

of less than 100 kW, micro-wind – with a capacity of less than 1 kW. Some modern household small wind generators can work autonomously. You can make a wind turbine yourself or buy using the offers on the Internet. For example, a windmill for a summer house with a power of 1 kW can be purchased for 2 thousand dollars. The installation of wind generators to equip homes with electricity is only in its infancy. The wind generator can be part of a home power system. Everywhere where the wind blows, it is possible to generate electricity on the spot. Catching the wind is not forbidden. Traditional wind generators are quite noisy and upset the natural heat balance of the surrounding areas, raising the temperature of the surface air layer at night. They are very dangerous for birds and occupy large areas. At the present stage of the development of science and technology, the coefficient of energy utilization of the wind flow reaches 30 %, the cost of batteries is approximately 25 % of the cost of installation. If we use a wind generator not for generating electric energy, but for heating our homes and producing hot water with the help of heating elements and boilers with water, as energy accumulators, we will get economic benefits.

The wind blows everywhere and has incredible energy capabilities. It's no secret that wind energy is one of the most promising areas of alternative energy at the moment.

EXOSKELETON

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This report will discuss the effect of exoskeleton on the ecology of the soul. Models of rehabilitation exoskeletons and their personal experience with. The principle of operation of exoskeletons.

Keywords: exoskeleton, ecology of the soul.

An exoskeleton is a device designed to restore or replace lost functions, increase a person's strength, or increase the amplitude of movements due to an external skeleton and driving parts. The exoskeleton mimics the biomechanics of the human body to proportionally increase the effort of movement.

Rehabilitation models of the exoskeleton will allow you to feel the usefulness. Thus, the development of exoskeletons contributes to the preservation of the ecology of the human soul, so that a person does not have to be ashamed of his shortcomings, injuries or just accidents that prevent him from living normally.

If we turn to the term "ecology of the soul" the Ecology of the soul is a qualitative level of spiritual development of a person. It's a state of mind. There is a statement: "If people's actions and thoughts are clean, the environment will be clean. And if the soul is dirty, the ecology of our planet will be dirty." From this statement it follows that the preservation of the ecology (purity) of the human soul thanks to exoskeletons and helps to preserve the ecology of the planet.

The principle of operation of exoskeletons. A special system in which sensors detect contractions of the muscles of a person. Further, these signals are used to control a set of valves, which, in turn, regulate the hydraulics under high pressure in the joints. Mechanical joints are driven by cylinders, associated cables, simulating the tendon that connects the muscles of the human.

Examples of exoskeletons and main vectors of application of these exoskeleton models:

ExoAtlet (Actually) – motor ecocosts of ensuring the upright posture for people suffering from paralysis of the lower limbs. Actually it helps to keep daily life whether at home, at work or elsewhere. This exoskeleton is designed for patients with the consequences of stroke; spinal cord injury; multiple sclerosis; cerebral palsy. Used in modern medicine for people with physical disabilities as a result of spinal cord injuries in an accident, accident or unsuccessful spinal surgery. A person gets the opportunity to walk and it fills him with confidence and erases differences from other people without injury.

An exoskeleton for the hand, which works from brain impulses read from a rubber electric helmet on the head of a person (EEG helmet with electrodes). Previously, such technologies were tested, but for the successful control of the limbs by the brain, surgical intervention was necessary – the necessary electrodes were implanted in the muscles. However, scientists from the Federal Polytechnic school of Lausanne managed not to carry out radical surgery: they placed electrical conductors on a rubber helmet on the head of the subject. The signal from the brain is transmitted to electrodes, processed by a microprocessor and drives mini-levers attached with Velcro to the patient's wrists, and eventually the hand moves. If a person is completely paralyzed he can control this prosthesis with the help of eye movement.

With the help of rehabilitation exoskeletons, people with disabilities can be almost indistinguishable from ordinary people. Thanks to such inventions, the ecology of the human soul will be preserved, and as it was said before, the ecology of our world is also preserved.

INTERNET MARKETING IN SOCIAL NETWORKS

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This report will consider Internet marketing in social networks, advertising in social networks, the main methods of influence of Internet marketers on a person in social networks, what to need afraid when using social networks and how to protect yourself from black Internet marketing.

Keywords: Internet marketing, advertising, social networks.

Internet marketing has many branches: advertisement in Google ads, Yandex ads, social networks and others. Most social networks have advertising cabinets in which Internet marketers or ordinary people can add advertising for a particular product. Once launched, ads appear on the app screen. Advertising has different types of formats.

The primary goal of advertising is to sell a product, service or increase the reach of a personal brand. In order to effectively sell on social networks, Internet marketers use various methods of influencing a person to sell a certain product.

The main methods of influence of Internet marketers on a person in social networks:

1. Using photos of people's faces that Express a bright emotion: anger, joy, surprise.
2. The combination of certain colors on advertising can cause certain emotions in a person.
3. Using words or phrases of lead magnets. Examples of lead magnet words and phrases: free, your neighbor already bought, 21st century trend, amazing, miracle action, etc.
4. Short texts with correct placement of words.
5. Limitation in the availability of goods by time or quantity.
6. The use of certain numbers. For example: 9.99 \$, 49.76 \$, 499 \$, 1.82 \$ etc.

These are the main methods of influencing a person by Internet marketers for the purpose of selling. There are additional methods, but they are suitable only for certain situations.

There is also black Internet marketing. Black Internet marketers use certain techniques to attract potential victims with advertising. After that, a person caught on this advertisement makes a targeted action. And from the Bank account of the person on the billing subscription money begins to be written off.

To protect yourself from black Internet marketers need to know the structure of the black sales funnel.

Signs of a black sales funnel:

1. There are tough calls to action on the ads. Examples: pay \$ 1 for registration and win Samsung S10; look at the amulet of happiness and it will bring you millions, etc.
2. Advertising man talks about history of success, and the presence of the phrase "I helped + name of subject".
3. On the landing page there is a form with the input of map data with cvc code.
4. Notification from the browser that you are visiting a suspicious website.

These are the main signs of a black sales funnel. It can be concluded that in a state of excitement, stress and affect, a person needs to pay attention to his actions in order not to become a victim of fraud through advertising on social networks.

ECOLOGY OF PYRAMIDAL STRUCTURES

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In this paper, examples of pyramidal structures in various fields are considered.

Keywords: ecology, pyramidal structures, golden ratio, agriculture.