improves the ability of companies to thrive and compete in today's economy. Here's a closer look at the key benefits of using AI agents in the workplace:

1. AI agents automate tasks, freeing up human resources for strategic work.
2. AI provides a personalized approach by analyzing individual data.
3. AI programs are scalable and can handle more complex tasks without major upgrades.
4. AI agents are available 24/7, providing uninterrupted service.
5. AI agents reduce costs by eliminating the need for large numbers of employees.
6. AI agents collect data that provides insights into consumer behavior .

An example of an AI agent is Manus, an AI agent developed by Chinese startup Monica. It doesn't just respond to requests, but independently decides how to complete a task, plans steps, and doesn't require constant human supervision. Manus can, for example, open pages in a browser, "read" them and compare information, and format responses as documents and HTML sites. Deep Research by OpenAI works in a similar way [2].

In conclusion, AI agents are key catalysts for transforming the customer experience, changing the way companies interact with customers and offering a more personalized, efficient, and seamless experience.

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Melnik Evgenia, Skakun Anna
Science tutor *L.V. Bedritskaya*
BSEU (Minsk)

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE ENVIRONMENT

Artificial intelligence (AI) is the intelligence demonstrated by machines, in particular computer systems. It is a field of computer science research that develops and studies methods and software that enable machines to perceive their environment and use learning and intelligence to perform certain actions.

Some of the most prominent applications of artificial intelligence include advanced search engine (Google Search, Yahoo); recommender systems (YouTube, Amazon and Netflix); the interaction through human speech (Google Assistant, Siri, Alexa, Alice); autonomous vehicles (Waymo); generative and creative tools (ChatGPT, Apple).

The purpose of this paper is to study the impact of AI on the environment

At this time, the development of artificial intelligence in the Republic of Belarus has made significant progress, both in scientific research and in the practical application of technologies. In particular, the National Academy of Sciences has begun to develop the field of artificial intelligence on a professional basis. In recent years, the country has seen an active growth of startups and AI-related initiatives. There are various institutions and universities that are engaged in the development and implementation of AI technologies in various fields, such as medicine, industry, finance and education. [1]

In addition, companies use AI in the fields of healthcare (Flo, Lung Passport), agriculture (OneSoil, Zoner.ag), retail, industrial production, finance, transport, environmental protection.[2]

Artificial intelligence is rapidly changing the world, but at the same time it creates a significant burden on global energy systems. In recent years, the number of data processing centers running AI systems has increased dramatically, which has led to increased electricity consumption and posed new challenges for power engineers.

Firstly, data centers are needed for the training and operation of artificial intelligence. They should have the same humidity and air temperature, and they should work absolutely without interruptions.

Secondly, AI processes huge amounts of data, which means it uses a lot of electricity. Already, data centers around the world consume more energy than all the household electronic devices of all people on the planet - including computers, smartphones and televisions. The International Energy Agency (IEA) has more than eight thousand data centers, of which about 33% are located in the United States, 16% in Europe and about 10% in China.

Speaking about the prospects and the search for solutions to this problem, large technology giants are increasingly investing in the development of nuclear energy. It will quickly provide additional energy for the development of AI, and at the same time minimize carbon emissions.

Thirdly, data centers emit a lot of heat, so they need to be cooled — it is most efficient to do this with water. In 2023 alone, Google's data centers used about 24 billion liters of water, an increase of almost 70% over the past four years.

Another environmental issue is the disposal of equipment used for AI. Powerful computing systems are rapidly becoming obsolete due to the rapid development of technology. Outdated equipment becomes electronic waste, which often contains toxic materials (lead, mercury, cadmium). Improper disposal of such waste can lead to contamination of soil and water bodies, damaging ecosystems and human health.[3]

In the analytical note, United Nations Environment Programme (UNEP) recommends five main points. First, countries can develop standardized procedures to measure the impact of artificial intelligence on the environment. There is currently a lack of reliable information on this issue. Secondly, with the support of UNEP, governments can develop regulations that require companies to disclose the direct environmental impacts of AI-powered products and services. Third, technology companies can improve the efficiency of AI algorithms by reducing energy requirements, as well as reuse components. Fourth, countries can encourage companies to make their data centers greener, including through the use of renewable energy sources and reduction of carbon

dioxide emissions. Finally, countries can integrate their AI-related policies into their broader environmental regulations.[4]

In conclusion, we can say that the impact of AI on the environment is complex and multifaceted. Active measures are needed to optimize their operation and switch to environmentally friendly technologies in order to overcome the challenges associated with their operation and ensure less impact on nature.

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P. Morozova, P. Zubok
Science tutor *Volha Rudkouskaya*
BSEU (Minsk)

DIGITAL MARKETING TRENDS 2025

It goes without saying that in the rapidly changing world of technology and communications, digital marketing is becoming an integral part of business strategies. By 2025, digital marketing is expected to undergo significant transformations driven by advancements in technology, shifts in consumer behavior, and changes in social media marketing strategies. The aim of this research is to discover the main digital marketing trends, as well as their potential impact on business sphere.

To begin with, video marketing has become a powerful tool for businesses to attract and engage their target audience due to the growth of video platforms such as YouTube, TikTok and Instagram. However, in today's diverse media landscape, a one-size-fits-all approach is no longer effective because people value individuality and variety. Therefore marketers must focus on quality engagement, as attention spans are decreasing on social media. A Facebook study found that mobile video attention spans average only 1.7 seconds, rising to 2.5 seconds on desktops. To effectively capture viewers, creators now need to be more creative and engaging within the first two seconds, as traditional hooks within 3-5 seconds are no longer sufficient [1].

As a consequence, to attract a larger audience, it is worth using multilayered hooks, which combine audio, visual, and text elements. For instance, humour resonates