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# NURSING CARE IN CONTEMPORARY LIQUIDITY

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**ABSTRACT**

**Objective:** To reflect on the relationship between nursing care in the contemporary social media and liquidity of human relationships. **Method:** Theoretical-reflective essay, built from the theoretical propositions of the concept of liquid modernity by Zygmunt Bauman. **Results:** Social media are presented as new alternatives for the nursing care process, requiring a critical argument about the use of these internet tools for this purpose. **Conclusion:** It is relevant to discuss the vulnerabilities that internet resources and their media can bring in the social field of health, contributing to the physical distance that is characteristic of today's society's liquidity.

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## INTRODUCTION

Nursing care can produce from the knowledge of nursing to new ways of perceiving human diversity, as well as understanding the response of individuals and collectivities to the core of the work concretely operated, helping to make guiding principles and concepts, such as integrality care and vulnerability reduction, can be implemented in health practices (Ayres JR, 2017). To this end, in the scenario of advancing contemporary technological possibilities, the influence of social media resources, which are presented as facilitators of care, is increasingly closer to nursing care actions, assuming the characteristic of advancing and developing science, not only in social individuals, but in collective treatment, and developing its roots in the field of health and nursing. The definition of social media is broad and is constantly evolving. Social media can be defined as a variety of internet-based tools, which help the user to connect, collaborate and communicate with other people in real time (Ressler P, Glazer G, 2011). As facilitators in the health field, they can assist in technical consultations of the modus operandi of care, in the processes of professional updating, in the dissemination and dissemination of health events, in the dissemination of products and research results and their publications, and in the reduction of the gap the time between the results of diagnostic methods, in addition to mediating communication between the patient and the professional. However, it is important to note that there is also a discussion bias about the vulnerabilities that these resources can bring in the social field, in the sense of the physical distance necessary for human relationships to develop, making the interaction process, which is fundamental to the construction nursing care, something that can progressively assume the liquidity position of today's society. Designed by the philosopher and sociologist Zygmunt

Bauman, the concept of "liquid modernity" reflects the fluidity of the relationships present today in different societies, in such a way as to define the globalized world in its liquidity and volatility, which would be characteristics that came to disorganize all spheres social life, such as love, culture and work, among others, as we knew it until then. Tools that facilitate therapy, communication and diagnosis, but which, in their reserves, can isolate the social being in the field of personal relationships, touch and contact are at the heart of this study, just as Baumam reflects that the precariousness of existence inspires a perception of the world around you as an aggregate of product for immediate consumption. However, the perception of the world, with its inhabitants, as a set of consumer items, makes the negotiation of lasting human ties something excessively difficult (Bauman Z, 2001). It is based on the concept of liquidity of relationships that we developed this study, with the objective of reflecting on the relationship between nursing care in contemporary social media and the liquidity of human relationships, not in the sense of criticizing the use of social media (we know that they are fundamentally important in the technological advancement of research and science innovation), but in the sense of seeking to understand the studies that have been published in the scientific community about this advance and its impact on human relations.

## MATERIALS AND METHODS

It is a reflection study, discussed based on the scientific nursing literature and on the theoretical propositions of the concept of liquid modernity by Zygmunt Bauman, in a systematic and orderly manner. To answer the objective of the study, it was decided to define as the guiding question of this theoretical discussion the question: How is nursing care revealed in its relationship with social media in the context of human relations?

After reflecting on the guiding question and based on the scientific nursing literature, two axes were defined that characterize the theoretical discussion, namely: social media and nursing care; and the fluidity of human relationships and their relationship with the use of social media in the field of nursing. To this end, articles on nursing care, social media and other academic productions were consulted, from September to December 2019.

