

can cause problems with payments. As per providers of transportation services, system of cashless payments might encourage them to increase the amount of rides thanks to expected increased number of payments. As a result, this might lead to reducing cash turnover, consequently lowering the costs for collecting cash, its counting and further storage. However, additional costs are required for implementation and maintenance of the system, as well as additional driver training.

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ARTIFICIAL INTELLIGENCE AND ITS IMPACT ON THE GLOBAL ECONOMY

Искусственный интеллект и его влияние на мировую экономику

Artificial intelligence has ceased to be a subject of science fiction and has become a key factor in global economic change. AI is fundamentally changing the principles of production, distribution, and consumption, permeating all areas of business, from logistics and finance to healthcare and education. According to estimates by the McKinsey Global Institute and PwC, investments in global business could reach up to \$15.7 trillion by 2030 [1, 2]. However, along with unprecedented opportunities for growth, the spread of AI poses serious challenges related to the redistribution of labor resources, the deepening of the digital divide, and the need to revise established economic models. The purpose of this work

is to analyze the multifaceted impact of AI on the global economy, focusing on its potential, and to provide a clear demonstration of its capabilities through a specific example.

As the issue implies, the main areas of economic impact of AI encompass increased productivity and optimization of all processes; transformation of the labor market; creating new markets and business models.

To show the purpose of empirical experiment and to demonstrate the practical value of AI in the automation of cognitive labor a small experiment was conducted in order to evaluate the effectiveness of AI in the task of categorizing textual information.

A sample was generated containing 500 short text reviews of a hypothetical product. The reviews were categorized into three categories: «Positive», «Negative» and «Neutral». To solve this problem, we selected a subject (an economics student with experience working with texts), who was asked to manually classify all 500 reviews, and an AI model, which was provided with the same data set without preliminary markup. During the solution, the execution/processing time, the number of errors, and the accuracy were recorded.

The experiment clearly demonstrated the significant advantage of AI in processing large amounts of structured information. As it can be stated, the model fulfilled the stated task 200 times faster than a human being, with time being registered as 47.18 minutes. What is more, the classification accuracy was noted as slightly better being marked by 2 %. Thus slight difference can be explained due to lack of fatigue of the model and obvious zero level of human error. This pattern demonstrates how AI might relieve individuals from repetitive cognitive tasks that allow human beings to turn their attention to much more challenging tasks that require a high level of either concentration or empathy or strategic or creative thinking.

It should be underlined that nowadays Artificial Intelligence might be considered not only a tool towards optimization. It is also a powerful and vivid example of multi-function technology that in its intrinsic power can be compared with such memorable inventions as steam engine or electricity.

In conclusion it should be noted that the experiment being conducted might confirm that Artificial Intelligence possesses a huge potential for automatization of monotonous and routine intellectual operation, that might demand a providing sources for both performance and productivity on labor market. However, the maximum realization of AI's positive impact is possible only if the institutional environment is developed in a synchronized manner: The future of the global economy in the AI era will be determined not so much by the technological superiority of individual countries, but by their ability to coordinate socio-economic transformations.

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HOW SOCIAL MEDIA INFLUENCE ADVERTISING

Как социальные сети влияют на рекламу

Today, social media platforms such as TikTok, Instagram, YouTube, and Telegram have become an essential part of our lives. In the past, they were mainly used for communication, but now they have turned into places where ideas about how life should look are being shaped. The goal here is to explain how social media influence advertising, what problems arise, and how they can be solved.

The main feature of advertising on social media is personalization. Social platforms collect large amounts of user data: their interests, age, behavior, and even which websites and pages they visit. Based on this information, algorithms tailor ads so that they match the preferences of each individual person. This makes advertising more precise and noticeable, showing people exactly what they are likely to be interested in. However, this creates a problem: advertising stops being just about offering a product and instead becomes a way of imposing a certain lifestyle and making people want to become part of that picture. On Instagram and TikTok, users are constantly shown perfect images where everything looks better than in reality. Modern ad campaigns are often built not on a direct call to «buy this product», but on creating an appealing lifestyle image. Influencers and bloggers play a major role in this process.

But this is often misleading, because behind their words there are usually paid advertising agreements. As a result, people trust without thinking critically and end up buying what has been pushed to them. Many also start comparing their lives to those «perfect pictures» from social media and feel anxious. This encourages them to buy things they do not actually need, creating a culture of overconsumption. For example, a laptop may be shown not as a technical device, but as part of a perfect workspace. Clothing is presented not just as items, but as part of a flawless style. Users start to believe that purchasing these products will make their lives better and help them feel the way the ad suggests. The core issue is that people develop unrealistic expectations.

For companies, it is important to make advertising more honest and show products in real conditions, not only in carefully staged pictures. This can bring advertising closer to reality. At the same time, consumers need to learn how to approach their purchases