

# Problems of organizing motor activity and forming need for it

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**Abstract:** In the conditions of the information society, the problem of decreased motor activity is aggravating. In the relatively near future, the unresolved nature of this problem will account for people's impaired health. Therefore, the issues related to the organisation of people's motor activity and the formation of their need for it become relevant. The purpose of the article is the analysis of the pressing problems of motor activity organisation and formation of the need in it. The reliability of the findings is secured by the integrative approach based on the methods of theoretical analysis of scientific literature and the analysis of the results of fitness testing conducted with the help of fitness trackers. The results of foreign research on the given problem were taken into account. The implemented research leads to the conclusion that the formation of motor activity and the motivation for it is a complex multilevel problem. The analysis of "big data" statistics on the use of personal gadgets has made it possible to systematise the trends and regularities in the formation of motor activity and the need for it.

**Keywords:** psychological health, motor activity, need, hypodynamia, digital devices, management

## 1 Introduction

The most important element of a healthy lifestyle is motor activity. Its proper organisation has a powerful positive effect on all systems and processes in the human body. This type of activity is an integral element of lifestyle. It is not the excessive motor activity but the observance of its optimal measure that is important. This provision is especially important for people of different age groups. The organisation of motor activity helping to maintain elderly people's physical and psychological health remains relevant. Therefore, it is

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important to take into account one's physical capabilities and the individual threshold load. Energy processes taking place in the organism largely depend on the skeletal musculature which increases one's adaptive capabilities if properly developed. It has been concluded, with due substantiation, that the function contributes to the construction of an organ, while the dysfunction entails its weakening [1]. The results of modern psychological and pedagogical research show convincingly that motor activity, in addition to physical changes, entails positive and psychological changes. It has a particularly strong impact on changes in the sphere of needs and motivation, self-esteem and level of aspiration, on the formation of the need for motor activity and mitigation of frustration [2]. Some particular forms of motor activity strengthen moral principles, form personality traits and promote the assimilation of collective behaviour norms [3]. It has been proved that the target-oriented nature of motor activity enhances the adaptive and functional capabilities of the organism and one's fitness for working.

In the modern environment, hypodynamia represents a prevailing condition in the information society. Lack of motor activity and physical labour leads to "muscle depletion".

Motivation, availability of space and free time have a significant impact on the status of motor activity. This thesis was confirmed during the coronavirus pandemic ensuing forced self-isolation of people and the organisation of home quarantine. In those conditions, the organisation of motor activity became much more complicated. Lack of motor activity leads to impairment of life and general health, and reduces psychological well-being. Forced self-isolation entails stress and panic, worsening people's psychological health. The analysis of researchers' opinions shows that during the pandemic, the approaches to the organisation of motor activity, due training and motivation for it changed significantly. Digital technologies that allow users to track their current state of health have played an important role in this.

Within the framework of this publication, the **aim of the research** is to analyse the pressing problems of motor activity organisation and formation of the need for it.

## **2 Materials and methods**

The reliability of the findings is secured by the integrative approach based on the methods of theoretical analysis of scientific literature and the analysis of the results of fitness testing conducted with the help of fitness trackers. The results of foreign research on the given problem were taken into account. The survey was based on the premise that motor activity is a natural, genetically conditioned, biological need.

## **3 Results and discussion**

This problem is paid attention to by specialists and researchers working in the field of physical culture and sport, pedagogy, psychology, public administration and marketing. Man's motor activity research focuses on the dynamics of this activity, one's interests, orientation and preferences, exercise schedule and training programmes. The study of these parameters is of significant value for the development of the state policy foundations in the field of physical education and health care, for marketing activities at fitness centres, and for the development of the approaches that stimulate the need for motor activity through the use of the Internet and smart devices. In particular, it is possible to predict the need for motor activity at the territorial level. If this process is under control, it is possible to effectively organise people's healthy lifestyles through motor activity measures/events, to shape their needs in motor activity and, accordingly, to predict the dynamics of socially significant and chronic diseases in people not covered by these processes.

An urgent problem is the lack of a unified conceptual view on the organisation of motor activity for people of different age groups and the formation of their need in it. The managerial aspect of the problem, which determines the specifics of motor activity for different age groups, requires due development. In terms of the sociocultural aspect of the problem, the peculiarities of the interaction between the subject and object of motor activity based on technological requirements and recommendations for their interaction need special investigation [4, 5]. Of special importance for the organisation of motor activity is the formation of positive moral orientations to this aspect in different age groups. It should be recognised, with regard for foreign experience, that digital technologies that increase the effectiveness of motor activity management occupy an important place in the development of the due conceptual framework. The core of this framework is the popularisation of motor activity and stimulation of the need for it through the formation of positive attitudes towards it. It is possible to organise motor activity in various forms with regard for the interest in them.

At the present stage, smart digital devices used in physical education, sport and fitness (sports gadgets, fitness bands and trackers, smartwatches, etc.) are important for organising motor activity. Maintaining their work through the Internet and with the use of artificial intelligence technologies makes it possible to obtain the so-called “big data” on the motor activity of individuals engaged in physical training. The content of these data is based on personal information covering a large number of people, their lifestyles and leisure (habits, preferences, interests and motives for motor activity, etc.). For this purpose, smart digital devices have embedded activity trackers that record and fix quantified motor activity data. The use of these data can serve as a basis for updating the methodology and content of physical education and sports classes. For instance, Fitbit smartwatch collects and aggregates data on smartwatch users around the world. Given that there are 30 million users of this smartwatch, this information has not only a commercial value but also a scientific and practical value relative to the organisation of people’s motor activity and the formation of needs in it [6]. First of all, the analysis of these data makes it possible to understand the trends and patterns of changes in the behaviour and activity of holders of such digital devices, including geographical tendencies that characterise a particular nation’s specific attitudes to motor activity. For example, the data covering Fitbit smartwatch users have revealed that Swedish and German citizens who use this gadget are more conscious and motivated towards motor activity. However, it should be taken into account that many physically active people do not necessarily use fitness trackers and gadgets. Generalising the motor activity results across different countries using Fitbit gadgets has identified a number of important global trends in 2020, including the following: 1) the overall level of users’ daily physical activity decreased by 12%; 2) the number of different types of physical activity increased by 24%; 3) stair walking increased by 500%; 4) cardio exercises accounted for more than 50% of all physical activity types; 5) time spent on exercising increased; 6) the users who previously showed minimum physical activity have become even less active; 7) the factors that limit physical activity are encouraging users to seek new ways of exercising.

## **4 Conclusion**

Summarising the survey results makes it possible to conclude that the formation of motor activity and the need for it is a complex multilevel and interdisciplinary problem covering different age groups of the population with different capabilities. The solution to this moral and ethical problem which requires a responsible attitude to one’s health and fitness status requires the development and implementation of special techniques, methods and technologies forming motor activity and encouraging it. Of equal importance is the

development of approaches to managing motor activity which should be of moderate nature and duly controlled. In this case, smart digital devices and the Internet are of great help, accumulating big data with respect to motor activity in digital ecosystems. These data make it possible to understand the prevailing trends and patterns relative to the formation of motor activity and the motivation of those involved in it. The recourse to big digital data forms a sample of citizens who use digital devices and simultaneously engage in regular motor activity; they show as well that motivation for it can be much differentiated.

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