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Presentation of Content

In the fist article we present, *Emotional intelligence in University students' gender differences*, by ALONSO-ALDANA, Ruth, FLORES-REYES, Alfonso, TOLANO-GUTIÉRREZ, Helga Karina and GAYTÁN-MARTÍNEZ, Zulema, with adscription in the Universidad Tecnológica del Sur de Sonora, in the netx article, *Developing a deeper understanding of positive word of mouth (WOM) in virtual brand communities through the moderator effect of community participation,* by SANTARRIAGA-PINEDA, María de los Dolores, SOTO-RAMIREZ, Francisco Carlos and REYES-GÓNZALEZ, María del Consuelo, with asdcription in the Universidad de Colima, in the netx article, *Body mass index and its relationship with body composition in a population of university students in the state of Mexico, by* MUÑOZ-HERNANDEZ, Raquel, RANGEL-LARA, Saúl and NAVA-ZAVALA, Enrique, whit adscription in the Universidad Politécnica del Valle de México in the last article, *The idea of peace in the thought of Don Quijote* by SÁNCHEZ-USÓN, María José, whit adscription in the Universidad Autónoma de Zacatecas.

Content

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Emotional intelligence in University students' gender differences

Inteligencia emocional en estudiantes Universitarios diferencias de género

ALONSO-ALDANA, Ruth†*, FLORES-REYES, Alfonso, TOLANO-GUTIÉRREZ, Helga Karina and GAYTÁN-MARTÍNEZ, Zulema

Universidad Tecnológica del Sur de Sonora. Dr. Norman E. Borlaug Km 14. Cd. Obregón, Sonora. México. C.P. 85095

ID 1ˢᵗ Author: *Ruth, Alonso-Aldana* / **ORC ID**: 0000-0003-3684-1613, **Researcher ID Thomson**: X-7041-2018, **arXiv Author ID**: ralonso_1, **CVU CONACYT ID**: 616258

ID 1ˢᵗ Coauthor: *Alfonso, Flores-Reyes* / **ORC ID**: 0000-0001-6396-7890, **Researcher ID Thomson**: X-4785-2018, **arXiv Author ID**: aflores, **CVU CONACYT ID**: 798430

ID 2ⁿᵈ Coauthor: *Helga Karina, Tolano-Gutiérrez* / **ORC ID**: 0000-0002-3848-8115, **Researcher ID Thomson**: W-2091-2018, **arXiv Author ID**: ktolano, **CVU CONACYT ID**: 436643

ID 3ʳᵈ Coauthor: *Zulema, Gaytán-Martínez* / **ORC ID**: 0000-0003-4280-6064, **Researcher ID Thomson**: X-7119-2018, **arXiv Author ID**: zgaytan, **CVU CONACYT ID**: 899737

Abstract

The objective of the present quantitative study was to know the difference in the level of emotional intelligence of the university students to establish possible socialization strategies in emotional competencies. The participants, selected through a non-random sampling, were 40 students of the Higher University Technical level, 15 women and 25 men, with ages between 18 and 22 years. The Trait Meta Mood-Sacale self-report test (TMMS24) was applied. The data was analyzed with the statistical program Spss 24 and the Pearson correlation test. The results show that there is no correlation between gender and emotional intelligence, but in females there are adequate levels of attention and emotional clarity and low emotional regulation, while men have low levels of attention and emotional clarity but high levels in emotional repair; also globally, women present a greater level of emotional intelligence, in relation to men. It concludes that there is a need to have comprehensive training in the curriculum that encompasses academic knowledge and emotional competences, because the development of emotional intelligence in students helps to shape full human beings and valuable workers.

Emotional intelligence, Students, Gender

Resumen

El objetivo del presente estudio cuantitativo, fue conocer la diferencia en el nivel de inteligencia emocional de los alumnos (as) universitarios para establecer posibles estrategias de socialización en CE. Los participantes, seleccionados a través de un muestreo no aleatorio, fueron 40 estudiantes de nivel Técnico Superior Universitario, 15 mujeres y 25 hombres, con edades entre 18 y 22 años de edad. Se aplicó el test de autoinforme Trait Meta Mood- Sacale (TMMS24). Los datos se analizaron con el programa estadístico Spss 24 y la prueba de correlación de Pearson. Los resultados muestran que no hay correlación entre género e inteligencia emocional, pero en las féminas existen niveles adecuados en atención y claridad emocional y bajos en su regulación emocional, mientras que los hombres, presentaron niveles bajos en la atención y claridad emocional pero altos en reparación emocional; también de manera global, las mujeres presentan un mayor nivel de inteligencia emocional, con relación a los varones. Se concluye sobre la necesidad contar en el currículo con una formación integral que abarque conocimientos académicos y competencias emocionales, porque el desarrollo de la inteligencia emocional en los (as) alumnos (as) ayuda a forjar seres humanos plenos y trabajadores valiosos.

Inteligencia emocional, Estudiantes, Género

* Correspondence to Author (email: ralonso@uts.edu.mx)

† Researcher contributing first author.

Introduction

In recent decades, the challenges of the global economy demand that all countries acquire creative and innovative tools to adapt and prosper. For this, it is necessary to increase innovation and creativity, including the entrepreneurial spirit and the integral development of people, from an international perspective, with effective work teams, in continuous training process, increasing the value of emotional skills, because The increase in competitive pressures gives a significant role to motivated, creative, initiative, optimistic and willing to overcome difficulties and conflicts, and ability to work in a team (Palomares & Serrano, 2016).

In relation to the above, there have been significant changes in the teaching-learning process to favor a comprehensive training of students through the development of their knowledge, skills and abilities from the cognitive, social, physical, moral and emotional fields. It has evolved from an educational model focused on the transmission of knowledge to another based on the acquisition and development of skills.

This concept of competence implies the ability to adapt to a constantly changing reality and integrate successfully in different contexts, for which an appropriate management of emotions is required. Therefore, the development of Emotional Competencies (EC) in the education classrooms from basic level to higher level acquires special relevance (Sánchez, 2019).

CE is understood as "the set of knowledge, skills, abilities and attitudes necessary to understand, express and properly regulate emotional phenomena" (Bisquerra & Pérez, 2007, p.8). These competences can be grouped into five dimensions: emotional awareness, emotional regulation, personal autonomy, interpersonal intelligence and life and wellness skills (Bisquerra & Pérez, 2007, cited in Martínez, 2019). The domains of the EC among students' favour, among other aspects, the learning process, interpersonal relationships and problem solving (Bisquerra & Pérez, 2007; Fernández & Extremera, 2005, cited in Martínez, 2019).

The EC is based on the Emotional Intelligence (IE) construct, adding other emotional and social attributes (Bisquerra, Pérez and García, 2015, cited in Martínez, 2019). EI is conceived as an intelligence based on the adaptive use of emotions in a way that helps the individual in solving problems and facilitates adaptation to the surrounding environment in an effective way (Grewal & Salovey, 2005, cited in Martínez, 2019).

Goleman (1995), defines EI as the ability to know and manage emotions, control motivation, recognize the emotions of others and manage social skills. The same source indicates that the components of emotional intelligence are: emotional self-knowledge, self-regulation, self-motivation, empathy or the recognition of the emotions of others and social skills.

According to Chaux, Lleras & Velásquez (2004), the EC emphasizes as an important part of citizen education, in addition to cognitive skills; These CEs are summarized in the ability to recognize and master one's emotions, empathy or ability to feel what the other feels and identify the emotions of others. Being competent in managing emotions allows the human being to feel good, be calm and transmit it when interacting with others; It also allows the resolution of conflicts, decision making assertively and, therefore, problem solving (Ariza, 2017).

The EC constitutes the set of skills, knowledge and attitudes that a person possesses to understand, express, regulate, enhance and promote their EI to be a dignified person in a holistic and ecological way; and live responsibly and peacefully. This conceptualization also introduces a basic element to consider: the context. That is, time and place condition the EC and the way they are applied in the context in which they live. Along these lines, in order to analyse the basic characteristics of an emotionally competent person, the need arises to consider the socio-cultural context and personal experiences as key pillars; as well as the self-motivation and the potential of each individual. Therefore, a competent professional is the one who knows and regulates their own knowledge processes, both cognitively and emotionally, and can make strategic use of them, adjusting them to the specific circumstances of the problem or situation. That faces. (Palomares & Serrano, 2016).

ALONSO-ALDANA, Ruth, FLORES-REYES, Alfonso, TOLANO-GUTIÉRREZ, Helga Karina and GAYTÁN-MARTÍNEZ, Zulema. Inteligencia emocional en estudiantes Universitarios diferencias de género. Journal of Social Researches. 2019

Problem Statement

Previously, it was considered that the socio-affective area was a subject of the private life of the student, so the institution and teachers should concentrate on disciplinary and professional training, consequently, the problems of attrition and failure , was due to the lack of intellectual capacity, interest or discipline in the study of the disciple (González, Pech & Zavala, 2016).

These ideas have been changing on the one hand, in the light of the psycho-pedagogical approaches of the new educational paradigm centred on the student and on the other, by the processes of globalization that impact on local economies, on the deepening of social gaps , in the high competitiveness and instability in the labour market that exert pressure on young people that translate into: stress, disenchantment and uncertainty regarding the meaning of their effort and what their future work will be (Fernández - Berrocal, Salovey, Vera , Ramos, and Extremera, 2003, cited in González et al., 2016).

Education must prepare for life, that is, all education aims at human development. The inclusion of CE in university higher education would help fulfil this purpose (Macaya & Navarrete, 2016). Emotional education proposes the development of CE. Emotional education is conceived as an educational process, continuous and permanent, which aims to enhance the development of emotional competences as an essential element of the integral development of the person, in order to enable them for life (Bisquerra, 2003).

In the educational framework, emotional education focuses on promoting the need to create feelings for one's own well-being and that of others. For example, by generating joy, feeling it and transmitting it to students, EI will be educated and, therefore, for life. That is, the emotional school is the one that works not only through what parents or teachers say or do directly, but also in the models they offer when managing their own feelings and emotions. Consequently, to feel empathy for another person, you must first know your own, because the more your own feelings are mastered, the better you can understand those of others (Ruíz Palomares 2014, cited in Rodríguez, 2017).

It is proven that people with high levels of EI promote flexible reasoning, the ability to extend repertoires of action and integration, preference for the varied rather than the rigid (Mayer and Salovey, 1997; Morales and LópezZafra, 2013, cited in Suriá, 2019) and, with this, they favour in the person the tendency to understand and help the other through solidarity behaviours, which would imply a better social integration (Buenrostro et al., 2012; Salovey et al., 1995, cited in Suriá, 2019).

Keep in mind that the EC is one of the most difficult to acquire. A normal student in an algebra subject can learn to solve equation problems, but to automate the regulation of impulsivity in situations of anger and prevent violence, years of training are needed. This is one of the challenges of emotional education: dedicate the necessary dose, could be weekly sessions of 45-60 minutes, during a course (Bisquerra 2011).

One of the main reasons to promote the EC at the higher level are the students. The human being is the union between cognitive, affective, social and cultural. The pre-conditions of the disciple, habits, social environment outside the educational Institution, his self-concept and the individual motivations that each one has; both when entering the University, and the one that he maintains during his stay in it, are reasons to develop the emotional education that will have an impact on the psychological well-being of the students, on their quality of life, impacting in a way positive in their social relations, in their incorporation in higher education and in the development of their future profession (Macaya & Navarrete, 2016).

The previous investigations originated the elaboration of this work, in terms of the fact that it is the university students who are self-evaluating the EC that they have, and that will be contemplated in the future, for the elaboration of training programs and manuals to train to the student in the relevant skills. Considering that the detection of CE in university students helps to develop training programs and manuals, the following problem arises:

– What is the difference in the level of emotional intelligence of university students to establish possible socialization strategies in CE?

Therefore, this work has the following objective:

– Know the difference in the level of emotional intelligence of university students to establish possible socialization strategies in CE.

