

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

SHEVIALEVA Alina Vitalievna

COMMERCIAL PROMOTION THROUGH SPAM ON THE INTERNET

Graduate Thesis

ABSTRACT

Speciality 1-23 01 15 Social Communications

Scientific adviser:
Natalya A. Elsukova
Doctor of Sociological Sciences,
Associate Professor

Minsk, 2022

ABSTRACT

The object of research of the thesis is spam on the Internet. The subject of the thesis research is the features of using spam for commercial promotion on the Internet. The purpose of the thesis is to evaluate the features of using spam as a method of commercial promotion on the Internet. The methodological basis of the thesis was general scientific methods (analysis and synthesis, the method of induction and deduction, the descriptive method) and private scientific methods of research (online survey).

As a result of the study, we have collected material that gives an idea of the opinion of Belarusian Internet users about spam. Spam distribution pathways (via private messages, emails, and newsfeeds with online community walls) were studied and programs for its distribution were identified.

The scientific novelty of the study lies in the development of theoretical and practical foundations for building anti-spam strategies. In view of the rapid growth of the online advertising market, there is an increasing need not only to strengthen countermeasures, but also to inform citizens, as well as a skillful competitive strategy, a systematic choice of budgetary tools for online promotion.

The results of the thesis work were obtained on the basis of reliable materials and independently conducted theoretical and practical research.

Key words: spam, social network, Internet advertising, illegal promotion, World Wide Web, bots, e-mail, instant messengers.