

**XXI CENTURY BEGINNINGS IN PHYSICAL EDUCATION PEDAGOGY'S VISUAL  
TURN: THE CASE OF THE PINTEREST PLATFORM**

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**Abstract**

This article thoroughly examines the visual turn in physical education pedagogy at the beginning of the 21st century, using the Pinterest platform as a primary example. With the rapid advancement of digital technologies, visual culture has begun to play a central role in physical education teaching. The study analyzes the pedagogical impact of visual content (images, infographics, pins, videos) related to physical education and fitness on Pinterest. Following the IMRAD structure, the introduction provides an in-depth exploration of theoretical foundations (definition of the visual turn, its history, place in Uzbek pedagogy, key theorists, semiotic and cognitive aspects), the methods section details empirical approaches (content analysis, surveys, and interviews), the results section presents data (quantitative and qualitative findings), and the discussion section offers conclusions (theoretical and practical recommendations). The findings demonstrate that Pinterest visual materials increase students' motivation by 20–35%, enhance physical activity levels, and improve overall teaching effectiveness. The article is recommended for physical education teachers, master's students, and pedagogy specialists in Uzbekistan.

**Keywords**

(in alphabetical order): Fitness, Motivation, Pedagogics, Physical Activity, Physical Education, Pinterest, Raqamli Ta'lim (Digital Education), Visual Culture, Visual Pedagogy, Visual Turn

**Introduction**

At the beginning of the 21st century, physical education pedagogy has undergone significant transformations, with visual culture and digital technologies emerging as central drivers of change. The term «visual turn» (also known as «pictorial turn») first appeared in cultural studies in the 1990s and subsequently extended to education. This shift signifies a transition from text-based instruction to one dominated by visual images, infographics, and interactive content, where visuals cease to be mere supplementary elements and become primary vehicles for knowledge dissemination. In Uzbek scholarly literature, this process is examined within the context of scientific research in physical education and sports activities. For instance, the textbook «Jismoniy tarbiya va sport faoliyatini ilmiy tadqiq qilish» (Scientific Research in Physical Education and Sports Activities, BuxDU.uniwork) emphasizes the role of visual methods in identifying problems in physical culture, selecting research topics, and planning scientific investigations. Visual elements are described as crucial tools for planning physical education instruction and conducting empirical studies, as images concretize abstract concepts and facilitate student comprehension.

The significance of the visual turn in Uzbek pedagogy is highlighted in the work «Mamlakatimizda jismoniy tarbiya va ommaviy sportni rivojlantirishning ilmiy-uslubiy asoslari» (Scientific-Methodological Foundations for Developing Physical Education and Mass Sports in Our Country, Scienceweb). Here, physical education and sports are positioned as integral components of social life in the early 21st century, closely linked to socio-economic processes. The visual turn is presented as an effective means of promoting healthy lifestyles, since digital visual materials successfully engage the population—particularly youth—in physical activity.

For example, infographics and images illustrating exercise sequences increase students' intrinsic motivation and contribute to the broader development of sports culture in society.

The visual turn is driven by several key factors: first, the advancement of digital technologies (internet, smartphones, social networks), which enable rapid dissemination of visual content; second, the need to capture students' attention, as traditional text-based lessons may reduce motivation; third, evolving objectives in physical education—shifting from mere physical development to fostering motivation, healthy lifestyle habits, and even challenging gender stereotypes.

Theoretically, the visual turn marks a new stage in Uzbek pedagogy. In «Jismoniy tarbiya va sport pedagogikasi» (Physical Education and Sports Pedagogy, SamDU), the social importance of physical education is discussed, underscoring the necessity of integrating visual culture. Visual methods serve as motivational tools to enhance students' physical activity; for instance, images demonstrating exercise techniques reduce errors and develop self-assessment skills. Similarly, the article «Jismoniy tarbiya va sport mashg'ulotlarining pedagogik va psixologik jihatlari» (Pedagogical and Psychological Aspects of Physical Education and Sports Lessons, Sport-science.uz) outlines psychological characteristics of preparing athletes for competition, where visual materials play a key role in psychological readiness. Psychologically, the visual turn aligns with Piaget's cognitive development theory: images improve children's understanding of abstract concepts during the concrete operational stage.

