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IS PWA THE TECHNOLOGY OF THE FUTURE?

PWA – технология будущего?

The world now has 4.20 billion social media users, meaning 53.6 percent of the world's population according to We Are Social and Hootsuite, published in their annual Global Digital 2021 report. The large number of users of social media, surely, creates an opportunity to optimize the presence of social media as a means of communication, and then the question arises of how to use social media to make communication effective in the society, both in marketing, politics, and education.

However, many social networks with a large number of active users, which are an example of using social networks as advertising tools have restrictions that prohibit placing a «Link» to the publication, which leads to limitations in the promotion of goods or services. In order to be able to use any application as a means of sharing and promoting different types of content, transmitted through images divided into pictures and videos, certain «Links» can be embedded in each uploaded image using advanced web application technology (PWA).

Progressive Web Apps start out as simple Web sites, but as users apply them, they experience a whole new experience. As a result, the app transforms from a Web site to something much more enjoyable, similar to a native app. However, it is easier to access a web application than native applications: the site can be easily found and visited, while the native application needs to be installed. Also the web application is easy to share. To do this, just send a link. However, native applications interact better with the operating system and, as a rule, it is more convenient for users to work with them. A native application can be installed on a computer, click on the icon on the desktop, and it will work by itself, and to access the web application you need to go to the browser and go to the required application.

One-click installation of PWAs benefits both users and website builders. Using an online store as an example, users can add it to their home screen, and they can order products without installing a native app. PWAs are really a cross-platform, which means development is faster and cheaper. Moreover, they do not depend on app store policies. Their rules are getting tougher and tougher now, and anyone can easily get out of them. Nevertheless, there are limitations. For example, during an Internet outage. The site code is executed on the device without a connection to the

network. On the other hand, if it is a large catalog of products and it was not previously downloaded all to the smartphone, at some point you will not have access to the necessary data. Also it is impossible to work with contacts on the device, there is no contactless payment interface.

The evidence of successful use of PWA can be The Washington Post, which increased the number of visits by 12 % and reduced the page loading time to 80 milliseconds after the launch of PWA.

The Starbucks shows another example that turned sales upside down. The PWA implemented the user-friendly interface familiar to users of the Starbucks application, but the «weight» of the PWA proved to be 99.84 % less. The result was not long in coming: orders via the mobile Internet doubled and almost equaled orders via the desktop.

Also Walmart online store has increased attendance by 28 % when added this feature, which consolidate the benefits of PWA.

All the above examples simply illustrate that PWA is undoubtedly the next step in providing interactivity and functionality to web applications. PWA technology makes the process of accessing application functions convenient for users. Thus, this technology will definitely quickly become dominant in the world of application development. The sooner you take advantage of this opportunity in your industry, the sooner you will benefit from it.

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STUDENT PERFORMANCE DURING PANDEMIC

Студенческая успеваемость во время пандемии

This research aims to study the impact distance education and COVID-19 restrictions have on students' performance, mental health, social cognition, and memory. In my research, I meant to assess different forms of educational process and possible ways to improve or support existing ways for students to gain knowledge and adapt to the new realities of the world and the labor market.

For the sake of the study, one hundred students from various Belarusian universities (women aged 18–21 years old and men aged 18–19 years old comprised