ACTIVE DIGITAL LIFE

The World Health Organization recommends that adults engage in at least 150 minutes of moderate-intensity aerobic physical activity or at least 75 minutes of high-intensity aerobic physical activity or a combination of both per week, according to research from the World Health Organization, which recommends that adults engage in at least 150 minutes of moderate-intensity aerobic physical activity or at least 75 minutes of high-intensity aerobic physical activity or a combination of both per week. In addition, muscle-strengthening activities involving large muscle groups should be done at least two days a week. According to a WHO study, at least 1 out of every 4 adults in the world does not have an adequate level of physical activity. And 81% of young people between the ages of 11-17 do not engage in sufficient physical activity. Some statistical studies conducted by different research centers are as follows:

1. Research in Europe in 2016 found that only 24.1% of adolescents aged 11-15 met the recommended guidelines for physical activity.
2. A 2018 study in China found that only 14.9% of adolescents aged 13-18 met recommended guidelines for physical activity.
3. According to the Centers for Disease Control and Prevention (CDC) in the United States, only about 23% of American adults met the guidelines for both aerobic and muscle-strengthening activities in 2020.
4. A 2017 study in the UK found that 34% of adults do not meet government guidelines for physical activity.

These rates are 31.2% in countries in the Southern Mediterranean Region, according to a report published in 2014 in the BMC Journal of Public Health. The statistics for the countries in the region are as follows:

1. A 2018 study in Tunisia found that only 30.7% of adults meet recommended levels of physical activity.
2. A 2018 study in Algeria found that only 22.5% of adults meet recommended levels of physical activity.
3. A 2016 study in Egypt found that only 28% of adults meet recommended levels of physical activity.
4. A 2015 study in Morocco found that only 18% of adults meet recommended levels of physical activity.

With the advanced development of technology in the modern world, it has been observed that physical activity in human life has decreased at similar rates. Performing many actions through technology without physical movement, physical activity, mobility, exercise, which is the key to a healthy life, is gradually diminishing in people's lives. The incidence of problems such as poor posture, obesity and sedentary lifestyle due to sitting in front of the screen in places such as work life, school desks, etc. has also increased. According to the report published by the World Health Organization in 2020, the increasing use of technology causes a decrease in physical mobility at the global level, especially in children and adolescents. Other statistical information on technology and physical mobility is as follows;

1. According to a 2015 study published in the Journal of Physical Activity and Health, there is a negative association between screen time (time spent watching TV or using a computer) and physical activity levels in both children and adults.
2. A 2019 study published in the Journal of Sport and Health Science found that sedentary behavior (such as sitting for long periods) is associated with worse health outcomes, including increased risk of obesity, diabetes and cardiovascular disease.
3. A 2018 survey by the American Heart Association found that 63% of adults in the United States sit in front of screens for more than two hours a day.

In addition, technology has positive effects on sport, physical activity and healthy living. Technology can be used as a tool for healthy lifestyle and physical activity. With developing technology and infrastructure, individuals can access information on health and exercise more easily. People with physical disabilities or mobility limitations can have easier access to sports and physical activity. In

addition, closed groups provide motivation and social support to encourage individuals to exercise. Individuals can improve themselves in a virtual environment where they feel safer. Physical mobility can be increased by using technology as a tool with applications such as specific applications that track physical development progress, motivational videos. Thus, the problem of inactivity that comes with technology can be solved by using technology again. The aim of this project is to encourage this in a virtual environment and to get the highest efficiency by using technology as a tool instead of seeing it as an enemy.

There are multiple reasons for the use of technology as a tool for access to sport and physical activity. The first of these is that access to the sports environment is at different levels in each country. This situation may vary even in different regions within the same country. One of the reasons for this difference is the increase in access according to the level of economic income. Income level is directly proportional to the rate of access to physical activity. The other reason is the geographical situation of the region. Those living in urban areas can access various opportunities such as open sports fields and walking paths more quickly than those living in rural areas. Physical activity also varies according to gender and age. In terms of gender distribution, it has been observed that men have access to more activity opportunities more quickly and more than women. In the Southern Mediterranean countries, the specific region of our project, this picture is presented in a study published in the International Journal of Environmental Research and Public Health. Countries such as Tunisia and Morocco have relatively high levels of access to sports facilities, while countries such as Egypt and Algeria have lower levels of access. One of the factors limiting access in countries in this region is cultural norms. In some countries, women's use of sports centers is not socially supported and can be a barrier.

