

# The Influence of V-Girls APP on the Improvement of Female College Students' Health Literacy and Its Mechanism Analysis

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**Abstract:** This paper aims to explore the impact of V-Girls APP on the improvement of female college students' Health literacy and its mechanism. Using a questionnaire survey method, the survey subjects were female students from a certain university. The results showed that using the V-Girls app can significantly improve the health knowledge level, health behavior habits, and mental health status of female college students. Further analysis reveals that the impact mechanisms of V-Girls APP mainly include cognitive mechanisms, social support mechanisms, and behavioral guidance mechanisms. The results of this study provide new ways and ideas for improving female college students' Health literacy.

**Keywords:** V-Girls APP; Female College Students; Health Literacy; Influencing Factors; Mechanism Analysis

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## Preface

With the development and progress of society, Health literacy has become the focus of attention. As an indispensable force in the future society, female college students' Health literacy level is of great significance to personal development and social progress. Meanwhile, with the rapid development of information technology, mobile applications (APPs), as a new type of health education tool, are gradually gaining people's favor.

V-Girls APP is a health management software specifically designed for female college students, with rich health knowledge base, health behavior evaluation and guidance functions. This paper takes V-Girls APP as the research object, aiming to explore its impact on the improvement of female college students' Health literacy and its mechanism, and provide reference for female college students' health education and promoting the development of health undertakings.

Starting from the functions and characteristics of V-Girls APP, we will explore the positive impact of V-Girls APP on the improvement of female college students' Health literacy, analyze the mechanism of V-Girls APP on the improvement of female college students' Health literacy, including the ways and effects of APP information dissemination, and analyze it from three aspects: cognition, social support and behavior guidance. It is hoped that this study can provide new ideas and theoretical support for the improvement of female college students' Health literacy, and also provide some reference value for the development of mobile health applications.

## 1. Research background and significance

### 1.1 Background and Development of V-Girls APP

V-Girls APP is a health management software specially developed for female college students. It promotes the Health literacy of users by providing them with various health knowledge and services. At the same time, it also has social, entertainment and other functions, which can meet various needs of users. The V-Girls app has received widespread attention and support during its development and operation, becoming one of the most widely used health management software among women in Chinese universities.

### 1.2 Research purpose and significance

This paper aims to explore the impact of V-Girls APP on the improvement of female college students' Health literacy and its

mechanism analysis. By studying the use and effect of V-Girls APP, we can deeply understand the role of modern mobile application technology in promoting Health literacy, and how this new health management tool can effectively improve the Health literacy level of female college students. In addition, this paper can provide valuable experience and inspiration for the development and operation of other health management software.

## **2. The influence of V-Girls APP on the improvement of female college students' Health literacy**

V-Girls APP takes the improvement of female college students' Health literacy as the core goal, and has played a positive role in promoting female college students' Health literacy through rich health knowledge, practical health skills, interactive learning methods and behavior supervision. The specific impact is as follows:

### **2.1 Promoting the learning and understanding of health knowledge among female college students**

The V-Girls app provides rich health knowledge, including nutrition, mental health, reproductive health, and other aspects, enabling female college students to have a more comprehensive, accurate, and systematic understanding of health knowledge. For example, the V-Girls app provides various health check ups and self testing tools to help female college students understand their physical condition and seek early detection and treatment. With the technical features of the platform, users can customize their learning plans according to their own situation, and improve their health knowledge level in a relaxed and enjoyable atmosphere.

In short, through the V-Girls app, female college students can easily access relevant health knowledge, including nutrition, exercise, mental health, and other aspects. Meanwhile, during use, the app will also push corresponding health knowledge based on the personal information and needs of female college students, thereby helping them develop a healthy cognitive model and improve their health knowledge level.

### **2.2 Improving the physical and mental health levels of female college students**

With the changes in women's lifestyles, physical and psychological health issues are becoming increasingly prominent. On the basis of helping female college students improve their health knowledge and form good health behavior habits, the V-Girls app also provides expert support and guidance in physical and mental health, allowing female college students to receive professional health assistance in a timely manner. For example, in terms of physical health, the app will provide professional services such as physical examination and disease consultation to protect female college students; In terms of mental health, the app will provide professional psychological courses, online counseling, and other services to help female college students solve psychological problems, allowing them to face life and studies with vitality, confidence, and courage.

