



DOI: 10.54919/physics/56.2024.148cu3

Theoretical and methodological basis of forming value attitudes to health in student youth

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Abstract

Relevance. An important pedagogical task is cultivating a careful attitude towards health among the younger generation. However, higher education students often lack this awareness, highlighting the need to study the theoretical and methodological aspects of fostering a value-based attitude towards health.

Purpose. The research aims to identify effective methods for instilling a careful attitude towards health in students.

Methodology. The study employed analysis and synthesis, comparison, and methods of induction and deduction.

Results. The research highlights the role of health in students' lives and the impact of a healthy lifestyle on their physical and psychological well-being and academic performance. It outlines the main aspects of a healthy lifestyle and their implementation in higher education. The study also examines the decline in students' health, particularly due to the COVID-19 pandemic and online learning, and compares mental health levels between online and classroom students. Effective methods to foster students' value-based attitudes towards health are provided.

Conclusions. The study's findings can be utilized by higher education administrators and educators to promote healthy lifestyles among students and by students themselves to better understand the importance of health and make lifestyle changes.

Keywords: lifestyle; educational environment; prevention; personal development.

Suggested Citation:

Duketayev B, Myrzabosynov Y, Zhakiyanova Z, Kassenov K, Bekbossynov D. Theoretical and methodological basis of forming value attitudes to health in student youth. *Sci Herald Uzhhorod Univ Ser Phys.* 2024;(56):1483-1493. DOI: 10.54919/physics/56.2024.148cu3

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Introduction

Health is one of the factors of successful personal development, which ensures a person's employability, and mental, physical, and creative activity. Students' understanding of the importance of their health is part of the comprehensive development of young people and a condition for their successful future. However, students starting a new stage of their life may change their habits, sleeping and eating habits to adapt to new conditions, demands and responsibilities. Students may also experience a shift in values and focus on higher education, which may make other areas of life, such as health, less important to them. Formation of students' value attitudes to their health and motivation for a healthy lifestyle are among the most important pedagogical tasks that need to be realised in the educational process.

As such, A. Khoroshev et al. [1], studying pedagogical factors influencing the development of healthy lifestyles among students, noted that modern society needs a healthy and resilient specialist, the formation of which can be promoted by the educational sphere, in particular, the leadership of the educational institution and teachers. The researchers also concluded that students are one of the most vulnerable categories whose health is affected by both external and internal factors (in particular, the peculiarities of the educational process, the environmental situation in the city of residence, and the emotional state). At the same time, students have a low level of understanding of the basics of a healthy lifestyle and do not realise the impact of their habits on their health.

A.B. Abdrakova et al. [2] revealed psychological and pedagogical aspects of the formation of healthy lifestyles among students and also noted that modern students are exposed to the influence of negative factors, and the state of health of young people affects their academic success, labour and creative activity. According to the authors, the problem of improving student health is a pedagogical problem that can be effectively solved within the framework of an educational institution through physical education, promotion of healthy lifestyle and various trainings.

Zh. Mukhambet and V. Avsiyevich [3] described a methodology for motivating students to engage in independent sports activities. They concluded that the most effective approaches to influence students' motivation to lead healthy lifestyles include the personal example of teachers, educational work on the importance of health, and physical exercise. Additionally, creating conditions where students feel comfortable leading a healthy lifestyle is crucial.

S.S. Issabekova and A.M. Aringazina [4] conducted a study of health literacy among students and concluded that the population of Kazakhstan has an average level of health and health literacy, and the authors attribute the lack of literacy to a lack of educational work, unhealthy behaviours, inappropriate lifestyles, and poor socio-economic conditions.

A.M. Suleimenova [5], in turn, conducted a study among students at the Medical University of Karaganda, which showed that the majority of respondents do not undergo preventive medical examinations and do not monitor their health, as 41% of respondents do not have sufficient physical activity to maintain health. This

demonstrates the need to develop a value-based attitude to health and motivate young people towards healthy lifestyles.

