

## 117 - THE EXCESS OF (MIS) INFORMATION ON HEALTH IN THE MAINSTREAM MEDIA

MORALES, PEDRO J. C.  
ROSA, ALEXANDRE  
ROSA ICRACIR  
RODRIGUES, LUIZ H.

Physical Education Course – UNIVILLE/Santa Catarina – BR  
pedro.jorge@univille.br

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### Introduction

Regular physical activity has always been linked to the image of healthy people. Today when we talk about health, we have the correlation of physical and mental well-being. And when we talk about physical and mental well-being, it leads us to think about the need for interaction between a multidisciplinary team. Thus, when referring to issues related to well-being, it is important to consider the regular practice of physical activities, linked to a healthy diet, and the importance of frequent evaluations with physical education professionals, nutritionists and doctors.

Regarding healthy eating, we highlight what Vilarta and Goncalves (2004, p. 47) expose us, that it is necessary to adopt healthy habits that will respect each one's biological needs, practice physical activities, control stress and have moments of leisure.

Therefore, physical and mental well-being nowadays involves, besides the practice of exercises, other variables that cannot be forgotten either.

When resorting historically, initially the idea of physical activity was associated with the Greeks and Romans. In this period, physical activity was mainly related to aesthetics and physical strength. Currently, in some sports such a correlation is still found. But the core of physical activity today is intrinsically related to health and wellness issues. And in this way, we have in the public of older people, young people and special groups the people who tend to practice physical activities. Carvalho (2001, p. 69) explains that: The term physical activity suggests the expenditure of energy or calories for any type of activity with the individual in motion.

Already according to Nahas (2001, p. 30), physical activity "is a human characteristic that represents any body movement produced by skeletal muscles, which results in an energy expenditure above resting levels. Includes activities of daily living, work and leisure. "Physical activity refers to motives and intentions of movement or conservation of physical capacities and implies a rationalized or systematized action plan controlled [...] and corrected by specialists (LOVISOLO, 2002, p. 281).

Therefore, we can apprehend the existence of a very close relationship between the constant practice of physical activity, the health condition and, therefore, quality of life. Oliveira (2005, p. 15) exposes that the practice of sports and recreation and leisure reflect on the quality of life and reduction of violence.

Therefore, when talking about health, we also talk about physical and mental well-being, and besides the practice of physical exercise, other variables cannot be neglected either.

Although historically the practice of doing physical exercises is only associated with the achievement of a beautiful body, times have changed, people became aware of the importance of physical activities as a requirement to achieve quality of life, because it favors not only physical health, but also mental health.

In this regard, Schuit (apud MELLO et al, 2006, p. 112) considers that the practice of regular physical activities provides mental health benefits than in sedentary people. The demand for exercise gyms, as well as outdoor sports activities is growing, and the main reason is the concern with health.

On the other hand, as Roxo (2017) assures us well, it can be said that the physical activity associated with media influence can provide the body with modeling at any cost. In this context, the most worrying, however, is the feeding of pedagogical, physical, psychic and social maladjustments, in exchange for the much-desired body aesthetics.

### The Global Village and Cyberspace

According to McLuhan (2006), the interaction of society with the media transforms the way the individual perceives his existence, being such media inserted in human individuality as an extension of himself. The author perceives the relationship between communication technologies and individuals as almost a religion, as the relationship between servants and idols.

It reaches the apex of globalization in the last two decades of the twentieth century, with the emergence of the Technological Revolution, with emphasis on the emergence of the internet. The great integration between countries portrays the current conjuncture, with the globalization of the economy, the peak of internationalization, with the predominantly neoliberalist thinking.

At the heart of the Technological Revolution is the Internet, bringing together a growing volume of content in various digital formats - text, sound, image and video - sharing data and news through simple and anonymous web users.

The internet, according to Castells (2004), is not just a technology; it is the technological tool and the way to distribute the power of information, the generation of knowledge and the ability to network in any field of human activity.

For Cardon (2008) the Internet, called "network of networks", is characterized by two main aspects. First, it is a large collection of data and information open to multiple writings, queries, readings, uses, and appropriations. Second, it is a geographically and socially expanded arena for interaction, communication, and sociability. Therefore, it acts as a support for worldwide cooperative activities organized within massively interactive communities such as Wikipedia, free software developer collectives, blogs, network players or relational platforms such as Facebook and others.

