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WHAT MAKES UNIVERSITY STUDENTS FEEL MENTAL FATIGUE WHEN THEY USE SNS?

Что заставляет студентов чувствовать умственную усталость при использовании социальных сетей?

In contemporary society, it is difficult to live a usual daily life without Social Networking Service (SNS). So, most people have a smartphone and use SNS. And almost every university student in Japan installs «LINE» which is a Japanese communication tool, and «Instagram» which is a tool of sharing pictures and videos.

The author of this research also uses and likes them because it is convenient and fun, but also feels mental fatigue. Due to this, the researcher wants to improve these feelings because SNS continues to be necessary as long as you live. I hope this research will be useful to people who feel mental fatigue.

Therefore, the researcher poses the question «what makes university students feel mental fatigue when they use SNS?» To collect data, I requested 20 people to answer a questionnaire. From the questionnaire results, I picked up four research subjects and interviewed them. Basing on this interview, I created the narrative which is a story of each interviewee about SNS. I also refer to screen time which displays that how long and how many times the user uses their smartphone and each of applications. Then these data were analyzed.

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SALIENT FEATURES OF SOCIAL ADVERTISING IN THE UK

Характерные особенности социальной рекламы в Великобритании

The United Kingdom is a country of wonderful, bright advertising. The British are distinguished by their excellent taste and adherence to tradition. Therefore, marketing of the UK is based on customs and etiquette. In the United Kingdom,