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THE IMPACT AND ROLE OF DIGITALIZATION IN THE FIELD OF PHYSICAL EDUCATION AND SPORTS

Current trends in sports and physical culture emphasize the use of fitness bracelets, trackers, applications, and platforms for monitoring training, increasing engagement, and ensuring regular participation.

Social media plays a crucial role in promoting sports achievements, promoting experience exchange, and support among participants. This study explores the potential of using advanced devices, platforms, and applications for self-monitoring during workouts, along with successful examples of their implementation in educational institutions.

Methodological approaches, methods, and strategies for incorporating digital technologies into the educational process are essential for integrating socially oriented values into physical education and it is important for holistic system that will ensure and contribute to the comprehensive development of. The key components include educational-methodological, organizational, socio-psychological, informational-communicative, and pedagogical aspects. The integration of such approaches fosters responsible attitudes toward health, promotes social activity, and cultivates a lifelong commitment to sports and wellness.

Social media, particularly the #gymnastalliance hashtag, has sparked discussions on safety in sports. Research suggests that digital technologies contribute to community building, experience sharing, and mutual support, facilitating awareness and change initiatives [1, 2].

Studies conducted among university students in the U.S. indicate that participation in online fitness communities enhances motivation for physical activity. Students who share their achievements, exchange training tips, and receive support from like-minded people are more likely to maintain regular exercise routines. Similar trends are observed in New Zealand's educational sector, where social media and blogging serve as effective tools for teacher-student interaction, resource sharing, and discussions. These communities provide targeted support, enhancing motivation, engagement, and physical activity participation [3, 4].

Such a development, communication, and integration of digital elements into the educational process create an interactive and progressive learning environment.

Concrete technologies – fitness trackers, fitness devices, and applications enhances motivation by encouraging users to monitor their progress systematically. These technologies facilitate the recording of well-being, hydration, movement regime, physiological parameters, energy consumption, and biological rhythms. Additionally, reminder functions promote consistency and cultivate habits of self-care, increasing knowledge about physical activity. Many applications also offer synchronization with social media, allowing users to share their progress instantly [3 - 11].

Distance study integrates technologies that provide students with essential study materials and facilitate interactive communication between students and instructors [1].

Distance learning and digital communication processes plays a critical role in shaping the educational environment. One of the problems of student youth is lack of confidence in live communication, especially within an academic group or in interaction with teachers. The use of chats and interactive platforms helps to overcome this barrier by creating a psychologically comfortable environment for expressing opinions, sharing experiences, and mutual support. Digital technologies not only facilitate the adaptation of students to the educational process, but also contribute to the formation of communication competencies that are important for future professional activities.

In the context of physical education, digital solutions play a key role, as learning in the psychomotor sphere is directly observable, and technology allows for the analysis of motor activity, adjustment of exercise technique, and effective feedback [9].

Challenges on social media are an effective motivational tool, forming an opinion the expediency of repeating an action or refraining from it. They help to

engage young people, create feedback communication and are a factor of influence [9].

Nowadays, modern student youth, developing along with information technology, needs in the training: entertainment, a sense of freedom from social stereotypes of behavior, the ability to impress others, self-affirmation, an attempt to get thrills, a sense of involvement in a common cause, emotional charging, and making new friends [12].

An analysis of recent research and publications shows that digital competence is already a mandatory requirement for the modernity, which implies the confident, critical and responsible use of digital technologies for study, work and participation in public life. It includes information literacy, communication and collaboration, media literacy, and content creation.

The addition of digital technologies is not always the answer to complex pedagogical issues and problems. Digital technologies alone do not necessarily accelerate student learning. Different technologies need to be intelligently and meaningfully integrated into physical education practice to support learning. Developing digital literacy, monitoring and evaluating the impact of social media on the learning process should ensure that its benefits outweigh its drawbacks, be a prerequisite and include an audit process [9].

Prospects for further research may include assessing the effectiveness of fitness technologies in promoting physical activity among young people, their impact on psychological well-being and information overload, and the integration of these technologies into physical education programs. It is also important to study the accessibility and cost of such technologies for different groups of young people and their long-term impact on lifestyle choices [12].

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