According to Santaella (2008), with the development of computer technologies, especially from the explosive convergence of computer and telecommunications, complex societies have increasingly developed a surprising ability to store

and retrieve information, making it instantly available in different forms for any places.

Facebook (originally the Facebook) was created by American Mark Zuckerberg as a Harvard student. Recuero (2009) reports that the idea was to focus on students who were leaving high school and those who were entering university. Launched in 2004, Facebook is today the largest user-based system in the world.

Facebook's initial focus was to build a network at a crucial moment in a young college student's life: the moment he leaves school and goes to university, which in the United States almost always represents a change of city and a new spectrum of social relations. The system, however, was focused on schools and colleges, and to enter it one had to be a member of one of the recognized institutions. It started only available to Harvard students (2004), later being open to secondary schools (2005 - BOYD; ELLISON, 2007).

The same authors claim that Facebook works through profiles and communities. In each profile, it is possible to add application modules (games, tools and others). The system is often perceived as more private than other social networking sites, as only users on the same network can see each other's profiles.

This infinity of information is treated by Lévy (1998) as "collective intelligence", since the ideal mobilizing of informatics is no longer artificial intelligence (making a machine as intelligent as or perhaps more intelligent than man), but the collective intelligence valuing creativity and skills.

Nowadays, with the advent of the Internet, mailing lists represent an informal channel like the invisible colleges and social circles of yesteryear. Mailing lists allow the creation of virtual communities where people with common interests discuss, exchange information through an instantaneous, agile communication process and therefore without barriers of time and space. The Internet expands the possibilities of information exchange as it allows the researcher to share and interact with collective intelligence (LEVY, 1998, p. 27).

Anderson (2006, p. 105) refers to collective intelligence stating that it is very easy to obtain information and thus the need to know how to make decisions because they influence behavior. From the "read-only" sites, Web 2.0 was created in the mid-1990s, which generally celebrates the interaction between users through the internet and collaborative content, information and communication tools, and thus people started meeting over the network.

According to Jones (2009), Web 2.0 allows people to recognize each other, build communities and create connections where they could not before.

It is a public social discourse that allows people to connect in open sharing of ideas. Anyone can take a cell phone or digital camera, snap a few photos or make some videos and upload them instantly, and millions of people have the opportunity to see that content (JONES, 2009, p.82).

This new human cognitive system has its pillars in computer culture emerging from the cyberculture context, where intelligence, according to Lévy (1998, p. 197), is no longer fixed or automated.

[...] this ideal of collective intelligence evidently involves the availability of memory, imagination and experience, a trivial practice of knowledge exchange, new flexible and real-time forms of organization and coordination.

The integration of new technologies with electronic communication generates a culture of real virtuality, with interactive networks. Cyberspace today be a "potentiator of the playful, erotic, hedonistic and spiritual dimensions in contemporary culture". [...] with the advent of cyberculture, contemporary culture stands before a true 'info-gnosis', a rite of passage towards the dematerialization of post-industrial society" presents the same author (LEMONS, 2007, p. 131).

Santaela (2003) states that, in cyberspace, the unity of the self is only a projection of the imaginary, the possibilities of experiencing new constructs or signed arrangements of subjective manifestation are expanded. It states that if indeed the persona appearing in cyberspace is apparently more fluid than that we assume in other situations of our lives, it stems from the fact that we can, to some extent, consciously construct that persona in the simulated environment. And this awareness allows us to play with our self in new ways, in interaction with the other specular, that is, other personas of cyberspace.

According to Villaça (2007), the body is the place of an identity construction that is increasingly articulated with the image, progressively replacing the idea of adequacy with a strangeness. Cybercultural relationship platforms shape social networks - so the subject does not project their totality (if that would be possible), but what they wish to make visible to the other.

If the body served to clothe the subject, contemporary corporeality, carried by the image, brings an experience of itself that escapes the subject itself. The exposition of a singularity perhaps follows that of an identity illusion (VILLAÇA, 2007, p. 16).

