# The Infographic Media Application: Let's Run to Running for Health

**Yupawadee Thankunkaew**

Multimedia Technology and Animation, Information Technology, North Bangkok University

## Abstract

The objectives of The Infographic Media Application: Let's Run to Running for Health are 1) to study health behaviors of media viewers and 2) to study the perceived benefits of running for health of media viewers. The samples are the Students of North Bangkok University, Faculty of Information Technology, Major of Multimedia Technology and Animation. The samples were chosen purposively of 60 people.

The results of behavior in health care. Food and nutrition finds that they have eaten 3 meals a day which in the high level at 3.52 and the exercise find that the majority of them choose to exercise in their own aptitude way and self behaviour in the high level at 3.82. The running benefits recognition find that the majority of them know about the running helps to reduce the blood lipid panel to prevent the heart disease and high blood pressure disease in the high level at 4.52.

*Keywords:* infographic, run and health

## Background and Statement of the problem

World Health Organisation ranks the countries that are overweight in ASEAN 2017 found that Thailand's population were overweight for 32.2 % which is the second place in ASEAN. If calculated from the population about 60 million people, Thailand would have 19 million overweight people or 1/3 from all the people in the country.[1] Furthermore, the morbidity and death rate for people would change from contagious disease to be non communicable disease such as diabetes / high blood pressure, heart disease, cancer, etc which are caused by regression and functional degradation of various organs and inappropriate health behavior including stress. More recently, the popularity of health care like exercise has increased but still little when compared with the risking behavior's, for instance, addiction to social media, incorrect eating habits, drinking alcohol and lacking rest which destroy health in the long term.

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

Nowadays, maintaining health and exercising is becoming very popular. Running is another activity that is getting more and more popular because it is an exercise that can be done easily which is low cost to do and people can run anywhere such as a village, park or near the house. Additionally, it is a sport that most people choose to start when wanting to exercise and it's suitable for all ages, furthermore, we can adjust to suit or own capabilities and limitations. There are many benefits of running, for instance, it is good for overall health and helps to burn fat. It is also good for the heart and blood vessels, good for people with low blood pressure, helps strengthen bones, strengthens muscles and importantly makes you feel good due to the body secreting endorphins. Nevertheless, running for health should be well prepared because sometimes incorrect or overdoing exercise will cause injury and bring pain instead of good health as intended.

For this reason, the organizers would like to present the method of exercising by running for health correctly by creating an infographic for Let's Run to allow the audience to know how to run for health correctly and the health benefits that will be received.
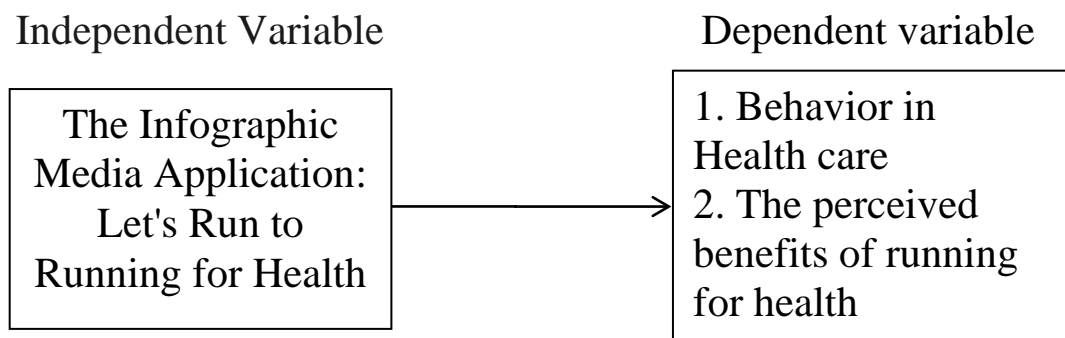
## Objectives

1. To study behavior in health care of media viewers.
2. To study the perceived benefits of running for health of media viewers.

## Expected benefits

1. The media viewers receive knowledge about running for health.
2. Viewers understand the result of behavior in health treatment.
3. Viewers understand the result of perceived benefits of running for health.

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

## Conceptual Framework

Research has set the conceptual framework from health care behaviors and perceived benefits from running for health. By using infographic media, Let's run that affects the behavior of the media for the health of viewers.

Independent Variable

Dependent variable

| The Infographic Media Application: Let's Run to Running for Health |
|---|

→

| 1. Behavior in Health care 2. The perceived benefits of running for health |
|---|

## Research Methodology

1. Population and sample group

The population is the Students of North Bangkok University, Faculty of Information Technology, Major of Multimedia Technology and Animation, 188 people.

