Internet for student earnings: working place or communication space

INTERNET FOR STUDENT EARNINGS: WORKING PLACE OR COMMUNICATION SPACE
INTERNET PARA BENEFICIOS DE ESTUDIANTES: LUGAR DE TRABAJO O ESPACIO DE COMUNICACIÓN

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Abstract: The article is devoted to the study of new forms of e-business, as in connection with the increasing influence of Internet Commerce, there is a fundamentally new situation in social and labor relations. In recent years, there has been a steady trend of increasing students' interest in earnings in the Network. Students work on the computer, earning money by performing various tasks and projects, which actually led to the development of new forms of employment. The aim of the study is to analyze the practices of copywriting as a form of earnings in the Internet space. The leading method for the study of this problem is the method of free interview,

which allows identifying the pros and cons, as well as the subtleties of students' work on the Internet. The article analyzes the concept of copywriting. Motives of activity in the field of copywriting are described; skills necessary in this type of work are revealed and the basic principles of the copywriter's successful work are considered. The advantages and disadvantages of copywriting relative to other forms of earnings in the Internet space are established. The novelty and originality of the study lies in the fact that the main socio-psychological qualities necessary for the work of a copywriter are highlighted: literacy; the ability to express thoughts concisely; attentiveness. The main motives of students to earn money on the Internet are established: self-realization in the profession and improvement of their skills; the desire to independently manage their work and free time; the desire to communicate with interesting people. The advantages of copywriting for students are identified: the ability to work remotely and at home, without visiting the office; flexible schedule and the ability to choose the amount of their load; unlimited opportunities for self-development (books, communication on thematic forums); getting pleasure from their work; regulation of their communication circle; self-realization in the profession; the ability to increase their income and its dependence only on the business activity of the copywriter and his/her responsible attitude to business. Disadvantages of copywriting for students are identified: instability (risk of payment's non-receipt); abnormal working schedule; the need to spend time on activities unrelated to specialization; lack of experience exchange and lack of communication; low wages, which is determined by high competition; the problem of income legalization, as well as the lack of social guarantees, social package, lack of career growth, promotion. The data obtained in the work can be used in labor psychology, age psychology, social psychology, pedagogy, sociology, as well as for further theoretical development of this issue.

Keywords: e-business, student youth, Internet, social networks, communication.

Resumen

El artículo está dedicado al estudio de nuevas formas de comercio electrónico, ya que en relación con la creciente influencia del comercio por Internet, existe una situación fundamentalmente nueva en las relaciones sociales y laborales. En los últimos años, ha habido una tendencia constante de aumentar el interés de los estudiantes en las ganancias de la Red. Los estudiantes trabajan en la computadora, ganando dinero realizando diversas tareas y proyectos, lo que en realidad condujo al desarrollo de nuevas formas de empleo. El objetivo del estudio es analizar las prácticas de redacción publicitaria como una forma de ganancias en el espacio de Internet. El método principal para el estudio de este problema es el método de entrevista gratuita, que permite identificar los pros y los contras, así como las sutilezas del trabajo de los estudiantes en Internet. El artículo analiza el concepto de redacción publicitaria. Se describen los motivos de la actividad en el campo de la redacción publicitaria; se revelan las habilidades necesarias en este tipo de trabajo y se consideran los principios básicos del trabajo exitoso del redactor. Se establecen las ventajas y desventajas de la redacción de textos publicitarios en relación con otras formas de ganancias en el espacio de Internet. La novedad y originalidad del estudio radica en el hecho de que se destacan las principales cualidades sociopsicológicas necesarias para el trabajo de un redactor: alfabetización; la capacidad de expresar pensamientos de manera concisa; atención. Se establecen los motivos principales de los estudiantes para ganar dinero en Internet: autorrealización en la profesión y mejora de sus habilidades; el deseo de administrar independientemente su trabajo y tiempo libre; El deseo de comunicarse con personas interesantes. Se identifican las ventajas de la redacción para los estudiantes: la capacidad de trabajar de forma remota y en casa, sin visitar la oficina; horario flexible y la capacidad de elegir la cantidad de su carga; oportunidades ilimitadas para el autodesarrollo (libros, comunicación en foros temáticos); obteniendo placer de su trabajo; regulación de su círculo de comunicación; autorrealización en la profesión; la capacidad de aumentar sus ingresos y su dependencia solo de

