MOBILE SPORT APPLICATIONS CAN MAKE OUR CYCLING MORE SOCIABLE

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New technologies like mobile sport applications allow us to use the information anywhere and anytime. More and more cyclists use a variety of sports applications, which are accessible on different web portals or mobile phones. For serious cyclists is instalment of such sport applications never under discussion, because they put "the cycling world" at the forefront of their life. Sports applications, such as »Strava«, »Endomondo«, »Garminconnect" and many others are perfect tool for analysis their drives. Some of the sport applications also enable some kind of social network during the sport activities in the sense of virtual friendship or virtual competition. The so-called "social network« sport applications allow us to socialize our cycling tours despite the fact that we are on the bike actually by yourself.

The purpose of the research was to determine how sport applications can affect our cycling tours or trainings. We want to identify how important are these applications for the users and if they analyzed and compared their cycling tours/trainings with other users. The sample consisted of 111 users of Strava cycling application (Strava club Slovenia).To find different attitude towards the sport applications we divided the respondents into two groups according to their level of sport involvement ("serious" cyclists & "incidental" cyclists). Additional we also compared the attitude towards the sport applications between different age groups (<25 years of age; 25-35 years of age; < 35 years of age).

The results show us that among the cyclists 61.1% used sport application in all their cycling tours or trainings. When we compared different age groups of cyclists and their attitude towards the sport applications, we discovered that cyclists in older age groups used the sport applications more often. It was also interesting that "incidental" cyclist more frequently used the applications for motivation or comparison with other users. While "serious" cyclists focused significantly more attention to the analysis of their own tours.

Based on the results of the research "serious" cyclists use sport applications more because they want to improve their fitness level and on the other side "incidental" cyclists seek socializing and comparison with others.