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CONTEMPORARY EDUCATION TOWARDS SELECTED PHENOMENA. CASE STUDY AS AN EDUCATIONAL METHOD – A SUICIDAL ASPECT

Keywords: education, case study method, suicide

Abstract

The article deals with issues related to contemporary education towards selected phenomena using the case study method. In recent years, the proposed topic is important. Very often, the presentation of aspects related to the case study in a much better perspective illustrates difficulties and problematic issues concerning social, medical or psychological phenomena. Analysis of a single case, using a detailed description, which is usually a real case, allowing to draw conclusions about the causes and results of its course and technical, cultural, social conditions, etc. The phenomenon of suicide is a very complicated process. To understand this issue thoroughly, modern teaching methods are used, thanks to which the adoption and understanding of even difficult material is used. The work is therefore of a theoretical and practical nature, as examples of case studies from conducted scientific research carried out on a group of people after suicide attempt from 2014 will be presented.

Introduction

The case study method presents in a specific way the most important issues related to the individual's behavior in a given situation. Suicide is a multi-faceted process that can not be explained by focusing only on a specific theoretical model. It is more valuable to analyze examples in a qualitative way, due to the greater implication possibilities. Nowadays suicidological knowledge is extensive but it still requires periodic updates. The National Program of Mental Health established that up to year 2015 the National Program of Suicide Prevention will be developed and implemented. Up till now this program has not been executed (Ziemiński, 2014).

Suicide is a difficult interdisciplinary problem which involves such disciplines as public health, psychiatry, law or psychology. The transfer of knowledge within these areas can take place through various messages. In many age groups, it is important to cooperate with institutions dealing with broadly understood health, such as emergency medical service, clinics, etc. This is also related to the organization of events, pre-medical training for service and event participants. The target group is also a wide spectrum of people who lead an irregular life, intense life, using psychoactive substances and leading a risky life (Hołyst, 2012).

The next pillar is prophylaxis based mainly on the promotion of attitudes related to safe play, conscious decision-making, and responsibility for other partici-

pants of the event. Promotion of attitudes that are related to the fact that having fun does not have to be associated only with the use of the substance or doing bad things (self-destruction) – “to have fun”

Education in psychology

Mental disorders have been the subject of interest in various fields of science for many centuries. Modern scientific disciplines, such as psychiatry, psychology or neurology, are looking for answers to three questions considered basic: firstly, these are asking themselves what is a mental disorder, secondly what is the etiology and mechanisms of persistence of psychiatric symptoms, thirdly how effective they are therapeutic methods. The health of a person with mental dysfunctions is mainly considered through the prism of two approaches in the field of psychopathology: categorical and smokeless. The former capture the symptoms of the sick in qualitative terms, i.e. a person with a mental illness is one with cognitive, motivational, emotional and personality disorders. Dimensional categories are guided by the quantitative principle. A mental disorder is recognized when the severity of a given characteristic is significantly different from the average results, defined as the optimal intensity, i.e. normal. Deviation from the norm can be both in plus as well as in minus (eg stiffness versus impulsiveness, as dimensions in plus and in minus optimal emotional control). Disorders of mental processes are most often caused by the interaction of three factors, ie the efficiency of central nervous system processes, function and personality structure as well as situation characteristics. Consideration of mental illness in so many categories allows for better selection of therapeutic methods for a particular person.

Modern method

Modern education shapes skills of conscious, critical, responsible and selective use of mass media, creating and broadcasting media messages. The general objective is to increase the safety of events through the education of premises service (training for service and employees and employees in managerial positions). In order to determine the strategy of action in crisis situations and the ability to respond to problematic issues, eg when psychoactive substances has been consumed.

It is very important now to understand the way the internet is used in 21th century. Advertising on the Internet is usually addressed to young people due to the fact that they constitute the main group of users. Until recently, the basic forms of advertising on the Internet were standard banners advertising and websites of companies or products, however, the network advertising market is developing very dynamically. It still responding to the reactions and expectations of web users, more and more sophisticated types of online advertising (Kall, 1998). Posting information on the web is an element of media education, which is necessary to promote real attitudes in society. some people are uninformed, they do not know what to do or how to behave. lack of appropriate knowledge can lead to confusion.

Ways of construction of advertising materials (leaflets, posters)

Communication is the key element of an effective marketing strategy. Posters and leaflets can be useful tools to communicate with new or existing customers. These are printed sheets for distribution in a public place (Maison, Maliszewski, 2002). They are most often used to support promotions, such as a new product or service, special sales or an upcoming event. Their function is the same as in the case of many other marketing materials, because they should attract the reader's attention, make an offer that focuses on the benefits that influence the reader and then motivate them to act (Kuśmierski, 2000). Posters are usually large and professionally printed and are almost always illustrative. Leaflets (mini-posters) usually have smaller dimensions and are usually photocopied or sent by e-mail. Leaflets often rely more on text, as opposed to graphics, to get a specific effect. Posters and leaflets can be displayed almost anywhere, but preferably in places where the largest number of recipients who can be interested in the issue have access to them.

