Research on the Relationship Between Perceived Social Support and Exercise Behaviour of User in Social Network

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Abstract

The purpose of the present implementation is to investigation of relation between perceived social support and exercise behaviour of user in social network. using social platforms, individuals are no longer just receivers of internet information, as consumers generate and share contents with others. social interaction and spontaneous promotion activities are carried out among consumers, but with the growth of traditional e-commerce slowing down, social commerce derived from social networks is gradually taking shape. it is a new topic in the field of health communication whether the digitization and socialization of individual exercise behaviour can stimulate health behaviour. werun is a typical platform for the digitization and socialization of individual exercise. based on 689 werun users' questionnaires, this proposed system first repairs the missing and abnormal data by bp neural network. then, the decision tree is used to evaluate the relationship between the perceived social support and exercise behaviour under different intervention conditions, and detects the heterogeneous intervention effects for different pre-intervention profiles. the results show that the decision tree can detect the heterogeneous intervention effect. in some cases, there is not a perfectly positive correlation between the degree of perceived social support and the number of average daily steps, and the relationship with friends has a great impact on the user's perceived social support. in addition, it also reveals the relationship between social comparison and perceived social support, and their interaction on exercise behaviour. finally, this proposed work provides practical suggestions for the design and operation of e-health social network platform. in a health management platform with a social attribute, leader boards and providing social support are good ways to motivate users to exercise. the platforms are supposed to take corresponding persuasive strategies according to the various characteristics of users, so as to improve the continuous attention and participation of users