

## **Abstract**

These master's thesis "Use of mobile technologies for personal goals achievement" deals with a comprehensive, multifaceted view of mobile applications designed to support physical activity in the general population. The four main chapters are devoted to physical activity in relation to mental health, a detailed introduction to the Transtheoretical model of behavior change, the development of digital technologies and the issue of implementing theoretical concepts in mobile applications.

The empirical part presents qualitative research, which deals with the intentions of the authors of selected mobile applications and analysis of the presence of psychological concepts of behavior change in these applications. The research goal was only partially achieved because it was not possible to get answers to the submitted questions from the addressed respondents. The analysis of mobile applications themselves using behavior change techniques shows the application of some processes of change.

## **Keywords**

Behavior change, motivation, processes of change, mobile applications, digital technologies.