Секция «Strategic Communication (подсекция на английском языке)»

The mobile app as an approach to engage the younger generation in the research field (Using the VERUM startup example)

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The paper's purpose is to present a solution for such a pressing problem of our time as the involvement of young people in the research field.

Conducting research is an integral part of the studying process of students in many fields. At the same time, the organisation of the research process often causes difficulties that discourage students from further participation in research activities. Now there are services for conducting surveys (e.g. Google Forms, etc.) and publishing research results (Researcher, etc.). Still, the problems of finding participants to form a sample and communication within the research community remain unsolved [3]. The author proposes a mobile application that will not only automate the research process at all stages but also form a new perception of research as part of everyday life among young people. The application is being developed as part of the Startup as a Thesis program.

The app can be used by any university offering programs that require students to conduct research during their studies. This can positively affect the brand image since universities that carry out research traditionally occupy the highest positions in world rankings of educational institutions [4]. Also, conducting research involving current topics with the help of the application will help the university raise the audience's awareness level [1]. It is also worth mentioning that digitalisation and practice are the main trends in the education market [2].

The principle of the app is to combine services for creating surveys, searching for participants, communicating and publishing studies.Users will have such functions as the automated formation of a sample according to the set parameters from a base of potential participants registered in the app.The problem of formation of a base of potential participants is solved as follows:The ability to register as a participant by filling in personal data information is relevant to those who are interested in the results of a particular study; want to take part in surveys for a cash fee (built-in payment function) or the application's internal currency (the most helpful function for students: bonuses received for participation in studies conducted by others can be used to pay for participation in their own projects or to open access to paid research).

Thanks to the messenger within the app, it will be easy for students to share their work, forming an online co-working space.

Students will be able to publish research results both on their own behalf and in their university profile. At the same time, access to the text can be both open and paid, or it can be available only for selected users. It is also possible to subscribe and follow the updates of specific users or organisations—for example, a subscription to a department that frequently publishes exciting research.

However, students are not the only audience for which the app may be relevant, but this work is dedicated to this particular target group.

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