Application of posters:

- in the case of long-term advertising,
- as information that is to reach a large audience, for example on the road.
- drawing public attention to the issue (Ladd, 2010).

Leaflets used:

- in the case of short-term advertising (just before the event).
- as the last campaign before the event.

- used for distribution to recipients.
- using the attachment in Internet messages, etc. – used to strengthen poster advertising (Bruch, 2005).

Before designing a poster or leaflet, it is necessary to consider the following issues to develop a personalized strategy.

1. The basic purpose: What is the main purpose of the promotional article?
2. Benefits: What exceptional benefits can be offered to those interested? What customer values or needs can be met by the institution / body?
3. Profits: What other key benefits will customers receive from the products or services?
4. Target recipients: To which group is the promotion / offer / information addressed?
5. Customer response: What response is expected from the recipients (“join the action”, “visit the website”, “call the information line”, “contact”, “get involved”)?
6. Character: What product’s image will be presented during the promotion? An important element of the poster or leaflet consists of all the elements listed below. Because space is limited, a communication tool, such as a poster or leaflet, usually contain several components, such as the header, the correct part, and the signature.

It is worth paying attention to each component separately:

Heading

The header is the most important element of the communication tool. If he does not pay attention to the reader, the whole effort will probably go unnoticed. The headlines should be short, containing only 5 to 15 words that promote benefits for consumers and emotionally affect the reader’s information or offer.

The right part

The most important elements related to the goal should be in the right part. It is required to create convincing arguments and exchange facts. It is better to have one or two very strong statements than to try to extract a long list and risk diluting messages. The right part should convince the reader to act. The use of sub-items and numbered or bulleted lists may cause text monotony to break, quickly highlighting many ideas. Abusing this technique, however, reduces contrast and balance, and thus loses effectiveness. Grammar and spelling are also important, text with errors will be per-

ceived as unprofessional. It’s worth starting the spelling and grammar check functions in the software. It is also advisable that several people read the material to find errors that may have been missed.

Signature

An effective communication should always contain a signature. The signature is where the ad contains the company name, logo and contact details, such as address, phone number and website address. The placement of the signature is usually at the bottom of the project or in the bottom right corner.

Epidemiology

1. Suicide belong to group of deaths caused by outside reasons (Hołyst, 1997). Annually, all over the world more people are committing suicide than die in war conflicts or in a traffic accidents. Despite the fact that suicide rate differs between countries, the total number of them in last 50 years increase by 60% (Orden, Witte, Cukrowicz, 2010). In the world, yearly over 800 000 people commit suicide- about one person every 40 seconds (World Health Organisation, 2000). In Poland through last 50 years had changed the structure and dynamic of suicide (World Health Organisation, 2014):
2. Increase overall number of suicide in population.
3. Rapid increase suicide number among rural residents.
4. Increase suicide rate in younger age group (Jarosz, 2013).

Statistics about suicides committed in Poland are not clear. An information about the number of committed suicides in a specific year provide the General Police Headquarters of Poland (GPHP) and the Central Statistical Office (CSO). The GPHP based their analysis on the KSIP 10card. There is no necessity to introduce the social security number of victim. The CSO creates their reports based on death cards. Discrepancies in reporting system cause that number of committed suicide differs depending on source information. Number of committed suicide in years 2004–2014 according to the GPHP and the CSO presents Table 1.

Table 1. Number of committed suicide in years 2004–2014 according to the General Police Headquarters of Poland and the Central Statistical Office

	Total number of suicide Data: General Police Headquarters of Poland	Total number of suicide Data: Central Statistical Office
2014	6165	5933
2013	6101	6215
2012	4177	6365
2011	3839	6112
2010	4087	6342

Source: Own elaboration based on (Dmochowska, 2015, <http://statystyka.policja.pl/st/wybrane-statystyki/samobójstwa>).

Up to year 2013 statistics of the GPHP always indicate that number of suicide was about two thousand lower than reported by the CSO. In year 2013 had changed the way of collecting and generating statistical data about suicide attempts by the GPHP. Previously, the data has been input to system after investigation and termination of proceeding. Presently, if from circumstances show clearly that it came to attempt, data is introduced directly after an incident. The system allows to modify data when it turns out that it was not an attempt. In year 2013 in media could be heard about sharp increase of suicide number in Poland (number of committed suicides increased by about 2 thousand according to the GPHP). Specialists of this issue cannot provide substantiation of this situation but it emphasizes that there is a necessity to analysing suicide statistics in Poland very carefully.