## RESULTS AND DISCUSSION

**Social media and nursing care:** Timidly, nursing insinuates its first steps and finds its place in virtual networks. Studies indicate the European prominence, being right after the United States, regarding the insertion of this professional field in virtual social networks. Countries such as Australia, Brazil, China, France, Germany, India, Italy, Mexico, Russia, Spain, the United Kingdom and the United States were represented for the general use of the internet. There were significant differences between countries in terms of internet access, with those with more widespread access being the United Kingdom, Australia and the United States (Stellefson M, *et al*, 2013). The participation of nurses, with all the burdens, obligations and ethical limitations implied in the practice of Nursing in virtual media, represents the insertion of a key part in this virtual space, a light appears in the middle of the health information propagated, in an uncontrolled and uncontrolled way. No type of filtering, by individuals, often wrong and without any training (Santos GS, *et al*, 2017). In this scenario, it is important to recall that nursing care, in its definition by several authors, assumes the condition of plurality, which defines it as actions of attention, zeal, empathy and concern for the other, with regard to the maintenance of life and the health recovery. However, even in the face of a broad definition, its singular character is highlighted, when conceptualized through reason, according to which, to be careful, there must be a relationship of encounter and communication. Nursing communication coherently strengthens interpersonal relationships in the workplace, making the work process constructive and pleasurable. In addition to contributing to the multiprofessional work process, communication plays an important role in the care offered to the client, favoring health promotion, self-care and preventing suffering (Araújo, MPS, *et al*, 2016). The prerogative of this meeting relationship in the field of nursing sciences directs this concept to the relational issue of care, in which the interaction between the person who cares and what is cared for must be transformative and generate results for both, as well as not following a predetermined process, in which normative guidelines can lead this relationship.

Social media provides nursing professionals with tools to share information and discuss health care policy and practice. With them, it is allowed to promote healthy behaviors, to educate and interact with patients, caregivers, students and colleagues. These professionals can also use virtual social media to improve potential health outcomes, by developing a professional network, to share news and discoveries, motivate patients and provide health information to the community (Ventola CL, 2014). With the advancement of internet tools and the facilitators arising from the insertion of social media as vehicles of communication, the nursing professional sets a new scenario for the construction of their care actions, reaching spaces before difficult insertion and opening channels that can facilitate the management and dissemination of information related to disease prevention, and the promotion and recovery of health. It is in this perspective that social media characterizes new alternatives in the care process. We assume, therefore, that, in the field of social relations that define nursing care, the process of interaction between patient and professional comes back into another dimension, which in its main characteristic, does not require direct touch and physical presence of the professional for its fulfillment, but that adapts to the multiple factors that comprise the facilitators of indirect contact, provided by the virtual networks. Among the positive characteristics of social media and its resources used between nurses and their patients, there is the independence provided by online contact through the saving of time, space and reasonable costs. Patients can have access to the wide range of information and, thus, have access to professionals, even at a distance, in terms of supporting their needs.

When used wisely and prudently, social media sites and platforms offer the potential to promote individual and public health, as well as professional development, in addition to maintaining the space for interaction between professional and patient. However, when used without precaution, the dangers of these technologies for healthcare professionals and patients are enormous (Santos GS, *et al*, 2017). In order for the care actions reproduced in the virtual environment to remain safe with patients, the nursing professional must pay attention primarily to the sources they will consult before disseminating any health information on social networks or media. Many

nurses feel apprehensive about the integration of social media in the profession, however, as society evolves, the nursing profession must do the same. Social media is changing the nature and speed of human interactions, as well as that of healthcare consumers, professionals and organizations. It is necessary to identify best practices and learn how to use these tools so that these new communication platforms can be exploited in a beneficial way (Miller ET, 2013).

**The fluidity of human relationships and their relationship with the use of social media in the field of nursing:** Human relations, based on the social condition of interaction between different groups and ethnicities, have suffered throughout human development, several influences that determine time frames regarding the history of humanity. The emergence of the internet and its tools, such as social media, directly influence the behavior of groups and the way they relate. Nevertheless, nursing, in the context of contemporary times, observes and makes the movement to adapt to these transformations, guiding a new look at the construction of its care planning, as it launches itself into the universe of technologies for searching and disseminating information through social media. This new field of interpersonal relations established between the patient and the nursing team can be analyzed under the criticism of the emergence of a new social context, more fluid, of immediate actions and which, if not carefully validated, can become fleeting and empty , reflecting a liquidity of relations, as described in the theoretical conception of Zygmunt Bauman. In the work Modernidade Net, Bauman reports the fraying of the social fabric and its consequences for the scope of human relationships through a metaphor of liquefaction. According to him, the solidity of social institutions, of the welfare state, of the family, of work relations, among others, loses space, in an increasingly accelerated manner, for the phenomenon of liquefaction (Picchioni MS, 2007).