According to Trivinho (2001), tele-existence in cyberspace requires the subject to transform himself into a message / image; its interactive experience no longer fits the sender / receiver dichotomy, nor is it possible to think about the message and channel aspects Cartesian, because it is the sedentary-nomadic user who advances through the communication vehicle in search of content and all the way is only hypertextual message likely to welcome the users themselves. "This attraction occurs through its virtual-imagetic-virtual spectra and such a virtual-heterogeneous mix between subject and object has never been or will be possible in the process of interpersonal and mass communication (TRIVINHO, 2001, p. 126)".

Lemos (2007) explains that digital culture is the result of a growing social exchange under various formats, such as the Internet, for example.

In a way, culture is increasingly shaped and conformed to the changing and extremely dynamic technological system and, according to Trivinho (2007), to understand the socio-anthropological reach of cyberculture networks and the new possibilities of being, being, To perceive and relate in the world there is a need to observe the cultural practices associated with the construction and maintenance of profile identities at the confluence of media, postmodern and democratic cultures.

The "glocal" phenomenon understood by Trivinho (2001) consists in coupling the paradoxes of being here and there, inside and outside, in this hybrid place / moment that lies between territory and cyberspace, merging and disentangling them. intermittently, being the subject coupled to technological artifacts and permeated by interfaces (hardware, software, network), diluting in informational flows to be able to tele exist.

The glocal is the depository of an anthropological experience that coincides with real-time existence. "It is the point of departure and the point of arrival of what is conventionally understood as tele-existence. It is an experience whose structures thought is yet to extract its consequences. (TRIVINHO, 2001, p. 268-269).

Thus, the glocal points of access confer invisibility, naturalness and legitimacy to media visibility as a new form of existence and praxis of relationship with others.

Lévy (1998) states that messages are plunged into a large, buzzing universal bath of information, including even people themselves, from which cyberspace emerges as the heart of all this.

**Information Dissemination**

Vecchi (2005) defines information as a type of data that brings new content to the recipient, insofar as it is understood and accepted through a language, whatever it may be. According to Levy (1998) journalism, being understood as an institution active in the social field, was deeply affected by the web and personal computers that, becoming popular, increased access to information and knowledge.

However, Traquina (2004) argues that the functions inherent in good journalism such as veracity, verification, partiality, balance and timeliness are not guaranteed if produced by non-journalists. Professional journalists are understood to have a knowledge of their own, such as a specific vocabulary, a way of narrating, as well as to recognize notifiable events.

According to Braga (2006) one aspect of mediatization is the 'delegitimization' of esoteric patterns according to which specialized fields are related to society in general, with an exposition of specialized knowledge of fields and institutions, such as journalism. For Castells (2004), although these institutions continue to operate, there is a transformation in the mediation role that journalism plays. Such transformation is related to the establishment of a logic of communication flows that characterize the "network society", stressing the centralized logic of information diffusion of the mass communication model, through a process of "disintermediation" with the interactions that occurred through of digital social media.

For Levy (1998) "disintermediation" sees a transformation in the role of intermediaries, no longer necessary due to cyberculture and access to information and knowledge. Thus, through the decentralizing processes of digital media, the role of intermediaries is changing. According to the author, until now the public space of communication was controlled through institutional intermediaries that fulfilled a filtering and diffusion function between the authors and the consumers of information: "Television stations, radio, newspapers, publishers, record companies, schools, almost everyone can publish a text without going through a publisher or the writing of a newspaper" (LEVY, 1998, p.46).

In this context arise bloggers, people who influence other people, form opinion. Vaz (2003) states that, generally, when news reaches the press, it is because it is too late. The news starts on blogs and virtual communities.

Brambila (2006) states that, along with the popularization of blogs, emerges collaborative journalism, also called citizen journalism, participatory, or "open source", in reference to the type of open source software, developed jointly by a community of programmers who exchange information over the web.

Lemos (2009) discusses mass media and digital or post-mass media, stating that mass media are information media. Already the new media of post-mass function are media of communication, dialogue, conversation.

Boyd and Ellison (2007) state that traditional intermediaries are losing their status and giving way to a new type of intermediary, the information blocker, which although in the literal translation is a kind of "broker", we can understand as closer to a mediator, an agent who mediates information and who attests to it, giving it credibility.

Ponders Castells (2004) that the content producer on the Internet can be anyone who has basic navigation skills and knows how to operate a computer and who is imbued with a spirit of collaboration, something that ICT increasingly arouse in society without distances. Thus, the power to inform is no longer exclusive to an institution since the so-called breaking of the broadcast pole dominance is related to the possibility that former mass-media receivers now also act as broadcasters in digital social media.

