The role of the university in developing educational implications in society: Health education, environmental education, consumer education, technological education

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Abstract---Given its various roles in scientific research and education across different fields, the university is one of the most critical institutions for social, economic, and cultural development in contemporary societies. It exhibits openness to cultures, languages, and modern sciences. Through this study, we highlight the university's role in enhancing educational dimensions and implications as educational outcomes for students and society, in parallel with scientific research and specialized training. Our theoretical approach focuses on various educational concepts that our societies critically need, reflecting humanistic and cultural standards, such as the environment, governance, and health education, and technological transformation. These implications include environmental education, consumer education, and technological education. We intend to present a set of conclusions and recommendations through this approach.

Keywords---university, health education, environmental education, consumer education, technological education.

Introduction

The contemporary world experiences radical political, economic, cultural, intellectual, and technological changes and even healthcare due to the spread of epidemics and infectious diseases. This has made the most significant challenge facing modern societies the preparation of individuals to adapt to these changes positively. This adaptation is achieved by adopting inputs within the educational system, considering it as an engine for the overall structure and a reflection of the aspirations and orientations of society. Internal and external factors influence this educational system and embody the characteristics of society. It responds to its goals and requirements, aiming for distinguished performance characterized by quality and modernization. This makes society adaptable to changes in its regional and international environment by investing in human resources through the educational system.

These educational systems work on shaping individuals in all aspects by developing their cognitive, intellectual, and mental capacities. They aim to create a knowledgeable individual capable of production and contributing to building their society, actively engaging with advancements in languages, technology, globalization, and modernity. Qualified and specialized human resources are considered among the most important outputs of the educational system, serving as a resource for all sectors of work and life and a crucial element in sustainable development.

The modern vision of educational systems transcends the mere achievement of educational goals and objectives. It extends to shaping an individual's personality in alignment with modern dimensions and implications. This adaptation aims to equip individuals to navigate their world, carrying knowledge and values that enable them to respond to crises threatening their lives and existence. Such crises includeenvironmental challenges, the imperative to contribute to environmental protection, food and water crises, the necessity of engaging in governance efforts and resource management, health crises, including various pandemics like the COVID-19 pandemic, and the use of modern technology and communication tools towards development. This requires contemplating the justifications and necessity of adopting modern educational implications as inputs to foster environmental awareness, health consciousness, resource preservation, efficient resource usage, and the ability to keep pace with complex digital and technological transformations through the educational system.

What are the most important modern educational implications? What are the necessities and justifications for adopting them as educational inputs in the university education system?

Study Significance

This study aims to highlight the significance of the university in shaping students' values and modern educational implications alongside the scientific and intellectual knowledge they acquire. It aims to empower them to adapt to global influences and issues across various fields with a thorough awareness. The university's role lies in disseminating and enhancing contemporary cultural

values within the society, reinforcing values of coexistence and mechanisms for defense against negative influences and phenomena threatening the community.

Study Objectives

- Clarify the importance of education in addressing health and environmental crises.
- Highlight the justifications and necessity of adopting modern educational approaches and inputs in the university.
- Emphasize the importance of modern educational implications in the university education system.
- Explain the impact of human and cultural values on education within the university.
- Elucidate the effects of global transformation and change on education in the university.
- Develop a vision and proposal to reinforce modern educational values in the university.

Study Terminology and Concepts
University

Multiple and diverse interpretations of the university concept have led to differing opinions among scholars and thinkers regarding its essence. Some define it as: 'All types of studies or training directed towards research that takes place after the secondary stage within an institution recognized by official authorities as a higher education institution or other educational institutions acknowledged as institutes of higher learning by the state. The university is a natural and logical extension of specialized educational institutions, which has evolved over the years as a fundamental accumulation of human knowledge in production and scientific application.' (Rouabhi Razika, El Almi Farida, 2017, p. 210).

The researcher sees the university as a productive institution that enriches knowledge, develops technologies, and prepares competencies benefiting from human scientific accumulation in various scientific, administrative, and technical fields. It adopts ideological and humanistic foundations to shape individuals and prepare them for public life as productive contributors to the society's culture. It interacts with all societal issues, keeping it culturally aligned with other communities".

