

UDC 37

https://doi.org/10.33619/2414-2948/84/63

## THE ROLE OF SOCIAL NETWORKS IN THE EARLY DETECTION AND PREVENTION OF HARMFUL HABITS AND SUICIDAL PROBLEMS

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## РОЛЬ СОЦИАЛЬНЫХ СЕТЕЙ В РАННЕМ ВЫЯВЛЕНИИ И ПРОФИЛАКТИКЕ ВРЕДНЫХ ПРИВЫЧЕК И СУИЦИДАЛЬНЫХ ПРОБЛЕМ

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*Abstract.* Harmful habits are considered to be the habits that have a negative impact on the health of many people and prevent them from using their opportunities throughout their lives to achieve their goals. There is a lot of information about the most successful personalities in the world who were a victim of drug addiction and later perished. In order for young people not to fall into this way, it is important for them to know how different the physiological states of health and disease are for those who ruin their lives by abandoning a healthy lifestyle and indulging in bad habits. Of course, it should be taken into account that people who are on this way do not read articles related to awareness of this problem, but those who tend helping them should be informed. Victims of bad habits are serious patients.

*Аннотация.* Вредными привычками считаются привычки, которые негативно сказываются на здоровье многих людей и мешают им использовать свои возможности на протяжении всей жизни для достижения своих целей. Существует много информации о самых успешных личностях мира, ставших жертвами наркомании, а затем скончавшихся. Чтобы молодые люди не попали на этот путь, им важно знать, насколько изменяются физиологические параметры состояния здоровья и появляются болезни у тех, кто портит себе жизнь, отказываясь от здорового образа жизни и предаваясь вредным привычкам. Конечно, следует учитывать, что люди, находящиеся на этом пути, не читают статей, связанных с информированием об этой проблеме, но те, кто стремится им помочь, должны быть проинформированы об эффективной рекламе и информации, помогающих избавиться от вредных привычек и предотвратить суицид. Жертвы вредных привычек — серьезные больные.

*Keywords:* harmful habits, suicide, prevention, advertising, social networks.

*Ключевые слова:* вредные привычки, суицид, профилактика, реклама, социальные сети.

### *Methods and models*

Health is a condition that ensures normal functioning of a person in physical, psychological and social life. Health is a harmonious combination of physical, psychological and mental state. Every person who wants to live a healthy lifestyle should follow a number of rules. These rules include proper nutrition, constant strengthening of the body, following hygiene rules, proper work-life balance, and avoiding harmful habits. A healthy person can respond appropriately to

environmental reactions. Unlike other creatures, human has the ability to change the environment around him and live according to this environment.

Diseases caused by bad habits disrupt internal environment of the body and create conditions for the development of diseases of various characteristics. At this time, body resistance decreases, and the impact of psychogenic factors on the course of the disease increase. Harmful habits, which are completely opposite of healthy lifestyle and form the basis of unhealthy lifestyle, seriously damage not only the person himself, but also his family, the environment and the society in which he lives. The form and number of these habits are increasing and showing their negative impact on human society. Using alcoholic drinks and drugs, smoking are dangerous and widespread forms of harmful habits. These habits make the person's entire activity dependent on himself. Dangerous feature of harmful habits is that the person becomes dependent on these means, and cannot live without them. It is very difficult to get rid of these means and return to normal life. More dangerous addictive means are alcoholic drinks, drugs, toxic and psychotropic substances that have a lethal effect on the human body. A person who takes these means for entertainment does not realize that he is ultimately destroying his life. The use of drug destroys not only a person's health, but also his social and financial life. Psychotropic drugs, along with creating addiction in the body, damage individual organs, and then it is impossible to restore these organs with treatment.

After a long time of use, a person becomes addicted to these means without realizing the situation. It should be noted that if harmful habits are cyclical, they eventually turn into diseases such as alcoholism, toxicomania, and drug addiction.

The World Health Organization has compiled a list of dangerously addictive substances in the human body.

- Alcohol-barbiturate-type substances — ethyl alcohol, barbiturates, sedative meprobamate, chloral hydrate, etc.;
- Amphetamine-type substances — amphetamine, phenmetrazine;
- Cocaine-type substances — cocaine and coca leaves;
- Hallucinogenic substances — lyserhide, mescaline;
- Catha type substances — Catha ectulis Forsk;
- Opiate-type substances — morphine, heroin, codeine, metalon;
- Ether type solvents — toluene, acetone, tetrachloromethane;

These substances, with the exception of ethereal solvents, are often used for therapeutic purposes and create addiction. In recent years, artificially produced drugs have become available, which have many times stronger effects than known drugs and are more dangerous.

