

STRATEGIES OF INDIVIDUAL DEVELOPMENT OF THE STUDENT IN DIGITAL ENVIRONMENT «BIG DATA»

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Introduction. The Internet is a digital environment with a colossal, daily growing base of unique knowledge. For a competent user, the Internet is a tool and a powerful source of learning, intellectual growth and creativity. At the same time, on the Internet, content of the lowest quality, the so-called “junk-food”, fake news, explicit and hidden advertising, and destructive movements are presented on an equal basis. It is known that the smartphone is not only a tool for work and entertainment, but also to spy on its owner. The dialogue between the user and the machine comes down to a simple rule. If the user does not have a conscious goal, they will deal with basic machine algorithms. And then the smartphone from the continuation of the user's hand and “brain expander” will turn into a “trap”, a machine for controlling its behavior. The least protected are the users of the IT-generation – the same age as the current students. They do not know the time without the Internet, do not think of their life without gadgets and have accounts in social networks since school years. It's hard for them to imagine that their favorite toy delays their maturation and development, steals their time, attention, physical and mental health, and most importantly, real life, turning them into “smombie” – a hybrid of a smartphone and zombies. To get out of this state and gain an individual development and growth strategy, digital literacy is necessary – knowledge of the laws of the digital environment.

The goal of work is enhances student informational competence and the choice of the optimal mode of interaction of the student with the digital environment "big data".

The basic principles of work the digital environment “big data”. Currently, the basic algorithms of search engines and social networks implement the principles of gaming technology: encouragement – punishment. Their task is to maximize the user's time in services and applications where explicit or hidden advertising or other information they need is served. Digital giants Google and Facebook continually scrutinize and collect arrays of user data in order to sell them to companies producing goods and services and interested parties. They track absolutely all user actions on the Internet, his personal history of applications and WEB search. This data represents the user's digital trace, based on the analysis of which his model is created and the version of the Internet filtered for him. Thanks to accurate statistics on the consumption of information, the user is given content, the content of which is closest to his tastes, preferences and mood. User reactions are recognized by algorithms including keyword sets. This allows you to capture and hold the user's attention and control his behavior, causing pre-calculated emotional reactions. Filtered on the basis of a digital trail, the Internet forms the so-called “reality tunnel”. The user ceases to perceive the complexity and interconnectedness of events in the world. He sees only a narrow range of phenomena and opinions within the personal virtual reality formed by the algorithms. Network algorithms operate on the principle of information determinism, when each next content is determined by the previous choice of the user. This reduces the likelihood of getting in its field of view alternative information that can help the user to change. Algorithms to an increasing extent supply the user only what suits his tastes and preferences, and less and less what contradicts them. Repeatedly playing back, the digital trail wraps the user in a tight cocoon, providing a sense of contentment, comfort and unwillingness to leave its limits. Algorithms catalog users. They are divided into friends and foes, flocks and tribes gather in the Internet, they are radicalizing and waging network wars. The Internet is not a territory of absolute freedom. The network constantly monitors the content of information, which has both positive and negative sides. When considering controversial publications, a combination of automatic solutions and human participation is used. The basis for censorship can be, for example, both ethical and political views. Currently, 30,000 people are involved in moderating posts on Facebook, and their number is constantly increasing. In order to keep the user's attention in accordance with the model of his personality, the creators of the network throw informational “junk-food” into the tunnel of digital reality – gossip, scenes of eroticism and violence, scary and funny stories. The user gets used to mindlessly consume content that is least useful for his personal and social development.

Conclusions. Knowledge of the laws of the digital environment allows the user to consciously relate to work in the “big data” environment and choose the optimal strategy for their own intellectual development and growth. It is necessary to increase the effectiveness of your Internet presence in terms of time spent on obtaining really useful information. Train attention and do not switch to recognize pure information and attempted manipulation. Unsubscribe from useless communities, pages and remove everyone with whom you interact a little. Reconfigure the news feed and constantly add useful content to it. Keep a high level of requests and likes. Learn to distinguish between junk-food trash content and control the possibility of its purposeless use. In order not to spoil the digital footprint, when you want to look at the "fish and seals", go into incognito mode. Come up with your own technology of abandoning the Internet at certain times. Thus, each user is personally responsible for the consequences of his choice.

COMPARATIVE CHARACTERISTICS OF FILLING MATERIALS IN DENTISTRY

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Introduction. Dentistry, also known as Dental and Oral Medicine, is a branch of medicine that consists of the study, diagnosis, prevention, and treatment of diseases, disorders, and conditions of the oral cavity, commonly in the dentition but also the oral mucosa, and of adjacent and related structures and tissues, particularly in the maxillofacial (jaw and facial) area. There are many problems of modern dentistry and aesthetic dentistry. Every smile is as unique as its owner. Aesthetic dentistry isn't about the «perfect» smile but rather about natural beauty. Each area has disadvantages for example: swelling of the face or mouth is often a sign of infection; it's caused also Sore spots or cankers in the mouth; it lost also the filling of your tooth; you will have a pain in your jaw or fascial swelling, etc. Despite numerous technical advances in recent years, many occupational health problems still persist in modern dentistry. These include percutaneous exposure incidents (PEI); exposure to infectious diseases (including bio aerosols), radiation, dental materials, and noise; musculoskeletal disorders; dermatitis and respiratory disorders; eye injuries; and psychological problems. To fully understand the nature of these problems, further studies are needed to identify causative factors and other correlates of MSD. Continuing education and investigation of appropriate interventions to help reduce the prevalence of MSD and contact dermatitis are also needed. For these reasons, it is therefore important that dentists remain constantly informed regarding up-to-date measures on how to deal with newer technologies and dental materials.

Purpose. To conduct a comparative analysis of filling materials and determine the feasibility of using modern materials

Materials and methods. Today, several dental filling materials are available. Teeth can be filled with gold; porcelain; silver amalgam (which consists of mercury mixed with silver, tin, zinc, and copper); or tooth-colored, plastic, and materials called composite resin fillings. There is also a material that contains glass particles and is known as glass ionomer. This material is used in ways similar to the use of composite resin fillings. Dental materials are classified into three groups: constructional (metals, alloys, artificial teeth), clinical (cements, plastics, amalgams), auxiliary (for impressions, modelling and moulding, etc.).

Dental materials should have the following properties: high corrosion resistance in the oral cavity, high mechanical ones (strength, hardness, elasticity, plasticity), good workability (they should easy yield to casting, soldering, welding, stamping, broaching, polishing), necessary physical indicating (color, low shrinkage, melting temperature), a minimal level of electrochemical phenome caused by these materials in the oral cavity. Material density is crucial when selecting a material for different denture constructions. The melting temperature is crucial when dealing with dental materials. It ia important to account for heat expansion of materials because when temperatures change significantly and rapidly, the dentures and tooth tissue can be damaged by expansion forces.

A filling is a way to restore a tooth damaged by decay back to its normal function and shape. When a dentist gives you a filling, he or she first removes the decayed tooth material, cleans the affected area, and then