la actividad comercial del redactor y su actitud responsable ante los negocios. Se identifican las desventajas de redacción para los estudiantes: inestabilidad (riesgo de no pago); horario de trabajo anormal; la necesidad de dedicar tiempo a actividades no relacionadas con la especialización; falta de intercambio de experiencias y falta de comunicación; bajos salarios, que está determinado por la alta competencia; el problema de la legalización del ingreso, así como la falta de garantías sociales, paquete social, falta de crecimiento profesional, promoción. Los datos obtenidos en el trabajo se pueden utilizar en psicología laboral, psicología de la edad, psicología social, pedagogía, sociología, así como para un mayor desarrollo teórico de este tema.

Palabras clave: comercio electrónico, juventud estudiantil, Internet, redes sociales, comunicación.

Introduction

The stability of Russian society, the level of economic development in the next decade largely depend on alternative ways of earning money, which include earnings in the Network. The information technology industry is one of the most dynamically developing industries both in the world and in Russia. According to forecasts, the market will continue to grow by an average of at least 5% per year until 2020. Thus, the information technology market is one of the fastest growing markets in the world economy (Grishnyakova, Kutsekobylskaya & Kuzmina, 2014). Internet is the source and means of information dissemination, which is necessary for the operation of key social institutions, is an important source of normative samples, definitions and means of constructing social reality, organization of living space and lifestyle of a person (Sharkov, 2014; Ismailov, 2014; Litvishko, 2014).

It should be noted that the development and spread of Internet technologies have significantly transformed the concept of communication. Interpersonal communication on the Internet is a relatively new phenomenon, especially for Runet. Relevant methodological preconditions of the analysis of Internet communications and private basic definitions in this field are allocated by M.G. Shilina (2012) Hyper textuality is a very characteristic feature of Internet communications. None of the traditional types of communication has the form of fixing information in the form of combining text fragments into a common network with links to them. Thanks to the Internet there is an adaptation of the linear structure of the text to the nonlinear, which is attractive due to the associative connection of ideas in the human brain. Hypertext-based communication involves interactions between the sender and the recipient of information, which are a priori equal, as a condition for the implementation of this technology, which is a fundamentally new condition for the creation and implementation of communication. Multimedia, as a characteristic of communication, involves the possibility of integrating of text information with various files of multimedia content, which is not typical of any of the traditional forms of communication. Interactivity involves the following features: user control over the content, participation in its formation through the formulation of problems for coverage and discussion, initiative in the discussion, authorship, and exchange of views with other users, etc. (Kizim & Tokarev, 2004; Bondarenko, 2013; Kotik, 2014). Interactivity means the ability to provide instant feedback and increase the number of communicators. All these possibilities are due to the openness of the world wide web. The next fundamental characteristic is the possibility of modifying communication directly by the Internet environment. Network communities began to unite a huge number of people. Social networks today are extraordinarily successful. The technology of creating a network community is extremely simple - first, an electronic resource is created, and then users of telecommunication networks come to this resource. They allow members of their communities to create their own profiles, in which they usually post information about themselves and their surroundings: texts, photos, and information in any other form. Members of the network have the ability to connect others to communicate in this

community. Today, the network community intersects a variety of values and interests, Network communities develop certain codes of conduct. Such an example is the *code of Ethics for e - Commerce*, according to which, by joining the online community of e - Commerce and adopting the code of ethics, the participant confirms the intention to be responsible in accordance with voluntarily assumed obligations.