Method

Sample

The present study was worked with a quantitative approach method during the period September-December 2018, the sample chosen for convenience through a non-random sampling, was formed by 40 students of Higher University Technical Level (TSU), First and Fourth quarter of the Industrial Processes (PI), Marketing (MKT), Mechatronics (MA), Aeronautical Manufacturing (MAMP), Automotive After Sales Service (SPA), Industrial Maintenance (MI), Information Technology (IT) educational programs. The total was 40 participants, 25 men and 15 women. Age ranges from 18 to 22 years old.

Instrument

The Trait Meta Mood-Sacale self-report test (TMMS24) was applied a reduced version and adapted by Fernández-Berrocal, Extremera and Ramos (2004). The instrument is made up of 24 items and a Likert scale of 5 points: 1) nothing agrees, 2) something agree, 3) strongly agree, 4) strongly agree and 5) totally agree. Evaluate three key dimensions in Emotional Intelligence: emotional attention, related to the ability to feel and express feelings adequately; emotional clarity, linked to the ability to understand emotional states and emotional repair, oriented to the ability to recover emotional states correctly.

Procedure

The application of the instrument was group in the classroom and answered individually, without time limit. The instructions given were: mark with an X the degree of agreement or disagreement with each of the statements about emotions and personal feelings; it was clarified that there were no right or wrong answers, good or bad and that the results would be used for research purposes.

Analysis of data

Data processing was performed in the Statistical Package for Social Sciences [SPSS] # 24.

Results

The results obtained show the means, minimum and maximum of the components that were evaluated in the TMMS-24, comparing them by gender. It can be seen that, in females, the means are greater in emotional attention (3.45) and emotional clarity (3.52), while, in men, the highest average was in emotional repair (3.79). (Table 1).

	Gender					
	Male			Female		
	M	Min	Max	M	Min	Max
Emotional Attention	3.06	1.25	4.38	3.45	2.63	42.75
Emotional Clarity	3.44	1.88	4.50	3.52	2.38	4.88
Emotional Repair	3.79	2.00	4.75	3.67	2.88	4.88

Table 1 Descriptive analysis of attention, clarity and emotional repair by gender

Also, table 2 shows a Student t test for independent samples to know if there are differences between the groups of women and men in terms of emotional intelligence. The results obtained are the same presented in table 1.

Variables	Male (n= 40)	Female (n= 40)	t	p
Emotional Attention	3.06	3.45	1.79	.08
Emotional Clarity	3.44	3.52	.30	.75
Emotional Repair	3.79	3.67	-.49	.62

Table 2 Mean values to contrast differences in emotional intelligence by gender

In Table 3, descriptive analyses are reported globally for the emotional intelligence variable, in order to compare values by gender. It was observed that there is a small difference (male M = 3.43; female M = 3.55), with females having a higher level of emotional intelligence.

	Gender					
	Male			Female		
	M	Min	Max	M	Min	Max
Global emotional intelligence	3.43	2.33	4.21	3.55	2.67	4.71

Table 3 Global IE descriptive analysis, by gender

Likewise, the correlations between the gender variable and the components that were evaluated in the TMMS-24 were calculated, and it was found that there is no correlation (Table 4).

Variables	1	2	3	4
Gender	-			
Attention	-.14	-		
Clarity	-.13	.25	-	
Repair	-.01	.10	.62	-
Global emotional intelligence	-.13	.59**	.85**	.77*

$p < .05*; p < .01**$

Table 4 Correlations between gender, attention, clarity and emotional repair

Discussion and Conclusions

The objective of this work was fulfilled: To know the difference in the level of IE of university students to establish possible socialization strategies in CE.

According to the results, in the means of the components of the TMMS-24, the levels of those of the females are higher in attention and clarity, on the other hand, the men throw higher values in emotional repair; according to Aquino, (2003; Argyle, 1990; Hargie, Saunders, and Dickson, 1995; Lafferty, 2004; Tapia and Marsh II, 2006; Trobst, Collins, and Embree, 1994, cited in Del Rosal, Dávila , Sánchez, & Bermejo, 2016), that women tend to be emotionally more expressive than men, have a greater understanding of emotions and tend to show greater ability in certain interpersonal skills: they better recognize emotions in others and are more perceptive and empathic.

On the other hand, men are attributed abilities such as courage, stress control, independence, etc., skills related to the control of affections, therefore, they are able to regulate more quickly, instead women are classified as depressive, anxious, sentimental, and other connotations near lack of emotional control (Suberviola, 2014).

Regarding the global difference between IE and gender, the results show that females have a slightly higher level of IE, compared to men, in this regard, Feingold (1994, cited in López, 2016), states that the emotional life and emotional traits of men and women are different.

Other studies show that women usually have an advantage over men in various skills implicit in EI, such as the perception of emotions, the regulation of emotions in others or the satisfaction and perceived support (Ciarrochi, Chan and Bagjar, 2001, cited in López, 2016). Research reveals gender differences in the way of dealing with emotional situations and, in particular, in the use of personal strategies to manage negative emotions (Stanton, Kirk, Cameron and Danffo-Burg, 2000; Thayer, Newman and McClain, 1994, cited in López, 2016).

Other studies that have used the TMMS the differences found are based on the fact that women pay more attention to their emotions, comparing them with men, they perceive themselves more skilled in understanding their emotions, while men do so in relation to impulse control and stress tolerance (Salovey et al., 1995; Fernández et al., 2004, Fernández and Extremera, 2003, cited in Estrada, et al., 2016). However, Palacios and Cañari (2019) point out that there are no significant differences in EI between men and women; they also found that university students have a very high level of IE.

EI opens up a promising panorama to recover the humanistic dimension of education in the face of the demands of the 21st century world, where more and more people seem to be reified, falling into frequent states of confusion, aggression, intolerance, stress and depression. EI plays an important role in the educational context and, especially, in the influence it has as a determinant of academic success and social adaptation of students (González, et al., 2016).

Although EI carries a series of emotional competences directly related to gender roles (Sánchez, Fernández-Berrocal, Montañes and Latorre, 2008, cited in López, 2016), the relationship between gender and EI is not clear, It is necessary to deepen this research line (Petrides, Furnham and Martin, 2004; Salovey, 2006, cited in López, 2016). Bisquerra & Pérez (2007); Fernández & Extremera (2005) consider unanimous that the development of EI favours various aspects among which the learning process, interpersonal relationships, problem solving, among others stand out, since it increases a more adequate adaptation to the context and favours a coping with the circumstances of life with a higher probability of success (Bisquerra, 2005).

EI in the case of university students (as) is very important because it will allow these young people who are in the process of training, to attend the development of CE to achieve professional success and in their personal life (Estrada, et al., 2016).

It is recommended to design a psychoeducational strategy focusing on the development of the EC of university students preparing them for life with a view to success in professional development, that is, to endow each person and each gender of the competences and skills that allow it to cover the deficiencies that the regulated education system and the non-formal scope has created in them (Suberviola, 2014).

It is important to mention that the academic life of the disciples does not only revolve around the intellectual capacity of the student, which has always been associated with academic performance; but in forming happy people, mentally healthy, with an adequate IE, that pose challenges, capable of solving problems and knowing how to negotiate situations of daily life (Rodríguez, 2017).

In the future it is suggested, expand the sample and analyse the relationships between the variables evaluated in this work.

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Article

Developing a deeper understanding of positive word of mouth (WOM) in virtual brand communities through the moderator effect of community participation

Desarrollando una comprensión de la recomendación positiva boca a boca en una comunidad de marca virtual a través del efecto moderador de la participación en la comunidad

SANTARRIAGA-PINEDA, María de los Dolores†*, SOTO-RAMIREZ, Francisco Carlos and REYES-GÓNZALEZ, María del Consuelo

Universidad de Colima, School of Marketing

ID 1ˢᵗ Author: *María de los Dolores, Santarriaga-Pineda* / **ORC ID**: 0000-0001-9744-5994

ID 1ˢᵗ Coauthor: *Francisco Carlos, Soto-Ramirez* / **ORC ID**: 0000-0001-9129-8305

ID 2ⁿᵈ Coauthor: *María del Consuelo, Reyes-Gónzalez* / **ORC ID**: 0000-0002-9462-5209

Abstract

Objectives: The present study examines the links between psychographic homogeneity, availability of communication avenues, and involvement with the community, emotional brand connection and positive word of mouth. In our research framework, we include these latent variables to understand if they are core positive drivers in their relationship with positive word of mouth (WOM) behavior as the core relationship outcome. All these was studied in the context of virtual brand communities foster by the company. Methodology: Using empirical data from an on-line survey sent by email, a sample of 400 members of the virtual community Apple México, manage by the company were analyzed. The members were selected randomly. The questionnaire was developed using measures from previous empirical research. The structural model was empirically tested using CFA and hypotheses tested using Structural Equation Modeling (SEM) using AMOS. Contribution: The results extend previous research by showing a strong positive relation between latent constructs proposed in the study and their relationship with positive word-of-mouth (WOM).

Positive word of mouth, Community participation, Virtual brand Community

Resumen

Objetivos: El presente estudio examina la relación entre homogeneidad psicográficas, disponibilidad de avenidas de comunicación virtuales, involucramiento con la marca, conexión emocional con la marca y la recomendación positiva de boca a boca. En el marco propuesto, se incluyó las variables latentes para comprender si son motivadores fundamentales positivos en su relación con la recomendación boca a boca positiva (WOM). Todo esto se estudió en el contexto de comunidades de marca virtuales patrocinadas por la compañía. Metodología: Usando datos empíricos de una encuesta on-line enviada por correo electrónico a una muestra de 400 miembros de la comunidad virtual de Apple, comunidad administrada por la compañía, fueron analizados. El cuestionario se desarrolló a partir del uso de medidas de estudios empíricos previos. El modelo estructural propuesto se probó usando CFA y las hipótesis fueron probadas a través del análisis de Modelo de ecuaciones estructurales (SEM) usando AMOS. Contribución: El estudio contribuye a extender estudios previos y encontrar una relación positiva entre las variables latentes estudiadas y su relación con la recomendación positiva de boca a boca.

Recomendación positiva de boca a boca, Participación comunidad, Comunidad de marca virtual

*Correspondence to Author (email: msantarr@ucol.mx)
†Researcher contributing first author.

Introduction

Engaging customers through online brand communities has become an important brand strategy (Kuo & Feng, 2013). The reason for this is that virtual brand community's favor the development of brand loyalty customers. Delivering a strong form of brand loyalty can strengthen a person's ties to a virtual brand community. A brand community includes all users of a brand that relate to each other, through similarities perceived by themselves, traditions, patterns of consumption, and a sense of responsibility of the wellbeing of the brand; this followers or brand fans, establish structure social relations. (Muñiz & O´Guinn, 2001).

The individual integration to a brand community is a form of customer loyalty (Schouten, J, Mc Alexander, J. & Koening Harold, 2007). Brand communities may be considered as subcultures of consumption (Schouten, J. & Mc Alexander, J. 1995), due to this fact, brand communities have become relevant to develop communication linkages between the manufacturers and the consumers, as well as mechanisms of auto-expression and support. Today, companies have a clearer comprehension of the importance of brand communities in the marketing strategy. (Algheseimer & Dholokia, 2006; Li & Bernoff, 2008; Mc Alexander et al., 2002).

An examination of brand communities must start with a comprehensive understanding of brand communities and the difference between brand communities managed by the companies, and brand communities developed and managed by brand fans. Empirical studies have reviewed virtual brand communities from the theoretical, economic relevance (Mathwick, et.al. 2008; Dholokia, et.al, 2009), others have focus in the difference between brand communities managed by the company and brand communities managed by fans (Ordovas de Almeida, Mazzon, Muller, Dholokia, 2012). Porter and Donthu (2005) suggested that brand communities managed by fans are more susceptible to negative outcomes, than those managed by the company. These author's presented empirical evidence that brand communities managed by the company have the advantage of controlling the message.