Situation looks similarly in terms of the number of suicides committed among children under 14 years old (Dmochowska, 2015).

In order to conduct a scientific research, the system of reporting suicides needs standardization (American Foundation of Suicide Prevention, <https://afsp.org/about-suicide/risk-factors-and-warning-signs/>). Psychologists consider that the concept of death develops at the end of adolescence, when child is able to internalize physiological, metaphysical and biological aspects of death. It is impossible to conduct statistics in this perception (Gmitrowicz, Młodożeniec, Makara-Studzińska, 2005).

There are different problems that lead to decision on suicide in different age groups (World Health Organization, 2000). Some situations may not be considered as a problem by adults but for young people they become overwhelming and unsolvable (Hołyst, 2008). Occurrence of suicides among young people should be

analyzed basing on the biological and psychological conditions that are especially important due to the dangers that appear during process of growing up (Hołyst, Staniaszek, Binczycka-Anholcer, 2002).

WHO indicates the following causes of suicides among children and youth as the most frequent: family problems, breaking up with friends or a beloved, death of a close person, conflicts with the law, the pressure from peers, bullying, a disappointing results at school, a high requirements at school, a bad financial status at home, unwanted pregnancy, serious somatic disease or a sexually transmitted disease (World Health Organization, 2000).

Definition of problem for an individual is determined by a few factors. That is why there are so many causes of suicidal behaviors (Gmitrowicz, 2005).

Prevention

While the link between suicide and mental disorders (in particular, depression and alcohol use disorders) is well established in high-income countries, many suicides happen impulsively in moments of crisis with a breakdown of the ability to deal with life stresses, such as financial problems, relationship break-up or chronic pain and illness.

In addition, experiencing conflict, disaster, violence, abuse, or loss and a sense of isolation are strongly associated with suicidal behavior. Suicide rates are also high amongst vulnerable groups who experience discrimination, such as refugees and migrants; indigenous peoples; lesbian, gay, bisexual, transgender, intersex (LGBTI) persons; and prisoners. By far the strongest risk factor for suicide is a previous suicide attempt (World Health Organization, 2019).

Prevention of suicides is possible. The most crucial thing is to act in many aspects. From supporting in raising children and youths, through an education of the relatives and the environment, controlling risk factors, to a treatment and prevention of the effects of mental disorders. The diagnosis is really important in preventing arrangements. Main thing is the recognition of existing risk factors that means paying attention to kids and teenagers in bad emotional condition. The right way to achieve this kind of goal is to pay attention to institutions and parents but also to individuals who deal with problem directly. The social research shows that contents referring to suicidal acts result in oppo-

site, unintentional consequences among young people (eg. so called the Werther effect).

Messages directly touching upon a suicide issues should be replaced with the positive actions considering mental health. That is why so important is to strengthen competences of teachers, pedagogues, school psychologists, parents and environment. In activities preventing suicides, there are also significant: strengthening students' self-esteem, an integration in peer group, an education in expressing emotions, lack of fear of conversation with school staff and parents, preventing the peer violence. In the system approach important is strengthening the system of help for persons in risk group. Every action on strengthening individuals and , what is more important, their environment impacts on firm reaction and help for people who need intervention. Ability of noticing, naming and willingness to react is surely essential. In Poland still we do not have consistent system of support and prevention. Slowly fighting stereotypes and starting to discuss about this issue becomes the cause of prevention outline (Bąbik, Olejniczak, 2014).

Summary

The case study method is a very valuable scientific element related to the transfer of scientific knowledge in an accessible way. In addition, preventing difficult situations and suicides in a younger age group is a very important topic. Presenting the topic of suicide is a challenge for specialists. Content posted on the Internet should be prepared in an appropriate manner so as not to contribute to further tragedies related to suicide. Risk factors related to the health care system and the general public include difficulties in accessing healthcare and receiving the necessary care. The case study method in education is able to present a valuable message to various groups of recipients. Suicide affects the world's weakest population and is very prevalent in already marginalized and discriminated social groups. This is not just a serious public health problem in developed countries; in fact, most suicides occur in low- and middle-income countries, where resources and services, if they exist, are often limited and limited to early identification, treatment and support of those in need. The examples presented on the basis of the individual's life and behavior can be valuable learning for people who may be professionals in the future. Continuous devel-

opment related to the improvement of methods is necessary. On the Internet and in the media, the reality is very often deceitful. In the network you can often see information, materials and even scientific articles that have nothing to do with the truth of objective and scientific reports. According to the topic of the article, in order for science and teaching to develop, it is necessary to change methods for more accessible, interesting, valuable and modern for young recipients who are often focused on a modern model of behavior: fast, easy, without any problems. effort. This is becoming a challenge for today's professionals (Babor, Higgins-Biddle, 2001).

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