Health Education

Health education is an educational process that encourages learners to adopt healthy lifestyles and behaviours to improve their health and that of the community. It also aims to reduce the spread of diseases. Health education achieves this goal by providing learners at all educational stages with various health concepts that inform them about the dangers of diseases and guide them toward preventive measures. This is facilitated through pre-prepared curricula designed for this purpose, alongside various activities and events such as open meetings, field trips, hosting health professionals, screening films, participating in

awareness campaigns, and involvement in vaccination drives within the local community. (Asma Djerjes and others, 2014, p. 37).

Society

Society is defined as individuals' most prominent group that can adapt and remain self-sustaining indefinitely. It is challenging to draw specific and fixed boundaries for any given society as they change and vary based on circumstances and the intended purpose of defining them. Society is in a constant state of change, differing from one stage to another. Modern society differs from ancient society regarding the general structure of interactive relationships within the community and its interactions externally with its regional and global surroundings.

The researcher views society as a collection of customs, traditions, and values influencing human behaviour. It constitutes an essential element of the individual's surrounding environment, stimulating behavioural responses that vary depending on the characteristics and traits of individuals. Society comprises factors contributing to the formation of an individual from birth until death through the upbringing process, which entails the various social factors that influence the individual's formation. This encompasses various institutions of upbringing, including the university.

Educational Implications

These encompass all modern ideas that impact an individual's education and culture, linked to the emergence of new fields associated with human life. Examples include environmental preservation and protection, combating violence and drugs, peace, international cooperation, and many human health and disease treatment sciences. These concepts must be considered in teaching practices and educational environments, and studying how to incorporate them into school curricula and implement them through educational institutions, including universities.

Study Theoretical Framework

Firstly, The Theoretical Approach to Modern Educational Implications and the Reasons for their Adoption
Health Education

From the researcher's perspective, health education primarily aims to build good health behaviours from the outset or modify incorrect behaviours among individuals and communities. It starts as individual awareness and culture and evolves into a societal culture that facilitates individuals' awareness of the risks affecting their health and the community's health. It emphasizes behaviours that enhance public health by protecting it from threats or risks.

The Importance of Health Education in Educational Institutions

Health education is an educational process whose importance lies in raising awareness among learners, enabling them to practice proper healthy behaviours to maintain their health and contribute to public health. This is achieved by providing the necessary skills, knowledge, and values, qualifying them to adjust their behaviours according to proper practices in normal conditions and during health crises. It aligns with the objectives of health education, differing from school health, which focuses on providing physical and psychological healthcare to learners at all educational stages.

This was evident during our experience dealing with the COVID-19 pandemic in recent years. It highlighted erroneous behaviours stemming from a lack of health awareness, a deficient health culture, and inadequate management in dealing with the pandemic, both in the broader community and within educational institutions, including universities.

Reasons for Adopting Health Education in Educational Institutions

The adoption of health education in educational institutions is a necessary intervention in individuals' lives, becoming a vital component of the educational curriculum across all academic stages for the following reasons (Asma Georges Elias and others, previous reference, p. 49)

- Students in different educational stages represent most of the population. Thus, focusing on them implies caring for the largest segment of society.
- A prolonged period of students gathering without a health culture leads to the spread of infections among them and their families in the case of infectious diseases, exacerbating health problems.
- Students often rely on non-scientific sources for health information.
- Unhealthy behavioural patterns among this societal group, such as smoking, personal hygiene, unhealthy dietary habits, increased accidents, and risks they face, make it imperative to implement appropriate and purposeful plans to enhance their health culture and habituate them to healthy behaviours.
- Educational institutions have the opportunity to influence students and provide them with accurate health information while modifying their behaviours.
- Educational stages are growth, development, and maturation periods characterized by physical, psychological, and emotional changes. Students must have the necessary influences to facilitate these changes within natural limits.
- Within the educational environment, students are more susceptible to dangers and accidents related to contagious and infectious diseases.
- Educational institutions serve as environments where students acquire life-related behaviours and specifically health-related habits, requiring an educational atmosphere conducive to acquiring these habits.