Nevertheless, virtual brand communities managed by fans favor the interaction between members of the community, increases the affection to the brand and gathers members that have the strongest ties to the brand, who are identified as the most loyal of them all. This study proposes a theoretical framework that aims to explain the relationship between perceived homogeneity, availability of avenues of communication, emotional brand connection and the moderator effect of community participation and consumer intentions in Facebook brand community in Mexico. The study will place emphasis in a community sponsor by the company, this type of communities follows marketing objectives with a segment in mind.

The data collected from the virtual community will provide insight to brand managers and decision makers in the Mexican context. Through a survey (n=400), this study explored consumer intentions word of mouth (WOM), as a function of the three embeddedness constructs: perceived homogeneity (shared values, interests and hobbies of the members); availability of virtual avenues of communication (a number of available interactive avenues); relationship with the brand (emotional identification with the brand), mediated through one construct, involvement in the community (time spent in the community and the interaction with members). The goal of the current paper is to fill research gaps by addressing the following research questions:

1. How is consumer involvement in the community affecting positive word of mouth in brand communities?
2. How are availability of virtual avenues of communication, relationship with the brand, and perceived homogeneity contributing to positive word of mouth (WOM)

Literature review

In our research framework, we include psychographic homogeneity, availability of communication avenues, relationship with brand, involvement with the community as the core relationship drivers, as well as WOM behavior as the core relationship outcome.

Virtual brand communities fostered by fans, represent a connection between the members and the belief that they are different from others. Bagozzi and Dholokia (2006) explore the term *social identity*, as the feeling that being part of a virtual brand community gives members a feeling of belonging. Members assume they have the moral responsibility to show commitment to the community, in this sense, community members embark themselves in trying to influence, advice and help other members. Due to the fact that a virtual brand community is considered a rational form of community, in this line of thought, Cova and Pace (2006) define brand communities "as a set of individuals having a mutual interest in a specific brand and form of social life with its own values, traditions, rituals, hierarchy and vocabulary."

To facilitate the procedure of creating a virtual brand community, one prerequisite is that a brand develops a strong image and be very well position in the market. Among the behaviors that virtual communities' participation promote are: purchase intention, satisfaction and word of mouth. (Thompson & Sinha, 2008).

In this sense, we must understand that identity of brand community is an important consideration for development of psychological sense (Carlson et al. 2008). Every community has its own values and norms, so members have different behaviors toward different communities (Turner, 1987), but within the brand community, they share values, behaviors and attitudes. This concept is regarded as perceived psychographic homogeneity, define by Zellmer & Brunh (2008) as "the degree in which the members of a virtual brand community perceive to have small differences between them." On the other hand, Dholokia et. al. (2009) define perceived psychographic homogeneity (PPH) as the member's perception that they share values, interests and hobbies.

This explains the fact that as homogeneity is higher, differences within the group are smaller, and because of this, they share information and desire to interact more frequently showing a higher commitment with the brand community.

The strength of a customer integration and the brand therein lie in a web of relationships that customers perceive the virtual brand community developing for them, known as marketing facilitation activities (Schouten, J., Mc Alexander, J. & Koenig, H., 2007). These facilitators enable the brand members to increase their contribution and interaction in the brand community. There are different types of member's characterization regarding this topic. First, Burnett (2000) identifies two different groups in relation to the type and behavior members show. The first group, the "enthusiasts" (Alghesheimer & Dholokia, 2006), are members who are more passive, the main purpose of their involvement in the brand community is to gather information related with the brand. The second group's behavior is more active.

They not only participate in the community answering questions, posting etc., but also, they are responsible for generating new content; these members show a greater identification with the brand (Alghesheimer & Dholokia, 2006), resulting in an increase involvement with the brand IC (Involvement in the community). The members' perceived psychographic homogeneity is strong; therefore, these members will be willing to interact more frequently in the virtual brand community, engaging in a diverse set of activities.

The sense of individual psychological ownership and CPO in a brand community can drive passive members' participation in online brand communities. Moreover, participation intentions can have a positive influence in brand purchase intentions and a positive word of mouth (WOM) (Kumar & Nayak, 2019). Giving members a positive sense of psychological ownership in social media called engagement, which is the factor behind interactive participation. (Brodie et al., 2011)

We postulate the first hypotheses:

H1: There will be a positive relationship between perception of the psychographic homogeneity and involvement in the community.

The strength of a customer integration and the brand therein lie in a web of relationships that customers perceive the virtual brand community place at its disposal, such as marketing facilitation activities. Availability of virtual avenues (AVA) refers to all the virtual avenues that the company place at the disposal of their members; technical infrastructure responsible for the low or high interactivity between members is a relation of how many avenues they have (Bagozzi et. al., 2007).

Delivery of high interaction virtual avenues such as virtual games, multiple domains etc. increases the level of interaction between members, because it increases the possibility of communication, the level of information shared in the virtual community, and has a direct influence with the IC (Involvement in the Community). Therefore, communities managed by companies usually have more virtual avenues that those managed by the members of the community.

H2: There will be a positive relationship between availability of virtual avenues and the involvement in the community.

Alghesheimer, Utpal, Dholokia & Hermann (2005) defined relationship with the brand (RWB), as the quality of relationship in which the member of the community pictures the brand as a companion with whom relating will be very satisfactory. This definition stresses the belief that the brand image has a direct relation with the consumer's self-image, thus the emotional connection is strong. Therefore, these consumers are more likely to enroll in a virtual brand community, because they have good experience, a strong emotional connection with the brand, resulting in an increased possibility of integration to a virtual brand community, this process became natural IC (involvement in the community).

Involvement and knowledge are moderator factors between brand engagement with self-concept; members of a community with high involvement and knowledge demonstrate a positive relationship with brand love and advocacy (Samala & Singh, 2019). Sanz-Blas, Bigné and Buzova (2019) found that brand community involvement positively contributes to brand community attachment, which in turn, increases brand recommendation.

Supporting the findings of Hutter et al. (2013) that revealed that a positive brand page commitment had a positive influence in brand-related word of mouth intentions (WOM).

H3. There will be a positive relationship between relationship with brand and involvement in the community.

Involvement with the community (IC) is a result of the degree of participation and the consumer identification, this means that a virtual brand community member, who identifies with its community peers, believes he or she has more influence within the community members, therefore ties with community members are stronger, this translates in longer periods interacting in the community. (Mathwick et.al. 2008). The longer the interaction in the community, the greater the identification with the community members.

More involvement with the brand increases loyalty and, as a result, increases the consumer intention to buy products manufactured by the company. According to Algesheimer et. al., 2005, a long satisfying relationship with the brand becomes the pillar of consumer behavior related with behavioral intentions, evaluation, and consumer repurchase of brand products. Long lasting ties with the consumers of a brand community also increases the intention to purchase, repurchase of products, and better evaluations of the virtual brand community.

A means of gaining new customers, besides an individual's loyalty towards a brand or brand community, is a positive worth of mouth (WOM). Existing literature places great importance to positive WOM as an effective means of gaining new customers (von Wangenheim and Bayón, 2007). WOM has been studied as a separate construct, instead of considering it as an integral part of customer loyalty (Jones and Taylor, 2007). Considering it as a different construct is explained because the fact that a person recommends a product, not necessarily means he or she stays as a customer (Blodgett et al., 1993; Dick and Basu, 1994). Coelho, Bairrada and Peres (2019) found empirical evidence related to the role of brand love on WOM. The results show that the identification dimension of brand communities has an important effect on brand love, WOM, advocacy and brand loyalty.

To be successful, brand communities owned by a firm (OBCs) must guarantee participation (Kumar, 2019). In this sense, the type of membership in which the participants interact constitutes a moderating factor in the participation intentions in the brand community. This author explores OBC activity using psychological ownership theory by modeling participation intentions (brand purchase intentions and positive WOM as a function of two factors: first, the members' sense of individual psychological ownership (IPO) and second, collective psychological ownership (CPO) experienced in the community. Findings revealed differences between active members and the so-called *lurkers* that supports the moderating role of membership type.

H4. There will be a positive relationship between involvement in the community and positive WOM.

The conceptual model outlines the relationships between psychographic homogeneity, availability of virtual avenues, relationship with the brand, involvement in the community and behavioral intentions (WOM). It is summarized in Figure 1
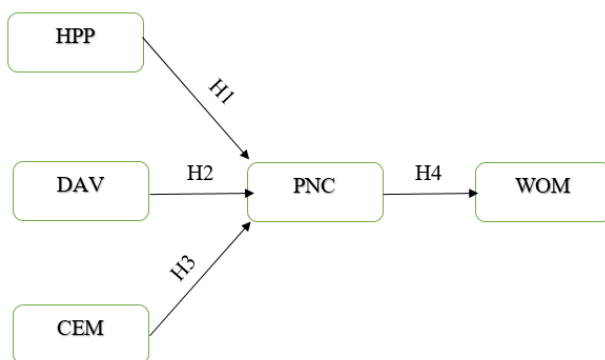

Figure 1 Conceptual framework and hypotheses

Methodology

For any study, constructs should be based on theory and the operationalization of these constructs through measures with high validity and reliability (Churchill, 1979). A well-validated instrument developed by Almeida et.al. (2011) was used. This instrument has been used in other studies (Algheseimer, et.al.2005). All constructs in the study were measured using 7-point Likert scales ranging from 1=strongly disagree to 7= strongly agree.

Psychographic homogeneity was measured by 3 items (Algheseimer et.al.2005). Availability of virtual avenues by 4 items (Dholokia, et.al.2009). Involvement with the community with 8 items (Algheseimer, et.al. 2005)and positive WOM community with 3 items (Algheseimer, et. al. 2,2005). The questionnaire was constructed from prior empirical sources (Almeida, et.al. 2011). The scales of the constructs and their respective reliabilities are provided in table 1.

The questionnaire was sent via email to 631 members of the virtual community Apple México.https://communities.apple.com/mx./welcome. We received 450 responses (initial response 71.30%), but only 400 were usable (final response rate 63.39%). The questionnaire was pretested before it was sent to the participants, five marketing academics with several years in marketing research were asked to comment on the readability and clarity of the questions. Their feedback was used to modify unclear questions.

Results

The reliability of scales was measured through Cronbach's alpha. Cronbach's alpha measures the reliability with cut-off point of 0.70, which shows the internal consistency. For all constructs, its value ranges from 0.72 to 0.84, thus confirming reliability of individual construct scale. Then, we assessed confirmatory factor analyses (CFAs) using AMOS to analyze the data, in order to measure the validity as well as to ensure individual model constructs adequately fit to the data (Iacobucci & Duhacheck, 2003). Factor loadings more than 0.60 are acceptable (Hair et al., 2006), whereas poor factors loading, i.e. less than 0.60, were also found for some items of construct. The results for the 3-item psychographic homogeneity scale, 3-item availability of virtual avenues suggested good factor loadings.

Factor loading for 'involvement with the community' scale, provided inadequate loading for one item, thus the removal of item CEM_2. The reduced, seven-item involvement with the community scale was used in further analyses. Table 1 shows the construct items and standardized loadings.

