

“Creative Participation” - Technology for the Prevention of Youth Addictions, Using Modern Gadget Technologies

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ABSTRACT

The authors present the technology of culture-creative prevention of addictions - "Creative participation". Technology involves the active participation of addicts in the creation and implementation of a socially significant cultural event. In this creative process, not only the social demand for the creative potential of the addict arises, but also the development of socially important components of the individual - self-control and voluntary behavior management, internalization of social norms of behavior and their observance, social inclusion, productive communication, the ability to adapt to social pressure, and minimizing conflict with social environment. The technology is based on the principles of its assimilation in the educational process, the use of modern information and communication technologies, the principles of productive social inclusion of participants and the use of their creative individual and collective potential. The preventive effect is also based on the principle of operotropism, when the dangerous tension of addictive needs is realized in socially positive forms, in the course of which expressed prosocial and socially useful activities that require personal social activity and social inclusion of the addict.

Keywords: *addictive behavior, social inclusion, prosocial activity, demanding for creative potential, prevention of addictions*

1. INTRODUCTION

One of the priority tasks facing the 21st century society is the prevention of destructive behavior among young people, including the prevention of various forms of addictive behavior. We understand addictive behavior as recurrent, compulsive, clearly and rationally un motivated, uncontrollable motivation to perform certain actions or deeds, the ultimate goal of which is to obtain subjective physical and psychological pleasure, the source of which can be both psychoactive substances and various types of activity, indicating addiction [1, P. 31]. Today, the problems of the prevention of addictive behavior are studied in the framework of 14 scientific directions, standing on different methodic and methodological positions, defining only their narrow subject area of interest in relation to addictive behavior, representing its contents in different ways, epidemiological, etiological, pathogenetic factors, and outgoing from its methodology for the treatment and prevention of addictions.

The growing interest in the problem of prevention of addictions is reflected in the publications of scientists from different countries on this topic. So, in February of this year, a group of researchers from the United States substantiated the need to study various options for text messages about cigarettes and smoking. The goal of this

project is to develop and experimentally test text messages as a complement to brief counseling on smoking cessation and the provision of nicotine patches for the homeless to help them quit smoking [2].

Another example is the practice of social work of Robin Manford with “vulnerable” young people - “Shame and recognition” [3].

With the growing conviction among young people that the use of electronic cigarettes does less harm to the human body, or the belief that switching to electronic cigarettes can help a smoker to give up tobacco dependence in the future has caused a surge in the fashion for using electronic cigarettes. And, accordingly, increased the number of studies related to the identification of the effect of electronic cigarettes on the physical and mental health of the smoker.

Nicholas Hadi and colleagues point out that electronic cigarettes should not be recommended as a means to quit youth smoking under any circumstances, since they do not reduce the harmful effects on physical and mental health. Education campaigns are needed to inform young people about the risks associated with the use of electronic cigarettes [4].

The authors' fear is confirmed by a study of a stratum of youth with higher university education, stating that electronic cigarettes are more addictive than traditional ones and have a higher addictive potential [5].

A group of authors from the United States is conducting a study of the effect of smoking prevention, informing consumers about the dangers of smoking electronic cigarettes on human health on the motivation for smoking (soaring) and regular smoking in general. The work confirms the hypothesis that warnings about the dangers of electronic cigarettes reduce not only the number of their users, but also the number of traditional smokers [6]. Note that two points are common in the prevention of youth addictive behavior. Firstly, prevention is seen as a set of social, educational, psychological, pedagogical and medical-psychological measures aimed at identifying and eliminating the causes and conditions for the development of addictions, minimizing the negative consequences of addictive behavior in people at risk and preventing the development of addictions in people outside of this group. Secondly, the education model is adopted for representatives of addictive and non-addictive youth strata, within the framework of which it is proposed to form a strong rejection of addictive behavior and refrain from contact with sources of addictive temptation.

However, how to avoid this interaction, if today, on the one hand, the productive life of a person is impossible without modern computer technologies, which, on the other hand, are themselves a source of addictions, and expand their list as a whole [7]. We believe that in the context of this contradiction, the principle of "prohibition of addictions" and the principle of "intimidation by consequences" turn out to be inoperative. However, what if we use the source of addiction - gadget technology - in a paradoxical way, as a tool to combat addiction. This article is devoted to the description of this process.

2. RESEARCH METHODOLOGY

As shown by specially organized and conducted studies [1, P.278; 8, p. 316], the differentiation of representatives of addictive and non-addictive strata of the population passes along several coordinates:

1. Self-regulation of behavior (regulatory component);
2. The degree of social inclusion of the individual in the social environment (intentional component);
3. The presence and strength of the conflict with the social environment (relational component);
4. Coping strategies with cultural pressure (suffix component);
5. Compliance with social norms of behavior (cognitive component).
6. The degree of social relevance of the creative potential of the individual.

