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Perspektif

From Jogging To Ka-ching!

By

HASLINA HASSAN AND
WANI NURFAHANI MOHD. SAPUAN

Akademi Pengajian Bahasa,
UiTM Shah Alam, Seksyen 7,
40450 Shah Alam, Selangor

haslina2310@uitm.edu.my

EDITOR: DR. NURHAMIMAH ZAINAL ABIDIN



Opening my Facebook late last night, I saw a success story posted by a friend of how she dropped one dress-size. On my Twitter, I saw a stranger recommending his diet to reduce his waistline. Moving to TikTok, an influencer is promoting a healthy lifestyle to lose weight. In this body-conscious world, everyone is sharing their go-to method for losing weights, and these are all considered recreational activities to some. Nothing beats the feeling of working up a sweat after a long day stuck at your desk, squeezing your brain juices.

As the cost of living increases at the speed of light while the minimum wage increases at the pace of a snail, it leaves us no time to enjoy that post-workout sweat. So, people are looking for recreational activities with the potential of being "side hustles". Though it might be a great idea mixing business with pleasure this time around, we really need to be careful of the drug of our choice. It could be a blessing in disguise or a poisoned gift to some. There are three main ways to earn money through recreational activities.

Recently, a sponsored video on TikTok caught our attention. The video showed people earning money via mobile applications just for walking or jogging, which excited many. Although its legitimacy remains questionable, some users have come out to "debunk" the allegations made by those who have not joined the community.

1Move, a new app available on your Google Play Store or the Apple App Store, was recently launched in 2023. This might be a reason why it has not amassed a huge following, considering it is still a baby in the field of giants. Due to the fact that the "About Me" or history tab on the website is non-existent, it is not a mystery that people are questioning the modus operandi. With the promise of users profiting via the app by collecting Resource Token (RT), it is not all sunshine and rainbows. More details about purchasing the shoes or even the marketplace require inquisitive mass to join as a member of the community.

The app requires new users to purchase shoes, and the more shoes you purchase, the higher your level, though the shoes cost a fortune. The profit, or gain according to the website, is paid using the token, and its value depends on the token's value on the market. If you are thinking of gaining more tokens, it depends on your walking speed, walking time and shoe level.

"All this reminds of the days of BitCoin, where you have to "mine" to get your BitCoin, but instead of "mining" in front of your computer, you actually have to physically walk or jog to earn." - Author

This could definitely be a good way to earn some cash instead of pointless walking or jogging. 1Move is definitely not an isolated app that pays money with movement; Runister, a running app based in the UK that was established in 2016, has the same model. Runister is a run tracking app that promises to pay users for each kilometre they complete. In fact, there are other apps as well with the same operation, such as SweatCoin, PK Rewards, FitPotato, just to name a few. With these apps popping up in the market for those who wish to earn money while doing their recreational activities, we fully believe in the potential of marketing and profiting from everyone's movement. From the world of walking and running, we move to the up and coming trend of jump rope. Newly popularised on social media platforms, this conventionally targeted-for-kids activity has garnered a lot of attention from the young adults as well. One community particularly caught our attention. With the #BuildFitHabits as the community's insignia, this community encourages the art and practice of jump rope as its main mode of exercise. One might ask, so how can you gain from "jump roping"?

Well, the true goal behind the community lies in promoting the supplement that they are taking that will help in weight loss. It is also claimed that their supplements are not available on the mainstream online shopping apps such as Lazada, Shopee, or TikTok Shop. So, these independent distributors will then gather more members in joining their group of their own hashtags (#) that has now gathered their followers worldwide. So, not only will you be more determined in keeping yourself fit for the business, this could also be potentially good side income.

Recently, e-sports have become an 'in' thing, especially among youths. The 'real' exercise takes place virtually although we wrack our muscles and wrack our heads in front of the screen. Despite the fact that it is not entirely physical, there are practices, strategies and tactics that we have to exercise in preparing ourselves for the live-streamed games.

Moreover, opponents are no longer machines like the good old days; they are now 'real people'. We can chat and get to know them during and after the game. There are even cases where people meet their life partners while playing the games! This development somehow builds natural competitiveness among people because we know that we are in a real battle, and it is really satisfying if we can win over someone or some groups. All of this seems worthy for the fact that we could earn points or profits over winning the competitions or bets. In e-sports, the players usually sit and play for long hours. They have to focus all their energy so that they can move to the next level or complete the task accordingly.

However, is this healthy for one's mind, body and soul? The question can never be easily rubbed off given the nature of the games. It is lucrative and revolves around something that people love to do - playing games. E-sports can cause physical, psychological and mental issues, including blurry vision, back pain, depression, anxiety, social phobia and gaming addiction. The list can be longer depending on individuals and situations. Even with the known side effects, this online gaming activity still becomes people's top choice, not only as their hobby but also as a career for some.

In conclusion, recreational activities are no longer exclusively for healthy living these days, as the world is changing, and money has become top priority on a day-to-day basis. We can see all around us that almost everything in this world today is engineered towards money making. Hence, it is well understood if we get all excited about investing our time and energy in the recreational activities of our choice, especially when the activities are rewarding. It always brings us happiness when we can enjoy both sides of the world in whatever we do. However, we cannot disregard the disadvantages that these activities could bring, especially when we do not practice them in moderation. Therefore, the operation of these recreational activities should be monitored and supervised regularly, not only by us but also by the respective authorities, including parents since youths are also at stake. Most importantly, let's make recreational activities fun and healthy once again!