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SOCIAL MEDIA FOR SUSTAINABLE KNOWLEDGE SHARING: IMPACT ON LIFESTYLES AND AWARENESS

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Abstract

This study explores the role of social media in fostering behavioral changes towards knowledge sharing related to sustainability and healthier lifestyles. Recognizing the potential of e-media for knowledge dissemination, innovation, and creativity, the research investigates how social media can drive the automated habit formation of knowledge sharing. Adopting a theoretical approach with content analysis, the study examines user behavior, challenges in habit formation, and strategies for optimizing knowledge sharing. Through a thorough literature review, the study assesses the impact of e-media on sustaining healthier lives and promoting planetary well-being. Findings emphasize the need for cultivating inner connection and awareness to optimize creative and innovative knowledge sharing. Ultimately, the study aims to better understand how social media can be harnessed to promote sustainable lifestyles and increased awareness, thereby contributing to a healthier, more responsible global community.

Keywords: Social Media, Knowledge Sharing, Sustainability, Lifestyle, Awareness

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Introduction

Social media has rapidly become a ubiquitous platform for information sharing, offering a diverse range of applications such as Facebook, Instagram, WhatsApp, and LinkedIn. Judicious utilization of these platforms can yield fruitful outcomes, particularly in knowledge sharing related to sustainability and healthier lifestyles. Social media is emerging as one of the most effective tools in this domain, offering low-cost, user-friendly design and easily accessible interfaces that facilitate real-time interactions and spontaneous feedback. Indeed, persuasive e-coaching delivered via social media can play a constructive role in promoting healthier lifestyle choices (Lentferink et al., 2017), potentially reaching individuals who may not have access to traditional coaching or healthcare resources. Furthermore, social media offers significant advantages to organizations, guiding their investment behaviors and strategic decisions (Tajudeen et al., 2018) by providing real-time market insights and feedback on consumer preferences. These platforms also provide opportunities for individuals and organizations alike to gain exposure, forge connections, and pursue collaborations that foster future growth and advancement, ultimately driving innovation and knowledge transfer across diverse fields. Social media tools are also increasingly facilitating interactions and information sharing related to healthcare (Zaidan et al., 2015), offering patients an easy way to connect, share experiences, gain knowledge about treatment options, and network for potential treatments and support networks (De Martino et al., 2017). The vast quantities of data generated through social media hold immense potential for influencing human behavior, enabling researchers and policymakers to identify trends, understand public sentiment, and design targeted interventions to promote positive behavioral change. Moreover, social media can serve as a pathway for the development of self-identity, networks, and psychological well-being (Chuang & Liao, 2021), offering individuals spaces to express themselves, connect with like-minded individuals, and build supportive communities.

Recognizing this vast potential, this paper explores social media's role in fostering sustainable knowledge sharing and promoting healthier lifestyle choices on a global scale. Prior research confirms social media as a constructive and promising tool for enhancing organizational performance and productivity (Zhao et al., 2020), streamlining communication, and facilitating collaboration across diverse teams. To further amplify these benefits, there is an increasing need to generate awareness and a motivational drive amongst stakeholders, particularly in the higher education sector, for actively participating in information sharing over social platforms (Chatterjee et al., 2020), thereby expanding the reach and impact of academic research and expertise. Moreover, social media interventions have demonstrated tangible improvements in physical and dietary behaviors (Goodyear et al., 2021), suggesting that targeted online campaigns can effectively influence individual choices and habits. Further underscoring this point, significant reliance on social media has been linked to positive changes in lifestyle choices (Ikpi & Undelikwo, 2020), as individuals increasingly turn to these platforms for health information, fitness advice, and support. The development of networks over social media has also facilitated knowledge sharing and advanced research in areas like cancer care, providing a valuable link between patients and service providers and fostering a more collaborative approach to treatment and prevention (Prochaska et al., 2017). In light of these advantages, Healthier lifestyle informatics have been shown to provide a cheaper yet constructive framework for behavioral transformation (Laranjo, 2016). Compared to conventional data gathering methods, social media offers a more effective, spontaneous, and cost-effective platform (Ballestar et al., 2020), facilitating the rapid dissemination of information and engagement with a wider audience. With the advent of limitless connections, social media platforms like Twitter and Facebook have gained prominence (Leonardi & Vaast, 2017), transforming how information is shared and consumed, and an increasing number of people are following social media's sustainability drive, adopting healthier and greener living styles

(Chwialkowska, 2019). The changing information and interaction models and patterns signal a need to conduct more research into the mechanisms, impacts, and effectiveness of social media usage. Given this context, this study will investigate the role of social media in knowledge sharing related to sustainability and healthier lifestyles, examine individual behavior and challenges in habit formation, and identify ways to optimize knowledge-sharing processes on social media platforms for greater effectiveness and impact.