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Construct and items loadings	Standardized
Psychographic Homogeneity (adapted from Algheseimer,et.al. 2005)	
HPP_1 All the members of the community (name of the community) has the same values	0.769
HPP_2 The fact that we belong to the same community make us similar in interests and hobbies	0.722
HPP_3 I have the same world vision of the members of the community	0.670
Availability of virtual avenues of communication (adapted from Algheseimer,et.al. 2005)	
DAV_1 (Name of the community) has multiple virtual interactive avenues and less interactive avenues that facilitate communication with others	0.758
DAV_2 The community has multiple interactive avenues such as email lists, forum that facilitate communication with others.	0.778
DAV_3 I have an adequate place to communicate in my community.	0.833
Emotional brand connection (adapted from Algheseimer, et.al. 2005)	
CEM_1 I fill emotionally connected with Apple	0.635
CEM_2 Apple has an important part in my life	(0.556)
CEM_3 The image of Apple and my image have similarities in many aspects	0.776
CEM_4 I fill a strong sense of identity with the brand	0.805
CEM_5 This brand says a lot about what type of person I am	0.844
CEM_6 I fill a part of the community because I have a strong identification with the brand	0.772
Community Participation (adapted from Algheseimer,et.al. 2005)	
PNC_1 I help other members of the community answering their questions and supporting them	0.771
PNC_2 I interact a lot of time during the week communicating with other members	0.759
PNC_3 I fill motivated to take part of a number of community activities	0.803
PNC_4 I usually contribute in the generation of interesting content for other members of the community	0.808
Positive Word of mouth WOM (Algheseimer, et.al, 2005)	
WOM_1 I will hardly miss an opportunity to tell others positive things about the brand	0.870
WOM_2 I will actively encourage friends and relatives to buy this brand	0.840
WOM_3 If friends or relatives were to search for a smartphone, I will recommend them to buy this brand.	0.830
Notes. All items used a 7-point likert scale, ranging from strongly disagree (1) to strongly agree (7);x^2 =808.96, x^2/df=3.30 comparative fix index(CFI)=0.96,NNFI=0.98,SRMR=0.05, RMSEA=0.08	

Table 1 Construct items and standardized loadings

CFA measurement model comprising all models' constructs. The proposed five-factor model provided a reasonable fit to the data by yielding the following results: CMIN/df= 3.30, GFI= 0.951, AGFI= 0.934, CFI= 0.952, NFI= 0.950, RMSEA= 0.060. Convergent validity was evident because the factor loadings for all items are above the threshold of 0.50, as suggested by Steenkamp and Van Trijp (1991). Furthermore, the square root of the average variance extracted for each factor was greater than its Pearson correlations with other factors, supporting discriminant validity for all pairs of constructs (Fornell and Larcker, 1981), as shown in Table 2. AVEs of all constructs were well above the 0.50 threshold (Fornell and Larcker, 1981), as shown in table 2, thus demonstrating construct reliability (CR) as well.

Construct	α	CR	AVE	1	2	3	4	5
1. Psychographic Homogeneity	0.92	0.82	0.70	0.83				
2. Availability of virtual avenues of communication	0.86	0.86	0.79	.077	0.89			
3.Emotional brand connection	0.71	0.71	0.54	0.90	0.78	0.95		
4.Community Participation	0.85	0.86	0.67	0.73	0.72	0.86	0.88	
5.Positive Word of Mouth	0.91	0.91	0.78	0.53	0.50	0.81	0.91	0.95

Notes: α=Cronbach´s Alpha; CR=composite reliability; AVE=average variance extracted; the diagonal (in italics) shows the square root of the AVE for each construct; the off-diagonal numbers represent the correlations among constructs.

Table 2 Constructs and confirmatory factor analysis (CFA) results

Test of Structural Equation Modeling. The structural equation model acceptably fits the empirical data, (x^2=915.62, p = 0.005, CMIN/df= 3.2 (Hair et al., 2006). All other statistics are within the acceptable/suitable ranges including RMSEA = 0.068, CFI = .93, GFI = 0.94 and NFI = 0.95 (Bagozzi & Yi, 1988). Results of hypothesis are given in Table 3. The standardized path coefficient between the psychographic homogeneity and community participation is statistically significant, in support of H1 (0.32, t=4.59, p<0.05). H2, which indicated that there should be a positive relationship between availability of virtual avenues of communication and community participation, was also supported (0.69, t=7.66, p=<0.05).

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H3, was also supported, the standardized path between two constructs is statistically significant, a positive relationship between emotional brand connection and community participation. Finally, H4 was supported (0.60, *t*=5.13, p<0.05) which stated that as community participation increases, behavioral intentions, positive WOM should increase. This was not a surprise, given the fact that the hypotheses have been established in previous research. However, the structural model contributes to existing knowledge incorporating WOM as a behavioral intention and the moderator effect of psychographic homogeneity, availability of virtual avenues of communication and emotional brand connection as mediators in community participation and its effects in a positive WOM.

Hypotheses and standardized coefficients of structural model estimation	Standardized coefficient	*t*-value
H1: Psychographic homogeneity-Community Participation	0.32	4.59*
H2: Availability of virtual avenues-Community participation	0.69	7.66*
H3: Emotional brand Connection-Community participation	0.41	6.02*
H4: Community participation-positive word of mouth	0.60	5.13*
*(p<0.05) (n=400)		

Discussion

The present study examines the links between psychographic homogeneity, availability of communication avenues, and involvement with the community, emotional brand connection and positive word of mouth. The model was particularly useful for examining the influences of community participation and behavioral intentions. By understanding how virtual community members develop the intention of word of mouth recommendation, managers can develop strategies to increase the probability that community members will recommend the brand community.

Managers should focus on providing virtual avenues of communication in all their types that will increase participation, offering choices to community members of different types of communication avenues. We did not include a comprehensive set of antecedent and consequent variables. Omitted variables need to be addressed in future research.

This study provides a clear link between de emotional brand connections as a means to increase community participation, which will improve the probability of positive word of mouth. In this study, we only focused on to positive word of mouth; however, the influence of negative word of mouth is equally important and sometimes even more influential in affecting attitudes (Bone, 1995).

Conclusions and recommendations

Brand communities inserted in social media are emerging as a suitable platform where companies can build strong relationships with its customer, as well as promote their products, presenting multiple means of communication among members (Chen et al., 2011). This research contributes to demonstrate the moderating role of community participation in consumer recommendation word of mouth. It seems that members who actively participate and collaborate in a brand community are more likely to recommend the brand or the community to other participants (Sanz-Blas, et al., 2019).

Also, findings support the idea that those members who actively participate in a brand community find themselves to be psychographic homogeneous, this idea increases their desire to participate more actively in the community (Almeida, et al.,2011). The availability of virtual avenues as well as positive brand connection increase the desire to participate in a brand community. Practical implications of the study are: companies should strengthen the connection with the brand, increase the availability of communication avenues encouraging members to actively participate in the brand community, so that the members feel incentives that stimulate positive association feelings and emotional attachment.

The current framework could be applied in other contexts and extended with the objective to incorporate more independent variables. One of the variables that can be included in new research is customer referral programs, virtual brand communities managed by the sponsor, offer different types of incentives with the intention to recruit new members; also, including the moderator effect of customer satisfaction-WOM-referrals will provide insight to the subject.

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Article

Body mass index and its relationship with body composition in a population of university students in the state of Mexico

Índice de masa corporal y su relación con la composición corporal en una población de estudiantes universitarios en el estado de México

MUÑOZ-HERNANDEZ, Raquel†*, RANGEL-LARA, Saúl and NAVA-ZAVALA, Enrique

Universidad Politécnica del Valle de México, Dirección de Ingeniería Industrial, Av. Mexiquense S/N, Col. Villa Esmeralda, Tultitlán, Estado de México, México.

ID 1st Author: *Raquel, Muñoz-Hernández* / **ORC ID**: 0000-0002-4461-8027, **Researcher ID Thomson**: I-6661-2018, **arXiv ID**: Raquel4, **CVU CONACYT ID**: 1001913

ID 1st Author: *Saúl, Rangel Lara* / **ORC ID**: 0000-0003-1498-340X, **CVU CONACYT ID**: 204243

ID 2nd Coauthor: *Enrique, Nava Zavala* / **ORC ID**: 0000-0002-6392-0141, **CVU CONACYT ID**: 1019019

Abstract

This research was carried out with the objective of determining the association between excess weight and body composition in university students. It is an observational cross-sectional study in a public university of the State of Mexico; 64 students between 19 and 25 years old were included through a simple random sampling. Body composition was assessed based on Anthropometry with written acceptance. The results when analyzing the central obesity in the population showed that 57.81% are normal weight, 29.69% are overweight and 7.81% are obese. Also 50% of men between 20-25 years, have values ≥90 cm waist. In the case of women, the prevalence of a value above that recommended ≥80 cm was greater than 55% since the age of 19. This result indicates that most women are at greater risk from an early age. These preliminary results show how the university population reflects the high rates of overweight and obesity in Mexico. It is necessary to establish plans to prevent and reduce the prevalence of obesity and avoid its impact on chronic diseases in the future.

Anthropometry, BMI, Obesity

Resumen

La presente investigación se realizó con el objetivo de determinar la asociación entre el exceso de peso y la Composición Corporal en estudiantes universitarios. Es un estudio de corte transversal observacional en una universidad pública del Estado de México; se incluyeron 64 estudiantes entre 19 y 25 años a través de un muestreo aleatorio simple. Se realizó la valoración de la composición corporal con base en la Antropometría. Los resultados al analizar la obesidad central en la población mostraron que el 57.81% tiene peso normal, 29.69% tiene sobrepeso y el 7.81% tiene obesidad. También el 50% de los hombres entre 20-25 años, presentan valores ≥ 90 cm de cintura. En el caso de mujeres, la prevalencia fue un valor arriba del recomendado de ≥80 cm fue mayor al 55% desde los 19 años. Este resultado nos indica que la mayoría de las mujeres presentan un mayor riesgo desde una edad temprana. Estos resultados preliminares, muestran como la población universitaria es un reflejo de los altos índices de sobrepeso y obesidad en México; es necesario establecer planes para prevenir y disminuir la prevalencia de obesidad y evitar su repercusión en enfermedades crónicas en un futuro.

Antropometría, IMC, Obesidad

*Correspondence to Author (email: jael2222@hotmail.com)
†Researcher contributing first author.

Introduction

The Food and Agriculture Organization (FAO) of the United Nations, in its report *The State of Food Security and Nutrition in the World 2018*, warned that global obesity in adults is increasing, given that one in eight is obese, which is equivalent to 672 million people. In the case of Mexico, obesity in the population over 18 years of age increased to 3.8 million from 2012 to 2018 (Labatut, 2018).

In Mexico, the 2018 National Health and Nutrition Survey indicated that the combined percentage of overweight and obesity, considering the population over the age of 20, was 75.6% in women and 69.4% in men. According to it, overweight and obesity are defined as an excessive accumulation of fatty tissue that produces several health effects. Alarmingly, obesity has almost tripled worldwide from 1975 to 2018 (Rodríguez, López & Ortega, 2018).

For a long time, obesity was considered as a sign of good health and even as an index of economic and social well-being, but it is currently known to be a risk factor for the development of chronic diseases, such as cardiovascular diseases, hypertension and diabetes mellitus, among others. Addressing obesity in the educational and work environment could contribute to improving living conditions, because it is a public health problem that requires timely attention and multisectoral actions to improve prevention and control in the population.

However, this problem has been underestimated, not only in Mexico, due to its indirect effects. It is important to keep in mind that the highest proportion of weight gain occurs between the ages of 20 and 30, this is a particular risk period in which a timely diagnosis could help prevent the development of obesity. The prevalence of overweight and obesity among young people of both sexes should be considered as a multifactorial phenomenon associated with significant lifestyle changes. Inadequate food selection and less physical activity predispose the child and adolescent to suffer from diseases such as obesity, hypercholesterolemia and arterial hypertension which will directly affect their health, reducing the quantity and quality of years to live.

In a study on eating habits conducted by Juárez, Salazar & Soriano (2010), they found that healthy eating during youth will help reduce the risk of cardiovascular disease at any stage of life. The results obtained show that young people have information on how to make a healthy diet but do not specify it in their daily practices. Young people cover the need to feed for three reasons: according to their nutritional requirements, their economic budget, and the effect of advertising in different media, so it is important to take into account the influence that these factors exert.

Problem statement

Obesity and overweight are defined as an abnormal or excessive accumulation of fat that can be harmful to health. A simple way to measure obesity is the body mass index (BMI), this is the weight of a person in kilograms divided by the square of the height in meters. A person with a BMI equal to or greater than 30 is considered obese and with a BMI equal to or greater than 25 is considered overweight. Overweight and obesity are risk factors for numerous chronic diseases, including diabetes, cardiovascular diseases and cancer.