Thus, the educational institution can contribute to the formation of value attitudes to health among students. The analysed studies demonstrate that many students have not formed a value attitude to their health. However, there were no recommendations for changing the situation and forming a careful attitude to their health among young people. This indicates the need for a more detailed analysis of this problem and the need to provide methodological recommendations for improving students' attitudes towards their health. Therefore, the research aims to reveal the theoretical and methodological foundations of students' motivation for a healthy lifestyle and attentive attitude to health. Objectives of the study: to reveal possible reasons for the deterioration of students' health, as well as factors affecting students' health.

Materials and Methods

Such theoretical research methods as analysis and synthesis, comparison, induction, and deduction were used in the study. The research was conducted based on the Academy of Physical Culture and Mass Sports (Astana).

The analysis method was used for primary research of the problem, in particular, to reveal the importance of health and a healthy lifestyle for students, as well as to determine the reasons for the low awareness of students of higher education institutions about healthy lifestyles and its role for their future and achievement of their goals. The analysis method was also used to reveal the main problems that may arise in the sphere of health in a modern student, as well as their causes. The analysis was used to reveal the factors affecting students' health, what they depend on and why these factors can be changed in the course of the educational process. This method was also used to describe effective methods and approaches to form a valuable attitude to their health among students. The analysis method was used to determine why the formation of a value attitude to health among students is effective within an educational institution and to reveal the role of the management of a higher education institution and teachers in this process. This method was used to describe the stages of formation of students' value attitude to health, as well as the main principles of success of this process.

The synthesis method was used to combine existing methods and approaches to the formation of health value attitudes among student youth. This was used to draw the general conclusions of the study, as well as to provide ways to motivate student youth to be attentive to their health. The synthesis method was also used to combine the factors affecting students' health and to draw a general conclusion about their importance in maintaining labour, mental, physical, and creative activities.

The comparison method facilitated the comparison of current methods and approaches that are used in educational institutions to form a value attitude toward health among students and to understand how effective they are in this issue. This helped identify those methods and approaches that showed the greatest effectiveness and based on the obtained information, propose innovative approaches to the formation of students' value attitudes to their health. The comparison method was also used to

correlate the health status of those students who spent most of the learning process in the online format and those students who spent most of the learning process in the classroom. This helped to conclude the impact of the COVID-19 pandemic and online learning in general on the health of students.

The methods of induction and deduction were used to describe the key factors that can influence the health of student youth and also helped to identify the key aspects of a healthy lifestyle and their role in the achievement of students' goals. These methods were used to justify the appropriateness of the provided methods of forming a value attitude to health among student youth. The deduction method was also used to summarise the general results of the study and to justify the prospects for further research.

Results

The role of value attitude to health in the life of student youth

Students go through an important stage in their lives: getting an education, finding an appropriate workplace, and building their own family. With good academic performance, successful graduation, constant practice and self-development, a student can become a competitive specialist not only in the Kazakhstani but also in the international labour market, which can increase the prestige of Kazakhstani employees at the global level and affect the improvement of international cooperation. Students with a quality education are also likely to progress more easily in their careers and be able to earn higher salaries [6]. However, in addition to knowledge, skills and personal characteristics, a student must be in good health and have a healthy lifestyle to be successful in the profession, as this has a significant impact on the productivity of the professional and the results, he or she will demonstrate during the work process [7].

Healthy lifestyles and health values are no longer just indicators of good physical fitness [8]. A healthy lifestyle is also considered a factor of influence on the student's cognitive sphere (memory, attention, perception, imagination, speech, and thinking), which in turn has a positive impact on academic performance [9]. Students' academic success can also be influenced by a positive emotional state, self-confidence, and self-esteem, which is also a result of valuing their health. Unhealthy lifestyles, bad habits, and emotional stress can affect students' cognitive sphere, as well as physical and mental performance, which negatively affects academic performance and learning outcomes. In the future, it will have the same effect on professional activity and its results, which determines the necessity of forming a valuable attitude to health while studying in a higher educational institution. Thus, the educational institution is the place where students should and can effectively develop an appreciation of their physical and mental health [10].

An educational institution can demonstrate a positive example to students, forming and reinforcing in them the value of healthy lifestyles and their health. A favourable educational environment can have a positive impact on the psycho-emotional state of students, which can also be the basis for the formation of a positive attitude towards

healthy lifestyles and the desire to take care of their health and pay attention to the factors that affect it.

