach on the level of high-risk behavior and attitude and awareness of adolescents and compare it with the control group using covariance analysis method.

5- Research findings

5-1 Findings of the qualitative section

Based on the findings, familiarity with risky behaviors, the characteristics of each risky behavior, the effects of each risky behavior, familiarity with emotions, the value of physical and mental health, assessment of risk-taking, self-esteem, resilience, refusal skills, interpersonal skills, flexibility skills, pressure control skills, healthy decision making, stress and anxiety management, creating support resources, positive risk seeking, ability to express needs and feelings, motivation can be the most important influencing factors in health-oriented communication campaigns. Social media has a dangerous behavior on the education of teenagers.



Table 2: Pivotal categories, main and secondary themes

The main category	Row	Main themes	Sub themes	Repetition of themes
Informing	1	Familiarity with risky behaviors	addiction	13
			sexual behavior	11
			Violence and related dimensions	8
			Antisocial behaviors	7
			Combined risky behavior	5
	2	Characteristics of any risky behavior	personal characteristics	8
			Social characteristics	5
			Family related features	4
	3	The effects of any risky behavior	Personal effects	6
			Social effects	7
			Family effects	6
			General effects	5
	4	Familiarity with emotions	self-motivation	5
			Recognition of emotion	4
			Assessing the level of excitement	4
			Cleaning real excitement from fake	3
	5	The value of physical and mental health	Physical abilities	5
			Mental abilities	4
			The importance of body health	4
			The importance of mental health	4
	6	Risk assessment	Attitude	4
			Being a leader or a follower	4
			Investigating thoughts about the future	3
skill enhancement	7	Self-esteem	self worth	7
			Self Confidence	9
			self respect	5
	8	Resilience	Psychological toughness	6
			resistance	3
			Tolerance	3
			Control	3
	9	The skill of refusal	say no	7
			reject	5
			Log-out	4
			Neglect	5
	10	interpersonal skills	Physical relationships	6
			Cognitive relationships	7
			Emotional understanding between the parties	5
			Communication compatibility	6
			The depth of relationships	3
	11		Cognitive flexibility	5



The main category	Row	Main themes	Sub themes	Repetition of themes
		Flexibility skills	Environmental flexibility	5
			Communication flexibility	6
	12	Pressure control skills	Cognitive skill	5
			Management	5
			sublimation	4
	13	Healthy decision making	Logicalism	6
			being safe	6
			being the norm	7
	14	Stress and anxiety management	Coping skills	5
			Control	4
			exposure	3
Support and control	15	Creating support resources	Family support	7
			social support	4
			The support of the relevant community	6
	16	Positive risk taking	Sport	7
			Recreation	5
			challenge	3
	17	Ability to express needs and feelings	Expression of emotions	5
			Expression of needs	5
			Expression of the Emotions	8
			Creating empathy and empathy	3
	18	Motivation	External motivation	5
			Intrinsic motivation	6
			Social motivation	4

5-2- Findings of the quantitative section

It should be noted that all steps are designed in health-oriented campaigns.

The general pattern of the intervention was obtained based on thematic analysis as follows:

Table 3: model of educational intervention

Meeting	Description of the basic programs of the meeting	Executive status by the researcher	Time spent in minutes
First session	Welcoming and explaining the preparations for the meeting and introduction and pre-examination		
	Introduction of global trauma for teenagers and introduction of existing campaigns in this area		
	Breathing and reception		
	Expressing the recognition and problem of high-risk behaviors and the pattern related to the health-oriented campaign		