Central obesity is one of the types of obesity in which the greatest amount of fatty tissue is found in the abdominal or visceral part. The International Diabetes Federation (IDF) has established values for maximum waistline. The International Diabetes Federation (IDF) has established values for the maximum waist circumference recommended for different populations. (Kain, Olivares & Castillo, 2016). In Asian populations, a waist circumference greater than or equal to 90 cm in men, or greater than or equal to 80 cm in women, increases the risk of developing cardiovascular disease and type II diabetes, even when the BMI is not very high. Due to the lack of studies dedicated exclusively to the Mexican population, the IDF recommends using these same thresholds for the Mesoamerican population.

Objective:

1. Performing an anthropometric analysis for the association between excess weight and physical activity in university students.

2. Identifying if there is a risk that students acquire chronic degenerative diseases in the medium and long term.

Work hypothesis

Based on the above, we have the hypothesis that the student population, knowing its anthropometric dimensions and body mass indices, will have a greater disposition to change eating habits (López, Marín, & Alcalá, 2009). For the study, the following variables were considered:

- *Anthropometry*: Body measurements of weight, height and waist circumference

- *Physical activity:* In reference to the hours of the day they remain seated and the minutes per day they walk or run.

- *Body mass index:* It is the result of the weight ratio in kilograms between the square of height.

- *Overweight and obesity:* they are defined as an abnormal or excessive accumulation of fat that poses a health risk.

Justification of the Study

This paper focuses mainly on identifying the incidence of risk factors. The body mass index and waist circumference are two measurements that can be used as screening tools to estimate weight status in relation to the potential risk of disease. Waist circumference is considered another indicator to detect possible health risks related to fat accumulation. When a person has abdominal obesity, most of their body fat is in the waist, therefore, they are at greater risk of suffering chronic noncommunicable diseases, such as Type 2 Diabetes Mellitus, Hypertension, heart attacks, among others. The risk increases if the waist circumference measures more than 80 centimeters in women and more than 90 centimeters in the case of men; the form and level of impact and the obtention of a functional relationship to give alternative solutions in the situation posed, in addition to disease prevention, to establish a preventive culture.

The investigation allows to acquire knowledge in the study of dysergonomic risks, such as the possibility that a worker suffers damage derived from the execution of his work. It is recommended to measure waist circumference in adult patients who are overweight and obese to implement actions that can prevent the development of chronic degenerative diseases such as hypertension and diabetes (Cerhan et al, 2014).

The Waist-Hip Index (WHI), which in addition to indicating the tendency or personal predisposition to accumulate fat, affects the probability of suffering from heart diseases, diabetes or blood pressure problems, among others (Perreault, Sunyer, Seres & Kunins, 2018).

WHO defines overweight as a BMI equal to or greater than 25, and obesity as a BMI equal to or greater than 30. It is an index of adiposity and obesity, as it is directly related to the percentage of body fat (except in people with a lot of lean mass, such as athletes or bodybuilders).

The university population, from the nutritional point of view, are considered a particularly vulnerable group, susceptible to frequent omission of meals, the intake of food high in fat, carbohydrates and high alcohol consumption (Cruz et al., 2019). The OMS classification establishes ranges and levels of damage to the body, as can be seen in Table 1.

Classification of the body mass index according to OMS (20018)	
Risk	**IMC**
Low	<18.5
Normal	18.5-24.9
Overweight	25.0-29.9
Obesity	30
Obesity grade 1	$\geq$30-34.9
Obesity grade 1	$\geq$35-39.9
Obesity grade 1	$\geq$40

Table 1 Body mass index
Own elaboration based on ONU, 2018

Methodology to develop

Descriptive cross-sectional research was conducted at a public University in the northern part of the State of Mexico, (UPEM), in the Industrial Engineering Degree with 6th and 8th Semester students.

Exclusion criteria

— Pregnancy
— Postpartum recovery and rest status
— Minor injuries to the lower limbs, due to an accident.
— Respiratory diseases (asthma)
— Problems in the spine

Sample size

The sample consisted of undergraduate university students between the ages of 19 and 25 from a public university in the State of Mexico. The sample was comprised of 64 students. This sample size calculation was performed taking into account a total population of 1500 students, with a significance level of 0.05 and a confidence level of 80%. For the selection of the sample, a simple random sampling was used.

Method of measurement

Initially, anthropometric variables were investigated and body composition assessment was performed. These measurements were carried out with light clothes and without shoes, all of them carried out in the laboratory of study of work of the university. A properly trained medical professional was responsible for collecting the information and making the measurements, (Labatut, 2018). The anthropometric measurements were taken with clothes adjusted to the body, but comfortable to avoid bias in the information., considering seven points of IZAK. Each one was measured by people of the same gender to protect their integrity.

Equipment used

— Precision was used with a pedestal stadiometer with an accuracy of one millimeter.
— Stopwatch
— IBM SPSS statistics 20
— Measuring tape
— Flexometer.
— BAME scale with a capacity of 140 kg.
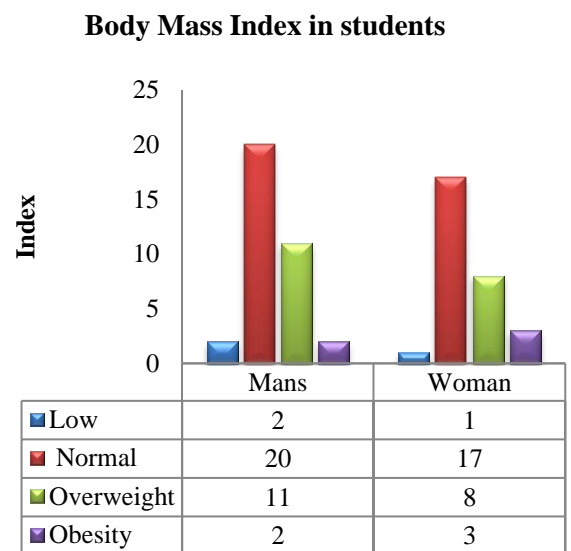
Results

The data obtained in the study showed that 4.69% of students have low weight, 57.81% have normal weight, 29.69% are overweight and 7.81% are obese.

In the case of men between 20-26 years old, 50% have values greater than or equal to 90 cm at the waist. In the case of women, the prevalence of a value above that recommended (≥80 cm) was greater than 55% since the age of 19. In addition, the second highest data is overweight, which men have more incidence, while in obesity the incidence is higher in women, as shown in Table 2.

Classification Of The Body Mass Index By Classification OMSS (20018)						
Risk	**Mens**	**%**	**Women**	**%**	**Total**	**%**
Low	2	3.13	1	1.56	3	4.59
Normal	20	31.25	17	25.56	37	57.81
Overweight	11	17.19	8	12.5	19	29.69
Obesity	2	3.13	3	4.69	5	7.81
Obesity grade 1	2	3.13	3	4.69	5	7.81
Obesity grade 2						
Obesity grade 3	----	-----	-----	---	----	---
Total	**35**	**54.69**	**29**	**45.31**	**64**	**100**

Table 2 Results of the Body Mass Index in students of UPEM
Own Elaboration

Graph 1 shows the way in which the BMI frequencies are distributed.

Body Mass Index in students

	Mans	Woman
Low	2	1
Normal	20	17
Overweight	11	8
Obesity	2	3

Graph1 Results of the Body Mass Index in students of UP
Own Elaboration

These preliminary results, carried out with the participation of students from the Public University of the State of Mexico, (UP), show how the university population is a reflection of the high rates of overweight and obesity in our country. Unfortunately, the average age of diagnosis for obesity is delayed, if we consider that the majority developed overweight much earlier. It would be important to continue working with the group of young adults to find preventive measures that reduce the high prevalence of overweight and obesity in Mexico (Arrivas, 2007).

Conclusions

The data obtained show that most of the students of the industrial engineering major possess an adequate weight; however, when verifying the anthropometric measurements at the waist, they exceed the acceptable ranges to be considered healthy. In the context of university students, there is a high availability of processed foods and beverages, with a high content of salt, sugars and refined fats, and a low availability of vitamins, minerals and fiber, along with a decrease in physical activity and low consumption of water due to the lack of availability or the preference for other drinks, favoring obesity.

Another relevant observation is that only 26% of overweight and obese people reported that they had already been diagnosed by medical personnel. Obesity is a disease that may not cause symptoms or discomfort in the person who suffers from it, but it considerably increases the likelihood of developing other diseases, so early diagnosis is vital.

An advantage of BMI and CC is that people themselves can track their weight and identify risks to their health. In addition to the above, the evidence also shows that coronary risk factors (hyperlipidemia, sedentary lifestyle, obesity and smoking) that promote atherosclerosis and coronary heart disease are increasing in adult life, which favors the chances of developing cardio-degenerative diseases (OPS, 2017).

Recommendations

In Mexico, it has been documented that in recent decades overweight and obesity in men is more frequent than in women and government policies and programs have been established to reduce and prevent overweight and obesity according to the different realities of the country, under a common and concerted vision, which generate changes in patterns of consumption regarding food, beverages and physical activity. As prevention measures, it is suggested to raise awareness among students and teachers through informative talks about the correct diet, specifically on the outstanding critical points in the analysis performed, and encourage physical activity with the support and supervision of doctors and nutritionists.

Among the limitations are the cross-sectional nature of the surveys, which although they do not allow establishing causality, they allow visualizing the magnitude and its behavior for the planning of adequate nutrition policies and programs in the immediate future. Although several efforts have been made to reverse the increase in overweight and obesity in Mexico, high rates are still observed (WHO, 2003).

Success depends on integrated actions between government and society, with the aim of guaranteeing spaces and laws which protect health and promote healthy lifestyles throughout the life cycle, in order to protect the future of generations against the onset of obesity and its consequences.

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Article

The idea of peace in the thought of Don Quijote

La idea de la paz en el pensamiento de Don Quijote

SÁNCHEZ-USÓN, María José*†

Universidad Autónoma de Zacatecas

ID 1ˢᵗ Author: *María José, Sánchez-Usón* / **ORC ID**: 0000-0002-3409-4055, **Researcher ID Thomson**: S-7908-2018, **CVU CONACYT ID**: 432522

Abstract

We cannot, *sensu stricto*, point out Miguel de Cervantes as a *pacifist*, it would be an anachronism that is not justified in the Golden Age in which violence, war and peace had different meanings and objectives than the current ones. However, his humanistic spirit of concord, of compromise between opposites, of respect for the other, permeates all his work, and principally *El Quijote*, where, his immortal protagonist, from the paradox of the walking cavalry, invites men to the prudence and to the calm, leaving behind absurd fights by rivalries and revenges.

Don Quijote, Miguel de Cervantes, Peace, War

Resumen

No podemos, *sensu stricto,* señalar de *pacifista* a Miguel de Cervantes, sería un anacronismo que no se justifica en el Siglo de Oro en el que la violencia, la guerra y la paz tenían significados y objetivos distintos a los actuales. Sin embargo, su espíritu humanista de concordia, de avenimiento entre contrarios, de respeto al otro, impregna toda su obra, y de modo principal *El Quijote*, en donde, su inmortal protagonista, desde la paradoja que supone la caballería andante, invita a los hombres a la prudencia y al sosiego, dejando atrás absurdas peleas por rivalidades y venganzas.

El Quijote, Miguel de Cervantes, Paz, Guerra

*Correspondence to Author (email: sanchez-usonmj@uaz.edu.mx)
†Researcher contributing first author.

"La paz es el mayor bien que los hombres pueden desear en esta vida"
Miguel de Cervantes. *El Quijote*[1].

At present it is inevitable to talk about the idea of peace that emerges from the reading of El Quijote, a book clearly defined by Ortega [2] as a literary model, a historical source and a philosophical doctrine, and more in Spanish-speaking latitudes, in which, even taking into account the universality of its message, the Cervantes language and ideas expressed by Ingenious Hidalgo acquire a greater relevance. That is why, aware of the complexity of this issue and the magnitude of the work of Miguel de Cervantes[3], in the following pages the author approach him with due precautions and the respect he deserves.