Factors affecting the health of students

At the beginning of higher education, students show a low level of attention to their health [7]. This is due to changes in the student's life: the environment changes, daily routines change, new demands are placed on students and new responsibilities are placed on them. In addition, many students move to live in another city, which is an additional stress factor: new terrain, living at a distance from family and friends, living in a dormitory with strangers and having to live under new rules. There is also a change of values. After the effort of enrolling, students may worry about poor results in classes and exams and about being expelled from the university. Because of this, studying and higher education, in general, may be at the top of students' value system, for which they may sacrifice sleep, nutrition, and physical activity, which are the factors that affect students' health.

Sleep schedule is important for the nervous system of students [11]. The nervous system and its correct functioning, in turn, affect the psycho-emotional state of students, their ability to work, in particular, the ability to learn. Lack of sleep schedule affects concentration, memory, and thinking, which affects the quality of information assimilation and the quality of the educational process. Most students' sleep schedules can be unstable: trying to be highly effective in all areas of their lives, young people often neglect healthy sleep, preferring to spend time with family or friends, to devote time to hobbies or household problems.

Nutrition also affects the health of students, as proteins, fats, carbohydrates, and other micronutrients ensure that the body functions properly and provides a resource for activity. Starting their student life, young people in most cases do not pay proper attention to nutrition, preferring unhealthy snacks, sweets, and fast food, which not only do not saturate the body with healthy elements but can also lead to poor health [7]. Better nutrition is seen in students who follow a particular eating style (e.g., vegetarianism or a low-carbohydrate diet), who avoid certain foods (e.g., sugar or gluten) and who have a healthy lifestyle before entering higher education [12].

Another factor affecting students' health may be their level of physical activity. Physical activity can affect students' well-being, endurance, and psychological well-being, which in turn affects academic performance [13]. It has been observed that female students show higher interest in sports, particularly fitness, while male students do not show high interest in sports, especially at the beginning of their studies. The situation of physical activity levels, as well as other factors affecting health, may vary according to the course of study, indicating the need to be more attentive to students in the initial years of study [14].

The analysed factors indicate that proper nutrition, quality sleep, stable psycho-emotional state can affect the health of students, and a high level of health, in turn, affects the academic performance of young people, the speed and efficiency of achieving goals, and communication with others. This can be the basis for the high competitiveness of young specialists in the Kazakhstani and international

labour market. However, there are also negative factors that affect student youth. Such factors include the COVID-19 pandemic and online learning in general. Specialists from the United Arab Emirates conducted a study

comparing the mental health aspects of students in online and offline learning (Table 1).

Table 1. Comparative characteristics of the health status of students who studied in an online format and students who studied in classrooms

	Online Education	Offline education
Irritability	Students report a higher level of irritability due to the need to constantly switch on/off the microphone, video camera	Students report lower levels of irritability
Concentration	Students report concentration problems due to social media, gaming, actions of others around them	Students do not report many distractions as part of classroom instruction
Fear of not being able to deliver the assignment on time	56% of students responded that they could meet the deadline and were not stressed about it	63% of students responded that they could meet the deadline and were not stressed about it
Stress	52% of students responded that online learning is stressful for them	73% of students responded that offline learning is stressful for them
Self-confidence	Students report low confidence levels during exams, taking online projects, and attending classes	Students report higher levels of confidence during exams, taking online projects, and attending classes

Source: S. Suleymanova et al. [15].

Thus, within the framework of online learning, students note an increased level of irritability, problems with concentration, fear of not being able to pass the assignment on time and low level of self-confidence. However, students believe that their stress levels are higher during classroom learning. Comparing the results of the study, it can be concluded that, even though students' stress levels are higher during offline learning, it is online learning that has a greater negative impact on students' mental health, which requires a revision of its methodology to preserve students' health.

Researchers believe that the majority of students start to lead a healthy lifestyle around the fourth year of study [7]. This is due to full adaptation to the new environment, the demands and responsibilities become familiar and stress-free, the sleep schedule becomes more regular, and the quality of sleep and nutrition improves. However, one

of the factors that can influence the formation of students' careful attitude toward their health remains the educational environment and the policy of the educational institution in the issues of promoting a healthy lifestyle and creating conditions for its maintenance by students.