The samples are the Students of North Bangkok University, Faculty of Information Technology,  Major of Multimedia Technology and Animation. The samples were chosen purposively of 60 people.

2. The research tools

2.1 Infographic media, Let's run

The info graphic media, let's run passes quality assessment from 3 experts in media design and development. The results of the assessment are averaged at 4.23. The results can be interpreted to be at a high level and evaluating the quality of content experts for 3 people. The overall average evaluation results are at 4.70. The results can be interpreted as being at the highest level which can be published as the general knowledge.

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy



Figure 1 Visualization of infographic media design, Let's run

2.2 The questionnaire for using infographic media, Let's Run to running for health.

The questionnaires passed the studying and data analysis as guidelines for creating questionnaires related to research. On completion it was brought to the expert to check for language clarity and accuracy as well as appropriateness for the content and to improve the query according to the expert's suggestion and applied to the sample group. The questionnaire consists of 3 parts:

Part 1 Personal information

There is a general information questionnaire about personal data of the sample group which is a closed-ended question to know about gender, age, education level, Income per month, illness, general health and exercise methods for health.

Part 2 Behavior in Health care

There is a questionnaire about behavior in health care which resembles a closed end query to know about food and nutrition health care behaviors and behavior in health care in the exercise of the sample group. The characteristics of the questionnaires are measured by Likert Scales, which are divided into 5 levels. The criteria for scoring are as follows.

5 means the highest level of behavior
4 means high of behavior level
3 means moderate behavior level
2 means less behavior level

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

1 means the least behavior level

Part 3 Awareness of the benefits of running for health

There is a questionnaire about perceived benefits in running for health which questionnaire closed end query to know about the perceived benefits of running for the health of the sample. The measurement of the questionnaires are Likert Scales, which are divided into 5 levels. The criteria for scoring are as follows.

5 means the highest level of awareness

4 means a high level of awareness

3 means moderate level of awareness

2 means less awareness level

1 means the least awareness level

3. The data collection

The data collection for analysis, the researcher has collected data according to the following steps.

Step 1: Use the purposive sampling method by selecting students from North Bangkok University, Faculty of Information Technology, Major of Multimedia Technology and Animation, for 60 people.

Step 2: Coordinate with students to request assistance in collecting data.

Step 3: Conducting media dissemination by starting from explaining the details of the research work to the sample group to know the purpose of publishing the media, then began publishing the media via the projector screen and followed by a questionnaire until the publishing process was completed and checking the integrity and completeness of the questionnaire before conducting data analysis.

Step 4: Bring the questionnaire to record data and process.

**Research Result**

From the questionnaire of the application of infographic media, Let's Run to running for health of the sample. The researcher collected 60 samples for analysis by dividing the research results into 3 parts as follows.

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

Part 1 Personal information

1. The research on gender found that respondents was highest by the number of males 38 people, accounting for 36.67 percent, followed by females 22 people, accounting for 63.33 percent.

2. The research on age found that respondents most of them are in the age range of 21 - 23 years old. The number of people is 42 people, equivalent to 70 percent, followed by the age range of 23 years and over, 18 people, representing 30 percent, under the age of 18 years and 18 - 20 years, number 0. People accounted for 0 percent.

3. Education data found that the respondents most of them studied at bachelor's degree level, 60 persons, representing 100 percent, under-bachelor degree level and higher than bachelor's degree, 0 persons, representing 0 percent.

4. Information relating to income per month found respondent's majority of the income is in the range of 8,000 - 15,000 baht, 30 persons, representing 50.00 percent, followed by the period 18,000 baht or more, 13 people, representing 21.67 percent, lower than 8,000 baht, 9 persons, representing 15.00 percent and 15,001 - 18,000 baht, 8 people, 13.33 percent.

5. The data on diseases found that respondents most of them had no disease, 53 people, accounting for 88.33 percent, followed by 7 diseases, 11.67 percent.

6. General health information revealed that the respondents most of them have good health, sometimes having illness or long time, numbering 55 people, accounting for 91.67 percent, followed by poor health, frequent illnesses, 5 people, or 8.33 percent.

7. The exercise for health today found that most respondents walked 22 people, accounting for 36.67 percent, followed by others, 17 people, accounting for 28.33 percent, touching football, 16 people, accounting for 26.67 percent, and jogging for 4 people, representing hundreds 6.67 each.