Cigarette addiction also creates a serious addiction in the body. Nicotine and a number of substances with toxic effects contained in cigarettes have a complex effect on the body and cause various diseases. Tobacco impacts the central nervous system as a weak stimulator and antidepressant. 2–3 packs of cigarettes per day have more psychotoxic effect on the human body than drugs. This effect is more dangerous at a young age, fogs the brain, and changes a person's behavior. Smoking addiction causes many diseases such as lung cancer, gastric ulcer, myocardial infarction, hypertension, etc. [1, p. 16].

#### *Statement of the problem*

Despite numerous social advertisements about harmful habits and their destructive results, these habits are becoming a global disease of society. Degradation of personality occurs in people who are made sick by these habits. Drug use usually begins during adolescence period. The reasons for using these means are various:

- lack of sense of responsibility, internal discipline;

- lack of a goal that a person has set for himself, lack of a sense of motivation;
- loss of self-confidence and confidence in the future;
- lack of positive relationships with his family, friends, schoolmates;
- believing in the sensation of harmful substances “forgetting” problems;

Family and school must work together to prevent these means from entering the lives of teenagers. It is necessary to make teenagers understand how important a healthy lifestyle is, taking into account their age characteristics and individual characteristics. The easier it is to start using harmful substances, the harder it is to treat addiction to them. It is necessary to stay away from the environment where these substances are used, and if necessary, consult a specialist. It is necessary not to allow these lethal means to destroy human life before the process deepens and addiction begins. These habits not only harm a person’s health, but also prevent them from achieving their goals and using their opportunities.

Alcoholism occurs when alcoholic drinks are taken for a long time. Since alcohol-containing drugs are neurodepressants, they slow down the supply of oxygen to the central nervous system. This, in turn, inhibits the activity of the brain, the coordination of movement and speech is disturbed. The brain ceases to function logically, attention is distracted, and a person cannot be responsible for his behavior. Alcoholism causes cardiovascular and gastrointestinal diseases, especially liver cirrhosis. Alcohol has a toxic effect on sex cells, disrupts the function of endocrine glands. Adrenal gland dysfunction causes weakening of metabolism in the body, premature aging of the body.

It has been scientifically proven that the consumption of drinks with a small amount of alcohol reduces the working capacity of a person by 5–10%. People who drink alcohol regularly on their days off have lower productivity of 24–30%. People, who are engaged in mental work and have to perform precise operations, seriously damage their work by drinking alcohol. It is known that the life of alcoholics is 15–20 years less than the life of normal people.

Hippocrates, the founder of ancient medicine, proposed that epilepsy, many neuropsychiatric diseases, and schizophrenia occur due to the fault of parents who took alcoholic drinks during the fertilization period.



Figure 1. Advertisements showing types of harmful habits and ways of getting rid of them

The protection of human life is not only the task of medical science, because in the modern world there are many social and psychological reasons that directly affect a person and they are increasing. Every person should try to protect his health and follow preventive requirements in order to be able to maintain normal life activities. For this, the use of advertisements that cover harmful habits and directly affect human brain should be implemented in universities.

One of the most serious problems facing human society is suicide. Suicide (in Latin “sui caedere” to kill oneself) is a deliberate act to end one’s own life independently and intentionally. In fact, even thinking about death is difficult for a person. Biologically, healthy human brain does not accept his dying one day. Even though he knows that everyone will die, including himself, he does not deeply believe in his own death. Often there are cases of suicide because of something that is possible to be solved. Why do people commit suicide and is it possible to prevent these suicides? We notice so many suicide cases around us, but by hiding this problem and not giving it to the discussion of the society; we are doing more damage [2, p. 24].

Currently, suicide is not a rare phenomenon in our life; it has been taking its place among the demographic events for a long time. Contrary to seemingly innate instinct of self-protection in all living beings, suicide has long occupied the thinking of many researchers. Long before the science of suicide emerged as a medical science, suicide was studied by philosophers, chroniclers, and historians.

