

# A Social Media–Based Mindful Yoga Program for Pregnant Women in Taiwan

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**Abstract.** Social media, a communication tool, is increasingly used to facilitate the engagement of experts (such as a health provider) and other participants in a wide range of programs. However, social media requires study to elucidate its applications under women health-related conditions. This work develops a social media-based mindful yoga program for pregnant women, and delivers media content by ways of Facebook platform and DVD. The results of pilot testing revealed users' preference of using Facebook platform. Developing experience and uses' responses can provide valuable information for further implement social-media based interventions.

**Keywords.** Social media, mindful yoga, Facebook, mobile, pregnant women

## 1. Introduction

Social medial is changing the way people communicate, share information, and health education and become educated about health [1]. To change health behaviors, social media-based activities have been initiated in the areas of general healthcare area [2], disease prevention and screening, tobacco use and others . This work develops of a social media-based mindful yoga program multimedia and put media content in two ways of Facebook platform and DVD for pregnant women.

## 2. Methods

A mix-method design is utilized in this study. Two ways of DVD/Facebook are the tools used herein to deliver mindful yoga videos to pregnant women. The mindful yoga program was designed by a team of multi-disciplinary experts – in nursing informatics, obstetric nursing, obstetric medicine, and yoga expertise. A twelve-week video program prenatal mindful yoga class was designed based on the literature ; its main topics included breathing relaxation and stress reduction, releasing prenatal discomfort

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symptoms, and maternal-fetal attachment. The video and audio editing software was CyberLink PowerDirector 13 and Audio director 5 to edit senses (e.g., add narration, titles and transitions between video clips). Then, the video was converted into MP4 and WMV formats thus files were burnt onto DVD discs (4.7G) and distributed to Facebook.

### 3. Results

Concerned with both the effectiveness of learning and associated learning load, the team designed video clips that were 20-to-30 minutes long. Table 1 shows that prenatal yoga poses with mindfulness induction were arranged for each week. Fifty pregnant women had been recruited in the mindful yoga program from a local hospital and a clinic. A telephonic followed up of these users for confirming that their actual usage. The comments from these participants also have been collected that help researchers understand using frequency and their preference. Some of these participants' responded that Facebook was easier to use, as it allowed them to practice in their bedrooms and living rooms. Others commented that they preferred the DVD because the screen was large than that of the mobile devices that they used to access Facebook. Most of participants used both tools by turns. One respondent stated that she firstly learned new yoga poses by watching the video the DVD on TV.

### 4. Discussion

Although this research is still ongoing, considerable experience has been gained concerning the development, and testing of social multimedia content. Regarding Facebook platform, it allows the uploading of video that are less than 1024MB for each video. Facebook via mobile/PC/Smart TV is a feasible platform for some users. Social media sites such as Facebook offer multiple opportunities for both healthcare providers to deliver health educational materials and for women to easy access these resources. During the video conversion process, some issues must be taken into consideration to increase users' satisfaction. Screen type must be considered because displays with aspect ratios of 4:3 or 16:9 are used.

### 5. Acknowledgments

This work was partly supported by from partly supported by grants from the Mackay Medical College (1021A10) and Taiwan Nurses Association (TWNA-1042039).

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