Cervantes coordinates of peace and war

The reflections that Cervantes puts on peace in the mouth of Don Quijote are the reflection of two situations: the social political environment that is breathed in the Spain of his time, debtor of a previous historical trajectory, and the utopian and humanistic yearning, in certain mystical form, with which the writer dreams and delineates the idea of peace or, rather, the experience of peace.

The coordinates in which Cervantes will write Don Quixote de la Mancha are well known. We know what the Austrian Spain means, the controversial post-imperial nation, poor in business and gold, but rich in creative genius, in the historical-universal concert, and therefore called the Golden Age Spain for posterity.

The time and space in which the novel is written are, as well as its protagonist, fictional coordinates that, paradoxically, by their same artifice, become the most plausible, most suitable framework of the Spanish Golden Age.

Even pre-intentionally, "the Spain of Don Quixote" is the Spain of Cervantes and his contemporaries: nobles, adventurers, friars, rogues, poets, painters, mystics, saints ..., dissimilar and scrambled social types in a time of transition that will place the writer himself (1547-1616) in a privileged position, which makes it possible to be both the contradictory witness of the glorious hegemony of the Renaissance Filipino empire and the baroque lucidity of the minor Austrian sovereignty. Both Cervantes and Alonso Quijano attend the closing of an era (Felipe II, 1556-1598) and the emergence of a very different one from the previous one (Felipe III, 1598-1621).

The last years of the 16th century have been bad for the maintenance of peace in Spain. Its internal and external problems and conflicts make up a long payroll (which is not relevant here to count)[4]. The Spaniards, mainly the old Castilians, censured the politics of the monarchy that, instead of attending to the general interests, defended those related to their own heritage, with a more dynastic than national policy, which had already been revealed in the enthronement of Emperor Carlos I and his confrontation with the Castilian-communal faction. But the kings were not in favor of a change of meaning in their exercise of power and, neglecting internal affairs, and the proper administration of the newly incorporated territories of the Indies, remained entangled in ruinous wars in Flanders and in France, standing in the extreme defenders of Catholicism, at the same time that they ended the limited financial resources of the kingdom.

Felipe III was expected to inaugurate a new era of peace, in which the problems inherited from his predecessors were resolved, correcting past mistakes and correcting unfortunate political trajectories for the future, but that was not the case. This created a widespread pessimistic feeling among the population that began, in their discontent, to speak of decay.

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[1] Miguel de Cervantes, The Ingenious Hidalgo Don Quijote de la Mancha (Ed. Intro. And Notes Luis Andrés Murillo), Part I, Chapter XXXVII "That deals with the history of the famous Infanta Micomicona, with other funny adventures", Library Classical Castalia, Madrid, 2001, p. 466.

[2] *Vid., José Ortega y Gasset, Meditations of Don Quixote, Chair, Madrid, 1995.*

[3] *Vid., Jaime Fernández, S. J., Quijote Bibliography for narrative and material units of the novel, 2 Tms., Centro de Estudios Cervantinos, Madrid, 2008.*

[4] At this time numerous war events occur: The peninsular coasts and island territories are threatened by the English Corsican, backed even by the same elizabethiana monarchy, with which, after a failed marriage policy, relations are increasingly tense. Henry IV of Navarra, an exhugonote for whom "Paris was well worth a Mass", occupies the throne of France, after the reign of Henry III of Anjou. In Spain, discontent grows over the foreign policy of the monarchy, which will force the king to declare bankruptcy repeatedly. In addition, the plague (1599-1600) will make its appearance, extending as an epidemic until the seventeenth century, and claiming half a million victims.

This concern is expressed in a large written production, which includes the appearance of a new diplomatic genre, the Memorial[5], characterized by transferring the so-called arbitrary, project proposals or suggestions offered to the king and his government, with the purpose of offering solutions and thus contributing to remedy the problems of the state[6]. Cervantes is critical of this practice, as is very well seen in El Quijote, in the chapter in which the priest and the barber inform the Hidalgo of the danger that Christianity is facing in the face of the Turkish attack, all in order to check if it He had given up being a walking knight, recovering his judgment, to which Don Quixote responds with an arbitration addressed to the king, which makes his friends deduce that he is still half crazy[7].

In the kingdom there is talk, then, of decline. The seventeenth-century Spaniards had the impression of living in a nation that was no longer what it was. This is the scenario in which the life and work of Cervantes are developed. The writer will live in a country of light and shadow, even better, of chiaroscuros, oscillating movements, of ornate contrasts, heir of a glorious past, still very close, where he had been able to discover new worlds, open trade routes, reunify territories, create modern institutions. But all that climactic location, that zenith, is leading, like the dramas to use, to a nadir, that is, to a point of descending inflection, which accentuates the theatrical baroqueism in which the state is submerged. Cervantes, is a son of his century, and his productions, more than fictions, are chronicles of the prevailing reality.

Conflicts with the outside, social differences, widespread impoverishment, sadness over the lost, discouragement over the uncertain future, the search for distant paradises, are vital aspects of this moment that alter the peace and are reflected in the Cervantes production, specifically in Don Quixote.

The honor, the honor, the marriage of convenience, the false wisdom of high school graduates and lawyers, religious and moral hypocrisy, the hidalguia huera, the picaresque of the vulgar, the vileness that brings the need ... are many other values and social values masterfully exposed by Cervantes in his great work, all without issuing dogmatic judgments about his environment, and in a tone of humorous satire, sometimes scathing, linguistic wink, fine disbelief, which immediately catches the reader, sitting a complicity that transcends times and that gives his vision of reality a universal validity and validity.

In an antithetical way, even if it was not logical, all this social political and economic collapse will contrast (as it was exposed at the beginning) with a high cultural expression and transcendence as they have never been registered again in Spain. All sciences and arts gained an extraordinary boost. Illustrious men in the letters, the plastic and the thought met contributing original ideas and forms.

The confluence of these and their works will give rise to formulate the expression Golden Age, very original synthesis that perfectly characterizes the mood that the Spanish society is going through, that is: the assimilation of its decline and its subsequent location in a new international concert in which Spain is no longer the guiding power.

However, as Spain lost political influence and respect, it positioned itself in Europe as a world cultural reference. This is the scenario in which Don Quixote will decide to take up arms, transformed into an out-of-date hero, to restore the prestige and peace of a languishing kingdom.

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[5] Este escrito disperso podía proceder bien de un discurso oral, una petición personal o un ensayo de tipo político o literario.

[6] En principio, la idea y la finalidad con la que se concibe el memorial son plausibles, pero con el tiempo proliferaron tanto sus cultores, los llamados "arbitristas", que llegaron a ser negativos e incluso despreciables, hasta tal punto que el ingenio de Quevedo llamaría a estos últimos "barbitristas".

[7] *Vid.,* Miguel de Cervantes, *Op. cit.,* Segunda Parte, Capítulo I "De lo que el cura y el Barbero pasaron con don Quijote cerca de su enfermedad".

Don Quijote: medieval warrior and modern peacemaker

It is evident that Don Quijote is an anachronistic tracing of the medieval knight[8]. In the same way, it has a horse, weapons, squire, a lady to pay homage to and a precise objective, which is none other than providing protection to the weak and helpless and exercising justice where it could not reach " laws and judges*"*[9].

Don Quixote is provided with armor, sword spear, grasp, circle; weapons shaken with respect to which a true warrior must carry; but Hidalgo Manchego never kills his enemies with them, which are more imaginary than real; and if anyone is injured, it is due to unforeseen accidents rather than bloody fights. "Quijote, as a man of war, never stained his weapons because his true strength was his courage*"*[10]. This value is due to his profound moral principles, which he persuasively tries to convey to others, and his firm conviction that war is necessary in the defense of peace; "[…] His armor is more an attitude than a reality; his shell is of war, but his inner attitude is of peace *"*[11]. To do this, he travels with his squire the Spanish geography "straightening one-eyed and defying grievances", openly stating that his intentions are only directed "to good ends, which are to do good to all and bad to none*"*[12].

In the guise of a gentleman, Don Quixote has to fulfill the aforementioned sacred vows, but he also enjoys immunities and prerogatives, such as being free from any judicial jurisdiction, since "[…] his law is his sword, his fueros his verges, his prizes his will […]*"*[13], exempt from taxing *"*chest, alcabala, queen's spin, forera currency, porthole or boat*"*[14]*,* and to pay the tailor for the making of their garments.

Likewise, he benefits from staying in castles and noble residences, sitting at the kings table and winning the love of whatever maiden he desires. On the other hand, their personal qualities merit their privileges, by forming a social model of behavior; he acknowledges them: "I know how to say that after I am a walking knight I am brave, restrained, liberal, well-bred, generous, polite, daring, soft, patient, suffering from jobs, prisons, charms"[15]. On successive occasions, he ratifies himself in his chivalrous "ministry":

[…] Gentleman I am, and gentleman I must die, if I place the Most High. Some go through the wide field of superb ambition; others, for that of servile and low flattery; others, for that of deceptive hypocrisy, and some, for that of true religion; but I, inclined of my star, go along the narrow path of the walking cavalry, whose exercise I despise the hacienda, but does not honor it. I have satisfied grievances, straightened one-eyed, punishing insolence, defeated giants, and run over vestiges [16].

In favor of the values of the cavalry, Don Quijote aspires to enter into combat, but does not consider war an end, but a means, even a necessity, to achieve peace. That peace that the Knight of the Sad Figure pretends and defends is presented in the Cervantine novel from different perspectives, explained in a duplex way and always on the border between the medieval and Modernity. It could be said that the quixotic approach to war and peace is within the guidelines of feudal uses, but the materialization and achievement of both circumstances is modern. As a warrior of a prolonged Middle Ages, the idea of peace is evidenced in Don Quixote in the defense of God, religion, divine law, natural law, life, honor and family.

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[8] To know the characteristics of the cavalry in the Middle Ages see, among other works, Maurice Keen, The Cavalry, Ariel, Barcelona, 1986, Jacques Le Goff et alii, The medieval man, Alliance, Madrid, 1995 and Jean Flori, Knights and Cavalry in the Middle Ages, Paidós, Barcelona, 2001.

[9] In the words of the Spanish writer Antonio Ledesma Hernández (1856-1937) who, at the beginning of the 20th century, wrote a curious pastiche or imitation of the Cervantine work as a spurious prolongation of it. Vid., Antonio Ledesma Hernández, The new departure of the courageous gentleman D. Quijote de la Mancha: third part of the work of Cervantes, Book First, Chapter V "Where he realizes the reception they made to D. Quijote some shepherds, and the knowledge that he stuck with the Poetilla", Casa Editorial Lezcano, Barcelona, 1905. Online: http://www.cervantesvirtual.com/obra-visor/la-nueva-salida-del-valeroso-caballero-d-quijote-de-la-manchatercera-parte-de-la-obra-de-cervantes. Accessed: August 18, 2019.

[10] Manuel Fernández Nieto, "Don Quijote, gentleman in war and peace", Notebooks of Italian Philology, Extraordinary No., Complutense University of Madrid, Madrid, 2000, p. 355. In this work, the author describes in detail and compares the chivalrous clothing and that worn by Don Quijote.

[11] *Ibidem, p. 353.*

[12] *Ibidem, Second Part, Chapter XXXII "On the response given by Don Quixote to his reprehensor, with other serious and funny events", p. 284.*

[13] *Ibidem, Part One, Chapter XLV "Where the doubt of the Mambrino helmet and the albarda has just been ascertained, and other adventures, with all truth", p. 547.*

[14] *Ibidem*, p. 548.