About 1 million suicides occur in the world every year, and the number of suicide attempts has increased by about 10 times in recent years. Suicides between the ages of 15 and 35 are the second leading cause of death after road accidents. Statistics show that the majority of people dying as a result of suicide did not consult psychiatric and psychological services for help during their lifetime.

Contrary to the self-protection instinct of all living beings, suicide has long been studied by many researchers. Long before suicidology emerged as a medical science, suicide was studied by philosophers, chroniclers, and historians. From ancient times to the present, philosophy has been of great importance to the problem of the conscious end of life.

The subject of “Suicide is a social problem of society” is relevant, because suicide is one of the eternal problems of humanity and it will exist as a phenomenon during the time that man is on earth. According to researchers, the problem of suicide is a completely anthropological phenomenon. Suicide is a complex problem, and the study of this problem began in the field of philosophy. Albert Camus believed that “there is a really serious philosophical problem, the problem of suicide. Deciding whether life is worth living or not is answering the major question of philosophy. Everything else is secondary issue”.

Suicides have long taken their place among the phenomena of the demographic range, but the problem of finding optimal forms of human behavior, the problem of suicide, is already in the minds of people. According to sociological studies, factors such as climate, season, place of residence, age, gender, religion, economic standard of living, and political situation have been determined to affect the total number of suicide cases.

Since September 10, 2003, “world suicide prevention day” has been celebrated all over the world to promote suicide prevention activities. Today, it is celebrated under the initiative of the International Association for prevention of suicides, the support of the World Health Organization and the auspices of the United Nations. According to statistics provided by the World Health Organization, in the third millennium there were more deaths from suicide than from all wars and targeted killings. Taking into account Covid-19 pandemic, researches are being conducted worldwide to think seriously about suicides and take necessary measures.

Suicides have always been existed. In many countries of the world there are centers for getting out of critical situations. Suicides are most common among young people and teenagers, so it is expedient to have a section dealing with these issues in youth organizations in schools and universities. Humanity does not gain anything by hiding the difficulties of life; in fact, the existing problems should be investigated with complete clarity, and then the ways out should be proposed. In the family, parents can share their children’s problems by establishing a friendly and trusting

relationship with their children. Often, there is such a complicated and difficult environment in the family and society that a person does not have the physical and spiritual strength to stand and fight. This is the case in all countries of the world, if there are people and life; there is also competition and struggle. These issues should be seriously analyzed in social networks, socio-psychological and anthropological basis of harmful habits and suicides should be discussed.

Research on adolescent suicidal behavior has become a serious problem in developed countries. In the United States and many European countries, adolescent suicide is one of the top five causes of death among young people. According to the results of researches, the current number of deaths among young people being the second because of suicide is terrible. As a rule, suicide attempts begin at the age of 13. Suicides before the age of 12–13 are rare. From the age of 14–15, suicidal activity increases dramatically and reaches a maximum at the age of 16–20.

Suicidal behavior in adolescents is mainly an awkward age problem, which is caused by neuro-hormonal processes and body response states. Therefore, many suicides and suicide attempts are studied as “adolescence and youth crises”. At this age, teenagers are not experienced enough to solve the problems they face, they cannot ask for help from their families and relatives. There are very serious reasons for this. Families themselves do not know how to be friends with their children; they do not have enough information for this. Education also plays a big role here. If parents are educated, they know how to treat their children individually. Sometimes we face such cases that specific suicide is undoubtedly caused by the parent’s treatment of the child.

According to researches, 75% of people planning to commit suicide express their suicidal intentions in one way or another. Rarely, suicidal idea occurs suddenly. Almost most of these people want to consult psychologists and doctors. Sometimes their opinions are ignored, if they are listened to and anyone shares their pain, they probably will not commit suicide. Because, during a sincere conversation, the signs of planned suicide appear or the symptoms of depression appear. Such people live in despair on the one hand, and hope for salvation on the other hand. It is possible to help someone who wants to commit suicide with simple words of support. If this is not done, suicide will not be prevented. Therefore, it is very important to know the signs of planned suicide [3, p. 53].

