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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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

most with Gen X and Boomers, while Gen Y responds equally to humour and good music [2]. While these multilayered hooks can be effective, they may also lead to audience fatigue over time. For this reason, it's necessary to keep your hooks authentic and varied to avoid annoying your audience.

Having said that in 2025 significant attention is being paid to dynamic content like short-form videos and AR experiences boost engagement and brand recall. Interactive features, such as polls, personalize user experiences, fostering brand loyalty. Moreover, behind-the-scenes glimpses, street interviews, and audience-driven discussions transform passive viewers into active participants.

Additionally, the rise of micro communities is becoming increasingly significant that foster personal connections. For instance, Instagram has introduced features like notes and enhanced DMs to encourage private sharing [3].

Likewise Predictions for 2024 suggest that social commerce will be prioritized by more platforms such as Instagram and Tiktok. Similarly YouTube has already upgraded its shopping features, and in 2025, Pinterest is expected to enhance their e-commerce options [4].

Equally long form is making a comeback. A year ago, Tik Tok launched the Creator Rewards, allowing creators to monetize longer videos (over a minute), marking a shift from its original short-form video style. Besides, The platform is expanding access to premium live streaming features, allowing non-livestreaming creators to charge fans for exclusive content. This shift indicates Tik Tok priorities for content creation moving forward [5].

At the same time YouTube's Trending page now features longer videos from popular creators. This shift is driven by viewer interest and creators' desire to maximize revenue because Longer videos allow for more ads.

 Based on a Pew Research Center report which found that the average length of videos among the top 250,000 channels is now between 13 and 14 minutes, with 30-minute videos increasingly seen as normal [6].

Thus, social media platforms are vigorously pushing for longer content because it keeps users engaged longer – an essential goal for any social media site. As more platforms embrace this trend, creators will increasingly produce long-form content, signaling its comeback.

On top of that in 2020, Google announced that it's working towards phasing out third-party cookies. In late 2023, it declared that the rejection has begun with it testing the new changes with 1% of Chrome users. They're on track to phase it all out by 2025.

The main reason Google cancels cookies is that users are increasingly concerned about how their data is collected and used by advertisers and websites since third-party cookies can track users on different sites, leading to extensive profiling without explicit consent. Hence, Google Chrome is pulling up its socks in an attempt to emerge as a more privacy-friendly browsing space for everyone [7].

Moving on to the next trend, we will highlight a topic called «Al marketing is off probation and officially on the team». Nowadays, AI is considered a major asset. In fact, 69% of marketers now see that it can create job opportunities. Furthermore, the rise of AI tools is enhancing creativity in social media. These tools empower creators to bring

their wildest ideas to life and lower barriers for new entrants into content creation. As a result, social media is becoming a more vibrant and creative space, with both existing and new creators leveraging AI to produce innovative content [8].

On the other side, Generative AI (Gen AI) is transforming shopping, with 71% of consumers wanting it to be integrated into their purchasing experiences. The preference of Gen Z and Millennials, for hyper-personalization and seamless digital experiences is mainly driving this trend. This is according to the fourth edition of Capgemini Research Institute's annual consumer trends report. Nearly half (46%) of consumers are enthusiastic about the impact of Gen AI on their online shopping and three quarters are open to Gen AI recommendations, up from 63% in 2023. More than half (58%) have replaced traditional search engines with Gen AI tools as their go-to for product/service recommendations. Also, 68% of consumers want Gen AI tools to aggregate search results from online search engines, social media platforms, and retailers' websites to provide a one-stop shop for highlighted purchase options [9].

The listed trends in this research, such as multilayered hooks, personalization, micro communities, long-form video content, cancellation of cookies, and AI tools help companies gain more audience attention, which contributes to efficient promotion and profit growth among competitors. In summary, staying attuned to these emerging trends will be essential for marketers aiming to thrive in 2025 and beyond.

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ARTIFICIAL INTELLIGENCE AND MEDICINE

Artificial intelligence (AI) in varying forms and degrees has been used to develop and advance a wide spectrum of fields, such as banking and financial markets, education, supply chains, manufacturing, retail and e-commerce, and healthcare. Within the technology industry, AI has been an important enabler for many new business innovations. These include web search (e.g., Google), content recommendations (e.g., Netflix), product recommendations (e.g., Amazon), targeted advertising (e.g., Facebook), and autonomous vehicles (e.g., Tesla). [1]

In medicine artificial intelligence is the use of machine learning models to help process medical data and give medical professionals important insights, improving health outcomes and patient experiences.

AI in medicine is now used in many areas and copes with a variety of tasks. The purpose of this paper is to expand knowledge about the development of artificial intelligence in the world and in Belarus in the field of medicine, highlight the factors that have contributed to its success and consider the impact of AI on doctors and patients.

There are numerous examples of the implementation of artificial intelligence in hospitals for the diagnosis of various diseases and among them are British hospitals. They are using a new method of testing the fetus for pathologies that are difficult or impossible to detect by other means. The system is based on artificial intelligence, and it contains more than 350 thousand images of fetuses with various abnormalities. The system is called ScanNav and it is capable of giving the doctor a lot of useful information about fetal pathologies, based on the data on other patients in the database. ScanNav is currently in test mode and is used only in obstetrics, but in the future it may become much more widespread and will be especially useful for countries experiencing an acute shortage of doctors.

Another example of the use of AI is diagnostics of early skin cancer recognition. The experiment was conducted in 2018 by scientists from the USA, France and Germany, who trained a neural network to identify images for diagnosing skin cancer. The machine was given more than 100 thousand images of harmless moles and life-threatening melanomas, and later showed the same photos to professional dermatologists, who tried