

How Mindset Stimulating Media affect Blood Pressure

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Abstract

The objective of this experiment was to demonstrate how blood pressure responses in human subjects to the consumption of mindset stimulating media. There is little evidence concerning a clear demonstration of blood pressure control in human subjects based on different emotion evoking information. We create the hypothesis that mindset shows significance in blood pressure control as a method to prevent hypertension in a domestic scale. High blood pressure is globally a major health problem and a growing obesity related health factor accounting nearly 30 % of the world population. In order to control hypertension we used mindset influencing information consisting of different emotion stimulating media, which were presented to 15 subjects while blood pressure was continuously measured. The experiment was conducted in a weekly frequency within 6 months. It can be obtained that 42 % of high blood pressure subjects showed the increment of systolic values. For diastolic values, the increment was recorded as 37 %. In total, 44 % of all subjects showed the ability to decrease their systole and 39 % were able to change diastole values while consuming presented media. Lastly, some subjects were able to maintain their blood pressure after the experiment ended with a distribution of 14 % for systolic and 24 % for diastolic values. In conclusion, it can be stated that hypertension subjects are able to reduce their blood pressure during media consumption but are not successful in stabilizing their blood pressure after the interaction with blood pressure influencing media ended. In contrast to that, normal blood pressure subjects require less time to return to their normal blood pressure values and therefore, to their normal health condition. These results are an introduction to a novel method in preventive hypertension control based on home based media consumption.

Keywords: Blood pressure, Control, Emotion, Hypertension, Media consumption, Mindset, Obesity related disease

1. Introduction

The rising prevalence of obesity and overweight related diseases like hypertension and consequent cardiovascular complications has brought concern about South East Asia's health status. According to the latest clinical statistics, approximately every second Malaysian citizen falls into the obesity category, whereas the reference to global obesity rates accounts less than every third person to be overweight (Ng et al., 2014). Moreover, according to the National Health and Morbidity Survey (NHMS) 2011, hypertension was diagnosed in 32.7 % of Malaysian adults. Out of one third of all positive diagnosed hypertension subjects in Malaysia, only 41 % had knowledge about their critical health condition. This means that the majority of Malaysia's hypertension affected population is lacking in knowledge about their own health condition and therefore its consequences. It would be possible to monitor respective information via mobile devices (Nilashi et al., 2015). Since hypertension may lead to myocardial infarction and other related diseases (James et al., 2014),

the government of Malaysia is confronted with an increasing outage of workforce when ignoring this situation. There are approaches towards the evaluation of Malaysian government portals which could be combined with the purpose of providing access to workforce related health data (Nilashi et al., 2012; Aditya et al., 2013; Aditya et al., 2014; Jalil et al., 2014). Moreover, health platforms could be organized with specific parameters in order to provide health data electronically in a national context from private and public health care centers to the public level of statistics and data processing (Ahmadi et al., 2014; Ahmadi et al. 2016; Pahl et al., 2015h; Zare et al., 2015). According to McKinsey Global Institution, obesity impacts global costs of US\$ 2 trillion in healthcare and loss of productivity.

In order to counteract this national problem, we develop the hypothesis that blood pressure is dependent on mindset and therefore, the manipulation of mindset by using specific media can affect blood pressure and decrease hypertension induced health problems.