The historical roots of the visual turn in Uzbek pedagogy trace back to the late 20th century. In «Pedagogik deontologiya va kompetenlik» (Pedagogical Deontology and Competence, Milliy tarbiya), the role of visual elements in shaping a well-rounded generation meeting 21st-century demands is debated. Visual turn is considered essential for enhancing the professional competence of physical education teachers, as educators learn to make lessons interactive through visuals. In «Yangi O'zbekiston taraqqiyotida pedagogika, maktabgacha va boshlang'ich ta'limning rivojlanish tendensiyalari» (Trends in the Development of Pedagogy, Preschool, and Primary Education in New Uzbekistan's Progress, UrSPI), the introduction of pedagogical technologies in teaching-learning processes strengthens the visual turn, as digital visual tools make education interactive and foster students' creative thinking. For example, the work illustrates how visual methods in preschool education integrate motor and cognitive development.

In Uzbek scientific works, the visual turn is linked to semiotic and cognitive theories. The textbook «Jismoniy tarbiya nazariyasi va metodikasi» (Theory and Methodology of Physical Education, BuxDU.uniwork) discusses physical education tools and methods, where visual elements play a primary role in teaching and upbringing. From a semiotic perspective, images are analyzed as signs: exercise images convey motivational meaning and shape students' body perceptions within cultural contexts. In «Kasbiy pedagogika» (Professional Pedagogy, TIAME), the importance of visual methods in children's anatomical and physiological development through physical education is emphasized, positioning the visual turn as a control tool for developing physical qualities. Cognitively, this connects to Vygotsky's zone of proximal development: visual materials strengthen teacher-student interaction.

In «Umumiy pedagogika» (General Pedagogy, JDPU), the foundations and tasks of pedagogy are outlined, with the visual turn enriching the educational process. Visual culture improves pedagogical control in physical education lessons; for instance, infographics visualizing exercise outcomes enhance students' self-assessment. In «Qo'qon DPI. Ilmiy xabarlar» (Kokandsu.uz), the professional competence of physical education teachers is linked to visual technologies, with platforms like Pinterest cited as examples and described as innovative tools for lesson planning.

Pinterest serves as a practical illustration of the visual turn. In the Uzbek context, «Jismoniy tarbiya va sport pedagogikasi» demonstrates the role of visual materials in shaping an athlete's personality, where Pinterest pins can help eliminate gender stereotypes. In «Kasbiy pedagogika» (Scribd), the integration of the visual turn across educational types is discussed, noting that Pinterest can be used for designing physical education lessons, as it offers thousands of ready-made visual resources.

In «Science and Innovation» (Scientists.uz), international articles illuminate the role of the visual turn in Uzbek education, analyzing pedagogical and psychological aspects of physical education and sports lessons in visual contexts. Motivational visual pins, for example, increase students' psychological resilience. In «Uchinchi renessans: ta'lim, tarbiya va pedagogika» (Third Renaissance: Education, Upbringing, and Pedagogy, Pubhtml5), the importance of visual culture in 21st-century globalization is emphasized, presenting digital tools like Pinterest as innovations that adapt education to a globalized world.

In «Pedagogika» (Avloniy.uz), the role of visual activity in preschool education is linked to physical education. The article argues that the visual turn enhances children's motor development—for instance, organizing games through images. In «2023-yil, 7-son» (Ipitvet.uz), dissertations in pedagogical sciences address the visual turn, stressing the importance of visual motivation in physical education lessons due to its influence on students' socio-psychological development.

In «Raqamli ta'lim muhitida fanlararo integratsiyani qo'llashning ta'lim samaradorligiga ta'siri» (The Impact of Interdisciplinary Integration in Digital Learning Environments on Educational Effectiveness, Sirdaryopmm.uz), the role of the visual turn in 21st-century scientific-technical information is discussed, with Pinterest used for interdisciplinary integration in physical education lessons—for example, anatomical infographics at the intersection of biology and physical education. In «Pedagogika 2016, 4-son» (Tdpu.uz), scientific foundations of visual methods in physical education standards are debated, where the visual turn renews educational standards and supports visualization of national values in Uzbekistan's education system.

Jismoniy madaniyat: tarbiya, ta'lim, mashg'ulot» (ResearchGate), visual aspects of physical culture are studied, with Pinterest as an example of the visual turn's place in education; visual pins can promote national sports (kurash, dorbozlik). In «Monografiya» (TIAME), visual characteristics of physical preparedness are described, emphasizing visual motivation for youth, as it turns physical activity into a permanent habit.

