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DIGITAL TECHNOLOGIES AS A MEANS OF INCREASING THE EFFECTIVENESS OF STUDENTS' PHYSICAL EDUCATION

Abstract. *The article examines the pedagogical aspects of implementing digital technologies in the physical education system of higher education students. The possibilities of using modern digital tools, including mobile applications, fitness trackers, multimedia resources, and online platforms, in organizing the physical education educational process are being explored.*

Particular attention is paid to the impact of digitalization on student motivation, increasing their motor activity, and optimizing the physical education process. The approaches of domestic, Kazakhstani, and foreign researchers to the problem of digital transformation of the educational environment are analyzed.

The work employs methods of scientific and methodological literature analysis, pedagogical experience generalization, and comparative analysis of scientific sources. It has been established that the use of digital technologies contributes to increasing the effectiveness of physical education and fostering a sustainable interest in physical education classes among students.

Keywords: *physical education; digital technologies; digitalization of education; students; higher education; pedagogical technologies; motor activity; motivation; physical culture; innovative teaching methods; digital educational environment.*

Introduction. In the context of active digitalization of the higher education system, the implementation of modern technologies into the physical education process for students is acquiring particular relevance. The use of digital educational resources, mobile applications, and online platforms contributes to modernizing traditional approaches to organizing physical education classes and increasing the efficiency of the educational process.

Modern students are active users of digital technologies, which creates favorable conditions for integrating innovative teaching methods into the physical education system. The application of digital tools allows for increasing students' motivation, activating their motor activity, and forming a sustainable interest in a healthy lifestyle.

In scientific literature, issues of digitalizing education and utilizing information and communication technologies in physical education are examined in the works of domestic, Kazakhstani, and foreign researchers [7; 4]. The authors emphasize that digital technologies contribute to the individualization of learning, the development of students' independence, and the improvement of physical education quality.

Despite a significant number of studies, the problem of effectively implementing digital technologies in the physical education system of students remains relevant and requires further scientific and methodological reflection.

The relevance of the study is determined by the need to improve the physical education system for students in the context of digital transformation in higher education. Modern digital technologies allow for expanding the pedagogical capabilities of the instructor, increasing the motivation of students, and ensuring a more effective organization of the physical education educational process.

The purpose of the study is to analyze the pedagogical possibilities of digital technologies in the physical education process of higher education students.

Materials and methods

This article is of a theoretical and analytical nature and is based on the study and generalization of scientific and methodological literature on the problem of digitalizing physical education for students in higher education institutions.

The methodological basis of the study consists of systemic, competency-based, and activity-based approaches, which allow for viewing the physical education process as a holistic pedagogical system integrated with digital technologies [5]. The following methods were used in the research process:

- analysis and synthesis of scientific and pedagogical literature;
- comparative analysis of domestic and foreign research;
- systematization of scientific approaches to digitalizing education;
- content analysis of publications on the problem of implementing digital technologies in physical education [7].

Particular attention is paid to the scientific works of Kazakhstani researchers who emphasize the importance of digital transformation of the educational environment. Thus, Kerimbayev N. T. considers the digital educational environment to be an important factor in improving the quality of physical education in Kazakhstan's higher education institutions [4]. Similar conclusions are presented in the works of A. K. Nurmagambetova, where the influence of information and communication technologies on increasing students' motivation for physical education classes is noted [6].

Foreign studies also confirm the effectiveness of using digital technologies (mobile applications, online platforms, and activity monitoring systems) in student physical education, especially in terms of enhancing their independent motor activity and self-control [1].

Thus, the selected research methods allow for a comprehensive consideration of the problem of digitalizing students' physical education at a theoretical level and the determination of its pedagogical potential.

Analysis and discussion

The analysis of scientific and pedagogical literature shows that the digitalization of students' physical education is one of the most promising directions for modernizing the higher education system. Modern research emphasizes that the implementation of digital technologies contributes to increasing student motivation, developing independent motor activity, and improving the quality of the educational process.

The use of digital technologies in physical education allows for a transition from a traditional learning model to a more flexible and individualized system. In particular, mobile applications and online platforms provide the opportunity for constant monitoring of students' physical activity, which contributes to the formation of self-control and self-regulation skills [7].

Foreign studies confirm that digital tools (fitness trackers, mobile health apps, online training systems) significantly increase students' engagement in physical activity and contribute to the formation of sustainable behavioral habits related to a healthy lifestyle [1].

In the scientific works of Kazakhstani researchers, the importance of digital transformation in physical education is also noted. Thus, Kerimbayev N. T. emphasizes that the digital educational environment in higher education institutions in Kazakhstan and Uzbekistan contributes to the development of students' independence and increases the efficiency of organizing the physical education educational process [4]. Nurmagambetova A. K. indicates that the application of information and communication technologies allows for an increase in student motivation and creates conditions for more active participation in physical education classes [6].

Researcher from Uzbekistan G.B. Yomgirov notes that the goal of the study was to identify the possibilities of using modern digital technologies in physical education for students within the university's educational environment. The author emphasizes that in the first stage of the study, a

theoretical analysis was conducted on scientific publications dedicated to various aspects of applying digital technologies in the physical education system of higher education students [3].

A comparative analysis of domestic and foreign approaches shows that the key factor in the effectiveness of digital technologies is their integration into the pedagogical process, rather than the simple use of technical means. The greatest pedagogical effect is achieved by combining digital tools with traditional teaching methods, including practical classes, game forms, and competition elements [9].

The development of digital competence in physical education teachers is of particular importance. Without a sufficient level of digital technology mastery by educators, the effectiveness of their implementation significantly decreases. This is confirmed by research, according to which the success of digitalizing the educational process directly depends on the professional readiness of the teaching staff [2].

Thus, the analysis of scientific literature allows for the conclusion that digital technologies in the physical education system of students possess high pedagogical potential. They contribute to:

- increasing students' motivation to engage in physical education;
- development of independent motor activity;
- individualization of the educational process;
- improving the quality of students' physical training.

However, it should be noted that the effectiveness of digital technologies depends on their methodological application and integration into the overall physical education system.

Conclusion

The conducted theoretical analysis showed that the digitalization of students' physical education is one of the key directions in modernizing the higher education system and contributes to improving the quality of the educational process.

Generalization of scientific research from domestic, Kazakhstani, of Uzbek and foreign authors indicates that the use of digital technologies (mobile applications, online platforms, physical activity monitoring systems) has a positive impact on students' motivation, their motor activity, and the formation of sustainable healthy lifestyle skills.

The position of Kazakhstani and Uzbek researchers is of particular importance, according to which the digital educational environment contributes to the individualization of learning and improves the effectiveness of physical education for students in higher education institutions in Kazakhstan and Uzbekistan.

Thus, it has been established that digital technologies possess high pedagogical potential and should be considered an important component of the modern physical education system. The greatest effectiveness is achieved when they are integrated with traditional teaching methods and when there is a sufficient level of digital competence among teachers.

The practical significance of the research lies in the possibility of using the obtained results to improve the methodology of physical education teaching in higher educational institutions.

The prospects for further research are linked to the development of comprehensive digital pedagogical models and platforms for monitoring students' physical activity.

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