Methods and approaches to motivate students to a healthy lifestyle and health value attitude

Formation of students' value attitudes to their health is a multistage process. For effective motivation of students to healthy lifestyles, this process should be complex and implemented at all levels: at the level of the state, at the level of higher education institution management, at the level of teaching staff and then at the level of students. The formation of students' value attitudes to their health includes three stages, shown in Figure 1.

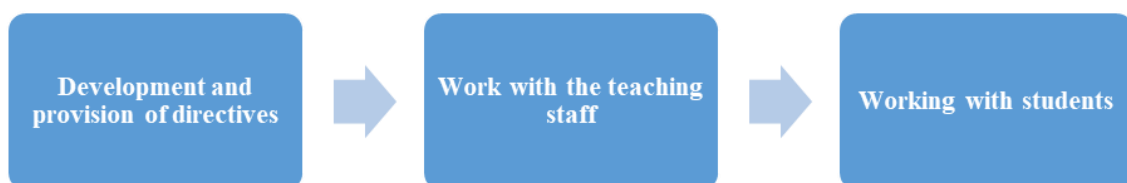


Figure 1. Stages of formation of students' value attitude to health

Source: S. Merced Len et al. [16].

The formation of students' value attitudes to their health should begin with the state and the development of a certain strategy at the level of the state. This strategy should include not only methods and approaches to the formation of health values among students but also recommendations, a detailed description of each stage, a description of problems that may arise and methods of their solution. The strategy can and should be developed jointly

with educators and health experts, after which directives for its implementation should be sent to the educational institution.

The next stage in the formation of students' value attitudes to health is the work with the teaching staff based on the received directives. The teaching staff should be educated and prepared to interact with students on the issue of health and healthy lifestyle. Teachers should realise that

an important part of their work is not only to inform students about the importance of health but also to support them on their way to healthy lifestyles and help them with difficult questions. Working with the teaching staff is the most important stage because only the full awareness of teachers depends on the effectiveness of the formation of students' value attitudes to their health. The third stage is direct work with students, which may include: educational work at all levels, training, use of modern methods (in particular, artificial intelligence) and modern technologies (in particular, social networks, and gamification).

One of the most effective methods of forming students' value attitudes to health is educational activities, which are most effective to be carried out at all levels (at the level of the management of the educational institution, at the level of the teaching staff and the level of students). Educational activities can be implemented through the development and distribution of booklets, posters, or more modern variants: checklists or guides. A checklist is a list of actions that need to be taken to achieve a certain goal and can be used to systematise the process and ensure that important details are not overlooked (Table 2).

Table 2. Example of a checklist form to motivate students to a healthy lifestyle

No.	Action	Completion checkmark
1	Have an annual preventive medical check-up	
2	Introduce exercise as a mandatory morning activity	
3	Buy a water bottle to remember to drink a daily ration of water	
4	Make a list of favourite foods and healthy dishes that can be made from them	
5	Adjust sleep schedule: go to bed no later than 10 PM., get up no later than 7 AM	
6	Take a training course on healthy lifestyle	
7	Eliminate bad habits	
8	Come up with new healthy habits that are fun to do (running with your favourite music, a walk in the park with a pet)	
9	Reduce the impact of negative factors on emotional well-being	
10	Share the checklist with friends and acquaintances and find like-minded people	

Source: compiled by the authors.

A checklist can be colourfully decorated to attract attention and motivate the reader to complete its points. A guide is a guide on a certain topic, which is aimed at revealing the essence and terminology of this topic and obtaining more detailed information about it. To motivate students towards healthy lifestyles, it is advisable to develop guides on proper nutrition, physical activities, and strategies for avoiding bad habits and forming healthy ones. These guides were used to help students understand the importance of a healthy lifestyle and form their diet, choose interesting and comfortable physical activities, give up bad habits and form new, more useful ones. Educational activities can also be realised through talks, thematic classes, as well as through integrated learning: introducing elements of a healthy lifestyle into university disciplines, for example, learning terminology in foreign language classes or creating software on health and healthy lifestyle in programming classes.