According to this metaphor, the concreteness of solid, firm and unshakable melts irreversibly, taking, paradoxically, the amorphability of the liquid state. Fluidity, malleability, flexibility and the ability to adapt to infinite structures are some of the characteristics that the liquefied state will give to the many spheres of human relationships mentioned above (Picchioni MS, 2007). The social transformations that occurred in the universe of health care, as well as its scale, reflected in nursing care, make us reflect on Bauman's theoretical concept of liquefaction, on how the relational aspects of involvement between the nursing professional and his patient they may be compromised, based on the criticism about the fluidity of these relationships, with regard to the physical distance from the contact developed by half the media and virtual networks. As a consequence, we live in a time of accelerated social transformations, in which the dissolution of affective and social ties are at the center of the issue. The liquefaction of solids explains a time of detachment and provisionality, a supposed sense of freedom, which brings in its reverse the evidence of social helplessness in which modern liquid individuals are (Bauman Z, 2001). The problem is that such a process will be crossed by values of a society marked by consumption, in which work and the acquisition of goods are seen and experienced with dependence. In that sense, if that's what you have. This is supported, for example, by the media that create a world of volatile images, in which the way of life that stands out is individualization, which is closely linked to uncertainty and security (Silva RB, Mendes JP, Alves RS, 2015). Therefore, it is important to highlight that, in the relationship between patient and nursing staff, vigilance should be developed, with regard to the professional identifying the fine line between the rational use of media, as a way to facilitate contact and the dissemination of information and their abusive access, without criteria and even in order to exclude or devalue interpersonal contact, present in the meetings of physical body actions, which cannot be replaced by virtual contact. The virtual environment resulting from social media provides a scenario of freedom of information and, at the same time, fluidity of it, as, at an incalculable speed, information is renewed. In this movement, we must stick to the critical sense of assessing what is actually real and fruitful, and what is characterized as volatile, false information that does not generate results, but creates confusing and unreliable means of disseminating misleading or untrue data. .
The other side of this supposed freedom generated by social media comes from the growing movement to create new pathologies, typical of liquid modernity. Depression, loneliness, helplessness and isolation are, on the individual's plane, increasingly frequent complaints. In the social sphere, we have exclusions of all kinds, as a symptom of a perverse sense of freedom and deterritorialization (Picchioni MS, 2007). In fact, the nursing team must be attentive in the construction of care in contemporary society, in order to appropriate the advantages arising from the emergence of social media and virtual networks launched with the development of the internet, as well as beyond its use as a facilitator. of the media. The look must be attentive to what is beyond the screens of technological devices, in the actions of empathy, of not segregating the other and in the conservation of the bonds that differentiate us from inanimate materials and make us human.

## Conclusion

It is in the contemporary social context that nursing develops and renews its actions on a daily basis, in order to keep up with changes in the social and technological scenario. The advent of social media provided ways of communicating with greater ease and speed, but these characteristics open up numerous spaces for discussions about the potential of this new order, as well as its biases in a scenario of social exclusion and distance. It is increasingly important that nursing teams occupy spaces for discussion and critical argument about the use of social media tools, with regard to the construction of nursing care and its inter-sectorial and interpersonal relationships, in the search to stick to a cautious attitude, not succumbing to the liquidity of modern society and preserving human care beyond technological facilities, as well as stimulating actions that are concerned with the importance of interaction and physical and social contacts. Such study has limitations regarding a greater plurality of studies that anchor the discussion on the context of social media and its relationship with nursing care from the perspective of discussion based on the propositions of Net Modernity by Bauman, corroborating the indication of existence of a gap regarding the deepening of the theme, suggesting greater applicability of the framework in new research on this object.

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