The rapid development of information technology, the growth of the General level of education and skills of workers - all this has influenced the fact that the Russian labor market is becoming more flexible, and employment is beginning to gravitate more and more to less rigid forms. A sufficient number of Internet sites and remote work exchanges makes it possible to earn through the Internet. Freelance is a generally accepted term that refers to a remote form of employment that is not associated with the presence of a permanent workplace in a production facility (Spilina, 2012). A freelancer is a person who works independently and is not bound by temporary or any other obligations in writing, i.e. a freelancer is a person who performs work without a long-term contract with an employer, hired only to perform a certain list of works (freelance worker). In addition, a freelancer is an employee working outside the permanent staff of any company; a freelancer can simultaneously fulfill orders for different customers (Amuntov, 2014). A freelancer can be a person of any specialization, able to perform any job. The main thing is that these skills were necessary for someone, and they were in demand. Some companies do not need to hire a person on a permanent basis for the work that needs to be done once, so there is a need to attract a temporary specialist to pay a specific amount and quality of work (Chaplashkin, 2013; Gebrial, 2008; Khusyainov, 2012; Cherdymova, 2018a; Cherdymova, 2018b, Strebkov & Shevchuk, 2010). Freelancing plays a very important social role: it can significantly increase employment opportunities for people with disabilities; students receive additional earnings; increases the share of the employed population of the country, provides such citizens with earnings and reduces the social burden of the state. Freelance gives you the opportunity to combine social functions with work. For example, women can perform maternal duties without sacrificing their careers and material well-being (Chaplashkin, 2011). The Internet has provided special opportunities to manage working time. It became possible to move to a virtual workplace. Many new professions do not require direct presence in the office. These are programmers, network administrators, online merchants, information processers, managers in search of orders in the network, market analysists, information introducers, web designers, etc. the Company saves on rent of office premises, salary of employees (in contrast to enrollment in the staff) (Galkin, 2008; Ismailov, 2014; Alisov et al., 2018; Krasilnikova, 2010; Maksiyanova, 2011; Sorokoumova et al., 2019; Radaev, 2012). We can distinguish several types of freelancers that are homogeneous groups, namely: mama-lancers, students-freelancers, hobby-freelancers, experienced freelancers, freelancers-in-demand workers.

Research Methodology

Today, the Internet has become one of the main sources of information, ahead of television and radio. The possibilities of the Internet are endless: search for the necessary information, purchase and sale, public relations, online communication, training, etc. One of the most common types of earnings on the Internet is copywriting. Copywriting is a type of activity for writing unique texts of news, information and advertising nature to order using keywords and phrases to fill Internet sites with content for the purpose of presentation, image enhancement and promotion of an idea, product, project, person or organization as a whole (Vereshchagina, 2015).

The essence of the work of a copywriter is to write articles of news, information or advertising nature, that is, to fill the content of a variety of web sites (cars and components, computers, equipment, games, travel, and more) One of the main tasks of a copywriter - an interesting presentation of the essence of the topic for the target audience of the customer's site. The quality of the copywriter's work largely determines the attendance and success of this site, because the visitor first of all appreciates an interesting, accessible and high-quality text.

The method of data collection is a free interview with students, practicing this type of earnings in the Internet space. The topic of copywriting is not well studied, so a free interview is the most effective data collection, which will allow the researcher to identify all the nuances of the studied phenomenon.

Objectives of the study: to describe the motives of students' activity in the field of copywriting; find out what skills are necessary for copywriters in the work; to identify how copywriters organize their work; to describe the main directions of work of copywriters; to consider the main principles of successful work of copywriter; to establish the advantages and disadvantages of copywriting relative to other forms of earnings in the Internet space; to find out if copywriters want to change their profession

Results

In the first task, it was found that people engaged in the field of copywriting are guided by two main motives: self-realization in the profession and improvement of their skills (67%); the desire to manage their own work and free time (88%).

Students-copywriters see their work as a profession, seeking to improve in it, as many ordinary employees in the workplace do, when they want to build a career. If we consider the writing of texts for sites only a part-time job, then success in this field will be very difficult to achieve and even impossible. Almost all respondents (96%) identified as the main motive of their activities - the desire for self-realization and to improve their skills. The second important motivation for the surveyed students was the desire to manage their own work and free time (88%).

