

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

end, after an hour, I went out in jeans that looked better than mine. I achieved more, but I felt worse. The reason is that when we know one model, we have no special expectations on this. Now when there are a hundred models, one of them exactly has to be perfect. And what I bought was not bad, but not perfect. Diversity entails an increase in expectations, and, consequently, a decrease in satisfaction with the result, even if it is not bad. Why was everything worse before, but better? Because when it was worse, people were more likely to be surprised. Now the world in which we live - wealthy residents of cities with high expectations - is such that the most we can hope for that our expectations will coincide with the real state of affairs. We will never be pleasantly surprised because our expectations with you are on such a crazy level.

This is the paradox of fish in an aquarium - the thing is that if you break it in order to reach great opportunities, you will not get freedom. You are paralyzed. Paralysis - more, satisfaction - less. Each of us needs an aquarium.

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## CARBON DIOXIDE PROCESSING INTO ALTERNATIVE FUELS

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In recent years, mankind has faced climate warming on our planet as a result of changes in the composition of the atmosphere and the manifestation of the so-called greenhouse effect, keeping warmth on Earth. The higher the concentration of these gases, the greater the greenhouse effect.

Greenhouse gases are gases that create a screen in the atmosphere that delays the emission of infrared rays into space, which, as a result, heat the surface of the Earth. Currently, these gases include carbon dioxide, methane, chlorofluorocarbons (freons), nitrogen monoxide (N<sub>2</sub>O) and tropospheric ozone.

Thus, CO<sub>2</sub> is a fairly stable molecule, and in order for it to enter into a reaction, a huge amount of energy is required. One common way to convert CO<sub>2</sub> is to remove the oxygen atom and combine the remaining CO with H<sub>2</sub> to create methanol. However, such a reaction requires very high temperatures (about 1000 degrees Celsius), which are not so easy to maintain.

The goal was to find a cheaper and less energy-consuming method of processing carbon dioxide (CO<sub>2</sub>), into an alternative fuel - methanol, which will solve two problems at the same time: reducing the amount of CO<sub>2</sub> and obtaining almost affordable fuel.

A new method of converting carbon dioxide into liquid fuel has been developed. For this, it is enough to use copper and sunlight.

According to experts from the University of Texas at Arlington, the new technology will help produce fuel from the "gratuitous" raw materials, while not polluting the environment of CO<sub>2</sub>. The essence of the technology is in the use of nanorods of honey oxide Cu<sub>2</sub>O oxide crystallites coated