In short, the V-Girls app provides physical and mental health assessment functions, which can help female college students discover physical and mental health problems in a timely manner and provide corresponding solutions. In addition, the app also provides rich information on health activities, allowing female college students to improve their physical and mental health levels while participating in health activities.

### **2.3 Enhancing the self-protection awareness of female college students**

In today's social context, preventing sexual assault, online violence, and other social issues are troubling the physical and mental health of female college students. The V-Girls app also provides users with relevant courses and safety guidelines, teaching female college students how to improve their self-protection awareness and avoid unnecessary harm.

In short, V-Girls APP can provide safety protection functions, such as emergency rescue, sexual assault prevention, etc., which can help female college students to enhance their self-protection awareness and avoid the occurrence of accidents.

To sum up, V-Girls APP can significantly improve the health knowledge level, health behavior habits and mental health status of female college students, and promote the health literacy improvement of female college students from many aspects.

## **3. Mechanistic analysis of V-Girls APP to achieve the above effects**

As an application for the improvement of health literacy of female college students, V-Girls APP can achieve the above effects,

mainly including information transmission mechanism, incentive mechanism and social mechanism.

### **3.1 Information transmission mechanism**

The information transmission mechanism is one of the important mechanisms by which V-Girls APP can achieve the above effects. Through the various channels and forms provided by V-Girls APP, health knowledge, practical skills and behavioral habits are conveyed to female college students comprehensively, accurately and systematically from multiple dimensions. In addition to meeting the discipline knowledge system, these information also effectively processes and processes the information through information screening, priority ranking, recommendation and other ways.

### **3.2 Incentive mechanism**

As a learning and supervision platform, V-Girls APP needs to have a sufficient incentive mechanism for female college students to learn things and actually follow health advice, turn what they know into practical actions, develop healthy living habits, and improve their health literacy.

### **3.3 Social mechanism**

The social mechanism is also an important mechanism for achieving the effectiveness of V-Girls APP. Through the establishment of healthy communities and wechat public accounts and other social communication channels, to promote the communication and interaction between female college students, feedback of health knowledge and experience, and improve the effect of health literacy.

In short, V-Girls APP provides a social function that enables female college students to interact with and communicate on the APP. For example, female college students can join the health community through the APP to share their health knowledge and experience with their peers. In addition, the APP can also recommend health experts and doctors to female college students to provide them with more professional health advice and services.

In conclusion, the information transmission mechanism, incentive mechanism and social communication mechanism are the main mechanisms for V-Girls APP to achieve the goal of improving the health literacy of female college students. These mechanisms enable V-Girls APP to provide strong support in user learning, self-supervision and social support, thus achieving the effectiveness of the intervention.

## **5. Conclusion and suggestion**

### **5.1 Summary of the research conclusions**

This paper shows that V-Girls APP can significantly improve the health literacy level of female college students. By using V-Girls APP, female college students can better understand their own physical conditions and nutritional needs, but also can master some basic health care knowledge and skills. In addition, V-Girls APP can also encourage female college students to actively participate in sports and exercise, improve their lifestyle, and thus enhance the overall health level.

### **5.2 Suggestions for the Future Development and Application of V-Girls APP**

In order to better promote the V-Girls app, we propose the following suggestions:

1. Further improve the functionality and content of the app. For example, strengthening data analysis and intelligent recommendation functions to provide more accurate and personalized services based on users' personal situations.

2. Add more social interaction functions. Through social interaction functions, users can communicate and share experiences with each other to better promote health literacy.

3. Expand the user base. At present, V-Girls APP is mainly aimed at female college students. In the future, it can be considered to expand to other age groups and gender users to meet a wider range of health education needs.

4. We will strengthen security guarantees and privacy protection. In order to ensure the security and privacy of user information, effective measures should be taken to strengthen data security and privacy protection.

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Project Fund: Supported by the National College Student Innovation and Entrepreneurship Training Program of Yibin University (Project No.: 202210641033X)