Human destiny is related to the variability of events arising from the course of life. Every day, every second, we make a choice in one direction or another which lead the ways of our lives in one direction or another. It should be noted that there are elements of fatalism in our lives. We cannot determine in advance in which family and country, in which social level and health we are born. Assessment of the role of biological factors in human life is also very important. There is also information about the role of heredity in the tendency to commit suicide. Suicidal behavior in children and adolescents is one of behavior forms and differs from suicidal behavior of adults in certain elements.



Figure 2. Advertisements promoting suicide prevention

“Call for help” is observed in 90% of suicide cases in adolescence, only 10% of adolescents want to commit real suicide.

The most typical reasons of suicidal behavior in teenagers:

- Feeling of not being understood, resentment, loneliness, feeling of alienation;
- Feeling of jealousy of parental love, love towards other children in the family;
- Death of close people, getting divorced, parents misbehaving with each other at home;
- Feelings of guilt, shame, regret, pride resentment, insult, humiliation;
- Fear of punishment, feeling of not apologizing;
- love failures, hormonal sexual changes during maturity;
- Feeling of revenge, anger, protest, threat, warning;
- The desire to attract attention, arouse sympathy toward oneself, avoid unpleasant consequences and difficult situations;
- Sympathy or imitation of friends, book or movie heroes.

Suicidal behavior has changed due to the informatization of modern society. With the development of the Internet, the increase in the number of people who prefer virtual communication leads to the disruption of human relationships in real life and the emergence of depression. In times of crisis, a young person cannot satisfy the desire to find an interlocutor and discuss his problems, and they can become victims of websites that promote suicide. It should be noted that “Suicide clubs” have existed since ancient times: in Ancient Egypt during the time of Cleopatra, in Germany in 1819, in Vienna in 1824, in the United States at the beginning of the 20th century, etc. But communities of virtual suicide supporters differ from their traditional predecessors in their large number and insufficiency. Geographical location and free access for people of any age to these sites is also a method of attraction. The problem of virtual suicide exists all over the world, along with the development of the Internet; the culture of virtual suicide has “emerged and formed”. When studying the activities of these sites, it is observed that most of the visitors are young people. Formally, these groups are closed, but in order to get information, it is just needed to subscribe or write about the group. The period from the beginning of suicidal thoughts to the attempt to carry them out is called the presuicidal period; an individual is in a state of depressive affect, his thoughts about suicide become stronger, his dissatisfaction with living conditions increases. This is shown by the materials posted by participants of virtual suicide clubs on their personal pages on social networks, they write about their being depressed and suffering from loneliness. Such a mood is a fertile ground for a suicide proposal and gives a serious impetus to the development of a depressive mood, which is characteristic of the pre-suicide period.

Relatives or families of a depressed young person can read this information on his personal page on social networks. In modern times, voluntary organizations create social networks and prevent suicide as much as possible in the pre-suicide phase. The worst of the situation is that if the appeal is addressed to the members of virtual suicide clubs, in this case a person does not change his mind: his choice is confirmed, and they begin to offer a quick and reliable method of suicide.

Information about suicide methods and locations is easy to find on the Internet. All this makes it clear to the young man that society does not prohibit suicide, he is unnecessary. The essence of virtual suicide clubs aims to attract as many members as possible. The danger of a person’s open access to such information is highlighted by the recommendation of the World Health Organization. People who talk about the benefits of suicide in the virtual world increase the boundaries of personal and public life and human vulnerability. Cybermobbing facilitating the process of manipulation with the help of modern means of communication is strictly applied.

Cybermobbing is carried out in the information space through information and communication channels and means. Moreover, it is realized through e-mail, instant messaging programs on social networks (Instant Messenger), as well as on video portals (YouTube, Vimeo, etc.) or through a mobile phone. The perpetrators of these acts of bullying usually act anonymously so that a victim does not know who the acts of violence are coming from.

Cybermobbing or cyberbullying characterizes actions or behaviors carried out by groups or individuals against a victim who cannot defend himself. Dissemination of personal information, insult, blackmail, and posting of obscene videos on the Internet has no geographical limits and can continue for a long time. It is not possible to prevent the dissemination of information in this content. At this time, cybercrime is committed against a person, so nowadays schoolchildren aged 11–16 are victims of cybercrime, but adults can also be victims of cybermobbing [6, p. 46–49].