Social Media's Role in Promoting Sustainable and Healthy Lifestyles Through Knowledge Sharing

Social media exerts an enormous influence on the development and adoption of sustainable behaviors (Zafar et al., 2021), shaping individual choices and collective attitudes toward environmental responsibility. Prior research reveals a strong and positive association between social media usage and the adoption of sustainable practices (Zafar et al., 2021), indicating that individuals who are active on social media are more likely to embrace environmentally conscious habits. The rise of e-media has led to it being used extensively even by universities to promote initiatives regarding environmentally friendly practices and university sustainability goals (Hamid et al., 2017). Different themes with differing information are being used more and more by users for sharing and gaining knowledge on a broad range of topics. Social media is furthering the sustainability push and also the more targeted push for creating awareness for healthier lifestyles and general sustainability goals. (Kaur & Chahal, 2018). Indeed, sharing of environmental policies by connecting them to sustainability, especially in the hotel industry, has a major impact when it comes to the conservation of energy and reducing its impact (Sakshi et al., 2020).

Apart from being able to provide spontaneous information via various forms of e-media, this valuable information contributes to the development of healthier lifestyles and pushes towards sustainable growth practices. Usage and the general sharing of information across social media have been shown to bring about a significant change and influence on an individual's weight, eating habits, and general attitude towards life. Due to this broad and important range of outcomes, there is a high-level need for generating awareness and for promoting information sharing and discussions across social media platforms (Chung et al., 2020). Moreover, social media is being actively utilized by higher education institutions to increase educational engagement and help encourage and push students' performances to higher levels. It is basically being treated as an interactive tool that promotes individual growth and allows for greater knowledge attainment.

With consistent advancement in communication and technology, various ways that interactions are done, and how information is shared, and general ways to interact have changed. Social media is playing a key role with its vast potential to reach a wide range of audiences for knowledge sharing with respect to sustainability and promoting it amongst the population. E-media has also been constructively contributing information that can promote more balanced and healthy diets for a wide audience. Due to the kind of environments that people are heading into, as well as the common workplace routines and various stress levels, people are starting to become more and more prone to lifestyle diseases. Marketers are working to sell their products through social media, but also help to share valuable information with respect to promoting good health, and can be viewed as acting as real saviors. Furthermore, it is constructively helping promote more awareness in sharing valuable content for the long term and helping promote sustainable solutions.

As individuals increasingly use social media to gain information, there is an especially heightened need to promote the use of information sharing over social media (Chung et al., 2020). With increased awareness, greater access, and the increased need for insight, social media is also one of the key drivers towards forming more sustainable and healthy behaviors.

Habit Formation in Online Knowledge Sharing: User Perspectives and Challenges

Time spent using various forms of social media is constructively contributing towards increased customer satisfaction, starting from the moment they start searching for information to stages post-purchase (Voramontri & Klieb, 2019). The over-abundance of presentation when it comes to providing information in addition to the range of viewpoints often leading to conflicts has been shown to be a common reason behind the fatigue surrounding social media (Chuang & Liao, 2021). However, having initiations for discussion and generally promoting the usage of energy-saving appliances, and sharing various experiences with energy-saving methods, has been proven to promote behavioral change amongst various masses (Piccolo & Alani, 2015).

There are significant levels of influence from the products and services shared through social media channels, and also increased awareness being driven for this purpose and various forms of marketing efforts (Chuang & Liao, 2021). Netizens who are seen to have similar interests or are working to achieve similar goals are able to connect on a global scale through the use of various forms of social media. A prior study was able to showcase the power of social media when it comes to communicating with a wide audience and to help educate them with respect to recycling efforts (Sujata et al., 2019). Other researchers have also been able to showcase the concerns when it comes to generating higher motivation with the aim of addressing concerns and levels of skepticism for social media marketing. A level of awareness and generation for increased trustworthiness can help to greatly increase the confidence amongst different people (Cao et al., 2021). There has also been a meta-review of the use of bias towards cooperation as a main factor in the increased use of knowledge sharing across social media (Asrar-ul-Haq & Anwar, 2016). Social media allows for the spread and sharing of conservation information, but it is important to highlight that a select few are actively commenting and pushing conservation efforts across various social media, which is a signal that there needs to be a greater spread of conservation information.

