

These findings demonstrate that the ads we see on our phones and devices are increasingly shaped by our online behaviour and even our spoken words. AI algorithms track search histories, visited websites, and can analyze keywords from conversations, provided that users have given their devices the necessary permissions. This data is then used to create personalized advertising that aligns with individual interests and needs.

As a result, advertising becomes more precise, offering products and services that are more likely to capture our attention. While this enhances the effectiveness of marketing efforts, it also raises important questions about privacy. The extent to which AI technologies intrude into our personal lives, by monitoring our activities and preferences, is a matter of growing concern.

In conclusion, the algorithms that drive personalized advertising are not only reshaping the way businesses engage with consumers but are also sparking discussions about the balance between commercial innovation and personal privacy. As these technologies continue to evolve, their impact on both the consumer sphere and the broader digital landscape will remain a key topic of interest.

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SOCIAL NETWORKS AND THEIR ROLE IN SHAPING OF PUBLIC OPINION

Социальные сети и их роль в формировании общественного мнения

Over the past two decades social media has become an integral part of the daily lives of millions of people. It has changed not only the way we communicate, but also the way we disseminate information, which had a significant impact on the formation of public opinion. In this essay we will analyze how social media influences perceptions, identity formation and civic engagement and discuss the risks associated with manipulation and polarization.

One of the most significant benefits of social media is the availability of information. Platforms like Facebook, Twitter, and Instagram allow users to instantly consume news and opinions from a variety of sources. This creates the conditions for a more informed society, where everyone can access a variety of points of view. Unlike traditional media, which often have editorial lines and restrictions, social media allows users to choose what content to consume.

However, this availability of information also carries risks. The algorithms used by platforms to personalize content can create “information bubbles” in which users only receive information that confirms their preconceived notions. This leads to increased polarization in society and makes it difficult for different groups to have a dialogue.

Social media plays an important role in shaping public opinion due to its ability to quickly disseminate ideas and opinions. For example, movements such as #MeToo and Black Lives Matter have gained widespread support due to the active use of social media. These platforms have allowed people to share their stories and unite around common goals, which has led to significant social change.

In addition, social media has become an arena for discussing current political issues. Politicians and public figures use these platforms to communicate directly with voters, which allows them to communicate their ideas and programs more effectively. However, this also creates an opportunity to manipulate public opinion through the spread of fake news and disinformation.

Social media serve as a powerful tool for activating civic participation. They allow events such as protests and rallies to be organized and they also raise funds for various initiatives. The platforms become a place for discussing social and political issues, which helps more people to become involved in public life.

An example of this is the use of Twitter to organize protests during the Arab Spring. Social media has become a key tool for mobilizing young people and spreading information about current events. However, it is important to note that such activism can be short-lived and does not always lead to sustainable change.

In conclusion, social media play a multifaceted role in shaping public opinion. They provide access to diverse information, promote civic participation and enable people to unite around common goals. However, they also create risks of manipulation and polarization that can undermine trust in information and complicate public debate.

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THE NEXT STEP IN THE DEVELOPMENT OF HUMAN THOUGHT: «HOW TO SIMPLIFY LIFE?»

Цифровизация – следующий шаг в развитии человеческой мысли: «Как улучшить жизнь?»

This research is going to determine the boundary of the positive effect of digitalization and its possible ways of development in the future. It is also going to cover current laws implemented in order to regulate this process within the Republic of Belarus.

Man has always thought about the question: ‘how to improve life?’, looking for ways to get more results with the least cost. Safety, increased productivity, time saving are some of the main triggers of scientific and technological progress, the vivid result of which is the industrial revolution all over the world. But from the steam engines of the 18th century