**Materials and methods**

The methodological procedures of the research are theoretical-bibliographic, field, descriptive, quantitative and cross-sectional study. We chose to use a questionnaire adapted from Souza (2003, p. 135-143). Participation in the study was volunteered by 90 practitioners from 18 to 45 years old, who attend a gym in the city of Joinville-SC/Brazil.

This study was approved by the Committee of Ethics and Research with Human Beings of the University of the Joinville Region, under number 3,032,099.

Female bodybuilding and / or gymnastics practitioners aged 18 to 45 years were interviewed to authorize the consent form. There were no respondents who were participating in another type of activity and have individual monitoring of a Personal Training.

The questionnaire consisted of 20 questions that contemplate the age of the participants; your level of education; enrollment situation and weekly attendance at the gym; objectives aimed at the practice of bodybuilding and / or gymnastics; how often they use a medium to get it.

Data were entered an Excel spreadsheet and later taken to the SPSS 16.0 statistical package where they were tested. Initially the normality test was used where the data were tested by the Kolmogorov-Smirnov test where a nonparametric test was suggested.

The nonparametric test used was the Spearman correlation test for p value <0.05 to associate the obtained variables.

**Análise Interpretação e Discussão dos Resultados**

The sample, consisting of women only, has a mean age of 31.6 years with a standard deviation of ±6.9. According to the survey, 70% of participants have completed undergraduate, 22% have completed high school, 6% have master's degrees, and 2% doctorate (Table 1).

Regarding the weekly frequency, 7 women answered that they practice bodybuilding and / or collective gymnastics from 1 to 2 days a week, 44 from 2 to 3, 35 from 4 to 5, and finally, 4 go every day.

Table 1 - Level of education of participants

| Schooling                  | N  | %  |
|----------------------------|----|----|
| Complete primary education | 0  | -  |
| Complete high school       | 20 | 22 |
| Full graduation            | 63 | 70 |
| Master's degree            | 5  | 6  |
| PhD complete               | 2  | 2  |
| Post Doctorate Degree      | 0  | -  |

Next, in graph 01, the frequency with which the participant uses television to obtain information related to physical

activity and health is presented. The codes (1), (2) and (3) were used to indicate the medium as used, unused and little used, respectively:

According to Graph 01, only 17% of the sample frequently use television to obtain information related to physical activity and health, while 33% say they do not use, and 50% say they use little.

These results indicate that television is a poorly used means of communication for obtaining health information. A study by Becker et al. (2015) to investigate and statistically quantify the behavior of the Brazilian TV audience in the last century analyzed some data referring to the fall of the open TV audience and the growth of the Internet, and it was possible to establish some relationships. From 2010, the sharp drop in audience and, over the same period, the internet had growth.

Graph 02 shows the frequency with which the participant uses the radio to obtain information related to physical activity and health. The codes (1), (2) and (3) were used to indicate the medium as used, unused and little used, respectively:

According to Graph 02, only 5% of the sample frequently use the radio for information related to physical activity and health, while 69% say they do not use, and 26% use little.

According to Bianco (2012), the exchange of traditional media to the Internet and mobile devices is undoubted. This event is a result of technological convergence, characterized by a networked information system.

The internet occupies a large space in today's media niche, and if there are no adaptations, the traditional media tend to disappear.

Graph 03 shows the frequency with which the participant uses the internet to obtain information related to physical activity and health. The codes (1), (2) and (3) were used to indicate the medium as used, unused and little used, respectively:

According to chart 03, 89% of the sample frequently use the internet to get information related to physical activity and health, while 3% say they do not use, and 8% use little.

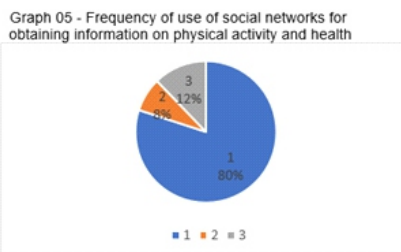
Biruel (2008) states that countless sources of information on various subjects have made the internet a great disseminator. A large part of this information is about health, and among the researched by the population, ranging from diseases and their treatments, to the prevention of pathologies.