A large level of change with a greater level of reflection across the overall attitudes, beliefs, and any preconceived notions allows for a reflection on how and why sustainable behaviour can be better promoted (Matharu et al., 2020). There also needs to be an increasing effort when it comes to pushing towards real growth in pushing the quality of information for knowledge sharing (Kaur, 2024). Social media allows for a very quick and effective platform to allow for both knowledge gaining and information sharing to happen at the same time. However, there is also a plethora of information that is present and accessible. Clarity of content, ethics, information, and data integrity, and effectiveness are just a few of the factors and parameters that allow for quality information to be spread quickly to a diverse audience. It is also important to consider ethical concerns because there is often irrelevant information on social media, and for that reason, information needs to be checked for its accuracy and overall validity. There needs to be greater information integrity across the board for greater levels of confidence.

A Conceptual Model for Sustainable and Healthy Lifestyles through Social Media Knowledge Sharing

A large number of masses are now generating awareness, can share content quickly, and participate in helpful and healthy discussions. However, there is also a constant loading of irrelevant content and diverse opinions, which can lead to social conflicts. It's important to have an open-minded attitude so that the content that gets shared can benefit the greatest number of people.

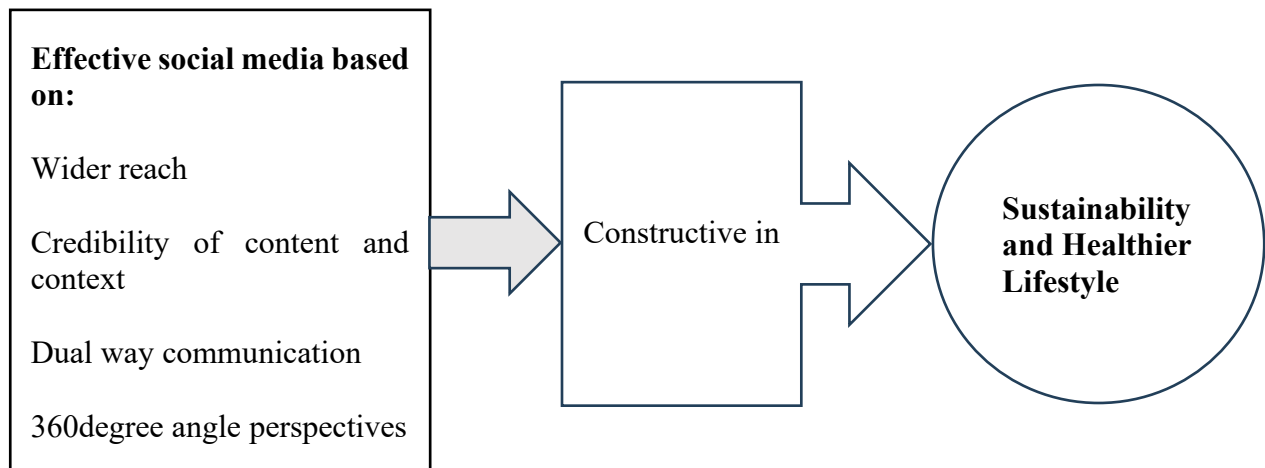


Figure 1 Model for Leveraging Social Media for Sustainable and Healthy Lifestyles

Sharing reliable content with a scope of interactions coupled with diverse versions from all strata and segments of people adds more reliability and accuracy to the content shared. Further, people don't shy away from social media for content sharing and correction, if any required in the content to be pointed out for the good of all. Further viewing from broader perspectives polishes the content for its accuracy and reliability. Further, readers are also information sharers as they add their own experiences and estimates to the opinions. Knowledge Sharing on a larger scale, covering and reaching people of diverse cultures, beliefs, and behaviour patterns for a green environment and a healthier lifestyle is all possible with the aid of Social media. Further sharing of self-generated information, especially based on expertise, experiences, and observations, adds to the credibility of the information shared. For instance, A doctor sharing his views on understanding the right time to see a doctor or to be ready for a specified surgery, as per the symptoms shared. It is more significant when one inquires and gets involved in discussions, adding to the two-way mode of communication, fostering clarity and utility for other readers as well. Since participants are more in number, sharing information from different perspectives adds strength and utility to the information shared and is thus constructive in maintaining and sustaining a healthier lifestyle.

