

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

---

**I. Kirukhin, N. Lepskaya**

*Belarusian State University, ISEI BSU,  
Minsk, Republic of Belarus  
gloomyhit@gmail.com*

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

---

**A. Khamitsevich, V. Krasovsky**

*Belarusian State University, ISEI BSU,  
Minsk, Republic of Belarus  
alexunderson001@gmail.com*

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

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

It is known that buildings built according to the parameters of the golden section have a more solid structure and an attractive appearance for the human eye. This paper considers the golden ratio of pyramidal structures, as well as their relevance from an environmental point of view, since a person observing a pyramidal structure constructed using the golden section receives aesthetic satisfaction.

The golden ratio (harmonic division), that is, the ratio of the diagonal of the pyramid to its height equal to 0.62, is the main criterion for the success of the design. The length of the side of the base is determined as follows, the height of the pyramid is multiplied by 1.57075, the resulting number corresponds to the size of the side of the base. To determine the size of the edges of the pyramid, you must multiply the height of the pyramid by 1.4945.

The main materials of the pyramidal metal structures are steel, aluminum alloys. Lightweight metal structures of a pyramidal shape are prefabricated, aesthetic, high-strength structures that can be built under any weather conditions and climatic features of the construction region. They are great for the construction of various buildings, including agricultural ones. The structural elements are as unified as possible, which ensures ease of installation.

In agriculture, pyramidal greenhouses are created to grow vegetables [1]. Agricultural workers report higher yields in such greenhouses compared to conventional greenhouses. Advantages of the pyramidal greenhouse: the height of the structure is suitable for removing superheated air from plants through natural convection; the small mass of the frame of the structure, which does not affect its rigidity, stability and ability to withstand external loads, is a favorable property for areas with heavy snowfall in the winter season; the shape of the frame withstands wind loads, which contributes to the durability of the coating; Plants in the greenhouse are placed more constructively, in several tiers; the use of the rays of the rising and setting sun, as well as the automatic alignment of the level of insolation due to the large angle of inclination; due to the correct location of the facets, self-regulation of the light intensity is obtained, which allows to reduce the level of penetration of rays into the greenhouse due to reflection on its surface; a small shadow for a short period of time allows other plants to develop; the pyramidal design of the greenhouse requires less coating; the design contributes to the rapid heating of the air inside – you can get a quick and high-quality crop of greens, radishes grown without the use of fertilizers in early spring and autumn. And in the summer, vegetables grow well in the greenhouse, not being exposed to late blight as in open ground or in ordinary greenhouses. Thus, in our latitudes it is possible to use a greenhouse three times a year.

To improve the microclimate in the greenhouse, can be used an open top, window or structure in the form of a central support column from a pipe with ventilation holes (ventilation shaft) [2].

It is also known about the content of bees in the pyramidal hives. The reduced construction weight allows the beekeeper to work with bees without an assistant. Due to the lightness of the pyramidal structures, loading, unloading and transportation of nomad apiaries is more convenient. The optimal volume contributes to the creation of the required temperature (36 °C) in the nests, which contributes to the rapid development of bee colonies and the productive collection of nectar from early spring honey plants. Favorable and comfortable conditions created in the hive, reduce the incidence of bee brood ascospores, which develops in early spring at insufficient temperature and high humidity in the nest. The service life of the hives is significantly increased due to the fact that atmospheric precipitation does not fall into the joints between the cases and the bottom, which prevents decay of the joints [3].

Thanks to the pyramidal forms, the designs not only help to improve the quality of the crop or preserve bee families, but also serve as a decoration of the landscape design of the garden.

#### BIBLIOGRAPHY

1. Дрозд, П. Сюрпризы пирамиды / П. Дрозд // Приусадеб. хоз-во. – 2005. – № 12. – С. 26–27.
2. Теплица – пирамида самостоятельно: подробная инструкция [Электронный ресурс]. – Режим доступа: <https://parnik-teplitsa.ru>. – Дата доступа: 14.10.2019.
3. Сухов, А. В. Пирамидальный улей / А. В. Сухов // Пчеловодство. – 2017. – № 3. – С. 42–43.