In «Umumta'lim maktablarida badmintonni jismoniy tarbiya darslarida qo'llashning metodik va ilmiy tamoyillari» (Rai-journal.uz), visual methods are used in motor development, with Pinterest infographics cited as examples that make lessons engaging. In «Jismoniy tarbiya-sihat-salomatlik» (Arm.ssuv.uz), the role of visual elements in physical education factors and forms is highlighted, positioning the visual turn as a preventive tool for health maintenance.

Critical aspects of the visual turn also deserve attention: digital divide exists in Uzbek education due to limited internet in rural areas. In «Jismoniy tarbiya va sport sohasida mutaxassislarni qayta tayyorlash» (Anjumanlar.uz), limitations of visual technologies are discussed, though platforms like Pinterest can help overcome these challenges.

**Research Objective:** To investigate the impact of the visual turn on physical education pedagogy using Pinterest as an example. **Hypothesis:** Visual content increases motivation and improves educational effectiveness. **Research Questions:** 1) What are the theoretical foundations of the visual turn? 2) How does Pinterest function as a pedagogical tool? 3) What is its empirical impact? 4) What are the limitations and opportunities in the Uzbek context?

### Methods

The study employed mixed methods: qualitative and quantitative analysis. Content analysis was conducted on Pinterest physical education-related materials. Sample: 300 pins and boards selected via queries «physical education ideas», «jismoniy tarbiya», and «fitness O‘zbekiston». Semiotic analysis (sign theory) was applied: visual elements (images, infographics, colors, composition) and their pedagogical meanings were examined. For instance, semiotic analysis evaluated motivational meanings (positive imagery) and cultural contexts (gender equality).

Quantitative component: Survey of 150 master’s students and teachers (online via Google Forms). Questions covered Pinterest usage frequency (times per week), visual content’s motivational impact (5-point scale), gender stereotype representation (percentage), and teaching effectiveness (lesson time reduction). Data processed in SPSS; Pearson correlation analysis applied, statistical significance checked at  $p < 0.05$ .

Qualitative component: 30 semi-structured interviews (teachers, experts, students), thematic analysis (using NVivo for coding). Interview questions addressed advantages/disadvantages of visual materials, Pinterest usage experience, and practical application in Uzbek schools. Ethics: Informed consent obtained, anonymity ensured. Study conducted in Uzbek schools (Qarshi, Tashkent, Bukhara); sample age 18–45, profession – teachers/master’s students.

### Results

Pinterest analysis revealed that 75% of physical education pins consist of infographics and images containing exercises and motivational quotes (e.g., «30-day challenge» infographics). Survey results: 85% of respondents reported increased motivation from Pinterest visuals, particularly 90% among younger participants. Quantitative data: average motivation score 4.3 (5-point scale), physical activity increase 25–35% (correlation  $r = 0.72$ ). Gender stereotypes appeared in 25% of cases (e.g., «fitness model» images for women), but positive motivational pins dominated (70%).

Visual Element	Impact Level	Examples	Respondent Percentage
Infographics	Motivation +35%	Fitness pyramids, exercise schedules	85%
Images	Activity +25%	Exercise sequences, body transformations	80%
Videos	Comprehension +20%	Yoga poses, kurash techniques	75%
Motivational Pins	Gender Equality +15%	Equality-promoting images	70%

Interview results: Teachers use Pinterest for lesson planning in 75% of cases; the visual turn modernizes education and boosts student interest. In Uzbekistan, pins for national sports (kurash) are scarce, but creation potential exists. Gender differences emerged: female respondents use visuals more for motivation (88%), males for technique learning (82%).

### Discussion

Results confirm theoretical foundations: the visual turn enriches physical education pedagogy, with Pinterest enabling interactive learning and aligning with psychological and



pedagogical aspects in Uzbek literature. For example, motivation growth corresponds to psychological preparation discussed in «Jismoniy tarbiya va sport mashgʻulotlarining pedagogik va psixologik jihatlari» (Sport-science.uz). Gender stereotype findings resonate with gender equality issues in «Pedagogika» (Avloniy.uz).

Limitations: Small sample (Uzbekistan-specific), internet restrictions in rural areas, limited Uzbek-language content on Pinterest. Future research should expand (e.g., national sports visualization, AI tool integration).

Practical recommendations: Implement Pinterest in Uzbek schools (especially Qarshi region) for physical education lessons; create Uzbek-language boards (e.g., «Oʻzbek kurashi mashqlari» pins); train teachers. Theoretically, visual culture is a core element of 21st-century pedagogy, reducing gender stereotypes, boosting motivation, and adapting education to globalization. This study can enrich Uzbekistan's educational policy.

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