Another method of forming a valuable attitude to health among students can be training. Within the framework of these trainings, it is advisable to discuss issues of concern to students: building a healthy diet, working on the introduction of new healthy habits, supporting theoretical information with practical tasks, and group work, which will create a positive atmosphere and form a positive experience for students. Considering the possibility that teachers do not have enough knowledge about the topic of health, it is advisable to invite experts in the field of health to this training, who will be able to better conduct these training or provide students with the necessary, accurate and verified information on the topic. In the same aspect, it can be interesting to exchange experiences between

different educational institutions, which would include both the exchange of students and the exchange of teachers for a certain amount of time. This would be used to carry out educational activities more effectively in educational institutions and to form a value attitude towards health not only among students but also among teachers, who could be an example for young people. According to researchers, in addition to more traditional methods of forming motivation for healthy lifestyles in students, it is advisable to use modern methods and technologies [16]. In particular, social media, artificial intelligence and gamification can be used.

Social networks can be used both for educational activities and for creating a community of like-minded people. For educational activities, it is advisable to post information on the pages of the educational institution in social networks about the need for a healthy lifestyle and the role of health in the lives of young people, to invite students to take part in surveys, express their opinions and enter into discussions. To gather like-minded people in social networks, it is possible to create a separate account, where the topics of proper nutrition, sports, and healthy lifestyle in general will be discussed. Announcements of sporting or health-improving events can also be published there, both within the university and within the city and country. Thus, students who need support will be able to get it not only from the teaching staff but also from like-minded peers, which can positively influence the formation of a valuable attitude to health and motivation for a healthy lifestyle.

Artificial intelligence is of interest, as in addition to providing students with all the information they need, it

can help them to create an individualised daily routine for a student, diet, and select sports exercises based on the needs and individual characteristics of each student. This makes it necessary to explain to students the principles of artificial intelligence, to develop practical skills in working with it, in particular to maintain health and to form a valuable attitude toward it.

Gamification in the formation of students' value attitudes to health can have a positive impact on the desire of young people to take care of their health and form healthy habits. Students should be aware of such game elements, as the element of competition: which of the students at the end of the year will be able to do more push-ups, who will be able to give up all bad habits by the end of the term. It is also possible to use special applications: for example, applications in which bonuses or gifts are given for a certain number of steps taken, applications in which by drinking water and entering data about it the user grows plants. It can be interesting to develop a special application in which students will have to undergo certain tasks to achieve a certain goal and form the basics of a healthy lifestyle.

During the formation of students' health values, it is necessary to consider such points [16]:

- quality organisation of the process: whether training sessions or the use of modern methods and technologies, their use should be organised in such a way as to influence students' desire and motivation to work on themselves and acquire new knowledge;
- ongoing support for students at all stages of their work with them;
- using terminology and topics accessible to students (in particular, humanities students will not be able to understand medical terminology in the same way as medical students, which should be considered when working with each category of students);
- individual approach to each student: a student's value attitude to health can be formed only in the case of an individual approach, focusing on the physical activity, the type of diet and the mode of life to which the student is accustomed, and which are comfortable and accessible;
- using a motive that will stimulate the student to practice healthy lifestyles involves several aspects. First, it includes explaining the opportunities that a physically and mentally healthy person can enjoy, such as succeeding in higher education, building a successful career, and benefiting their country and families. Second, it involves demonstrating the impact of healthy lifestyles on family life and childbearing, such as having healthy children and being able to raise them within a framework of healthy habits. This, in turn, positively affects their health and future prospects.

Additional factors affecting the health of students

This study highlighted the most important factors affecting students' health which include sleep schedule, nutrition and physical activity.

G. de Barros Araújo Muniz and E. Garrido [17] revealed the peculiarities of changes in the habits and health status of young people after entering higher education. They concluded that the emergence of new responsibilities and the need to fulfil specific and new requirements for students affect all factors of students'

health. These changes adapt them to new conditions, corresponding to the results of this study. Thus, according to experts, students' sleep may decrease, nutrition may deteriorate, and psycho-emotional state may fluctuate depending on academic success and relations with teachers and fellow students. The same results were obtained in this study: students focus on their studies, but at the same time try to communicate effectively with others, find time for their hobbies and everyday problems, and pay less attention to health and factors affecting it. It is necessary to agree with the obtained results, as these processes negatively affect students, their academic achievements, and the ability to realise their ideas and goals, which proves the necessity of forming a value attitude toward health among students.