Understanding search patterns for health information on the internet is critical, because while it is easy to find all kinds of information on the internet, on the other, it is difficult to reach secure information.

Graph 04 shows how often the participant uses magazines for information related to physical activity and health. The codes (1), (2) and (3) were used to indicate the medium as used, unused and little used, respectively: According to Graph 04, only 8% of the sample frequently use magazines for information related to physical activity and health, while 51% say they do not use, and 41% use little.

"In Brazil, VEJA is the largest circulation magazine, with an average circulation of over 1 million copies per week" (SOBREIRO, 2017). The magazine deals with varied themes of national and global scope. Frequently addressed topics include political, economic and cultural issues.

Graph 05 shows how often the participant uses social networks to obtain information related to physical activity and health. The codes (1), (2) and (3) were used to indicate the medium as used, unused and little used, respectively:



According to graph 05, 80% of the sample frequently use social networks to get information related to physical activity and health, while 8% say they do not use, and 12% use little.

There are quite significant developments about social networks, the spread of information and its reliability: "CNN has already said that it fears more competition from social networks than other television networks. Confidence in these sources



seems to have been encouraging their use, supplanting the demand for information in other media" (CARDOSO; LAMY, 2011).

All ease of access and no restriction of content implies some consequences such as the danger of misinformation.

Table 2 below indicates the participants' answers when asked: "Do you seek to verify that the information transmitted is made by a trained professional?". These the answers could be yes, no or sometimes.

Graduated participants are supposed to understand that this check is necessary, so 60% of the sample answered yes. Of the others, 17% said no, and 23% sometimes.

Table 3 below indicates the results of the participants' answers when asked whether the information transmitted is scientifically proven, and the answers could be yes, no or sometimes.

According to the table above, 28% of the sample answered that they verify if the information transmitted is scientifically proven, 39% no, and 33% sometimes.

Analyzing the numbers shown in table 3, it is concluded that most participants verify that the information is provided by a trained professional, so it should be scientifically proven, which explains their highest percentage for the no answer. In this case, these two variables showed a moderate correlation, with  $p = 0.44$ .

Table 4 below indicates the result of the participants' answers when asked: "About the information you get on social networks, do you ask questions or question the Physical Education professional who teaches your workouts?". These could be yes, no or sometimes.

Table 4- List of answers of the question "About the information that you get on social networks, you ask questions or question the Physical Education professional who teaches your workouts?"

|           | N  | %  |
|-----------|----|----|
| Yes       | 34 | 38 |
| Not       | 27 | 30 |
| Sometimes | 29 | 32 |

According to the table above, 38% of the sample answered that they have questions about the information with the professional who gives their training, 30% do not, and 32% sometimes.

Looking at table 4, it can be concluded that more than half of the participants do not have doubts about the information with the professional who gives their training or sometimes, and when questioned for the reason, the majority stated that the academy professionals do not have time to talk about the movement of the gym.

#### Conclusion

Current media such as the internet and social networks reflect a strong relationship between individuals and the search for information related to their health, highlighting an efficient communication pattern.

In their practice, the Physical Education professional should not ignore the constant influence that the media exerts on individuals. The best way to work with it is to lead society into a debate, understanding that the media releases fads and information that should not always be incorporated due to lack of scientific basis and biological individuality.

The professional in the area should aim to make the community aware that the information sought must be scientifically based, and transmitted by a professional trained in the area, who has studied for years and is qualified to disseminate it.

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#### The Excess of (mis) Information on Health in the Mainstream Media

**Abstract:** The information in the mainstream media in form of opinion, criticism, and superficial interpretation, instead of grounding the knowledge and assisting in making decisions, ends up causing a dispersion of content generating mis founded conclusions. This study aims to verify the influence of the media on the knowledge of women who practice weight training and group fitness classes. A sample of 90 women from 18 to 45 years old answered a questionnaire adapted from Souza (2003, pp. 135-143). The research adopted a quantitative approach, and statistical analysis was used to treat the information. Relating variables of schooling, frequency of the use of the means of communication to obtain health information, application of this information, and verification if it was transmitted by a specialized professional and was scientifically proven. A few variables obtained correlation and, among the correlates, two of them were moderate. We concluded that the new mainstream media like internet and social media reflect strong relation between individuals and the search for health information, showing an efficient communication pattern.