The statistics given above have decreased with the impact of the Covid-19 pandemic. With the curfews and withdrawal of people from the social sphere, the period of inactivity has increased. In this period, virtual exercises were initiated in local municipalities, gyms, etc. in order to encourage people to physical activity and to spread healthy living and common sports. In Istanbul, the largest metropolitan city in Turkey, the municipality moved morning exercises to the online platform. It introduced moderate or mild live sports at home in accordance with health conditions. Thus, a sense of solidarity and unity was developed through sports on difficult days. With the effect of sports on psychology, both mental and physical health were protected. Virtual exercise applications, which gained momentum with Covid-19, continue today in parallel with the transition to digital life. Virtual exercise programs have many benefits.

1. Convenience and time saving. Virtual exercise classes and fitness apps can be accessed anytime, anywhere, eliminating the need for a gym membership or travel time for a physics class.
2. Virtual exercises can be modified for people with different fitness levels, disabilities or injuries, making them accessible to a wider range of people.
3. Virtual exercises can be a cost-effective alternative to face-to-face classes or in-person training sessions, allowing individuals to save money while receiving high-quality training.
4. Many virtual exercise platforms provide social support and motivation to individuals by offering community features such as online groups, challenges or virtual exercise partners.
5. Virtual workouts can be personalized according to a person's fitness level, preferences and goals, allowing for a customized exercise experience.
6. Some virtual exercises help individuals to exercise safely and effectively by providing feedback on technique, form and progress.
7. It prevents gender inequalities. Provides a sporting experience for all.

There are various methods for sports in the virtual environment. By using these methods, digital activism is tried to be provided in accordance with the digital age. The negative picture mentioned above is tried to be turned into a positive one in this way. It is aimed to increase people's activity with exercise that is accessible to you without being tied to a specific place. These methods are as follows:

1. Live streaming classes: With live streaming, individuals can participate in real-time exercise classes with an instructor leading the workout. These classes are usually accessed through a fitness platform or website and can include various types of exercise such as yoga, Pilates, strength training and cardio.
2. On-demand classes: On-demand classes are pre-recorded workouts that can be accessed and completed at any time. These classes are usually accessible through a fitness app or website and can include a variety of exercises and fitness levels.
3. Fitness apps: Fitness apps offer a variety of virtual exercise methods, including guided workouts, personalized workout plans and progress tracking. Many fitness apps also offer live or on-demand classes.
4. Virtual reality: Virtual reality technology allows users to participate in immersive and interactive exercise experiences such as cycling, running or fitness games.
5. Video conferencing: Video conferencing tools can be used for virtual training sessions with a personal trainer or a group of training partners. This method can provide more personalized attention and feedback compared to pre-recorded workouts.
6. Mobile applications: With these applications, daily reminders and body mass index tracking are provided to individuals for self-control and follow-up.

With this project, we aim to support individuals in physical activity based on the current statistics in the selected Southern Mediterranean countries. Especially the use of digital media is very important in terms of following innovations. It is important for our project to change the perception of sports that is dependent on a certain area and to raise awareness on this issue. It is aimed to activate the self-mobility of the individual without physical mobility. In our project, we want sports and healthy life to exist for everyone. In particular, we will eliminate the gender inequality that emerges regionally with this virtual environment and ensure equality in sports. In addition to gender inequality, we will create content for disadvantaged individuals with exercises for the physically disabled, which is another obstacle, and publish it on the website and eliminate physical barriers with virtual exercises. With the trainings to be provided within the project, the level of awareness will be raised and the first step of lifelong physical activity will be taken. In addition to this awareness, we will increase motivation with virtual exercises to be done jointly within the project and we will cause people to do a common sport despite being in different geographies. The exercise content that we will upload to the website, which is the most important output of our project, will enable everyone who has access to the site to exercise with exercise videos at home, at work, at school or anywhere with playback videos. We will help people overcome their own obstacles with customized content. For example, we will create customized content for people with disabilities, desk workers, the elderly, etc. according to their needs. In addition, with the mobile application to be developed, we will enable people to make their own health and body measurements and have a healthy day with daily activity tasks and apply this for life.