Most students perceive work outside the team as fruitful and comfortable conditions that make it easy to write texts for websites. And there are reasons for this, in particular: work does not tolerate fuss and mistakes, and hard coercion (62% of respondents think so); inspiration is the only source for good work, but it is possible only if there is no one around (54%). When asked about the motivation of their choice of profession and working conditions, the majority of students' opinion can be expressed by one answer, that they need freedom of action, which improves the results of work (88%). However, despite their reluctance to work in a team, copywriters do not seek solitude and complete isolation from others. They have a huge circle of communication, both professional and friendly. Therefore, we can distinguish another motive-the desire to communicate with interesting people (68%). Several of the surveyed students-copywriters admitted that they had mastered the ideal profession, bringing pleasure to their process (24%). Therefore, as another motive, we can highlight the search for satisfaction from their work. Analyzing the answers to the questions about the motives of activity, a very important conclusion was made: remote work, which copywriters are engaged in, is an advantage, a huge work and at the same time a high risk. As it was found out during the interview, it is difficult for those students-copywriters in a highly competitive environment, who are just starting, as they work on cheap orders, agreeing to everything to make a certain opinion and rating on specialized exchanges (54%). Those who have been engaged in this work for several years, go faster: made a permanent customer base; earned a reputation and a name; decided on the direction of work for which they are taken; know exactly about the labor costs attributable to a particular job and client; know the requirements of customers that allow them to quickly cope with the work.

In the survey, none of the study participants revealed a detailed algorithm for finding their customers (100%). However, based on the answers of respondents, we can draw the following conclusions: the main workplace for a copywriter - the Internet; the specifics of the work - its remoteness from the customer; the main way to disseminate information about yourself - a variety of Internet resources, but above all, the most visited. Also, in order to attract and retain customers, copywriters must have samples of their work, which are the main indicator of

professionalism. However, all participants of the survey are united by the presence of higher professional education, which allows them to design their work correctly, ask questions and negotiate with clients, as well as gives their work a distinctive style and uniqueness. As for the skills and abilities, the opinions of copywriters are divided. The majority of students (86%) believe that the most important for their work is: literacy; ability to Express thoughts concisely; attentiveness.

Thus, copywriting, like any profession has its advantages and disadvantages. The main advantages are: work at home, without visiting the office; flexible working hours and the ability to choose the amount of their load. The disadvantages include high competition, non-payment of work by the customer. Despite serious shortcomings of the profession, no one seeks its change. For copywriters, choosing their profession is a conscious choice.

Discussions

The Internet as a means and space of communication has acquired great importance in the modern world and opened wide prospects for doing business, improving the quality of life of students and communication of Network users. There are no established, institutionalized relationships in networked communities. Information and communication macro-environment has entered a special state, which is characterized by constant network mobility.

The dispersion of information and communication environment in space and time fragments the network society, but is not able to differentiate it functionally. Nevertheless, network communities are in a state of relative stability, continuously being reproduced and developed. The Internet is a completely new medium for connection and communication, different from the usual media. The basic characteristics of Internet communications include interactivity, global nature, efficiency, and the possibility of online correction of information. Communication is characterized by direct individual contact; high level of involvement; significant personal freedom. The Internet has unique opportunities for building effective Internet communications: relatively low cost of contact with the target audience and low resource consumption, manageability of communications in real time; establishing feedback; clear differentiation of the target audience and round-the-clock access to information. The processes of virtualization of social institutions have also affected the economic sphere. Many practices of buying, selling and marketing communications have moved to the Internet. Thus, the Internet environment provides great opportunities for earning money, building their own business for students.

Conclusions

Currently, the virtualization of social institutions is a real phenomenon of our time. Today, information free community-a completely new type of virtual societies, which are electronic network groups that create their own information space that allows for joint action introduced into the global information space. The basis of network communities' functioning is all kinds of chats, forums, comments. Network communities develop certain codes of conduct. In the last decade, many new professions have appeared that do not require direct presence in the office. In this regard, the social role of freelancing has increased, which means that this type of activity allows you to receive both additional and basic earnings. Freelancer can be defined as a person of any specialization, performing work without a long-term contract with the employer, hired only to perform a certain list of works, which can simultaneously fulfill orders for different customers, offering their services most often over the Internet. On the Internet, there are a large number of sites and exchanges of remote work for contacts between the customer and the contractor. The most common activities of freelancers are journalism; graphic design; provision of consulting services of various kinds; translation of texts, rewriting and copywriting - activities, with the writing of original texts; management. In any case, freelancing carries much more benefit than harm. Despite all the legal barriers, there will only be more freelancers in

Russia in the near future. Our country cannot escape from this global trend. Freelancing will become more professional; there will be created more and more associations of professionals who are used to working outside offices. In addition, the spread of information technology and new activities will turn work outside the office into a common phenomenon of modern life.

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