The 9ᵗʰ BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

North Bangkok University, Bangkok, Thailand
May 28ᵗʰ,2019

Part 2 Behavior in Health care
Table 1 shows behavior in health care.

| Assessment List | The result assessment | | |
|---|---|---|---|
| | X | S.D. | Average |
| Food and nutrition | | | |
| 1. Eat 3 meals a day. | 3.52 | 1.16 | high |
| 2. Eat a variety of different foods, complete with 5 groups in 1 day. | 3.23 | 1.01 | moderate |
| 3. Eat fruit and vegetables every day | 3.17 | 1.26 | moderate |
| 4. Drink at least 8 glasses of water per day | 3.42 | 1.20 | moderate |
| 5. Drink 1 - 2 glasses of fresh milk or skim milk per day / box | 2.50 | 1.24 | moderate |
| 6. Reduce the drinking of sugary drinks such as blended fruit juices that are sweet, soft drinks, various sugars | 2.97 | 1.07 | moderate |
| 7. Reduce eating high-fat foods such as pork leg rice, pork belly, Chinese pork sausage, grilled pork neck, bacon, sausage, pig skin | 3.00 | 1.01 | moderate |
| 8. Reduce eating fried foods such as fried bananas, deep-fried dough stick | 2.97 | 1.22 | moderate |
| 9. Reduce eating spicy foods such as salty, sweet, sour | 2.97 | 1.01 | moderate |
| 10. Eat low fat meat foods such as fish. | 3.47 | 1.02 | moderate |
| average | 3.12 | 1.12 | moderate |

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

Exercise

| Assessment List | X | S.D. | average |
|---|---|---|---|
| 1. Regular exercise at least 3 days / week | 2.72 | 1.32 | moderate |
| 2. Movement, such as housework / cycling or walking   Until feeling tired, getting to a satisfactory level and accumulating at least 30 minutes a day, 5 days a week | 3.25 | 1.26 | moderate |
| 3. Before exercising, warm up the body every time. | 2.80 | 1.36 | moderate |
| 4. Do not wear tight clothing for exercise. | 3.72 | 1.32 | high |
| 5. Exercise every time when feeling stressed. | 2.55 | 1.29 | moderate |
| 6. Feeling happy and fun. | 3.45 | 1.19 | moderate |
| 7. Choose multiple exercise methods | 3.45 | 1.20 | moderate |
| 8. Choose to exercise according to their aptitudes and interests. | 3.82 | 1.00 | high |
| 9. When finished exercising will relax the body every time | 2.93 | 1.12 | moderate |
| 10. Invite friends to exercise | 2.97 | 1.31 | moderate |
| average | 3.17 | 1.24 | moderate |
| Overall average | 3.14 | 1.18 | moderate |

Part 3 Awareness of the benefits of running for health
Table 2 shows the perceived benefits of running for health.

| Assessment List | The result assessment | | |
|---|---|---|---|
| | X | S.D. | average |
| 1. Exercise makes health and disease prevention | 4.37 | 0.74 | high |
| 2. Trotting is a healthy run | 4.28 | 0.64 | high |
| 3. Running correctly will result in better oxygen performance of the body. | 4.43 | 0.65 | high |
| 4. Running makes the runner relax the | 4.42 | 0.70 | high |

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

mental stress.

| | | | |
|---|---|---|---|
| 5. Wear clothes that should be made with materials that absorb sweat well and do not tighten | 4.47 | 0.60 | high |
| 6. Jogging for 4-5 minutes is a warm-up. | 4.37 | 0.61 | high |
| 7. Running for health will keep your brain stimulated. | 4.27 | 0.69 | high |
| 8. Running for health results in stronger bones and muscles in the body. | 4.42 | 0.70 | high |
| 9. Running helps reduce blood fat levels to prevent heart disease and high blood pressure | 4.52 | 0.60 | highest |
| 10. You see the importance of exercise and will persuade friends to exercise | 4.38 | 0.61 | high |
| average | 4.39 | 0.65 | high |

## Summary of the Study

1. Behavior in health care.

Information about behavior in health care. Food and nutrition finds that they have eaten 3 meals a day which in the high level at 3.52. Followed by eat low fat meat foods such as fish which in the moderate level at 3.47, drink at least 8 glasses of water per day which in the moderate level at 3.42, eat a variety of different foods, complete with 5 groups in 1 day which in the moderate level at 3.23, reduce eating high-fat foods such as pork leg rice, pork belly, Chinese pork sausage, grilled pork neck, bacon, sausage, pig skin which in the moderate level at 3.00, reduce the drinking of sugary drinks such as blended fruit juices that are sweet, soft drinks, various sugars which in the moderate level at 2.97, reduce eating fried foods such as fried bananas, deep-fried dough stick which in the moderate level at 2.97, reduce eating spicy foods such as salty, sweet, sour which in the moderate level at 2.97 and drink 1 - 2 glasses of fresh milk or skim milk per day / box which in the moderate level at 2.50.