These criteria actually represent a ready-made psychological symptom complex of properties, which can be used as a kind of "road map" for both psychocorrection (psychotherapy) and the process of prevention of addictions. The symptom complex allows you to clearly see which psychological aspects of personality development are the most stressful and problematic, which are relatively neutral, and which are developed to promote productive social inclusion, which reflects the

state of self-actualization of the personality. Using these aspects, you can vary the strategy and tactics of the preventive process, taking into account individual characteristics. We emphasize that for the prevention of addictions, the most important are social inclusion and the demand for a creative person [8, P.278-280].

The question arises - by what means should the preventive process be carried out, and at the same time coupled with the diagnosis of the state of the above manifestations of personality? As such a "tool" we offer our technology, which we arbitrarily called - "Creative participation". The technology is quite effective due to reliance on the following positions.

Firstly, the technology is assimilated into the educational process and can be assimilated into any educational process, regardless of its specialization in teaching.

Secondly, it assumes the activity and prosocial activity of participants - students become initiators, developers, implementers and, at the same time, leaders of educational activities (projects), which themselves are part of the elements of culture. In other words, the creation and implementation of socially significant projects within the framework of the educational process is, in fact, the creation of socially significant elements of culture - this is where the cultural-creative emphasis of the presented technology arises.

Thirdly, the activity of participants is associated with the use of all modern available technical means and information and communication technologies. Gadget technologies are necessarily used as part of the educational process and project implementation. Thus, the pathogenesis of the addictive potential of gadget technologies is leveled due to their constructive and actually cultural-creative use.

Fourth, as a mandatory element of the process, its participants are encouraged to active and productive social inclusion and to individual or collective creative activity.

The project implementation process provides a wealth of diagnostic information and feedback for prevention.

3. RESULTS

The preventive technology "**Creative participation**" (by *Pavel Yurievich Ezhov*) was used to create programs for the prevention of tobacco dependence - *International Youth Online Action on the Prevention of Tobacco Addiction "Already Not Fashionable!"*

Step One - Develop event requirements. The development team - students of the Ural State Pedagogical University - determined the requirements for the program. Among them - social significance, timeliness, accessibility, activity of participants, the most full use of the technical capabilities of modern gadgets, etc. The determining factor was the installation of the stock on a zero budget. The ability to realize it only on their own and using exclusively intangible resources of interested parties.

In order to give international importance to the action, "World No Tobacco Day" was chosen on May 31. The

name of the action was formulated as a result of the Brainstorming team of developers. Among other requirements for the name of the action, the possibility was provided for holding not a “one-time” action, but the prospect of creating several shares related to modern addictions of young people: alcohol, “network”, food, etc. The possibility of creating a series of measures to prevent social problems, such as corruption, ethnic hatred, extremism, etc., was not ruled out.

Step Two - Determining the form, content and information platform of a socially significant event. In accordance with the requirements presented, an online promotion form was chosen. The film “Secrets of Manipulation - Tobacco (Smoking)” [9] was taken as an informational basis. Based on the content of the film, a test was compiled, including 25 substantive questions and several answers to each question.

The basis for creating the "electronic platform" of the action was the Google platform. First, a stock site was created [10; 11]. Structurally, it included the following tabs: “Home”, “Project Organizers”, “Results”, “Test Answers”, “Contacts”.

The conditions for participation in the action, an active link to the film “Secrets of Manipulation. Tobacco ”, the button for transition to participation in the action. The view of the main page on the computer monitor is shown in Figure 1. Figure 2 shows screenshots of the main page from the smartphone screen.



Figure 1 The tab "Home" View on a computer monitor



Figure 2 The tab "Home".View on smartphone monitor

On the tab "Project Organizers" were displayed the logos of organizations and active links to their sites. In the absence of a logo, a photograph of the head of the organization was presented. In this action, 6 organizations joined and acted as organizers, including one foreign.

The tab “Results” contained a key to go to the results of the action and a key to download a certificate of participation (Fig. 3). Certificates are stored on the Google-disk file storage provided free of charge.

Имя	Скорость
ия Александровна	15 / 25
ья Викторвна	20 / 25
лия Бажитовна	19 / 25
ния Андреевна	22 / 25
льга Максимовна	19 / 25
рина Дмитриевна	23 / 25
нда Геннадьевна	22 / 25
я Айдаровна	15 / 25
а Александровна	21 / 25
ия Леонидовна	23 / 25
жда Иллиодоровна	16 / 25
Рустамовна	22 / 25
рифта Дмитриевна	22 / 25

Figure 3 Results tab, sheet with the results of the action, certificates of participants

Information about the online campaign was posted on the websites of interested organizations and the website of the online campaign "Already Not Fashionable!". It was also

possible to go to the promotion website using the QR code.



Figure 4 Poster with QR code

Step Three - Monitoring participation in the event.

Using the active link on the "Take part" home page, a site visitor could go to the Google form with the questionnaire and test questions. The test consisted of 25 questions. Questions were compiled on the movie "Secrets of Manipulation."