Enhancing Knowledge Sharing on Social Media: Best Practices and Recommendations

Unilateral transfer of information from the government's end often leaves citizens uninvolved and disengaged (Falco & Kleinhans, 2018), limiting their ability to provide valuable feedback and contribute to policy development. Since citizens are, far too often, solely at the receiving end with respect to information sharing, it further constrains the scope of citizen input in the creation of universal policies. To address this imbalance, a vital recommendation is to foster robust two-way communication channels between the government and its citizens (Falco & Kleinhans, 2018), creating a more collaborative and inclusive policy-making process. Meta voicing – actively seeking and incorporating diverse perspectives and opinions – has great potential to enrich knowledge sharing over social media (Marwell & Oliver, 1993), promoting a more nuanced understanding of complex issues and fostering greater public trust. Knowledge sharing via social media inherently enables organizational and societal growth and is a fundamental step towards achieving long-term sustainability (Tajpour et al., 2022), as it empowers individuals and organizations to learn from one another, adapt to changing circumstances, and develop innovative solutions to pressing challenges. Thus, it is vital to fully understand the experiences, motivations, and attitudes of young people (Jhamb et al., 2020),

who are often at the forefront of social media adoption and use, in order to tailor knowledge-sharing strategies to their specific needs, preferences, and communication styles.

To truly improve knowledge sharing across social media, prioritizing content quality is essential. First and foremost, focusing on the ethical use of social media by sharing owned, original content while actively avoiding copied or plagiarized material is an instrumental mechanism that contributes towards a more reliable, trustworthy, and valuable source of information for all users. In addition to promoting ethical content creation, it is also extremely important to ensure that there is robust encouragement of greater engagement and active feedback mechanisms from users in order to promote greater quality. Transparency is also very beneficial for increased user confidence and credibility, providing users with insights into the sources of information and the motivations behind their sharing. In order to facilitate the process, algorithms that are built to help provide higher quality content and that allow users to easily check and confirm the veracity and source of the information will provide even further assurance. And, more importantly, all of this enables and ensures that efforts are engaged in a way that is more positive and helps actively develop and create meaningful connections amongst the various users, which facilitates optimal utility of the content being shared for these various individuals. This type of utility will also contribute towards more informed decision-making, increased engagement, and improvements in various facets of life.

Learning in collaboration is made both possible and enhanced by the various uses of social media platforms. This means that greater levels of the free exchange of information allow for greater levels of intellectual and academic advancement amongst the population as a whole (Ansari & Khan, 2020), pushing innovation and allowing people to better engage with a greater set of issues. To build and add on to that, a primary way of ensuring sustainability is to invest in better communication platforms and better systems by which the knowledge is transferred. Organizations have a role to play to allow for transformational leaders to come forth and push the envelope to generate and grow the volume of knowledge being shared across social media to help encourage and stimulate more enhanced learning (Khan & Khan, 2019). Also, empowering individuals with the tools and resources they need to become effective knowledge sharers is beneficial, as providing training on effective communication, content creation, and community engagement can amplify the impact of social media-based knowledge sharing initiatives. In addition to all of this, the communication model has to be one that is open and engages various levels of the population.

To add on to that, one of the bigger pieces of what drives better success and growth is clear information that is accessible and helpful for the general public to engage with and to understand. That means providing information in a range of different forms, as well as ensuring it does not just include one mode of transfer, but is shared through multiple systems. Thus, there should be a great effort to actively engage the population and have them interact to increase engagement and collaboration with the various topics being presented. To accomplish this goal, you have to start by having a clear and actionable strategy for identifying target audiences, tailoring content to their specific interests and needs, and deploying that content across the social media channels they frequent most. Finally, making sure that the right audience and people are being targeted will allow for greater success with knowledge sharing and greater interest amongst them, which then leads to more long-term sustainability and success in improving knowledge and engagements.

