

## **PANEL 4. MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS**

**Yaroslav Borovkov, Daniil Chernyak**

Science tutor *L. Bedritskaya*

BSEU (Minsk)

### **DOOMSCROLLING**

In today's world of social media and news sources, many internet users devote too much time and attention to news, and unfortunately, we have to admit, most of it is negative. But people still scroll through their feeds, going from news to news, and all of them are full of depressing information.

The inability to break away from the constant and uncontrolled reading of negative news is called "doomscrolling" or "dumscrolling". If you regularly spend a few minutes or even hours reading upsetting news at the expense of your work or sleep, you are most likely susceptible to doomscrolling.

The term itself appeared on Twitter in 2018 at the latest, where it was spotted by Quartz reporter Karen Ho. Ho, in turn, began posting regular tweets between 11pm and 1am reminding people that it was time to stop doomscrolling and go to bed.

The concept, however, became popular after a Los Angeles Times article in April 2020. Then, as the coronavirus pandemic raged, the audience for social media and news media grew significantly. People began to spend much more time searching for relevant information.

The title of one study at the time was "The social media panic pandemic is spreading faster than the coronavirus outbreak". And the WHO said it was fighting not only COVID-19, but also the so-called infodemia that had grown up around the disease.

Gradually, doomscrolling began to be talked about not only in relation to news about the pandemic, but also in relation to any other event that caused fear or anxiety. As a result, doomscrolling became one of the words of the year 2020. However, it has not lost its relevance today.

People turn to the news for answers to questions about how the world works, about current issues and events that affect them personally. We want to understand what is really going on. In this regard, dumscrolling can give a sense of control over the situation. Also, the desire to 'stay informed' can seem to a person to be a kind of civic duty, and ignorance of what is happening in the world can be a sign of backwardness in life. The fear of being uninformed can be likened to the fear of missing out.

It has long been known that "shock content" is very popular. So the media actively use our desire to be informed about dangers to broaden our readership. Shocking posts and videos go viral, and scary headlines attract large audiences. This can also be considered as one of the reasons for dumscrolling.

It has long been argued that the media creates a negative image of reality, and in this sense dumscrolling is not a new phenomenon. In the last century, for example, there

was the concept of the "coefficient of the evil world" – a kind of measure of the extent to which people perceive the world to be more dangerous than it actually is. At the time, researchers were interested in the phenomenon of television news programmes, which consisted mainly of crime and accident reports.

Today, the automatic algorithms of social networks add to this: the more often you see posts with disturbing news, the more you are shown. You can also be drawn in by the endless feed, a way of presenting posts that are constantly updated as you scroll through them. This is largely responsible for the automaticity of a dumskroller's actions.

It is not easy to overcome a dumscrolling addiction, but it is possible. Here are some tips on how to beat the bad news addiction.

Follow Karen Ho's advice: don't read negative news at bedtime. If you find it hard to tear yourself away from your smartphone, ask someone to remind you, or set a timer or special blocker. You might even want to limit the amount of time you spend on your device.

Tristan Harris, Google's in-house design ethicist, offers an interesting tip. He argues that if you switch your smartphone's colour palette from white to grey, the screen becomes less appealing to the eye and you'll instinctively spend less time on it. On the iPhone, you can do this by selecting a grey light filter in the settings. Android owners, on the other hand, can take advantage of the built-in digital wellbeing tools, as well as the 'night' or 'reading' modes. Of course, this won't completely eliminate dumscrolling, but it will at least give you a better night's sleep.

When you access social networks, read a newsletter or visit a news site, try not to forget why you came. Think about it regularly: did you find what you were looking for or not? This will help you avoid jumping from page to page and forgetting that you were looking for a recipe for pancakes, for example.

Knowing how to recognise clickbait – deceptive, luring headlines – will help. In order to avoid clickbait, it is better to seek information from trusted sources. In addition, it makes sense to practice mental hygiene and avoid information overload. So if bloggers or publications you follow are posting more and more shocking or disturbing content, unsubscribe from at least some of them.

Life goes beyond news summaries, live reports and eyewitness accounts. Scroll through memes or watch kitten videos, send your favourite content to a friend or partner and laugh together. There's even a page that suggests joyscrolling by scrolling through animated landscapes of Iceland. If your hands automatically reach for your phone, try doing something else: read a book, watch a film or TV series, talk to friends or family. Find something that will distract you that will allow you to stop thinking about the need to "be aware of everything".

In conclusion, dumscrolling remains a phenomenon that is only talked about in the media and on social networks: it has not yet been studied scientifically. But if you're feeling very anxious while browsing news sites, but can't stop and distract yourself, it's worth seeing a psychologist.

## REFERENCES:

1. WEBMD [Electronic resource]. – Mode of access: <https://www.webmd.com/balance/what-is-doomscrolling>. – Date of access: 11.03.2023.
2. BLUESCREEN [Electronic resource]. – Mode of access: <https://bluescreen.kz/longread/10720/doomscrolling-zavisimost-ot-nieghativnykh-novostiei>. – Date of access: 11.03.2023.

**Kristina Bril, Maria Korolenya**  
Science tutor *K. Radzkova*  
BSEU (Minsk)

## WEB-MARKETING IN THE REPUBLIC OF BELARUS

The purpose of our research is to identify the impact of web marketing on the local brand. The importance of this article lies in the fact that it addresses one of the most imperative and current topics, namely e-marketing in its strategic dimension. The Internet has become a strategic tool for different companies, and so communication technology can greatly support marketing strategies. It provides mechanisms through which companies can interact with the customer in order to learn their tastes and orientations.

Internet marketing includes activities aimed at promoting goods and services through the Internet. Its main goal is to turn website visitors into buyers and increase profits. The Internet allows to interact directly with the audience, keep in touch with customers and control the situation.

Internet marketing services are provided to site owners by special agencies and studios, the number of these agencies is constantly increasing. Effective marketing on the Internet includes a whole arsenal of tools – SEO, contextual, interactive and banner advertising, working with communities in social networks and blogs; and finally, the main point of sale is the site itself. A functional resource should have an original design, high-quality navigation, and top-level usability.

The major advantage of web marketing is its extensive sphere of influence on potential buyers.

The companies interact with network users through the following digital marketing channels:

1) Email marketing. Email marketing is a way to promote products or services through email and it is a top digital media channel.

2) SMM (Social Media Marketing). Social networks hold the attention of users daily for a significant amount of time. Such media platforms have created conditions for obtaining more detailed information about the interests of the audience. Services created and developed by the owners of social networks provide a wide range of opportunities for interaction with the audience. This attracts various companies starting from small to multinational.