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THE USAGE OF MOBILE APPS AND GADGETS FOR HEALTH AND FITNESS

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It is rather unlikely that you'll be able to find a large number of people who would spend their hard-earned savings on good old professional workouts with a personal trainer in the gym. Instead, young people, students, schoolchildren, and even adults would take their smartphones and download some app that meets their needs for a perfect shape. This is the reality of the 21st century, where a recently improved device for transmitting and receiving sound from a distance replaces the personal trainer standing over you.

The aim of the study is to find out the effectiveness of using mobile apps and gadgets for health and fitness.

Analysis of the best fitness apps according to the popular Google Play portal and a selection of distinguishing features from their reviews. Analysis of the world-famous "smart watch" reviews on the website "Irecommend.ru".

The study has shown that the most common problem of using mobile apps is an annoying abundance of advertising; in some cases, the lack of an individual approach (for example, some app designed for calculating the amount of water consumed does not allow changing the volume of the glass, does not take into account the liquid in soups, various products, etc.). There are also problems with collecting all the accumulated information in the event of a smartphone breakdown. On the other hand, they have such excellent characteristics as: convenience, ease of use, free-of-charge basis, the presence of reminders and motivational messages. Moreover, such a mobile trainer is always with you; it is also possible to break the workout throughout the day and observe the statistics. As for smart watches, they are made of hypoallergenic material. In addition to their main function of counting steps, running, jumping and doing squats, they monitor the quantity and quality of sleep; they are also provided with an alarm clock (that does not always work). The watch is synchronized with the smartphone; there are competitive elements that increase productivity; it's even possible to take a shower with it. But at the same time, the manufacturer does not recommend to dive with it to a depth of more than 1 m.

Mobile apps and gadgets have a number of indisputable advantages, such as accessibility, reminders, the ability to engage with them throughout the day. However, what mobile apps cannot do is to individualize the characteristics for each user. As for gadgets, they have a number of disadvantages, such as physical limitations in their use and incomplete performance of the prescribed functions. Mobile apps and gadgets are equally good for people who are not yet ready to hire a professional trainer, as well as for those who already use the services of a trainer and consider them to be a great addition.