Y.C. Chiang and S.W. Arendt [18], while revealing the impact of sleep schedules on students' academic performance, also agreed that students often sacrifice sleep for those goals that seem to be a higher priority for them at a given period of life. The results of their study showed that students who slept less than six hours a night, on average, performed worse academically than those students who slept seven hours or more. In addition, sleep quality also affected students' emotional state and academic performance: students whose sleep was interrupted by noise, poor ventilation in the room, neighbours or other factors were more irritable and performed more poorly academically.

M. Zaheer et al. [19] investigated the impact of lifestyle, particularly dietary habits, on student health and concluded that starting college life changes students' views on many things, particularly daily routines and eating habits. Experts also noted in the course of the study that nutrition deteriorates largely in those students who live in a dormitory. One of the reasons for this change, the researchers believe, is the high cost of proper nutrition and the relatively low prices of fast food and unhealthy snacks. Another problem is the lack of students' understanding of the basics of building a healthy diet from affordable products and without spending a lot of time, which is important for students and indicates the need for educational activities and training, during which students can learn to plan their daily routine and build their diet. S. Merced Len et al. [16], who investigated the formation of healthy lifestyles among students in higher education, consider physical exercise as the most important aspect of health, as well as a method that reinforces personal qualities such as responsibility, perseverance, and discipline. We agree that the discipline that is developed through regular physical exercise enables the future specialist to develop important skills that can help in both studies and in future professional life.

Online learning due to the COVID-19 pandemic is identified as a negative factor that may affect students' health in this study. S.S. Aghaei Sabet et al. [20], while investigating the level of students' satisfaction with online learning in the aspect of health maintenance, concluded that the COVID-19 pandemic did lead to high levels of stress and anxiety among students. In addition to worrying about their health and the health of their loved ones, students had to adapt to the new learning environment and change their biological rhythms, and their habitual lifestyle. However, at the same time, the results of the

study showed that some of the students had lower levels of stress and anxiety in connection with online learning during the pandemic, because they were not afraid of being infected or infecting their loved ones.

The researchers also concluded that procrastination and “learnt helplessness” could be problems with online learning. Procrastination is characterised by an individual’s tendency to regularly put off doing important things while doing other less important and useful things. Researchers describe “Learned helplessness” as a state in which an individual feels that he or she cannot influence the circumstances of life and cannot get a positive result from his or her actions. These states can negatively affect the health of students, causing negative emotions, stress and even depression, as they do not feel the results of their learning and cannot be effective participants in the educational process.

P.D. MacIntyre et al. [21] held a similar view when they investigated the relationship of online teaching with stress, well-being, and negative emotions. The researchers believe that students during and after the pandemic had decreased levels of motivation, decreased self-confidence, and increased levels of stress and negative emotional states. Furthermore, one should add that there is a problem in getting students back to classrooms. This also causes stress and the need to adjust to new conditions again, which demonstrates the negative impact of online learning on students’ psychological health. In addition, another disadvantage of online learning can be excessive time spent in front of gadgets, according to M.M. Alaraj et al. [22], analysing their study of the bad habits of students and their impact on health and academic performance. The participants of the study note that gadgets used during online learning interfere with the ability to concentrate on the class. It should be noted that the constant use of gadgets could also affect health, particularly vision and musculoskeletal system.

S. Solberg et al. [13], investigating the problem of students’ mental health, concluded that to achieve positive learning outcomes, to work effectively with all students and to develop a valuable attitude to health, teachers should have certain training. However, it is necessary to emphasise that at a stage not every teacher has quality training in the issues of health saving, which indicates the need to work with the teaching staff and correlates with the results of this study.

The study determined that there are two important social institutions in a student’s life: family and educational institutions. During the student years, the educational institution and teachers can be authorities for young people and role models. It was determined that an important part of pedagogical work is to inform students about the importance of health, support students on the way to a healthy lifestyle, help in case of any problems and issues, as well as personal positive examples. This also points to the need to share experiences with other institutions and the need to include meetings with health and wellness professionals in educational activities with students, which is the focus of this study.