Information about behavior in health care. The exercise term finds that choose to exercise according to their aptitudes and interests

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

which in the high level at 3.82. Followed by do not wear tight clothing for exercise which in the moderate level at 3.72, feeling happy and fun which in the moderate level at 3.45, choose multiple exercise methods which in the moderate level at 3.45, Movement, such as housework / cycling or walking   Until feeling tired,  getting to a satisfactory level and accumulating at least 30 minutes a day, 5 days a week which in the moderate level at 3.25, invite friends to exercise which in the moderate level at 2.97, when finished exercising will relax the body every time which in the moderate level at 2.93, before exercising, warm up the body every time which in the moderate level at 2.80, regular exercise at least 3 days / week which in the moderate level at 2.72 and exercise every time when feeling stressed which in the moderate level at 2.55.

2. Awareness of the benefits of running for health.

Information about perceived benefits of running for health finds that running helps reduce blood fat levels to prevent heart disease and high blood pressure which in the highest level at 4.52. Followed by wear clothes that should be made with materials that absorb sweat well and do not tighten which in the high level at 4.47, running correctly will result in better oxygen performance of the body which in the high level at 4.43, running makes the runner relax the mental stress which in the high level at 4.42, running for health results in stronger bones and muscles in the body which in the high level at 4.42, you see the importance of exercise and will persuade friends to exercise which in the high level at 4.38, exercise makes health and disease prevention which in the high level at 4.37, jogging for 4-5 minutes is a warm-up which in the high level at 4.37, trotting is a healthy run which in the high level at 4.28 and running for health will keep your brain stimulated which in the high level at 4.27.

**Discussions**

1. Behavior in health care.

Food and nutrition finds that behavior in health care in eating which in the moderate level at 3.12. Which is consistent with the research of Manolee Sripaoraya Penpong (2016)[2] study Food Consumption Behavior of Students in Suratthani Province. The results of this research took food consumption behavior of students showed that most students three meals a day; breakfast, lunch and dinner at the average of 3.67. The second was purchased by the cleanliness of the

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

restaurant and food the seller rather than deliciousness at the average of 3.58 and least mean of 2.79 was eating half-cooked food. Their body mass index are standard.

The exercise finds that behavior in health care on exercise which in the moderate level at 3.17. Which is consistent with the research of Nonthacha Vimonwattana, Tipapan Sangkapong and Rattana Panriansaen (2017)[3] study Factors Affecting the Health Promotion Behaviors of Professional Nurses in Faeulty of Medicine, Vajira Hospital, Navamindradhiraj University. The results of this research found health promotion was found that health responsibility and individual relationship were the high level at 3.70 and 3.45, respectively. However, the food consumption, the stress management and spiritual growth including the exercises were the medium level at 3.16, 3.02 and 2.48, respectively.

2. Awareness of the benefits of running for health.

The perceived benefits of running for health finds that perceived benefit from the media which in the high level at 4.39. Which is consistent with the research of Malaythong Vapy, Sukanya Parisunyakul andPiyanut Xuto (2015)[4] study Perceived Benefits, Perceived Barriers of Health Promotion and Health Promoting Behaviors of Pregnant Women, The Lao People's Democratic Republic. The results of this research found Perceived benefits of health promotion among pregnant women was at a high level, Perceived barriers for health promotion among pregnant women was at a moderate level, Health promoting behaviors of the pregnant women was at a moderate level.

## Recommendations

The next time should use this infographic for Let's run to expand the results and lead to perceived benefits from running for health.

## Reference

[1] BLT Bangkok. (2017). *Thailand's new health trend,* URL: http://www.bltbangkok.com/article/info/10/187, access on 20/11/2018.

[2] W. Mekwimon. (2010). Research report on Health Care Behavior of Peoples beside in Students Applied Thai Traditional Medicine Program Practice Area, Faculty of Sciences and Technology, Suan

North Bangkok University, Bangkok, Thailand
May 28th,2019

The 9th BENJAMITRA Network National & International Conference
Economics and Social Development for entering Digital Economy

Sunandha Rajabhat University, *Suan Sunandha Rajabhat University*, Page 80-86.

[3] N. Vimonwattana, T. Sangkapong and R. Panriansaen. (2017). Factors Affecting the Health Promotion Behaviors of Professional Nurses in Faeulty of Medicine, Vajira Hospital, Navamindradhiraj University, *Kuakarun Journal*, July-December 2017, pp. 67-81.

[4] J. Rodniam, S. Saetiaw and W. Jantaweemuang. (2010). Perceived Benefits, Perceived Barriers, Perceived Self-Efficacy and Health Promoting Behaviors, and Health Status of Nursing Students, *Nursing Journal of the Ministry of Public Health*, pp. 88-97.