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THE GAMIFICATION OF EVERYDAY LIFE: TURNING SELF-CARE INTO A PERFORMANCE

Геймификация повседневной жизни: превращаем заботу о себе в представление

Modern digital innovations have substantially altered how individuals engage with personal management. Many health and fitness apps use ideas from games, like earning points, keeping up streaks, and winning badges, to encourage users and help them build habits.

Research indicates that gamification elements in mental wellness applications can shift user focus toward digital metrics and away from substantive well-being.The anxiety of breaking a streak can turn a tool for relaxation into a source of stress.

Gamification is the application of game mechanics in non – game contexts to increase engagement [1]. It’s goal is to make routine tasks as exciting as the game. The analysis highlights three key motivational mechanics: 1) Badges trigger the brain's reward system by proving progress. 2) Streaks leverage a «fear of loss» to maintain engagement. 3) Social Comparison on leaderboards creates external pressure by making progress public [2].

The research methodology integrated both qualitative and quantitative analysis.

The first method is a qualitative analysis of the interface design.

We conducted a comparative analysis of three popular apps (Fitbit, Waterllama, Strava) that are prime examples of gamification in various fields of self-help. Drawing from our direct user surveys, the analysis of the interface design reveals a powerful psychological impact. We have carefully recorded how apps visualize success with bright colors and celebratory animations, and failure with alarming red or dull grey, broken chains, and reproachful messages.

The visual design strongly influences emotions. «Failure» triggers anxiety and a sense of personal setback, while «success» feels performative. This leads users to focus on avoiding bad visuals rather than on genuine well-being.

The second method was a direct study of the apps' psychological impact through an user survey.

The survey showed that breaking a streak or missing a goal frequently causes negative emotions like anxiety and guilt. This highlights a core contradiction: instead of aiding self-care, the app's focus on metrics can make users feel it is in control, undermining their genuine well-being.

This combination of design analysis and user surveys provides a complete picture, revealing coercive interface mechanisms and their real impact on people. The key findings emerge directly from this integrated approach.

To summarize,research conclusively demonstrates that gamification transforms self-care from an internal process into a stressful, external performance. Users begin to work for the application's validation rather than their own well-being. This phenomenon reflects large – scale changes in society, where the basic aspects of human life, such as health and recreation, are turning into measurable achievements that require public confirmation. True well-being in the digital age may therefore depend not on total optimization, but on the ability to disengage – to reclaim the right to be occasionally unoptimized and listen to oneself beyond the metrics.

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SMART HOMES: MANAGING EFFICIENCY AND DIGITAL RISK IN THE MODERN ERA

Умные дома: управление эффективностью и цифровыми рисками в современную эпоху

The main goal of this work is to highlight the key problems in smart homes and how to make smart homes highly secure while keeping them easy and efficient to use.

A smart home is a home or working environment, which includes the technology to allow the devices and systems to be controlled automatically [1]. The contemporary smart home represents a significant evolution in how we interact with our living spaces, marking a pivotal moment in the digital transformation of domestic life. By connecting different smart devices and systems together, smart homes offer a new level of control and ease for homeowners. However, going fully digital also brings serious challenges.

The foundation of any smart home is built upon either wireless or hardwired systems, each presenting a distinct set of trade-offs. Wireless systems are celebrated for their ease of installation and relatively accessible entry cost, making them a popular choice for smaller residences or rental properties. However, they work well only with a strong and