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PERCEIVED EFFECTS OF BIOHACKING AND MINDFULNESS

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Relevance. The growing focus on performance optimisation allowed biohacking strategies and mindfulness practice to make their way to the Fortune 500 companies, Tech Giants as well as small ambitious start-ups. Despite the undeniably promising potential, those fields are still relatively unexplored. The value of the wellness industry, of which biohacking is the primary trend, is undeniably growing, already reaching 3.7 trillion US dollars. For any individual, for the purpose of this thesis, that wants to be successful not only now, but in the future, the adaptation to change and ability to improve performance in the increasingly competitive world will be crucial. The topic of this thesis is directly connected to the challenges our society faces and therefore, can be considered as highly relevant for the academic and business sphere. The thesis provides structured information mapping with the fields. It assesses the current trends worldwide and summarises the current state of research on the benefits of biohacking and mindfulness practices.

Aim: the main objective of this thesis is to build a solid theoretical ground around the topic of biohacking and mindfulness through the assessment of related findings from various academic sources and scientific researches. Furthermore, describe the role biohacking and mindfulness play in the people's lives, further understanding the impact on their performance. An additional aim is to list a set of recommendations that should serve as a base for performance maximisation.

Materials and methods. A special study consisting of the semi-structured interviews and 17 open-end questions were taken as a base. Such interviews are lengthy and detailed. Therefore the sample of the interviewed is relatively small. Close examination of experiences and opinions of ten men has been conducted. The people were expected to have certain experiences in common, however, the sample was diverse enough in order to avoid a utterly homogenous sample.

Results and discussion. People of male sex were questioned, representing different industries and ranging from 27 – 33 years of age. At the age of 27 – 34%, 29 – 31%, 31 – 25%, 33 – 10%. During the analysis the perceived importance of various lifestyle choices has constantly been evolving over the past years. Many high-profile individuals in the leadership positions shift towards healthier lifestyles, including mindfulness practice, yoga, sports and general self-care and identify main trends in the biohacking field.

Conclusions. Based on the results of the survey and the study of information from various sources, we concluded that the people showed an incredible amount of self-reflection throughout the interviews. With a lack of consistency, connected to the strong ability of self-management, all the efforts which are beneficial on their own, don't contribute to the sustainable solution in the long-run. The recommendations which were provided based on the interviews can be divided into four main categories. The key areas of focus are nutrition, physical activeness, high- quality sleep and mental well-being. There are more contributing factors, however, these are fully controlled by the individuals. To conclude, this thesis served its purpose because it explored the incredibly complex field of biohacking, mindfulness and performance management and is first of its kind covering those topics.