Peculiarities of methods and approaches to the formation of value attitude to health in students

M. Bhuiyan et al. [23], revealing the issue of introducing into students’ lives those habits that will contribute to students’ health, concluded in their work that the main factor in the formation of a value attitude to health in young people is their encouragement. It is important to support and reward students’ attempts and successes in introducing healthy habits into their lifestyles, which correlates with the results of this study. V.V. Masol and A.M. Linnik [24], while investigating the process of cultivating students’ determination in the health and wellness process, note that an important factor that plays a role in the process of forming any skills in students is motive. The same result was obtained in the present study. The first thing that needs to be developed in student youth is an understanding of how wellness can affect their future, achieving their goals, and building a family. The availability of this information will give students motivation for healthy lifestyles and form determination in this issue, which confirms the need for educational activities.

A.M. El-Sayed Abdo [25], in her study of educational activities on health, noted that receiving sufficient information on health, disease prevention, and the opportunity to find answers to health-related questions has led to a change in the public’s thinking in this aspect, and has also been useful for timely diagnosis and treatment of diseases. In addition to the problem of low value of health, the author notes the problem of low awareness of rare diseases, some of which are congenital and some of which may be acquired. Thus, by receiving information about these diseases, students can form a valuable attitude toward their health and understand the impact of their health on their future children, which will motivate them to have healthy lifestyles, preventive examinations and timely treatment of ailments, which correlates with the results of this study. According to the researcher, forms and methods play a major role in educational activities. Focusing attention can be achieved by conducting educational activities that are appropriate to the group of people with whom they are conducted.

S. Merced Len et al. [16], revealing the strategy of formation of healthy lifestyle among students, note that there is a problem with the insufficient use of modern methods and technologies that effectively influence student youth. According to the researchers, in the process of motivating students to healthy lifestyles, there is a lack of modern terminology and modern approaches. Researchers believe that one of the effective methods of solving this problem can be the inclusion in the educational process of meetings with healthcare professionals who can disclose to students in detail the specific terminology, features of a healthy lifestyle and its necessity. This approach is analysed in the present study.

The insufficiency of modern technologies in the process of formation of value attitudes to health is considered in this study. It is noted that social networks and gamification can be used to improve the process of students’ motivation for a healthy lifestyle. M.N. AlKhudari et al [26] revealed the issue of using social media to disseminate health information in student society and concluded that a large percentage of student youth use social media, which makes this method effective.

Moreover, in today's world, young people to obtain and disseminate information use social media. However, it is important to realise that motive continues to play an important role in the formation of health value through social media. The greater the student's motive to achieve a healthy lifestyle and take care of personal health, the higher the probability that the information provided in social networks will be qualitatively perceived and used in real life.

According to I.J. Pérez-López et al. [27], studied the improvement of student habits through a gamification approach, gamification is an effective method that can motivate students to act. According to the researchers, student youth are not only active users of social media but also active participants in phone, computer, and video games, which makes the gamification method effective in forming any necessary qualities and habits. Researchers suggest the use of a role-playing game. The action of the game unfolds starting from medieval times and the game aims to become a "health warrior" by completing various levels that include quests, testing and mini games.

The peculiarity of this game is that students had to look for QR codes in the city. These codes were located in places directly connected with health or healthcare, such as hospitals, health schools, sports complexes, and grounds. To obtain some of these codes, students had to perform specific actions. To win the game, they needed to study information related to health and healthy lifestyles and develop certain habits accordingly. The results of the study by the above-mentioned authors showed that those students who used this game in the formation of value attitude to health were more successful, quicker, and easier to form an understanding of healthy lifestyle and started to change their habits and lifestyle.

Key features of formation of careful attitude to health among student youth

In the present study, it was determined that students are going through an important stage of their lives, which includes a change in value orientations. Experts believe that this is due to the emergence of new responsibilities, new demands, and changes in life conditions. As part of these changes, students' attitudes towards health and the factors that influence it, such as sleep schedule, nutrition, and physical activity levels, may also change. It was determined that one of the factors that can affect the health of students is online learning, which the researchers found to be quite stressful for students, as well as unhealthy.