People are gradually getting involved in social media for knowledge sharing, which was earlier ignored since the organisations never wanted their employees to indulge in social media, but with the passage of time, organisations are now realising the vitality of the content shared for growth and advancement reasons (Gaál et al., 2015). As more and more organizations make use of social media to engage and connect with others, the general hope is that there is still a reliance on credible sources of information, as well as a system for users to check sources of

information so they are more aware of the background, quality, and the overall integrity of the source. Social media has changed almost every sector of work. One can see a tremendous shift in the tourism sector where tourism marketers added convenience to the travel of the travellers with the aid of social media (Xiang & Gretzel, 2010). Thus, social media should also be used to promote and sustain smaller organisations that might have more important expertise, but that lack the resources or outreach platforms that some of the larger organisations might have. The point is that this information is very helpful when it comes to pushing for increased insights and greater success across a range of outcomes. Social media usage and trends will evolve over time. To ensure effectiveness and a continued impact, knowledge sharing needs to be a flexible, iterative, and adaptable model to address the issues and changes. As such, to reach greater success levels, there needs to be a higher level of investment made when it comes to advertising, as well as better targeting in this effort, especially among the different communities, to ensure that there are enough people from all backgrounds contributing to the discussions.

Also, a final recommendation is for knowledge sharing, and that greater investment and effort is made by people to share their insights on a regular and consistent basis. By having people do this, it will increase and improve all of the information to make all sources of information and exchanges of greater value.

A final item is to invest in marketing and outreach efforts on social media platforms like Twitter. What these platforms can do is to help increase the awareness of certain topics, allow more people to engage on the topic, and also lead to a more informed general population. In that process, it is key that one remains honest and has the proper respect for the information and those who are communicating it.

In closing, this section had a lot of information that should be considered, and more studies should be done to ensure the greatest level of success, access, credibility, and value continues for all those who use and who look at these platforms.

Conclusion

Social media is an easy route for People, where they can collaborate and brainstorm about sustainability and further healthier lifestyles. COVID-19 has been an eye-opener in making people realise the significance of being healthy. Further, with the accelerating pace of healthcare costs and with a trend and era in which everyone wants to look healthier and smarter, relying on social media for gaining insights and knowledge sharing is gaining momentum and should be used constructively. Further, it is an easy route to connect and share useful insights instantly, at no cost, and with wider impact by covering a diverse population at large. Moreover, the area, range, and depth of information shared through is a blend of relevant and irrelevant content, but people have turned productive by filtering the relevant information for optimal results. Moreover, it is a diverse and global platform with participants from different countries, of different cultures, with diverse cultural backgrounds sharing views and information, thereby adding to diverse outlook and perspectives. Rising awareness of the positive impacts of information sharing over social media is turning into a motivational and social concern for the good of all. Furthermore, the changing trend and lifestyle of the people, especially after COVID, have made the majority of them conscious of their health and, from a sustainability perspective, as well. Thus, social media is one of the drivers towards forming a sustainable and healthier behaviour. The rapid pace of technological developments and advancements demands the need for social media for the generation of awareness, interest, and adoption for the holistic development of all. For the organisation to face strategic competition, it is becoming increasingly vital to innovate at an increasing pace with the aid of social media to keep pace. Moreover, it's a bigger platform where diverse feedback and communications can further aid in enhancing the utility of the content shared.

There is a foremost need to develop self-awareness and inner connection first to foster responsible use of social media for knowledge sharing. People are in a competitive race of loading social media with vague information or information lacking originality on the grounds of ignorance. Educators, HR personnel, practitioners, and policymakers can work constructively to incorporate the need for such responsible behaviours in the curriculum at the university levels and in the organisational training and development programmes. Social media is no doubt a great source of entertainment, leisure, and pastime for many, but at the same time, it is of immense use from every perspective, as fitness, beauty care, healthcare, technological hassles, and so on. So the depth and area of knowledge sharing are limitless. With busy lifestyles and work scenarios, it is a good medium to connect as well to far-off friends, unknowns, and others for knowledge sharing, specifically. As such, I have summarized below some key highlights:

- 1) Social media's low barrier to entry and ease of use mean it is a very popular means of information sharing.
- 2) Content, sources, and communication channels have increased value in this process.
- 3) Social and behavioral factors affect both the use of the technology and influence what the data means and how it is perceived.
- 4) The rise of sustainability means there is also a need to create greater means for understanding how and why these patterns take root.

What the study does is to discuss many of these effects in a more clear manner, with an intention to encourage greater awareness of sustainable trends and behavioral patterns. While the findings do allow for future studies to be investigated, I believe that this information can be both key and very actionable for many readers.

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