[15] *Ibidem, Part One, Chapter L "Of the discreet alterations that Don Quixote and the canon had, with other events", p. 586.*

[16] *Ibidem, Second Part, Chapter XXXII "On the response given by Don Quixote to his reprehensor, with other serious and funny events", p. 283.*

"As for what is undertaken in the service of the king without being defensive, it has to be fair"[17] since the king rules "gratia Dei"; only the safeguard of "the country", concept coined in the Renaissance [18], would be out of this list of causes, since in the Middle Ages the only understandable homeland is the heavenly [19]. As a humanist, Don Quijote also invites men to prudence and peace, leaving behind fights over rivalries and revenges that he creates irrational nannies, because "God blessed the peace and cursed the quarrels"[20], stating the reasons why you should only contend:

The prudent men, the well-arranged republics, for four things must take up arms and unsheathe swords, and put their people, lives and farms at risk; the first, to defend the Catholic faith; the second, to defend his life, which is of natural and divine law; the third, in defense of his honor, of his family and property; the fourth, in the service of its king, in the just war; and if we would like to add the fifth, which can be counted per second, it is in defense of their homeland. To these five causes, as capitals, we can add some others that are fair and reasonable, and that force us to take up arms; but to take them for babysitters and for things that before are of laughter and hobby that of affront, it seems that whoever takes them lacks any reasonable speech; the more that taking unfair revenge, that there just cannot be any that is […] So, my lords, your mercies are bound by divine and human laws to calm down[21].

In this extensive exposition of just and reasonable motives for which combat stands out the allusion to the just war, former political-theological conception, whose justification lies in the fact that it cannot be avoided[22].

At this point, it is pertinent to remember Hugo Grocio who, a few years after Cervantes, would write De iure belli ac pacis (1625)[23], with the aim of exposing his idea of permissibility of war, emphasizing that there can be no other reason to initiate it than to have received an injury. In this way, any state can face another if the latter has attacked it; also, in order to recover what has been taken away from him, or to punish the nation that obviously violates both natural and divine law. The war has not begun, then, in case its justice is doubtful, and even for just causes it must not be undertaken recklessly; its entrepreneurship is only admissible in cases of need and the peace perspective must always be preserved in it.

Cervantes anticipates the trial of the Dutch jurist when he puts in the mouth of Don Quixote that a violent behavior, which exceeds the lawful principles above, is a vileness:

See how there he fights for the sword, here for the horse, howls for the eagle, here for the helmet, and we all fight, and we all don't understand each other. Come then, your mercy, lord hearer, and your mercy, lord priest, and the one serve as King Agrammer, and the other serve as King Nephew, and put us in peace; because by God Almighty it is great beauty shop that as many main people as here we are killed by such light causes[24]. It is this licit war that, for the sake of peace, Don Quixote subscribes, a "good war" that exterminates out of the world unbridled enemies like those giant-windmills, since "it is God's great service to remove such a bad seed from over the face of the earth ", changing adversaries, who can metamorphose and pray to look like giants and then be mills, because" the things of war, more than others, are subject to continuous moving,.

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[17] Genaro Fernández MacGregor, "Peace and war according to Cervantes", Memoirs of the Mexican Academy, Tm. XII, Mexico, 1955, p. 142.
[18] The Roman concept of "terra patria", or birthplace, will be retaken by Renaissance humanists.
[19] In the Middle Ages the whole of the Christianitas, the idea of Paradise, or the image of the heavenly Jerusalem are the referents of the "homeland".
[20] Miguel de Cervantes, Op. Cit., Second Part, Chapter XIV "Where the adventure of the Knight of the Forest continues", p. 139.
[21] *Ibidem, Second Part, Chapter XXVII "Where he realizes who Pedro and his monkey were, with the bad event that Don Quixote had in the adventure of braying, that he did not finish it as he wanted and as he had thought", p. 254.*

[22] In the Middle Ages, the idea of just war or holy war is associated with the company of the Crusades. Vid., Jean Flori, The Holy War: the formation of the idea of crusade in the Christian West, Trotta, University of Granada, Granada, 2003. In relation to the conquests of the New World, in the 16th century the Spanish Dominican Francisco de Vitoria redefines this principle by stating that "among those who worship God wars are peaceful, since they are not undertaken by ambition or cruelty, but by love of peace, in order to repress the bad and free the good" . Cf., Genaro Fernández MacGregor, Op. Cit., P. 141.
[23] *Vid., Hugo Grocio, On the law of war and peace, Reus, Madrid, 1925.*
[24] Miguel de Cervantes, Op. Cit., Part One, Chapter XLV "Where the question of the Mambrino helmet and the albarda has just been ascertained, and other adventures, with all truth", p. 545.

"the walking knight will be justified to his squire Sancho , in order to hide his mistake and, in doing so, without any premeditation, predict how modern warfare would be from then on. From a more obvious approach it can also be deduced that the moving of the war referred to by Hidalgo Manchego is due to the rapid pace with which it is advisable to undertake it, "where the speed and speed prevents the speeches of the enemy, and reaches Vitoria before the opposite is put on defense "[25].

Another feature of modernity in Don Quixote is observed in the opinion that in war not only discipline and serene courage must be found, but also magnanimity and compassion. That is why he openly deplores a certain military right by which the victors tend to tear their goods from the defeated: "I never accustomed," said Don Quixote, "stripping those I overcome, nor is it the use of cavalry to take away their horses and leave them on foot. […] "[26]. This will be the same attitude of respect with the submitted adversary that years later General Ambrosio de Espínola will have towards the Dutch governor Justino de Nassau at the Siege of Bredá, an event that another great artist of the Spanish golden century, the painter Diego Velázquez, will immortalize in his famous painting "The Surrender of Breda" or "The Spears" (1634-1635), which shows the chivalry of the victor who wants to prevent the defeated from humbling kneeling before him to deliver the keys to the city conquered There is, therefore, a basic code of honor in the war campaigns of quixotic times, but also in them all kinds of cunning can be used with which to achieve the desired objectives, as in love, since in the opinion of the famous Hidalgo :

[…] warn that love and war are the same thing, and just as in war it is a lawful and customary thing to use of tricks and stratagems to defeat the enemy, so in love affairs and contests, tricks and tangles are considered good. they do to achieve the desired end, as they are not in detriment and dishonor of the beloved thing[27].

We know how, in the opinion of Don Quixote, all improper war cannot come, mainly, but from the lack of reasoning of the people, but it can also occur due to situations of poverty, in which it is shown as a bad remedy: war takes me / my need; / if I had money, / it wasn't, really "[28], says the letter of the string that sings the poor page that crosses the path of the Knight of the Sad Figure, which will join some infantry regiments that will then embark in the port of Cartagena.

The boy wears light clothes, taking care of the only ones he has left and that he saves for when the time comes to join the militia. So much misery in a servant who has worked in noble houses causes strangeness in Don Quixote; the young man informs him that his masters have been upstart people, without riches or influence, so he has not been able to treasure any fortune and that is why he decides to go to war, affirming: "And I want more to have as master and lord the King , and serve him in war, not a hair in court "[29].

A medieval point of view more than the war that recreates the Cervantine novel is the one that equates its image with that of the hunt, activity that Sancho detests, considering it loafers and not according to his conscience, since he has a compassionate vision and humanized from the animal world, awareness, on the other hand, far ahead of its time, because it states: "[...] I would not want princes and kings to put themselves in such dangers, in exchange for a taste that seems to not it had to be, because it consists of killing an animal that has not committed any crime "[30]. On the contrary, the character of the supposed Aragonese duke with whom the squire dialogues is in favor of it:

[...] because the exercise of bush hunting is the most convenient and necessary for kings and princes than any other.

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[25] *Ibidem, Part One, Chapter XLVI "On the remarkable adventure of the gang members, and the great ferocity of our good knight Don Quijote", p. 550.*
[26] *Ibidem, Part One, Chapter XXI "That deals with the high adventure and rich profit of the Mambrino's helmet, with other successes to our invincible knight", p. 256.*
[27] *Ibidem, Part Two, Chapter XXI "Where Camacho's wedding is continuing, with other tasty events", p. 201. In this chapter, Don Quixote defends the true love of Basilio and Quiteria.*

[28] *Ibidem, Part Two, Chapter XXIV "Where a thousand jitters are counted as impertinent as necessary to the true understanding of great history," p. 226.*
[29] *Ibidem, p. 227.*
[30] *Ibidem, Part Two, Chapter XXXIV*
"What about the news that was had of how to disenchant the unparalleled Dulcinea del Toboso, which is one of the most famous adventures of this book," p. 307.

The hunt is an image of war: there are stratagems, cunning, insidiousness in it to defeat the enemy's savior; delight in it great cold and intolerable heats; undermine leisure and sleep, corroborate the forces, expedite the members of the user, and, in resolution, is an exercise that can be done without prejudice to anyone and with pleasure from many [31]. A final consideration would justify for El Ingenioso Hidalgo the use of war: the social order. At this point the reader is surprised when he warns that Don Quijote, and therefore Cervantes, declares himself in favor of maintaining a "trinitarian" social organization of incontestable plenomedieval nature, in which the individuals subscribed to three orders or functions oratores, bellatores , laboratores (those who pray and are the intermediaries between God and men, the warriors who protect everyone and the peasants who work providing food to the former)[32]. This egalitarian organic system, typical of a harmonic society, is weighted by the Manchego Knight who, before a laboratory such as Sancho, describes the first two estates as follows:

I mean that the religious, with all peace and quiet, ask heaven for the good of the earth; but the soldiers and gentlemen put into execution what they ask, defending it with the value of our arms and edges of our swords, not under cover, but to the open sky, put by target of the insufferable rays of the sun in summer and of the bristling winter helms. Thus, that we are ministers of God on earth, and arms for whom his justice is executed in it[33].

Derived from its position on war, the message of peace that Don Quixote conveys is plural and integral. Not only does he limit his judgment about war, battle and weapons, as pacifying means, but he thinks about good governance, the application of justice, harmony and understanding among people, attitudes that guarantee peace , for which to achieve a harmonic, bucolic environment, ideal for the development of everyday life, although not exempt from utopian reverie.

Good governance and justice are two topics covered in El Quijote, considered fundamental elements that strengthen order and peace in societies. In the line of the medieval Specula Principum, Cervantes reworked the theory of good government, of Augustinian essence, which is based on the creation of a social model and the virtues of the ruler, indispensable principles that ensure the welfare and prosperity of the states[34].

This exemplary proposal is implicit in the wise advice on the correct way to govern that Don Quijote directs Sancho Panza to whom they have delegated the administrative and jurisdictional exercise of the insula Barataria[35], on whose observance it can depend on living in peace and enjoying the approval of its governed. These recommendations are: to be virtuous, to have the knowledge of oneself, to act with humility, compassion, justice, discernment of truth, fairness, mercy, mercy, clemency, dispassion, equanimity, serenity, impartiality, restraint in treatment and word. Of all these provisions that the good ruler must have, there is one that stands out and that the Hidalgo exhorts to work: "First, oh son! You have to fear God; because in fear there is wisdom and being wise you cannot err in anything"[36].

This model of good governance has its counterpart in the respectful and honest attitude with which the vassals must correspond to their lord: "[…] that of loyal vassals is telling the truth to their lords in their being and their own figure, without flattering the accretion or other vain respect diminish it; "[37].

An orderly, fair, solidary world of authentic values is what Don Quixote wants for men, a peace "from the time of Otaviano" or, even more, a new Golden Age [38]:

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[31] *Ibidem, Second Part, Chapter XXXIV "What tells of the news that was had of how to disenchant the unparalleled Dulcinea del Toboso, which is one of the most famous adventures of this book", p. 307.*

[32] The trifunctional theory is imposed in the Christian-medieval West from the Poème au Roi Robert le Pieux, composed in the year 998 by the French bishop Adalberón de Laon.

[33] *Ibidem, Part One, Chapter XIII "Where the story of the pastor Marcela, with other events," ends, p. 173.*

[34] *Vid., Roberto Gerardo Flores Olague and María José Sánchez Usón, "The reception of the Policraticus in the political thought of Juan de Palafox", Correlations. Thought, art and writing from*

New Spain (Coord. Verónica Murillo Gallegos), Taberna Libraria, Zacatecas, 2018, pp. 15-37.

[35] *Ibidem, Part Two, Chapter XLII "On the advice given by Don Quixote to Sancho Panza before he went to govern the island, with other things well considered".*

[36] *Ibidem*, p. 357.

