

3. Об информации, информатизации и защите информации [Электронный ресурс] : Закон Респ. Беларусь от 10 нояб. 2008 г., № 455-З (с изм. от 17 мая 2016 г.) // ЭТАЛОН. Законодательство Республики Беларусь / Нац. центр правовой информ. Респ. Беларусь. – Минск, 2020.

**Ulyana Kasarotkina, Daria Krivonosova**

Science tutor *A. Karpenko*

BRU (Mogilev)

## **CARSHARING IN THE REPUBLIC OF BELARUS: COMPARISON OF ONLINE PLATFORMS**

The purpose of this work is to analyze and establish what factors determine the preferences of a person under 30 years of age when choosing a vehicle, research the problem of carsharing safety on the Internet.

In modern world, people cannot do without transport. However, it is quite expensive to maintain your own car, especially for people with low income such as students. Therefore, it is not surprising that motorists of all kinds are looking for different ways to save on transport, but not on comfort.

Recently, carsharing has been gaining popularity. A huge number of people make their choice in favor of carsharing every day: the fact that relieves the cost of buying and maintaining their own cars, parking and insurance, and is also in line with the trend for reasonable and environmentally friendly fuel consumption [1].

Carsharing is for those who are used to carrying themselves on their own, value autonomy choosing a route and a good company [2]. This mode is suitable when a car is needed only occasionally and it requires more freedom than in a taxi. Currently, in Belarus one can use carsharing services only in the city of Minsk with departure to other regions of the country.

However, it is worth remembering about of the lack of such a number of rental cars which does not cover the needs of Minsk residents and other service limitations: registering in the system is not so easy and fast, a selected car may be located in a distance, and if you happen to get into an accident you will have to pay a fine.

We have found out that there are currently four carsharing platforms operating in Belarus: any-time.by, vezuha.club, hello.by and westgroup.by.

All companies have the same conditions for registration, fueling and parking, with car insurance provision. Tariffs and other data can be compared in the table.

Characteristics	“Anytime”	“Vezuha”	“Hello”	“WestGroup”
Year of market entry	2017	2018	2019	2018
Rating on Google Play / number of downloads	4.5 / 100,000+	4.6 / 50,000+	4.6 / 10,000+	2.5 / 5,000+
Rating on AppStore	4.0	4.3	4.8	no information
Car fleet	500	115	50	~60
Price per minute	0.30	0.31	0.30	0.31
Price per day / mileage included	59.00 / 105	66.00 / 130	57.00 / 105	80.00 / 350 (fuel not included)
Price per kilometer overrun	0.29	0.27	0.29	0.29
Penalties (in case of customer’s guilt)	to 400.00 / to 800.00 and higher	fully paid by the culprits of the accident	to 54.00	fully paid by the culprits of the accident

“Anytime” will be more profitable if you need to drive less than 160 km per day [3]. Another advantage of this company is a large fleet of vehicles. “Vezuha” is perfect for long trips. Firstly, “Vezuha” has the longest daily limit among operators with gasoline included in the price. Secondly, the lowest tariff per kilometer. “Hello” conditions are comparable to “Anytime” even considering that the second platform is preferable because of the cars number. “Hello” also has the highest rating among consumers. The only advantage of “WestGroup” is the absence of bright car labeling as in other companies. The daily rates do not include fuel card payment.

Thus, “Anytime” and “Hello” are suitable for short trips around the city, and “Vezuha”, for long distances.

An important point is the issue of safety: during the trip you are responsible for your own safety.

Also, when registering in the app, you trust administrators your personal data: phone number, card account, passport photo. Your account can only be used if you lose your smartphone [4].

All payment procedures are performed through bePaid service of the provider IkomChardzh LLC corresponding to PCI DSS standards.

In emergency situations you will have to pay a fine. These measures are taken not only in case of an accident, but also in a number of violations. Before you get into the car, make sure that you are aware of all the terms and conditions of use provided in the app, since the fine can be quite significant.

