

Abstract

The diploma thesis focuses on the topic of motivation for physical activity. Possibilities of increasing motivation by creating optimal conditions for fulfillment of three basic psychological needs, in combination with optimal goal setting process using smartphone apps are discussed. The theoretical part of the thesis is dedicated to the theory of self-determination and its` contribution in context of motivation for physical activity. The thesis also focuses on gamified environment used in the smartphone apps. Gamification elements are suitable for use in goal-setting context, as well as in a pursuit of fulfillment of three basic psychological needs.

The research focuses on the use of smartphone apps for goal-setting purposes and influence of the set goals on increasing the average daily number of steps. In the sample of 100 participants, a statistically significant effect of goal on the average number of steps performance was observed during a 28-day period of the study. An influence of different goal difficulty on performance was also questioned, without significant effect on performance to have been found.