Additionally, rapid changes in all fields necessitate a shift in the traditional role of educational institutions. The increased economic cost of healthcare services

demands consideration for reinforcing preventive measures, especially within the university environment, given its potential to play positive societal roles;and raising community expectations regarding what the university environment can practice in public health and raising health awareness.

Environmental Education

Environmental education is an educational process aimed at raising awareness and interest in the environment by providing individuals with knowledge, information, skills, and attitudes to address current environmental issues and prevent the emergence of new ones. (Asmaa Radi Khanfar, Ayed Radi Khanfar, 2016, p. 54)

UNESCO defines it as instilling values, attitudes, skills, and perceptions necessary to understand and appreciate the complex relationships linking humanity and its civilization with its physical and biological surroundings. It emphasizes the necessity of conserving natural environmental resources and their prudent utilization for human benefit to preserve a decent life and improve living standards. (Asmaa Radi Khanfar, Ayed Radi Khanfar, previous reference, p. 55)
The researcher perceives it as an educational process targeting the development of learners' awareness, evoking their comprehensive interest in the environment, and engaging them in its concerns. This is achieved by imparting knowledge and skills while nurturing their inclinations and orientations toward individual and collective efforts in addressing environmental issues, sensing and working toward prevention.

Environmental Education Importance

The Belgrade Charter (1975) outlined the objectives and dimensions of environmental education as follows (Ramadan Abdel Hamid Al-Tantawi, 2012, p. 18)

- Defining the concept of environmental action to improve environmental relationships, including the relationship between humans and nature, among individuals, allowing each nation to elucidate the meanings of fundamental concepts like quality of life and human happiness within a comprehensive environmental context according to its culture.
- The objective of environmental education is to prepare citizens who are concerned and aware of their environment, equipped with the knowledge, skills, and motivations for individual and social action toward finding solutions to present environmental issues and mitigating them in the future.
- Defining the goals of environmental education, which broadly aim to achieve the following: awareness, knowledge, attitudes, skills, capacity assessment, and participation.

Reasons for Adopting Environmental Education in Educational Institutions

The rationale behind the study of environmental education in educational institutions can be summarized as follows (Ramzi Ahmed Abdel Hay, 2013, p. 97)

Educators recognize the necessity of environmental education due to the escalating impact of humans on their environment in the era of technological advancement, leading to numerous environmental problems. Conferences in this field unanimously agree that integrating environmental education into general education programs is the most effective means to enhance students' environmental awareness, instill environmental values, and promote proper environmental behaviour. There is also consensus on raising environmental awareness among individuals of all ages and reconsidering curricula in general.

Consumer Education

Consumer education is the process that regulates an individual's purchasing aspects by controlling their priorities and consumption needs through practice, training, and experience. It begins in childhood and continues throughout subsequent educational stages under consumer education. (Azouz Rafaat Omar, 2013, p. 103)

The researcher views consumer education as an educational process that makes learners sufficiently aware of the resources and wealth around them, equipping them with the skills to conserve and responsibly use them. It also encourages prudent spending consumption and empowers individuals with effective management and administration skills.

Reasons for Adopting Consumer Education in Educational Institutions

One of the significant characteristics of this era is the increase in consumption and its excessive nature, the depletion of natural resources, and the emergence of various luxuries. This necessitates educational institutions to fulfill their educational roles in reshaping the mindset of children regarding money, consumption, cost-effectiveness, and resource conservation. This is achieved by imparting values, attitudes, methods, tools, and educational ideas that enable them to appreciate the value of money, acquire, save andspend it wisely. It aims to manage their lives consistent with religious and educational principles that preserve individual dignity and achieve well-being and happiness. These reasons underscore the importance of embracing consumer education in educational institutions. (Mujab ben Ahmed Mujab Al-Adwani Al-Zahrani, 2015, p. 230)

Wasting money and the rampant phenomenon of consumerism

We notice a proliferation of markets and shopping centres in major cities worldwide, leading to overcrowding. The layout and design of these spaces tempt consumers into buying unnecessary items, contributing to extravagance and wastefulness, both contrary to virtue. Moreover, this trend encourages people, especially youth, to boast about their purchases from well-known stores or high-end shops. Media and enticing advertisements support these appearances, enticing individuals to make additional purchases, potentially fostering arrogance and breaking the spirits of those less fortunate. This materialistic consumer culture sometimes drives young people who lack financial means to steal to present gifts to their peers on occasions and holidays, highlighting the overarching desire for wealth as a justification for all means.