[37] *Ibidem, Second Part, Chapter II "That deals with the remarkable penance that Sancho Panza had with the niece and mistress of Don Quixote, with other funny subjects", p. 55.*

[38] The Greek poet Hesiod (s. VIII BC) refers to the Golden Age in his poem Works and Days. Vid., Hesiod, Works and fragments, Gredos, Madrid, 1978.

Blissful age and happy centuries those to whom the ancients put a name of gold, and not because in them the gold, which in this age of iron is estimated so much, was reached in that windy one without fatigue, but because then those who in it They lived ignoring these two words of yours and mine. They were in that holy age all the common things […] Everything was peace then, all friendship, all concord[39].

This perfect, peaceful environment of friendship and compromise is typical of a scenario related to the Renaissance topic of locus amoenus, an ideal location, as described in 16th-century bucolic poetry, which, later, will still have a marked literary influence in the seventeenth century. This pleasant place corresponds to a natural landscape, composed of green meadows, streams of clear and crystalline waters, forests populated with trees of fresh shade, abundant fauna and flora, ideal setting to enjoy a quiet nap or sit down to eat "in good peace and company"[40]:

In this, they were already beginning to gossip in the trees a thousand lots of painted birds, and in their diverse and cheerful songs it seemed that they gave the norabuena and greeted the fresh dawn, that already by the doors and balconies of the East was discovering the beauty of its face, shaking from its hair an infinite number of liquid pearls, in whose soft liquor bathing the herbs, it seemed asymmetrical that they sprouted and rained white and often lethargy; the willows distilled tasty manna, the fountains laughed, the streams murmured, the jungles rejoiced and the meadows were enriched with their coming[41].

This mythical Age that our gentleman longs for from a retrospective utopianism[42] It is very different from what he has had to live, which, with contempt, comes to define as "detestable centuries"[43], in those who suffer fraud, deceit, malice, needing codes and standards to ensure social order; on the other hand, in the remote hesiodic time there was no need even any law, "because then there was no need to judge, nor who was judged"[44].

In that golden age until the war and its weapons were more reasonable and humanized:

Well there are those blessed centuries that lacked the frightful fury of those demonic artillery instruments, whose inventor I have for myself that in hell he is being given the prize of his diabolical invention, with which he gave cause for an infamous and cowardly arm take away the life of a brave gentleman, and who, without knowing how or where, in the middle of the courage and verve that ignites and encourages the brave breasts, comes a wild bullet, shot from who perhaps fled and was scared of the glow that made the fire when shooting the damn machine, and cuts and finishes in an instant the thoughts and life of those who deserved to enjoy it for centuries[45].

Don Quixote's rejection of contemporary weapons implies an implicit criticism of modernity and technical thinking. When he defends them, he is not referring to the arcabuces or to the peaks of the Hispanic Old Tercios, but to those derived from a balanced industry, a producing and admissible techne, taking, in this respect, an anachronistic, nostalgic and chivalrous position. This is the justifiable war activity to which Hidalgo Manchego refers in his shocking speech about "weapons and letters":

This is what the weapons respond that the laws cannot be sustained without them, because with the weapons the republics are defended, the kingdoms are preserved, the cities are kept, the roads are secured, the corsair seas are cleared, and finally if it were not for them, the republics, the kingdoms, the monarchies, the cities, the sea and land roads would be subject to the rigor and confusion that the war brings with it the time that lasts and is licensed to use its privileges and his forces […]

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[39] Miguel de Cervantes, Op. Cit., First Part, Chapter XI "Of what happened to Don Quixote with some goats", pp. 155 and 156.
[40] *Ibidem, Part One, Chapter XV "Where the unfortunate adventure that Don Quixote encountered in encountering a heartless yangüeses, p. 190.*
[41] *Ibidem, Part Two, Chapter XIV "Where the adventure of the Knight of the Forest continues", pp. 139 and 140.*

[42] On this concept see José Antonio Maravall, Utopia and contrautopia in Don Quixote, Pico Sacro, Santiago de Compostela, 1976.
[43] *Ibidem, Part One, Chapter XI "Of what happened to Don Quixote with some goons," p. 157.*
[44] *Idem.*
[45] *Ibidem, Part One, Chapter XXXVIII "That deals with the curious speech that Don Quixote made of weapons and letters", pp. 470 and 471.*

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In the industry and use of weapons, Don Quijote sees a certain spiritual significance, considering them a means of protecting justice and law and, in doing so, winning or restoring the peace of the peoples; but in the letters distinguishes the intellectual pillar that bases its use. Scholars of Don Quixote as far apart from each other in time, as Genaro Fernández MacGregor[46], Maria Dolores Borrell [47] or Javier Blázquez Ruiz [48], They agree to conclude that The Knight of the Sad Figure does not advocate war so much by itself, but rather equality between men that is achieved through the exercise of distributive justice. Education, "the letters", must be worthwhile to guarantee their achievement, "[...] if the letters serve to put in place the distributive justice and give to each what is theirs, the weapons have as their object and purpose, the peace, which is the greatest good that men can wish for in this life that until today has not been achieved nor does it seem that it will ever be achieved*".*[49]

Consequently, Don Quijote, assumes a Neoplatonic stance arguing that both men of letters and those of war are worthy of merit and necessary in society. To the former, their profession costs them "time, vigils, hunger, nudity, headaches, stomach indigestion and other things to these adherents, which, in part, I have already referred to; but to get one by his terms to be a good soldier costs everything that the student, to a greater degree, has no comparison, because at every step he is at the end of losing his life *"*[50].

All this utopian quixotic, pacifist, humanist, but regressive seal philosophy, which yearns to return to a blurry past that did not even exist, and declares itself against a demonic present and an uncertain future, is what seeks peace to be a reality among all peoples, nations, families and human collectivities ... The dream of Ingenious Hidalgo has not yet been fulfilled; at least today we accept his advice and, for one day, "let's have the party in peace*"*[51].

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[46] *Vid., Genaro Fernández MacGregor, Op. Cit.*
[47] *Vid., María Dolores Borrell Merlin, "Justice and Peace in Don Quixote", Cuadernos de Estudios Manchegos, No. 29, Instituto de Estudios Manchegos, Ciudad Real, 2005, pp. 157-164.*
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[49] Genaro Fernández MacGregor, Op. Cit., P. 138.
[50] *Ibidem,* pp. 469 y 470.
[51] *Ibidem, Part Two, Chapter IX "Where it is told what will be seen in him", p. 101.*

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Surname (IN UPPERCASE), Name 1st Author†*, Surname (IN UPPERCASE), Name 1st Coauthor, Surname (IN UPPERCASE), Name 2nd Coauthor and Surname (IN UPPERCASE), Name 3rd Coauthor

Institutional Affiliation of Author including Dependency (No.10 Times New Roman and Italic)

International Identification of Science - Technology and Innovation

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Abstract (In English, 150-200 words)

Objectives
Methodology
Contribution

Keywords (In English)

Indicate 3 keywords in Times New Roman and Bold No. 10

Abstract (In Spanish, 150-200 words)

Objectives
Methodology
Contribution

Keywords (In Spanish)

Indicate 3 keywords in Times New Roman and Bold No. 10

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* Correspondence to Author (example@example.org)
† Researcher contributing as first author.

Introduction

Text in Times New Roman No.12, single space.

General explanation of the subject and explain why it is important.

What is your added value with respect to other techniques?

Clearly focus each of its features

Clearly explain the problem to be solved and the central hypothesis.

Explanation of sections Article.

## Development of headings and subheadings of the article with subsequent numbers

[Title No.12 in Times New Roman, single spaced and bold]

Products in development No.12 Times New Roman, single spaced.

Including graphs, figures and tables-Editable

In the article content any graphic, table and figure should be editable formats that can change size, type and number of letter, for the purposes of edition, these must be high quality, not pixelated and should be noticeable even reducing image scale.

[Indicating the title at the bottom with No.10 and Times New Roman Bold]
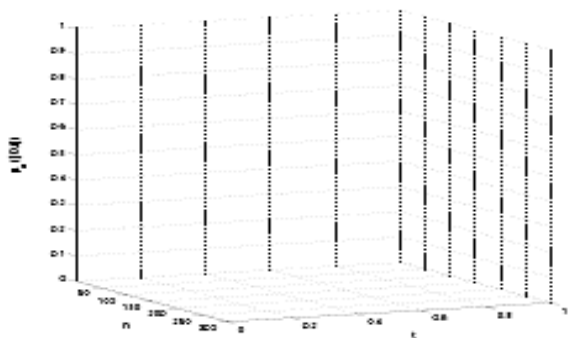
Graphic 1 Title and *Source (in italics)*

Should not be images-everything must be editable.
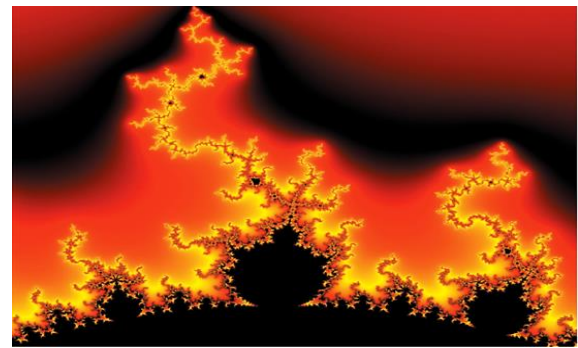
Figure 1 Title and *Source (in italics)*

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Table 1 Title and *Source (in italics)*

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Each article shall present separately in **3 folders**: a) Figures, b) Charts and c) Tables in .JPG format, indicating the number and sequential Bold Title.

For the use of equations, noted as follows:

$$Y_{ij} = \alpha + \sum_{h=1}^{r} \beta_h X_{hij} + u_j + e_{ij}$$

$$(1)$$

Must be editable and number aligned on the right side.

Methodology

Develop give the meaning of the variables in linear writing and important is the comparison of the used criteria.

Results

The results shall be by section of the article.

Annexes

Tables and adequate sources

Thanks

Indicate if they were financed by any institution, University or company.

Conclusions

Explain clearly the results and possibilities of improvement.

References

Use APA system. Should not be numbered, nor with bullets, however if necessary numbering will be because reference or mention is made somewhere in the Article.

Use Roman Alphabet, all references you have used must be in the Roman Alphabet, even if you have quoted an Article, book in any of the official languages of the United Nations (English, French, German, Chinese, Russian, Portuguese, Italian, Spanish, Arabic), you must write the reference in Roman script and not in any of the official languages.

Technical Specifications

Each article must submit your dates into a Word document (.docx):

Journal Name
Article title
Abstract
Keywords
Article sections, for example:

1. Introduction
2. Description of the method
3. Analysis from the regression demand curve
4. Results
5. Thanks
6. Conclusions
7. References

Author Name (s)
Email Correspondence to Author
References

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Southwest Avenue, San Sebastian – León-Nicaragua. Phones: +52 1 55 6159 2296, +52 1 55 1260 0355, +52 1 55 6034 9181; Email: contact@ecorfan.org www.ecorfan.org

Journal of Social Researches

"Emotional intelligence in University students' gender differences"
ALONSO-ALDANA, Ruth, FLORES-REYES, Alfonso, TOLANO-GUTIÉRREZ, Helga Karina and GAYTÁN-MARTÍNEZ, Zulema
Universidad Tecnológica del Sur de Sonora.

"Developing a deeper understanding of positive word of mouth (WOM) in virtual brand communities through the moderator effect of community participation"
SANTARRIAGA-PINEDA, María de los Dolores, SOTO-RAMIREZ, Francisco Carlos and REYES-GÓNZALEZ, María del Consuelo
Universidad de Colima

"Body mass index and its relationship with body composition in a population of university students in the state of Mexico"
MUÑOZ-HERNANDEZ, Raquel, RANGEL-LARA, Saúl and NAVA-ZAVALA, Enrique
Universidad Politécnica del Valle de México

"The idea of peace in the thought of Don Quijote"
SÁNCHEZ-USÓN, María José
Universidad Autónoma de Zacatecas