**Keywords:** Exercise; Physical Activity and Health; Media; Social network.

#### Informations de santé (in) excessives dans les principaux médias

**Résumé:** Les informations contenues dans les principaux médias sous forme d'opinions, de critiques et d'interprétations superficielles, plutôt que de fonder les connaissances et d'aider à la prise de décision, entraînent en définitive une dispersion du contenu qui conduit à des conclusions mal fondées et à des choix erronés. Le but de cette étude était de vérifier l'influence des principaux médias sur la connaissance de l'activité physique et de la santé des femmes, des pratiquants de la musculation et de la gymnastique collective. Un échantillon de 90 femmes âgées de 18 à 45 ans a répondu à un questionnaire adapté de Souza (2003, p. 135-143). La recherche a adopté une approche quantitative et l'analyse statistique a été utilisée pour le traitement de l'information. Reliant les variables d'éducation, la fréquence d'utilisation des médias pour obtenir des informations sur la santé, l'application de ces informations et la vérification si elles ont été effectuées par un professionnel qualifié ou si elles ont été scientifiquement prouvées. Peu de variables étaient corrélées et, parmi les corrélats, ceux à l'exception de deux modérés étaient faibles. Il a été conclu que les médias actuels, tels qu'Internet et les réseaux sociaux, reflètent une relation forte entre les individus et la recherche d'informations relatives à leur santé, mettant en évidence un modèle de communication efficace.

**Mots-clés:** exercice; Activité physique et santé; Moyens de communication; Réseau social.

#### Información de salud excesiva (en) en los principales medios

**Resumen:** la información en los principales medios de comunicación en forma de opinión, crítica e interpretaciones superficiales, en lugar de fundamentar el conocimiento y ayudar a la toma de decisiones, en última instancia causa una dispersión de contenido que conduce a conclusiones mal fundamentadas y elecciones equivocadas. El objetivo de este estudio fue verificar la influencia de los principales medios en el conocimiento de la actividad física y la salud de las mujeres, culturistas y practicantes de gimnasia. Una muestra de 90 mujeres de 18 a 45 años respondió un cuestionario adaptado de Souza (2003, p. 135-143). La investigación adoptó un enfoque cuantitativo, y el análisis estadístico se utilizó para el tratamiento de la información. Relacionando las variables de educación, frecuencia de uso de los medios para obtener información de salud, aplicación de esta información y verificación si fue realizada por un profesional capacitado o está científicamente comprobado. Pocas variables se correlacionaron y, entre los correlatos, aquellos con la excepción de dos moderados fueron débiles. Se concluyó que los medios actuales, como Internet y las redes sociales, reflejan una fuerte relación entre los individuos y la

búsqueda de información relacionada con su salud, evidenciando un patrón de comunicación eficiente.

Palabras clave: ejercicio; Actividad física y salud; Medios de comunicación; Red social.

O Excesso de (des) Informação Sobre Saúde nos Principais Meios de Comunicação

Resumo: A informação nos principais meios de comunicação em forma de opinião, crítica, e interpretações superficiais, ao invés de embasar o conhecimento e auxiliar a tomada de decisão, acaba causando uma dispersão do conteúdo gerando conclusões mal fundamentadas e escolhas equivocadas. O objetivo deste estudo foi verificar a influência dos principais meios de comunicação sobre o conhecimento de atividade física e saúde de mulheres, praticantes de musculação e ginástica coletiva. Uma amostra de 90 mulheres de 18 a 45 anos de idade responderam um questionário adaptado de Souza (2003, p. 135-143). A pesquisa adotou uma abordagem quantitativa, e foi utilizada a análise estatística para o tratamento das informações. Relacionando as variáveis da escolaridade, frequência de uso dos meios de comunicação para obtenção de informações da área da saúde, aplicação dessas informações, e verificação se ela foi feita por um profissional formado ou é cientificamente comprovada. Poucas variáveis obtiveram correlação e, entre as correlatas, foram fracas as que apareceram com exceção de duas moderadas. Concluiu-se que meios de comunicação atuais, como internet e redes sociais, refletem forte relação entre indivíduos e a procura de informações relacionadas a sua saúde, evidenciando um padrão de comunicação eficiente.

Palavras-Chaves: Exercício; Atividade Física e Saúde; Meios de comunicação; Rede social.