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## **DIGITAL CONTENT CURATION: PRINCIPLES AND PRACTICES BASED ON AN AUTHOR'S PROJECT**

### **Кураторство цифрового контента: принципы и практика на основе авторского проекта**

In today's era of rapid digitalization and constant information flows, the ability to curate, sustain, and renew educational content has become central to pedagogical innovation [1, p. 211]. Our research explores these principles through *Fillion\_arcades*, a web-based platform that merges artificial intelligence, meme culture, and didactic game design. Rather than treating curation as simple collection, the project frames it as an iterative, value-driven process of renewal, contributing to the broader theory of digital learning ecosystems and offering a scalable model for sustainable educational game repositories.

Digital ecosystems have transformed education into a participatory process where teachers and learners co-create meaning. Within this context, curation mediates between abundance and relevance, ensuring that materials remain aligned with cognitive goals and cultural shifts [2, p. 129]. *Fillion\_arcades* exemplifies this by allowing educators to upload and update meme-based learning games, while AI-driven annual updates integrate new cultural material. Content thus becomes a living mechanism, adapting continuously to learners' emotional, linguistic, and cultural realities.

The study draws on three perspectives: Yakel's view of curation as ongoing appraisal and reuse of assets, Wouters' research on game-based learning as a driver of motivation and engagement, and Shifman's analysis of memes as cultural signifiers that reinforce humor, identity, and relevance. Using a design-based research methodology, we examined *Fillion\_arcades* both as a technological artifact and a pedagogical experiment. Its architecture includes a teacher-centered upload interface, AI-powered renewal via web APIs, an adaptive recommendation engine that matches content to learner profiles, and arcade-style aesthetics that heighten immersion.

Findings highlight five guiding principles: renewability, where assets are refreshed cyclically; pedagogical intentionality, ensuring materials serve explicit learning goals; ethical filtering, to moderate volatile internet culture; participatory co-curation, involving both teachers and learners; and interoperability, enabling integration with external standards and platforms. Together, these principles show how digital curation transforms educational technology from static delivery into evolving ecosystems.

By embedding renewal into system design, *Fillion\_arcades* positions teachers as active participants in content evolution rather than passive consumers. This participatory

approach reflects a broader shift toward renewable pedagogy, where materials grow organically through sustained interaction. Challenges remain automation risks privileging popularity over depth, and cultural sensitivity requires human oversight but hybrid models combining AI with human judgment offer a sustainable path forward.

Ultimately, digital content curation redefines educational practice as a balance between automation and discernment. *Fillion\_arcades* demonstrates that when renewal is built into system architecture, educational resources become adaptive, inclusive, and emotionally engaging. By uniting AI, humor, and pedagogical design, the project advances a framework for renewable educational corpora and opens new directions for sustainable digital education.

### References

1. *Dawkins, R. The Selfish Gene / R. Dawkins. – Oxford : Oxford Univ. Press, 2006. – 360 p.*

2. *Dennett, D. Memes and the exploitation of imagination / D. Dennett // Journal of Aesthetics and Art Criticism. – 1990. – Vol. 48 (2). – P. 127–135.*

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## CHALLENGES AND OPPORTUNITIES OF DIGITALIZATION FOR SMALL AND MEDIUM-SIZED BUSINESSES IN BELARUS

### Вызовы и возможности цифровизации для малого и среднего бизнеса в Беларуси

This analysis aims to highlight the main challenges small and medium-sized businesses face in digital transformation.

At the moment, digital transformation is an important mechanism for increasing the competitiveness and efficiency of small and medium-sized businesses. Digitalization of business means the use of modern digital technologies and tools, as well as automation of business processes of enterprises and improvement of work efficiency.

The challenges of digital transformation for small and medium-sized businesses are interconnected with opportunities.

1. Introduction of new technologies. This is one of the most important challenges for small and medium-sized businesses, as it requires significant costs to implement new technology and, as a result, changes in work processes. However, by implementing technology, it is possible to increase business efficiency, as well as entering new markets,