The rise in public and private spending across countries

Led the world into a financial crisis, weakening nations' abilities to save and accumulate the necessary capital for investments. Consequently, there is a growing reliance on external loans and the banking system to finance financial deficits.

Technology Education

Technology education is defined as a purposeful and organized process to provide individuals with the necessary technological experiences, including knowledge, skills, attitudes, behaviours, and ethics, enlightening and educating them about technology. It is also a thinking method that focuses on individual competencies in studying, simplifying, and diversifying subjects in ways that suit each learner. This approach emphasizes the means of conveying scientific content, devices, equipment, and educational situations.

Reasons for Adopting Technology Education in Educational Institutions

One of the biggest challenges in education today is how to leverage information technology in managing our educational institutions and directing them appropriately toward sound and effective technology education. This aligns with the requirements of modern universities based on the following considerations:

- Development of innovative thinking in problem study and analysis.
- Keeping up with successive technological changes.
- Distance learning.
- The necessity of technology in all fields and its control by imparting modern technological knowledge and skills that enhance individuals' abilities in remote learning and self-research.
- There is a need to handle, maintain, and develop technological devices and equipment and organize their performance.
- Acquiring fundamental skills in device usage while adhering to safety and privacy rules during usage.
- Empowerment and confidence-building in individuals, encouraging their participation in production and societal development.
- Working to find solutions to problems, preventing emergencies, and avoiding negative technological impacts.
- Increasing awareness by sensing new problems and challenges and taking preventive measures to counter their negative effects.
- Not solely relying on teachers and textbooks but exploring diverse educational resources.
- Evolving the concept of illiteracy from a lack of reading and writing skills to an incapability of adapting to and using modern technological means leads to solving other practical application problems.

Fourthly, Factors and Elements of the Trend towards Modern Educational Implications in University Institutions

University represents a significant institution in social development, actively contributing to sustainable growth and impacting the society it belongs to through interaction and integration. This influence is evident in various specialization training programs, contributions via scientific research, scientific events, and activities it oversees. The university is also influenced by regional and international variables and intellectual, human, cultural, and scientific issues. Therefore, it faces the challenge of restructuring its programs, keeping pace with all advancements, preparing individuals based on the components and desires of the society they belong to, and equipping them to comprehend international issues and positively engage with them. The researcher identifies these factors as follows:

Human Values, Civilization, and Global Influences

It is widely acknowledged today that the progress of nations and the achievement of developmental goals are closely linked to the availability of higher education institutions and research facilities in scientific and technological fields within these nations on the one hand, and the functionality of the connections between these institutions and production sites on the other. In social and cultural characteristics, there is a common belief that the new world order is based on achieving freedoms, applying democracy, and providing a range of services and public interests that concern humanity, thereby achieving global stability. Among the promises made by this new world order are ensuring global peace and security, protecting the environment, achieving human development, and safeguarding individuals' fundamental rights. (Lamia Mohamed Ahmed El-Sayed, 2002, p. 39)

Environmental Problems

The environment is the habitat where humans live, engage in production processes, and contain living and non-living elements. It is influenced by social and economic factors, comprising both the natural and social spheres. It includes everything surrounding humans, animals, or plants that affect their development, growth, and various aspects of their lives. (Djamal Bourbia, 2010, p. 28).

We can classify the leading causes of environmental problems as follows (Bousalem Zina, 2016, p. 69)

- Lack of environmental knowledge: This leads to difficulty finding appropriate solutions due to the unclear relationship between humans and the environment.
- Inappropriate use of technology in the environment: This results in further depletion of natural resources used in industries and pollution of water, air, soil, food, and noise from manufacturing processes.
- Industrial advancement: Resulting in the production of numerous materials that are alien to the environment.

- Disruption of values and attitudes considered at the core of environmental problems: Values and attitudes, being social constructs, guiding people's behaviour towards their environment.

