

Translational Final Project

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Yoga has many physical benefits to one's health such as balance, increased flexibility, cardio and circulatory health and increased muscle strength and tone to name a couple but, yoga also has many emotional benefits as well. One of the main emotional benefits of yoga is a way to cope with mental health such as depression and anxiety. Yoga is a great way for college students to cope with mental health through recommendations founded in the academic journals "A Yoga Intervention for Young Adults with Elevated Symptoms of Depression" and "Individualized Yoga for Reducing Depression and Anxiety, and Improving Well-Being: A Randomized Controlled Trial." Researchers have found that college students have had an increase in depression and anxiety, especially during the COVID-19 pandemic. With this increase, it is important for college students to have healthy coping mechanisms for their mental health. Yoga is an easy recommendation.

College Students for my Target Audience because of Increase in Depression and Anxiety.

This resource is for college students struggling with mental health and the stigma of depression and anxiety. College is a stressful time and evidence of the psychological distress associated with the COVID-19 pandemic, including depression, anxiety, has been documented globally. A cross-sectional was conducted to document the effects of the COVID-19 pandemic on mental health of undergraduates. They took 641 samples of undergraduates and nearly half of the students reported having elevated psychological distress such as health anxiety, general anxiety and depression (Manincor, M., Bensoussan, A., Smith, C. A., Barr, K., Schweickle, M., Donoghoe, L., Bouchier, S., & Fahey, P. (2016), p.818). This demonstrates the importance of finding ways to deal with anxiety and depression, especially right now during this global pandemic. This is why I chose college students as my target audience because although there was

a pandemic, it did not stop universities from expecting their students to still perform causing elevated psychological distress. A survey done by a Boston University researcher of college students across the country showed the increase of depression and anxiety in young people due to the coronavirus pandemic. Sarah Ketchen Lipson, Boston University mental health researcher and a co-investigator of the nationwide survey which was through the Healthy Minds Network, revealed that eighty-three percent of students said their mental health had negatively impacted their academic performance and two-thirds of college students are struggling with loneliness and feeling isolated (Kat J. Mcalpine). These studies show that mental health has always been a problem for college students but it is at an all time high right now because of the global pandemic demonstrating the importance of resources and recommendations for college students.

TikTok as my Resource because of the Constant Use.

The resource format I will be using to share the resource of yoga will be through TikTok's. I chose this resource format because most college students are active on TikTok and it is a main source of social media for them. This is a good fit for the audience because according to the College Marketing Group, over sixty percent of TikTok users are Gen Z which is the primary demographic of today's college students. This means roughly sixty percent of my target audience will have access to my recommendations. TikTok is also quick and easy to access for my target audience; they won't have to spend a lot of time reading the information but instead will see a quick thirty-sixty second informational video. It will keep my audience engaged because the videos are quick. TikTok is also constantly updating and videos are constantly trending. If even ten percent of my followers try the yoga moves from my page and share their experiences of the move, it can quickly trend and spread to college students from all over the world.

Research on Mental Health affected by Yoga.

Another study reported those who participated in the yoga course demonstrated significant decreases in self-reported symptoms of depression and trait anxiety. The subjects also reported decreased levels of negative mood and fatigue following the yoga classes. Wooler, Myers, Sternlieb and Zeltzer also found a trend of higher morning cortisol levels in the yoga group by the end of the yoga course, compared to the control group. All of these findings provide evidence that yoga can improve one's mood. Another article to backup the importance of yoga found, "The yoga intervention was also effective for reduction of psychological distress, improvements in overall mental health, increased frequency of positive experiences and reduced frequency of negative experiences, and increases in measures of flourishing and resilience" (Manincor p.7). Both articles had the same result as finding increase in positive experiences and decrease in negative experiences. This is important for college students because a minute of more positive thoughts will help improve their mental health. My TikToks focus on yoga moves and breathing strategies that are important to help the audience to take their mind off of current events and take time to reflect. Hopefully by having college students take time to do yoga with me, they will learn coping mechanisms for when they are feeling overwhelmed and will realize they need time to focus on their mental health. Yoga is also an exercise that can be done anywhere. You don't need weights, a treadmill or a road, but just your body. Another goal of my TikTok videos is helping put my audience into a good mood and to have a positive experience that makes them want to continue with yoga.

Overall, yoga is a good way to help relieve stress, help feel energized and in a more positive mood while also taking time to rewind your body and reflect on yourself. Researchers have seen an increase in college students struggling with mental health, especially during the

COVID-19 pandemic. It is important for them to learn healthy coping mechanisms and yoga is a perfect example of a recommendation.

References

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