Cybersuicide is the suicide induced by computer technology, such as the simultaneous suicide process of several people after meeting on the Internet. Using the Internet can lead to suicide and, as a result, the number of cyberkillers increases. People who don't know each other get together and meet on the Internet and then get together in a certain place and commit suicide together. In addition to committing suicide on the Internet, there are also cases where users connected to the Internet commit suicide through a webcam in real time. In response to the mentioned and other such cases, the issue of the impact of the Internet on suicide has begun to be actively discussed. On a practical level, scientific research on cyberkillers is still in its infancy, and empirical evidence that the Internet contributes to suicide rates is currently minimal.

One of the first cybersuicides began in 1997 in Israel, when 19-year-old soldier Eran Aderet expressed his desire to commit suicide on the Internet and asked for detailed instructions on how to do it with M16 rifle. After receiving this instruction, he died. After this sensational event, SAHAR, a non-commercial association was formed in Israel, whose goal is to prevent suicide by creating an anonymous, confidential online environment. Anonymous qualified helpers of this online environment offer support to people in crisis. In 2005, following an increase in cybersuicides, a special unit of six police officers was created by the police to help people who confessed online to commit suicide. This special unit contacts forum moderators who are asked to follow up on reports of suicidal users. About 200 cases are detected every year, which prevent dozens of suicides [5, p. 339–343].

World experience shows that the most effective way to prevent Internet-related suicides is not to hold Internet providers and social network administrators accountable, but to cooperate with them. This is confirmed by the successful implementation of the program developed in Israel in 2005. Volunteer groups of SAHAR Foundation try to negotiate to help people who talk about their problems online [7, p. 463–469].

In the first year of the program, more than a hundred suicides were prevented. This effective method has been studied and is currently being used in Germany, Sweden and France.

The fight against cyber-suicides should start from improving the quality of life of the population, because “cyber-suicide is just one of the symptoms of society's problems and it indicates its condition like a thermometer”. Communication on the Internet can lead to suicide, but the reasons for the increasing dynamics of the number of suicides among young people should be sought not in the virtual space, but in the real world.

### *Conclusion*

The Internet can play a dual role as a source of poorly managed information, including dangerous and criminal information. There are forums and groups on the Internet where suicide fashion is spreading among young people; virtual reality allows uniting supporters of subcultures

that idealize death in young people. As psychologist Alexander Thostov states: “New technologies spread the ever-present deadly virus of suicide like a biological explosion” [2, p. 24]. The Internet is a means for spreading the practice of both cybersuicide and cyberbullying. It should be understood that through the Internet, suicidal intentions of a person are easily formed and strengthened, because an individual is more alone in the virtual world than in the real world. For him, even death is just a continuation of the virtual game, because after suicide, he will stay in the computer world and become a hero! However, modern media can have a positive impact on both society and an individual, including reducing suicidal idea (virtual psychological support sites) and preventing suicide. The experience of other countries in successfully combating cyber-suicides shows that helping potential suicides through the Internet is more effective than repressive methods of blocking dangerous sites [4, p. 16–19].

Human is very strong, he overcomes everything. But it is very important for a person to believe in his own strength. There are a number of methods for this in psychology and psychoanalysis. French psychotherapist Emile Kuye proved the effect of instillation process in healing of patients (this applies to healthy ones) as early as 1921. There are very few people who do not know what the instillation process is capable of in modern psychology. A person can get the desired achievement with the help of this process. For this, human needs try to be strong. And being strong is a skill, like any quality, it needs to be earned. Committing suicide is not a way out; a person should use his potential power.

It is already known that the power of advertising on social networks has changed our lives so much. Most advertisements repeatedly remind us that the death caused by drug addiction is waiting for us nearby. But this type of advertising should be informative and should be conducted in a language that everyone can understand.

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*Работа поступила  
в редакцию 05.10.2022 г.*

*Принята к публикации  
12.10.2022 г.*

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*Ссылка для цитирования:*

Hasanova A. The Role of Social Networks in the Early Detection and Prevention of Harmful Habits and Suicidal Problems // Бюллетень науки и практики. 2022. Т. 8. №11. С. 484-492. <https://doi.org/10.33619/2414-2948/84/63>

*Cite as (APA):*

Hasanova, A. (2022). The Role of Social Networks in the Early Detection and Prevention of Harmful Habits and Suicidal Problems. *Bulletin of Science and Practice*, 8(11), 484-492. <https://doi.org/10.33619/2414-2948/84/63>