Meeting	Description of the basic programs of the meeting	Executive status by the researcher	Time spent in minutes
	Introducing a variety of high-risk behaviors with health-oriented campaigns		
	Provide an explanatory brochure and how to use it		
Second session	Welcome and overview of concepts		
	Examining the prevalence of high-risk behaviors		
	The effects of high-risk behaviors related to addiction		
	Behavior and effects of risky behavior related to sexual relations		
	Behavior and effects of high-risk behavior related to violence and antisocial behavior		
	Description of other risky behaviors		
Third session	Welcome and overview of concepts		
	General introduction and introduction of emotions		
	Anticipating the existence of any excitement and risky behavior resulting from it		
	Explaining emotion management and emotion control		
	Investigating factors affecting risk and explaining its control		
Forth session	Welcome and review		
	Examining the role of resilience in preventing injury		
	Introducing types of resilience and related patterns		
	Investigation on self-esteem and its importance		
	Description of cases damaging to self-esteem and its control		
	Providing exercises in life to maintain self-esteem and increase resilience		
Fifth session	Welcome and review		
	Describe interpersonal relationships		
	The importance of friends and opinions in life		
	The importance of establishing a relationship and its types		
	Learning how to deal with all kinds of offers		
	Teaching the skill of saying no and not accepting based on different patterns		
	Providing training in the field of interpersonal relationships and the ability to say no to requests that conflict with the individual's needs and moral pattern		
Sixth session	Welcome and learning review		
	Examining the characteristics of personality flexibility and its benefits		
	Practice flexibility skills		
	Pressure management, control and resistance programs		
	Provide practice for repetition and continuity		
Seventh session	Welcome and learning review		
	Examining decision-making skills		
	Examining the problem-oriented and emotion-oriented model		
	Correct use of problem-solving skills		
	Providing examples of problem-oriented application		



Meeting	Description of the basic programs of the meeting	Executive status by the researcher	Time spent in minutes
	Providing practical training in life		
Eighth session	Welcome and learning review		
	Examining anxiety and stress and its role in behavior		
	Stress and anxiety management training		
	Examining examples of skills in managing psychological problems and frustrations		
	Providing practical training in life		
Ninth session	Welcome and learning review		
	Creating positive risk-taking in amusement Park		
	Positive risk-taking in martial arts and parkour		
	A meeting to release thoughts and express feelings anonymously		
	Reacting to emotions		
	Providing practical training in life		
Tenth session	Welcome and learning review		
	Expressing feelings and thoughts with ID and name of the person		
	Creating a support team to deal with pressure		
	Post-test and presentation of final exercises		

Based on this, the intervention model included possible meetings with the aim of establishing 3 parts of awareness, control and skill enhancement.

Checking defaults

Kolmogorov Smirnov test

Kolmogorov-Smirnov test was used to check the normality of the data distribution obtained from the statistical sample.

The results of this test are shown in the following table:

Table 3: Results of the Kolmogorov Smirnov test for the normality of the sample distribution

Component	statistics	Obtained significance
Post-test of the high-risk behaviors of the experimental group	0.510	0.923
Post-test of high-risk behaviors of the control group	0.566	0.889
Post-test of the attitude of the experimental group	0.910	0.323
Post-test of attitude of the control group	0.927	0.311
Post-test of the experimental group	0.512	0.852
Post-test of the control group	0.751	0.619

To test whether or not the distribution of data is normal, according to the Kolmogorov-Smirnov test, which shows that the significance for all variables is greater than 5 percent, as a result, the distribution of variables

is normal, and performing a parametric test in this field is unimpeded. .

Descriptive study of variables

**Table 4: Mean and standard deviation of pre-test and post-test research variables**

Variable	control group		examination group	
	Pre-test	post-test	Pre-test	post-test
	SD ±M	SD ±M	SD ±M	SD ±M
Rate	(2.43) 23.88	(2.39) 22.98	(2.27) 24.29	(2.01) 17.27
attitude	(2.52) 27.13	(2.40) 27.16	(2.88) 28.17	(1.71) 15.69
Consciousness	(2.69) 14.73	(2.58) 15.01	(1.55) 14.26	(2.99) 31.96

According to the findings, the average post-test high-risk behavior has decreased by 7.02 in the experimental group and by 0.90 in the control group. The average post-test attitude towards high-risk behaviors has decreased by 7.02 in the experimental group and increased by 0.03 in the control group. The average post-test awareness of high-risk behaviors has increased by 17.7 in the experimental group and by 0.28 in the control group.

In the following, covariance analysis is used to check the effectiveness, and in this context, the first step is to check its defaults. One of the presuppositions of using parametric tests is the assumption of the normality of the scores of the sample group or groups in the society, which was shown in the previous table as a result of the KS test, the data distribution is normal.

