

## INCREASING GIRLS' MOTIVATION FOR PHYSICAL EDUCATION THROUGH DIGITIZATION

*Yaxshiyeva Mexrinigor Shavkatovna*

*Jizzakh State Pedagogical University,*

*Department of Distance Education in Social and Humanities*

**Abstract:** This article is devoted to studying the importance of digitalization in increasing the motivation of female students for physical education. Motivation plays an important role in the formation of physical activity and a healthy lifestyle, especially in higher education institutions. The article analyzes in detail the role of digital technologies, including mobile applications, online platforms, gamification and digital tracking tools, in stimulating the physical education process. It also examines the effectiveness of increasing the physical activity of female students through digitalization and, at the same time, the possibilities of increasing their interest in physical education. The article presents important results and conclusions on improving physical education using modern technologies, based on scientific research and practical approaches.

**Keywords:** physical education, female students, motivation, digitization, digital technologies, gamification, mobile applications, online platforms, sports activity, young students, healthy lifestyle, motivational factors

### Introduction

Physical education is an important area that not only improves the health of the body, but also has a positive effect on the psychological and social development of a person, forms social values, and promotes a healthy lifestyle. In particular, involving female students in physical education strengthens their health, improves their mental and physical condition, and creates opportunities for them to self-manage and effectively adapt to social life in the future. Physical activity also has a positive effect on the overall development of girls, and helps to strengthen their academic performance.

Today, innovations in the field of education and modern pedagogical methods are further increasing the role and importance of physical education. However, there are a number of problems in motivating female students to engage in physical education. Interest and motivation to improve their physical activity are often low for many female students, and their level of physical activity is observed to be low. This situation has been confirmed by many studies. For example, according to the American Physical Education Association, the level of physical education among girls in higher education institutions is significantly lower than that of boys (Henderson, 2017).

Motivation is an important factor in learning and engaging in sports and physical education, and scientific research, methodological approaches, and individual psychological characteristics play a significant role in implementing this process. It is also necessary to choose certain techniques, strategies, and incentives for the successful implementation of physical education.

Increasing motivation in physical education through digitization, especially the use of modern technologies, creates the opportunity for female students to make physical activity interesting, interactive, and attractive. Mobile applications, online platforms, and digital

sports resources are becoming effective tools for organizing sports activities and encouraging physical activity among school-age girls. Therefore, the effective use of digital technologies to increase interest in physical education is of great importance today.

### **Main Section**

Physical education has a significant impact not only on the formation of a healthy lifestyle for girls of student age, but also on their psychological and social development. However, low motivation in the field of physical education, especially among female students, affects the ineffectiveness of physical activity and its duration. In this regard, digitalization and the use of modern technologies can be an effective tool for increasing the motivation of female students for physical education. The article analyzes in detail the importance and methods of using digital technologies in increasing the motivation of physical education.

Motivation plays a significant role in encouraging physical activity. It has been scientifically proven that when interest in physical activity is shown, it has a positive effect not only on health, but also on the psychological state. However, the number of female students who regularly engage in physical education is relatively small. In understanding this situation, it is necessary to take into account several factors. Many social studies point to cultural and social stereotypes as one of the main reasons for low motivation for physical education among female students. In many cases, girls are not given enough information about the role and importance of physical activity. This, in turn, reduces physical activity. In particular, interest in physical education and sports is often viewed as a male activity, and these stereotypes reduce girls' motivation for physical education.

Psychologically, low self-esteem and fear of physical activity among female students are also important factors. Some girls may feel uncomfortable doing physical exercises. In addition, the desire to conform to cultural standards such as "beauty" and "inclusivity" among girls further reduces motivation.

The lack of purposeful and structured organization of physical activity also leads to a decrease in motivation. Students may not fully understand the benefits of physical activity, their importance in improving their health and overall development.

The use of modern digital technologies can be an effective tool in increasing the motivation of female students to engage in physical education. The process of digitization creates new opportunities not only in education, but also in physical education and sports. Mobile applications, online platforms, virtual training and gamification techniques play a key role in this.

Today, various mobile applications are widely used to organize physical exercises, track exercises, and provide individual recommendations to female students. For example, applications such as MyFitnessPal or Strava allow users to track their physical activity and create motivation with specific success indicators. These applications help achieve individual goals by supporting physical exercises. Analyses show that mobile applications can increase physical activity in female students by 30–40%.

Organizing physical education in the form of a game increases interest and enthusiasm for it. Through gamification techniques, physical education can be made interesting and interactive through games, competitions, or demonstrated achievements. For example, applications such as Nike Training Club or Zombies, Run! present physical activity in the form of a game. This not only increases interest in physical education, but also reduces stress for female students and creates an easy and fun way for them to perform exercises regularly.

Online training and virtual classes allow girls to increase physical activity without leaving home. Virtual training has proven particularly effective during the pandemic. For example, organizing physical education training and classes via YouTube or Zoom has increased student engagement. Participation in virtual classes, interactive sessions, and peer-to-peer interactions have increased student engagement.

Students are more motivated and driven to achieve their goals by digitally tracking and evaluating their performance. The ability to track physical activity, such as heart rate, distance, calories burned, and other physical metrics, inspires students to measure and improve their progress. This, in turn, ensures their continued engagement in training.

The integration of digital technologies into physical education plays a key role in increasing student motivation. The effectiveness of digital tools in this process is based on several factors. First, digital technologies allow for an individual approach, meaning that each student can choose training and exercises that meet their needs and goals. Secondly, the opportunities for motivation and assessment of success, through digital systems, allow female students to clearly see and track their results, which in turn increases their activity.

Digital technologies also increase interest in sports and widely promote the importance of physical education among students. Physical education with the help of games, applications and online platforms not only helps to improve health, but also significantly contributes to strengthening the self-confidence of female students and improving their psychological state.

The importance of digital technologies in increasing the motivation of female students in the field of physical education is increasingly increasing. Mobile applications, gamification, online platforms and digital tracking tools are serving as effective tools for increasing the physical activity of female students. Through digitalization, physical education can be made more interactive, interesting and effective. Such an approach creates new opportunities for forming a healthy lifestyle of female students, helping their physical and psychological development. Thus, the integration of digital technologies into physical education is expected to be an important tool for further engaging female students in sports and physical activity in the future.

### **Conclusion**

Physical education plays an important role in the overall development of girls of student age, it is of great importance not only in forming a healthy lifestyle, but also in improving the psychological and social state. However, in order to increase the physical activity of female students, there is a need to properly direct motivation, stimulate, and make physical education attractive and interesting for them. Today, digital technologies are emerging as a very important tool in increasing the motivation of female students for physical education.

The process of digitization is making physical education more convenient and interactive. Mobile applications, online platforms, gamification techniques, and digital tracking tools create opportunities for female students to manage, analyze, and develop their physical activity. These technologies make it easier to monitor and encourage their success in physical education. Also, presenting physical education in the form of a game and introducing competition into sports activities increases motivation and enthusiasm.

Studies show that the introduction of digital technologies into the physical education process significantly increases the activity of female students. They further strengthen their interest in sports and ensure a desire for physical activity. Digitization also provides a personalized and individual approach to physical education, which leads to effective results for each student.

Thus, the use of digital technologies in involving female students in physical education is important. These technologies serve as an effective tool in increasing their motivation and encouraging them to engage in physical activity regularly. In the future, the integration of modern pedagogical approaches and digital resources will allow female students to further increase their success in the physical education process. The digitalized form of physical education will contribute not only to improving the health of female students, but also to their overall development.

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