Educational activities, training, use of social networks, use of artificial intelligence, gamification of the process and sharing of experiences were identified as effective methods of formation of value health among students. Researchers unanimously support this list and note that educational activities can influence students' awareness of certain diseases and their health status, which can positively affect their healthy lifestyle and preventive examinations. The use of social networks, according to experts, should be supported by a certain motive, otherwise, in the modern information space, filled with a huge number of materials, students may miss and not pay attention to the information necessary for the formation of a value attitude to health. Researchers define gamification as an effective and easy method of forming certain

attitudes and habits, which is why it can be used in the formation of students' value attitudes to health.

One of the most important factors in the development of students' positive attitudes towards healthy lifestyles is the presence of a motive. According to researchers, teachers can form this motive in two main ways. First, by explaining the influence of healthy lifestyles on academic performance, work productivity, and family life. Second, by setting a personal example within the framework of the methods described. Thus, it is possible to discuss the effectiveness of using the methods described in the present study for the formation of value attitudes to health among student youth.

Conclusions

This study reveals the theoretical and methodological features of the formation of value attitudes to health in student youth. It was determined that students' health is influenced by external and internal factors, including daily routine and diet, sleep schedule, physical activity, the environmental situation in the place of residence, workload in the educational institution, psycho-emotional state, level of discipline and motivation, self-esteem, socio-economic aspects. However, some of the described factors (in particular, sleep schedule, nutrition, physical activity, and psycho-emotional state) may be subject to negative changes due to the change in students' value orientations towards higher education, as well as due to a large number of new responsibilities and requirements. Health may cease to be a priority sphere of life for students, which showed the need for research into the theoretical and methodological foundations of the formation of value attitudes to health among students.

It was determined that higher education institution is the social institutions that can influence students' attitude to health and healthy lifestyle. Effective methods of forming a positive attitude towards health encompass various strategies. These include educational activities at all levels, such as using booklets, posters, checklists, and guides, as well as conducting talks. Training sessions are essential, offering theoretical knowledge alongside practical tasks both individually and in groups, often involving health experts. Social networks play a crucial role, not only in educational outreach but also in fostering communities and serving as information hubs. Artificial intelligence enhances education by providing personalized advice on healthy lifestyles, nutrition, and exercise tailored to individual needs. Gamification integrates game elements into health education, utilizing specialized applications and software. Lastly, experience sharing and integrated learning further enrich the approach to cultivating a value-based attitude towards health.

It is determined that these methods can help in the formation of students' knowledge about health and healthy lifestyle, motivation for a healthy lifestyle, and understanding of the importance of value attitude to their health as a result of its formation. Prospects for further research are to test the effectiveness of the proposed approaches and methods in the formation of value attitude to health, as well as research among students of higher educational institutions of the Republic of Kazakhstan and determine the level of awareness of a healthy lifestyle and its important role in their future.

Acknowledgements

None.

Conflict of Interest

None.

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Теоретико-методологічні засади формування ціннісного ставлення до здоров'я у студентської молоді

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Анотація

Актуальність. Важливим педагогічним завданням є виховання дбайливого ставлення до здоров'я у підростаючого покоління. Однак студентам вищих навчальних закладів часто бракує такого усвідомлення, що актуалізує необхідність вивчення теоретико-методологічних аспектів формування ціннісного ставлення до здоров'я.

Мета. Метою дослідження є визначення ефективних методів виховання дбайливого ставлення до здоров'я у студентів.

Методологія. У дослідженні використано методи аналізу та синтезу, порівняння, індукції та дедукції.

Результати. У дослідженні висвітлено роль здоров'я в житті студентів та вплив здорового способу життя на їхнє фізичне і психологічне благополуччя та академічну успішність. Окреслено основні аспекти здорового способу життя та їх впровадження у вищих навчальних закладах. У дослідженні також розглядається погіршення здоров'я студентів, зокрема через пандемію COVID-19 та онлайн-навчання, а також порівнюються рівні психічного здоров'я студентів, які навчаються онлайн та в аудиторіях. Запропоновано ефективні методи формування ціннісного ставлення студентів до здоров'я.

Висновки. Результати дослідження можуть бути використані адміністраторами та викладачами вищих навчальних закладів для популяризації здорового способу життя серед студентів, а також самими студентами для кращого розуміння важливості здоров'я та зміни способу життя.

Ключові слова: спосіб життя; освітнє середовище; профілактика; розвиток особистості.