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## **DEVELOPMENT OF APPLICATIONS ON THE ANDROID PLATFORM**

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The modern world is the world of information technology. Every day, humanity rises one step in its development. Various gadgets, rockets, cars, microcontrollers, drones and so on. All these things surround us. The information age requires specialists who would support and develop it. Nowadays, those people are in demand who are able to understand all aspects of electronics, software development and programming.

However, in fact, it is very difficult to find a job, even if you have programmer skills and a specialty in this area. Someone can be more inclined to mathematics, physics or electrical engineering. However, there are creative people. They find it harder to understand the programming algorithms, but they can come up with a cool design for the same programs.

As students of information technology, we searched a lot and thought about how you can earn some money on what we already know. We think now there are two of the most basic and accessible ways to apply programming knowledge and earn for the student. The first is the creation of a website, its design and support. The second is the creation of an Android application. “What can I do? I need to analyze yourself. It is hard to understand programming, but if I had sat, I would figure it out. I also like video games. Oh, video games! Maybe I can create my own ones” we thought.

There are two leading corporations that make software for smartphones: Google (Android) and Apple (IOS). Android is sometimes called the “corporation of good” (or rather, the well-known corporation Google, which has been the owner of Android since 2005), and Apple is called the “corporation of evil”. That is because Android is more accessible and easier in downloading free applications from the Google Play Market. Android is also easier to hack. And this means that it is easier to change the software in the service centers, if the phone is broken, it is easier to work with it, add something of your own. Apple is famous for its privacy. Many applications in the Apple Store are paid. However, Apple products are no worse and many people use them.

So, we stopped at creating an application for the popular, well-known Android. As it was mentioned above, it is more accessible in terms of application development. We use a development environment called Android Studio to create my application. At this point we do not make the game. At my university, we took an assignment from on the topic: “European Restaurant”. At the moment, we study and understand the basic methods of development. The process itself is very convenient and interesting. we can immediately see the results of my work on my phone, which is connected with a USB cable to my computer. All changes and additions of various elements in the program will be immediately displayed on the smartphone.

The prospects of the study are in the development of games in less than half a year. It is quite real. There are many services that will charge you a small amount of money when you upload your application on Google Play. There are three main ways of earning money with an application. The

first way is when you have created a good game and have thought about the internal currency that players can buy for real money. The second way is to make the application paid. But this method is bad for novice developers. That indeed, the application will not be popular at first, and few people will want to buy it. The third way is to add advertising to the application. The user will periodically see ads, and you will get some money. One of the advertising services is called StartApp.

We hope everything will work out. And we advise novice developers to try one of these ways, because the development process is easy and interesting. For example, the popular game Cut the Rope was invented by two brothers who were just interested in creating applications.

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## **A PARADOX OF CHOICE. TRAPS OF DIVERSITY**

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The official dogma sounds like this: it is necessary to increase the level of personal freedoms if we want to increase the level of social welfare. How can I expand the boundaries of personal freedoms? One way is to give more choice. The greater the choice, the more freedom, and the more freedom, the greater the welfare. This principle has spread to our daily lives. Let's look at a few examples.

You came to the store. A few words about salad dressings. There are about 175 in this store. And this is not counting 10 types of cold-pressed olive oil and 12 types of balsamic. They can also be purchased and made even more salad dressings to your taste - in case none of the 175 ready ones satisfy you. Or, for example, you go to a home appliances store to buy a stereo system - speakers, player, tuner, amplifier. There will be ready-made ones, but the thing is that you can collect more than 6.5 million variants of stereo systems from components presented in only one store. Admit it is a worthy choice. This diversity, it is in everything, in phones, health care, in marriages.

We go to football matches with a mobile in one hand, a Blackberry smartphone in the other and a laptop on our lap. Even if all the devices are disabled, every minute we continue to think about whether to take a call, answer an e-mail, or start a letter. And even if we say no to ourselves, the impression of observing playing football is completely different.

Let's talk about the negative properties of diversity. Paradoxically, a huge variety paralyzes the decision-making process. Let me give an example: the company Vanguard (a giant investment mutual fund with about a million employees.). It was found that when employees were given the choice to choose one of ten pension funds, the employee participation share fell by 2%. This means that if we offer them to choose from fifty funds, then 10% fewer employees will participate in the pension contributions program than if they offer to choose from 5. Why is this happening? Because of the 50 funds, it is very difficult to choose the one in which to invest. And people postpone this decision until tomorrow, then until the day after, and so on, and they never make a decision. Thus, paralysis is a consequence of a wide choice. After all, I really want to make the right decision when you realize that it is forever. You do not want to be mistaken in choosing a pension fund, and even in choosing a salad dressing. This is the number one negative effect.

The second effect is as follows. Even if we made a choice, we feel less satisfied with the results of our choice than we would have, choosing from a smaller number of options. Consider one of the reasons for the example of the salad dressing. You bought one and it was not perfect. It is easy to imagine that so much time options, then you can choose the better. And this imaginary choice that you didn't make makes you regret the choice that you really made. And it deprives you of the pleasure of your choice.

Third: escalation of expectations. Example, I wear one model of jeans for many years and decided to go to the store. The seller started asking questions: "Would you narrow, straight or free? On buttons or zipper? With a scuffed or bleached effect? Maybe torn? Flare? Narrowed? ". In the