Table 5: Covariance assumptions regarding rate, attitude and consciousness

Variable	Levin		regression	
	statistics	meaningful	statistics	meaningful
Rate	0.899	0.447	1.063	0.082
attitude	0.769	0.852	0.611	0.311
Consciousness	0.812	0.567	0.956	0.284

As can be seen in the above table, according to the level of significance above 0.05 in the groups, the assumption of normality of the distribution of scores in the main variables of the research is confirmed. Also, in the Levine test of the reported significance level, the

assumption of homogeneity of variances is confirmed ($p > 0.05$) and the slope of the regression line showed that there is no systematic difference between the groups and the studied variables in terms of the mean of the covariate variable.

Table 6: The results of multivariate covariance analysis on the mean post-test scores of the categories of rate, consciousness and attitude

Test tile	amount	degree of freedom	F	P value
Pillai effect test	0.905	4	2.915	0.001
Wilks's lambda test	0.983	4	2.915	0.001
Hotelling effect test	9.175	4	2.915	0.001
The largest rui test	9.211	4	2.915	0.001

The Table 6 results show that there is a significant difference ($P < 0.001$) between the pre-test and the post-test of the experimental and control groups in terms of the variables of rate, consciousness, and attitude. Therefore, it can be said that at least in one of the dependent variables between the two groups, There has

been a significant difference. In order to understand this difference, several covariance analyzes were performed in the text of "Mankwa".

The findings of covariance analysis showed the following results:



Table 7: covariance Analysis

Variable	Diffraction source	SS	F	Sig.	Eta
Rate	Experimental conditions	239/128	419/5	0.001	0.35
	error	11/38			
attitude	Experimental conditions	101/149	62/8	0.001	0.54
	error	22/35			
Consciousness	Experimental conditions	70/173	57/10	0.001	0.59
	error	29/42			

With 99.9% confidence, the training program has been effective in reducing the behavior, attitude and consciousness of risky behavior.

6-Conclusion

The findings related to the design of the intended intervention showed that a total of 3 main components in the sections of knowledge, skill acquisition and support resources were categorized in 18 criteria and 64 indicators based on 159 primary codes identified based on the findings of familiarity with risky behaviors, the characteristics of each risky behavior, the effects of each risky behavior, familiarity with emotions, the value of physical and mental health, assessment of risk-taking, self-esteem, resilience, refusal skills, interpersonal skills, flexibility skills, pressure control skills, healthy decision-making, stress and anxiety management, creating support resources, positive risk-taking, the ability to express needs and feelings, and motivation are the most important factors of the impact of health-oriented communication campaigns in social media on the education of adolescents with high-risk behavior.

Based on the findings, all 64 targeted items for developing the high-risk behavior protocol in the target program were approved from the experts point of view. Based on the identified components, a 10-session protocol was developed based on the three basic stages of awareness of high-risk behaviors, skill acquisition, and the use of support resources. After providing the intervention based on the package compiled in the platform of the virtual program, based on the findings, the average post-test high-risk behaviors decreased by 7.02 in the experimental group and decreased by 0.90 in

the control group. Covariance analysis showed that the educational program has been effective in reducing the amount of risky behavior in different dimensions with 99.9% confidence. These results were aligned with the research findings in this field. In explaining these findings, the media and especially the social media play an important role in informing, awareness and social consciousness, and also to the damages and malfunctions that they can have due to long-term consumption or providing unrealistic information, they can play an important role in health and hygiene fields. The ever-increasing advances in technologies and the emergence of new media, including social networks, can have a significant impact on health communication for the development of the country. One of the most important areas of successful placement in the media is the issue of campaigns. Media campaigns are campaigns or campaigns that are formed in the media space, media and virtual media, and target groups are encouraged to take action or not to take action. Media campaigns are used in various fields such as natural disasters with a focus on helping the victims, collective financing of development projects, health and hygiene, civil-political and union protests. Information or media campaigns are one of the most common types of health communication that carry programs to promote healthy behaviors or prevent diseases. This pattern in teenagers can be the basis for providing mass information due to the harm of risky behavior and blackening the future in teenagers, which is the root of many wrong attitudes are not paying attention to the result of the work and possible negative consequences, this awareness becomes the basis for recognizing the existing problem and negative consequences and observing failed negative models in



this field, which can be a factor in the non-emergence of behavior in this area; According to this, such an approach can be an obstacle in the development and occurrence of high-risk behaviors in adolescences.

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