Before completing the test, participants were asked to leave their contact information: Full name; E-mail address; country and city of residence; organization represented and age

The test questions were divided into 5 blocks: the composition of the cigarette, the effect of smoking on the body, smoking and dependence, manipulation and statistics

After the test, a rating scale was placed. It was proposed to evaluate the event on a 5-point system. Three criteria were selected for the assessment: accessibility of the presentation of the material, usefulness of the event, its "interest". These indicators were partially justified by us earlier [12].

In addition, participants were asked to fill out a value-orientation test on the topic of online promotions.

Also, electronic certificates of participants of the online action were generated, available for "Download" for each participant of the action.

Step Four - Summarize the event. 207 people took part in the online action, among which: 13 citizens of foreign states (England, Japan, Kazakhstan); residents of 25 settlements of Russia; 164 people - youth under 35 years old (80%).

The action received the following assessments of participants according to a 5-point system: accessibility of presentation of the material - 4.67; the usefulness of the event is 4.63. interesting - 4.41.

Starting the article, we focused on the preventive aspects of the technology that we described in this article.

Preventive aspects, first of all, in relation to the developers of the action, since they are the main actors.

Note that the initial development team consisted of seven people. Without exception, all were carriers of various forms of addictive behavior (adrenaline, Internet addiction, dependence on people and relationships, gambling), the presence of which was determined on the input diagnostics.

The general hypothesis about the possible effectiveness of the presented preventive technology was based on the following theses.

1. Addicts are characterized by a violation of social norms, rules, and agreements. The fact of participation in a socially significant event, self-awareness as part of a group engaged in a common serious business, should encourage greater control of behavior in terms of compliance with social norms, rules and understandings. It is also driven by group work.

2. The behavior of addicts is driven, it often depends on spontaneous internal motives or random external impulses, and in general, is impulsive. The prosocial orientation and social significance of the event being organized should strengthen the volitional, arbitrary regulation of behavior.

3. Addicts have a lower level of social inclusion, up to the level of social self-isolation, and an increased level of social opposition, starting from the position of a dissident, up to leaving the underground counter-culture. Participation in a prosocial event, requiring the realization of the creative potential of the addict, should not develop an oppositional desire for social self-isolation, but, on the contrary, a steady tendency towards social inclusion.

4. Addicts have a pronounced intolerance to cultural pressure, prompting them to social isolation. The need to overcome obstacles during the preparation and implementation of the event creates situations, one way or another, encouraging the mobilization of adaptive mechanisms to cultural pressure.

5. In fact, all addicts are carriers of a clear conflict with the social environment, for example, on the basis of personal conflict, maladaptation, resentment, etc.). Included participation in a socially significant event should at least minimize the power of such a conflict with the social environment.

6. In interpersonal communication, addicts are usually also conflicting. Participation in the preparation and conduct of the event is inevitably associated with direct communication, developing the skills of productive communication.

7. One of the motivations of addictive behavior is the search for pleasure (euphoria). The alleged success and positive effectiveness of the event are directly related to the pleasure.

Thus, the anticipated preventive or even therapeutic effect is based on the principle of operotropism, when the dangerous tension of addictive needs is realized in socially positive forms in the course of which a prosocial and socially useful activity is required that requires personal social activity and social inclusion of the addict.

Guided by the above, we carried out a diagnosis of the group of organizers of the action, initially before the start of the organization of the event, and again, after summing

up the general results of the event according to the GALS-2005 methodology. And compared significant indicators by the Wilcoxon T-test. Present the results in the table. 1

Table 1 Shifts of significant indicators by the Wilcoxon T-criterion in the study group after the event (norm 5-6)

Criterion	Average values before the event	Average values after the event
Behavior self-control	3,18	4,72
Compliance	4,26	6,93
Social inclusion	2,49	3,29
Conformity in relationships	2,86	6,50
Adoption of social pressure	3,26	4,80
The degree of conflict with the environment	3,27	3,50
Emotional satisfaction	4,70	9,60

The results showed the presence of a statistically significant shift over the entire range of variables $T = 0.00$, $Z = 2.39$, $p < 0.02$. The results led to a number of conclusions.

4. CONCLUSION

1. Since students become initiators, developers, implementers and at the same time project managers, by virtue of this circumstance they are forced to strengthen and develop self-control of behavior; to strengthen the degree of their own social inclusion.
2. Faced with criticism of the protesters, they are forced to develop adaptation mechanisms to cope with cultural pressure and minimize their own permanent conflict with culture. As organizers and implementers of the project, they must follow normative social restrictions in their behavior.
3. Thus, an “event” becomes both a means, a form and a way of developing their own social inclusion and adaptation.
4. In addition, the event itself serves the cause of counter-addictive propaganda and enlightenment, expanding the network of participants.
5. The accumulated experience in the prevention of deviations in the youth environment can be used to create other actions aimed at developing and promoting healthy physical, mental, moral, aesthetic health, promoting humanistic, collective, values.

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