Within the framework of the educational system and the role it can play in increasing individuals' awareness of their environment and fostering healthy environmental attitudes accompanied by positive behaviours and practices towards the environment, many international conferences and educational seminars have emphasized the necessity of incorporating environmental education studies into teacher training programs in institutes, universities, and various educational institutions. This is due to the significant role that teachers can play in developing positive attitudes and environmental consciousness among their students, equipping them with the skills and proper behaviours regarding interactions with their surrounding environment. (Hamadna Abdel Raouf, 2016, p. 308)

Technological Development

The scientific and technological revolution is considered one of the immense achievements that emerged in the last quarter of the 20th century, continuing to grow significantly in the 21st century in engineering, biology, chemistry, informatics, and various other fields. This revolution led to radical transformations in various sciences, resulting in many innovations beneficial to humanity. Alongside this scientific and technological advancement, the scope of service and economic activities widened, transitioning from relative advantage based on inherited resources—natural and human—to competitive advantage based on manufactured and acquired capabilities derived from scientific progress and its technological application. (Lamia Mohamed Ahmed El-Sayed, previously cited, 2002, p. 46)

This has made technological advancement and its various applications challenging for the university institution to keep up with its implications and use them within training and scientific research systems.

Health Crises

Crises are part of the dynamics and movements of human life. A crisis is defined as a sudden and unexpected incident in any health field, such as a heart or an economic crisis, among others, that occurs for various reasons. A crisis is characterized by three main features (Mohamed Ahmed Abdel Ghaffar, 2003, p. 237)

Surprise: It carries the element of surprise for the decision-maker or even the ordinary observer.
High threat to objectives: The action's cost tends to be significant depending on the nature of the crisis.
Limited time for action: The decision-maker has no other concerns and needs more time and information.

Governance and Rationalization of Consumption

Consumption patterns have included all aspects of human life, dominating individuals and their behaviours towards goods and products. There has been excessive consumerism and misuse due to the lack of consumer awareness and negligence, resulting in the wastage of natural resources and negative environmental, economic, and social impacts. (Soukal Amina, 2017, p. 223)

Consumption has become a goal in itself in the present time, something individuals strive to achieve. It has also become an indicator defining an individual's social status and position. Contemporary humans exhaust themselves in pursuit of levels of conspicuous and luxurious consumption. This shift in the consumption concept has affected all societies, both developed and developing. However, the developing societies have suffered the most, negatively impacting the development process in these countries (Yalishani Wahiba, 2016, pp. 186-203).

Conclusion

Contemporary societies undergo rapid changes across all domains, especially concerning technological and informational advancements, shifts in lifestyle, and consumption patterns. Moreover, numerous global and humanitarian ideas and issues have emerged, such as peaceful coexistence, environmental concerns, and health crises. Globalization plays a pivotal role in highlighting these issues and ideas, stretching them from one society to another. Hence, keeping pace with these ongoing changes and preparing individuals locally to comprehend and positively engage with these issues becomes essential.

It is crucial to equip individuals to cope with the era's challenges, the dynamics of modern technology, and the impacts of globalization. This involves instilling educational values and meanings that facilitate the necessary adaptation. It is only possible to refine these knowledge, concepts, and orientations in individuals by incorporating them into the curricula across all levels, especially in universities, which significantly contribute to societal cultural adaptation.

These educational meanings elevate individuals' awareness regarding environmental issues, preservation methods, dealing with health crises, and preventive measures. Additionally, they foster a sustainable consumption culture, encouraging care and preservation of resources while optimizing and harnessing modern technological outputs for societal development and progress.

Recommendations

- The necessity for universities to engage in international health programs.
- University institutions are responsible for disseminating health culture, addressing health crises, infectious diseases, and preventive measures.
- University institution actively contributes to public health within society.
- The importance of establishing university policies that embody a proper consumption culture, promoting governance and efficiency within the university environment.

- There is a need to adopt policies that enhance environmental awareness within the university setting.
- Reforming the university system to build individuals who embrace diverse cultures and knowledge, capable of coexisting with others, through comprehensive education that considers all aspects of human and cultural development and the inclusivity and integration of knowledge.
- Leveraging information technology in managing and directing our educational institutions towards proper and sound technological education.
- The importance of modern technology in higher education and scientific research and utilizing it in the best possible ways.

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