We can conclude that in most countries carsharing is a real alternative to owning personal vehicles. But in Belarus this is only a gaining momentum and modern trend. The “car on the phone” service can push away a client due to complicated registration. Carsharing will cost less than car rental, and slightly less than “Yandex.Taxi” since there is no driver to pay. Carsharing services are more in demand among those who are unable to maintain a personal car or need to make a number of short trips around the city. The main factors determining the preferences are comfort and price.

## REFERENCES:

1. Автомобильный портал «AUTO.TUT.BY» [Электронный ресурс]. – Минск, 2019. – Режим доступа: <https://auto.tut.by/news/offtop/629692.html>. – Дата доступа: 28.02.2020.
2. Сайт аренды и проката автомобилей «Korteg.by» [Электронный ресурс]. – Минск, 2019. – Режим доступа: <https://korteg.by/polezno-znat/tonkosti-karsheringa-po-beloruski>. – Дата доступа: 28.02.2020.
3. Тематическое интернет-издание о каршеринге «Трушеринг» [Электронный ресурс]. – Минск, 2019. – Режим доступа: <https://truesharing.ru/b/18811/>. – Дата доступа: 28.02.2020.
4. Автомобильный сайт «av.by» [Электронный ресурс]. – Минск, 2019. – Режим доступа: [https://av.by/news/index.php?event=View&news\\_id=44003](https://av.by/news/index.php?event=View&news_id=44003). – Дата доступа: 29.02.2020.

**Anastasia Kudravets**

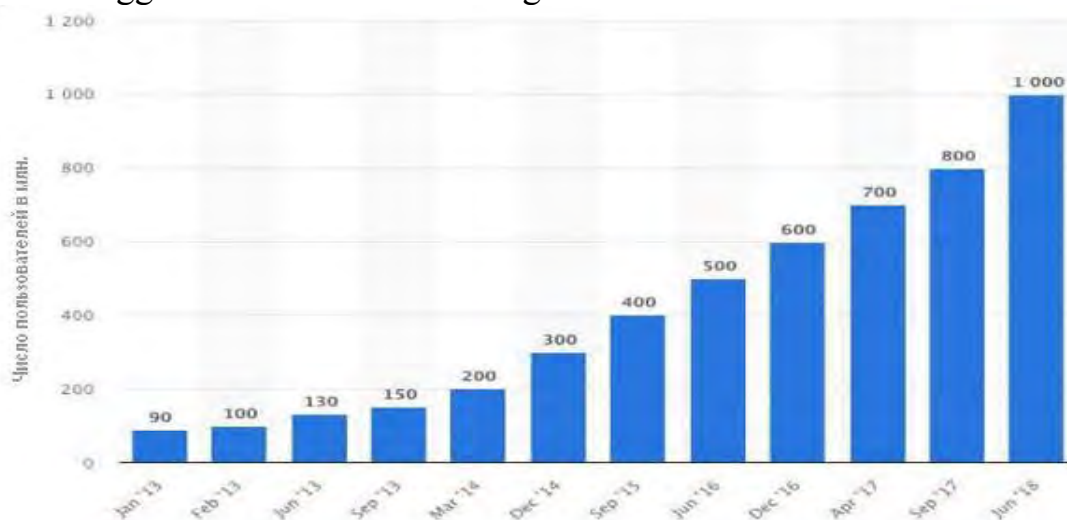
Science tutor *S.M. Volodko*  
BSEU (Minsk)

## INSTAGRAM AS A SOURCE OF INCOME

It is a quite evident that today Instagram is one of the most popular social networks in the world. Every month, the site is visited by more than 100 million users. People think, on Instagram, one can not only waste time on amusement, but also make good money.

The picture given below demonstrates the growth of Instagram users for the period of 5 years. As the graph shows in January 2013 the number of monthly active users of Instagram was 90 million people, while by June 2018 it had increased to 1 billion users [1].

The aim of this research is to analyze the experience of most successful Belarusian bloggers who have made Instagram the source of income.



Picture 1: Instagram users growth