
The Apple Watch is taking fitness to a new level.

A society relying on motivation from a screen during the pandemic.

By Annabella Forziati

With the fitness industry becoming more popular, people have recently discussed the latest technology trend, the Apple Watch. People of all ages have been raving about the miniature iPhone you have on your wrist while doing daily activities.

People are starting to love wearing their phones rather than carrying them everywhere. This latest trend lets you see notifications like text messages and calls on your wrist. Apple believes people should not overthink their workouts or worry they need to do more, so It found a way to do so.

The Apple Watch was released in 2014, but people were excited about it when the pandemic struck in 2020. It was most intriguing for people because they wanted to track their workouts. The quarantine fifteen instilled fear into the world, causing people to focus on their health more. Trapped in our homes with nothing to do, people turned to exercise as an outlet. The Apple Watch made this process more thrilling and motivating by showing how many calories you burned or how long you had been working out.

All smartwatches became more admirable products with boredom during the lockdown. USA Today stated that “Apple holds 55% market share in the smartwatch category followed by Samsung with about 14%.” Apple was dominating the smartwatch industry due to health and fitness monitoring.

Everything went virtual in a few short weeks, such as working or studying remotely. The lockdown caused people to get bored and inspired to try something new for themselves. One of my friends from high school, Erin, got an Apple watch as her graduation present. She said, “It was a good way for me to feel good about working out.” Erin was training to play field hockey in college, and with the gyms closed, she felt anxious. After Erin got the watch, she felt more

confident with the watch tracking her workouts. She also stated, “I was not motivated to workout, but I had to be in shape when I moved into school for preseason. Once my parents got me this watch, it made it easier for me to tell how much work I was putting in.”

People of all ages decided to try the Apple Watch and see its benefits. It was worth trying, from athletes training for their season to adults finally having a break from their jobs. The Apple Watch stands for inclusion and diversity because everyone can find a purpose in this product. On the watch, you have the option to share your workouts with your friends and family. You can see how much each other is working out, which can motivate individuals to push themselves.

Each age group used the watch for the same purpose during the pandemic. Interpret LLC posted a chart that shows how each generation used the fitness tracker during COVID-19. During the pandemic, Gen Z was 25%, 34% of millennials, 28% of Gen Z, and 20% of baby boomers cared about their fitness. My Mother's best friend, Stephanie, has always loved fitness, and she decided to give the Apple watch a chance during the pandemic. Stephanie said, “Since I did not have to go to work and had two kids at home, I needed time for myself. I got back into working out and started hearing about how the Apple Watch keeps you motivated, so I decided to try it. I got obsessed, and all I wanted to do was finish my rings every day.” Stephanie is a Gen X and agreed that the watch kept her motivated.

Closing your rings became a famous phrase during the pandemic. As Stephanie said, people worldwide aimed to finish all their rings every day. What is closing your rings? You may ask. The Apple Watch has three rings for tracking fitness: move, exercise, and stand. The goal is to complete each of these rings every day. You can set your goal for how many minutes of activity you do, how many hours in the day you are standing, and how many calories you want to burn. The numbers set can differ for everyone, but it depends on how much you want to push yourself.

The Apple watch has changed people's lives and allowed them to stay consistent during the pandemic. Erin stated, “Once my friends started getting the watches too, we shared our activity, which also kept me motivated aside from field hockey.” Also, Stephanie said, “I am not sure if I would have stayed consistent with working out if I did not have this watch.” No matter where you come from or who you are, the Apple Watch is a product that will keep you on track with your fitness goals.

Sources

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Health-conscious consumers are buying more fitness trackers during the pandemic.

Interpret. la. (2022, January 29). Retrieved March 25, 2022, from <https://interpret.la/health-conscious-consumers-are-buying-more-fitness-trackers-during-the-pandemic/>