

processes to make it effective became inevitable. Let us consider the most popular among young people social networks that can be introduced in the learning process: Instagram, Tik-Tok.

The Instagram platform is popular for its visual content, self-expression and sharing of ideas. In an educational context, it can be used to create visual notes, tutorial posts, competitions and interaction with fellow students. Many international and national organizations, such as Green-peace, National Geographic Environment, Ministry of Nature of the Republic of Belarus and others, have accounts on Instagram. At English classes, students can discuss posts on environmental topics to develop their communication skills, participate in environment-related Challenges, learn about innovations and share experiences with students from around the world in the field of ecology, biodiversity and sustainable development.

A relatively new discovery is Tik-Tok. This platform allows the creation of short videos and posting them for rating. This platform can be extremely useful for creative and cooperative learning, for example, students can present information in the form of a mini-lecture or study tips and post it on Tik-Tok. This piece of video can be posted and rated by Tik-Tok youth communities. Receiving the highest rate for their video posted can encourage and motivate students for further fruitful work. Plenty of short videos on different world issues including environmental are also good to use at flipped classrooms and in project-based learning.

The widespread implementation of social networking sites is bound to happen as more and more individuals find themselves being into it. Pedagogical potential of using the internet community resources is endless. Introducing it to English language learning and teaching if used correctly can particularly contribute to the dissemination of environmental information, knowledge sharing, formation of public opinion as well as environmental awareness formation. Students would be actively involved in the educational process, as it seems applicable and contemporary.

A. Vasiljeva

А.В. Васильева

БНТУ (Минск)

Научный руководитель Л.В. Соловьева

THE IMPACT OF SOCIAL MEDIA ON CUSTOMER OPINION

Влияние социальных сетей на мнение покупателя

The advent of social networks has attracted into our lives not only new opportunities for implementing ideas, but also provided other ways to influence people through, for example, spectacular advertising integrations in long videos, and it has become even easier to manage users' unconscious purchases. In this article, we will consider this phenomenon.

Aesthetics, convenience of making a purchase, algorithms of social networks – all this has become a big impetus for the consolidation of various online platforms and services in our phone. If earlier a person was afraid to order goods online due to their incompetence / lack of shopping experience and fear of losing their money or even being deceived, now almost every teenager has a similar application installed, which proves the number of products aimed at this audience.

Over the past two years, the media space has changed dramatically, and everyone now has social networks. Before the eyes of users, the screen now often shows not videos in the range of 10–30 minutes, but short cuts / videos lasting from 15 seconds to 3 minutes. On the one hand, it has become more difficult for businesses to work with advertising, as there are clear time frames within which the contractor must meet, however, not all entrepreneurs want advertising to be cut or not all information about the product, product or service is told. On the other hand, it has become easier for many companies, and especially brands related to cosmetic products, to trust advertising to blogging columnists.

In my experience, I can say that such a heading and style of conduct as beauty tips is very eye-catching, and by going into the comments you can see a bunch of requests to tell you where the author of the video ordered the product. People ask for the article, follow it to the channel of another social network to view the product map and place an order, because the presentation in the video and positive comments, reviews, or even the fact that a person has already stumbled upon videos with this product, he is familiar with the brand design, was advised to pay attention or the product was already on the wish list, since such an advertisement was remembered by the user earlier.

Fear of Missing Out – The fear of missing out on a unique opportunity or a limited offer can make people act faster and make purchases. Influencers actively use this phenomenon, an example of this is promo codes. Companies often use FOMO in their promotional materials, emphasizing that the promo code is valid only for a limited time. This creates additional pressure on consumers. In addition, promo codes can be associated with limited editions of goods, which increases the desire of customers not to miss the chance to purchase something unique. Promo codes can only be available to a certain group of people, for example, mailing list subscribers or social media participants, which increases the sense of exclusivity and belonging, which can also cause FOMO.

Products related to current topics or viral trends may arouse interest and desire to purchase them. Touch marketing has a direct impact on the consumer. For example, using sound or mentioning scents in videos can create an emotional connection and trigger a desire to buy. Perhaps bloggers with an audience of millions just liked the scented candle with a nice design, he talks about it sincerely, without advertising. People, in turn, can buy this product in a day from the marketplace, and the manufacturers themselves will not be ready for this, which is a disadvantage.

To summarize, marketers should currently pay attention to investing in visually attractive and informative content, which can significantly increase interest in products, and using social evidence will make the connection with the seller stronger, for example,

by including positive reviews and recommendations from other users in marketing materials, because this will increase brand confidence. Creating a sense of urgency and trend support, namely a quick response to current trends and memes, can increase the visibility of a product and attract a new audience. And perhaps one of the most important is inventory planning. Always taking into account the possible increase in demand for popular goods, manufacturers should plan stocks in advance to avoid shortages, keep an eye on the coverage of commercials from bloggers, since if the video reaches an even larger audience and you are not ready for this, most likely, your business may falter.

D. Vasilieva

Д.А. Васильева

АУПРБ (Минск)

Научный руководитель В.В. Рогов

NEURAL NETWORKS FOR MARKETPLACES

Нейросети для маркетплейсов

My goal is to demonstrate the potential of neural networks in improving the efficiency and competitiveness of Internet marketplaces.

In short, sellers use artificial intelligence so that working with product cards takes less time, and at the same time the result is of good quality.

In general, neural networks make routine easier, and working with marketplaces more comfortable and efficient.

To make a product description today, it is enough for a seller to enter a high-quality prompt into a neural network to create marketplace cards (or any texts at all) and wait for the result. Of course, the neural network will pour water, but it will be of little use. There are no specifics, no sizes, and no information about completeness either.

And if you give artificial intelligence more specifics, then the description will turn out to be more detailed. In general, it turns out much faster than if the text was written by a copywriter or the seller himself.

However, the more complex the product, the more data you will have to enter with your hands to get an acceptable result.

Previously, the design of illustrations for marketplaces could not do without studios, photographers, light and the best angles.

Yes, you still need to take pictures of the goods, because ideally correctly generating a photo according to the description is a difficult task and not even always feasible. But neural networks for marketplace cards are already able to improve the quality of photos or change the background on which the product is located.

So, they will «pull out» the image in good quality if the product was shot bluntly, in poor lighting, or the photos have a low resolution. Removing and replacing the