

itself in the form of compulsive checking of messages, social media, and other apps, leading to significant time spent on mobile devices. Symptoms include anxiety when separated from the phone, neglect of personal relationships, and decreased productivity. Excessive screen time can impact cognitive and emotional development, leading to issues such as attention disorders, delayed language development, and behavioral problems.

What can be done to reduce the impact of mobile phones on health

At first, it is to limit screen time. Set specific time limits for using mobile phones and take regular breaks to reduce eye strain and prevent musculoskeletal disorders.

You can also create a comfortable sleep environment through reducing the impact of blue light by activating the night mode on your devices and avoid using your phone at least an hour before bedtime to improve your nighttime rest.

At least, maintain proper posture. Remember to use proper ergonomics to avoid neck problems while reading and other musculoskeletal disorders. Keep your phone at eye level and avoid bending your head for too long.

In conclusion we'd like to sum up that the widespread adoption of mobile phones has inevitably transformed modern life, providing widespread convenience and accessibility to communication. However, this widespread technology also poses a range of health risks that cannot be ignored.

Y. Mazurenko

Я. Ю. Мазуренко

БГУ (Минск)

Научный руководитель И. В. Кудырко

FROM DOT-COM TO DOT-AI: THE TWO BUBBLES

От доткомов до ИИ: два пузыря

Technological development has always been closely connected to all kinds of economic shocks and instability. One of the striking examples is the dotcom bubble of the late 1990s, with a culmination in 2000, when investors lost approximately \$ 5 trillion. Nowadays, the sector of artificial intelligence is attracting more and more public attention and investments. This narrative to an extent repeats the picture of mid-1990s, when popular access to the Internet provided a world of opportunities for many businesses, and money flowed into the tech sector. Thus we make a hypothesis that the AI industry is displaying significant inclination towards forming a bubble. The goal of this research is to investigate the situation in the AI industry in order to prove or discard the hypothesis.

One of the key processes behind the dotcom bubble was excessive and irrational investors' enthusiasm, driven by the widespread at the time misconception that online business contained value in itself, whereas in reality and was only a way of modernizing existing business processes. On Figure 1, we can see the price dynamics of the

aforementioned NASDAQ Composite index from 1996 to 2004. The spike in 2000, just before the crash, is visible.



Fig. 1. NASDAQ Composite index, 1996–2004

And now, this same index in the last 9 years. From Figure 2 we can see the dangerous tendency of rapid growth.



Fig. 2. NASDAQ Composite index, 2016–2025

The explosive tendencies were identified even earlier in 2020 in Štifanić, Daniel, Štifanić et al. (2020). Impact of COVID-19 on Forecasting Stock Prices: An Integration of Stationary Wavelet Transform and Bidirectional Long Short-Term Memory. 10.48550/arXiv.2007.02673, whose ADF-statistics showed ~ 0.34 for NASDAQ Composite, which is relatively high. Another point, though more subject to doubt, is the abstraction of AI companies' stock prices from actual commercial effect of their activity. Although certain AI initiatives do produce real value, cases like «Wrapper startups» (startups that offered little but a new wrapper for existing AI models for covering niche tasks of dubious commercial use) and an entire generation of «Stealth AI» startups (including OpenAI's ex-CTO Mira Murati's case of raising \$ 1 billion without offering

any commercial ideas to the stakeholders) are dangerous examples, too reminiscent of the time when having a «.com» web address automatically meant access to financing.

In conclusion, we'd like to state that it is probably too early to speak of a fully formed market bubble in the AI sphere for several reasons: first, the stock prices are rising, which means the formation process is still in progress, second, at least some of the products do produce tangible results (ChatGPT and DeepSeek as the most famous examples). Nevertheless, threatening dynamic can be seen in both quantitative indicators and public processes taking place around newly founded companies, even those with dubious commercial potential, demonstrate a worrying narrative.

А. Макаренко, Е. Новак

А. И. Макаренко, Е. Н. Новак

БГЭУ (Минск)

Научный руководитель И. В. Ивашкевич

MODERN SOCIETY IS ON THE PATH OF DIGITAL TRANSFORMATION

Современное общество на пути цифровых преобразований

Digital transformation is not simply the introduction of new technologies, but a profound change in all areas of society. It affects the economy, culture, education, medicine, communications, and even our perception of the world. Today, digital technologies are becoming the foundation on which modern society is built.

The aim of this study is to identify key social, economic, cultural, and political changes caused by digital transformation, as well as to analyze its impact on the structure of modern society, forms of communication, employment, education, and value systems. Particular attention is paid to finding a balance between technological progress and the preservation of humanistic values.

The information revolution is permeating all spheres of human life, including the economy, politics, culture, and education. Every day, we see how digital transformation permeates our everyday lives. The development of the internet has become a significant factor in this societal transformation. Thanks to the global computer network, people can now instantly and unrestrictedly exchange information and resources. Digital technologies have already transformed traditional ways of communicating, working, learning, and entertaining.

In today's world, digital technologies are becoming an integral part of ensuring sustainable development at the global level. They open up new opportunities for collecting, analyzing, monitoring, and managing information, facilitating the efficient use of natural resources, ensuring safety, and improving environmental health. They also contribute to the development of healthcare and education, providing opportunities for managing urban environments, transportation systems, and social processes, all of which contribute to the overall well-being of society.