Тестування ПЗ для електронної комерції – справа не проста. Для цього потрібні знання про специфіку е-комерції. Основною метою такого тестування є визначення того, наскільки ПЗ для електронної комерції відповідає системним вимогам надійності, ремонто-придатності, безпеки та доступності. Вебтестування е-комерції є ключовим для вирішення основних проблем інтернет-магазину. Для цього потрібно протестувати всі основні компоненти вебсайту перед його запуском, щоб переконатися, що вони працюють безперебійно, і кінцеві користувачі не стикатимуться з жодними перешкодами при використанні торгового вебресурсу. Адже це винагородить згодом зростанням кількості потенційних клієнтів та стимулюванням продажів електронної комерції.

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SOCIAL INTELLIGENCE AND MODERN SOCIETY

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Introduction. Nowadays, where ideas, exchanges, and the development of concepts are fast changing, social intelligence is needed and is considered as a key outcome of personal development. There are "emotional intelligence" and "social intelligence" in relevant studies.

During the research, the following **methods** were used: theoretical – analysis of scientific and psychological literature, theoretical analysis; empirical – pedagogical observation, conversation.

Results and discussion. The term "social intelligence" (SI) was first noted by Thorndike in 1920 as a significant component of human intelligence (Richard & Boyatzis, 2016). According to Thorndike (Thorndike, 1920) for career success it is not enough to be a good specialist, it is important to have skills that will help improve interaction with other people (soft skills). Some scientists identify the abilities of social intelligence as a part of structure of general intelligence. According to Kihlstrom (1997) social intelligence is specifically geared to solving the problems of social life. However, the phenomenon of SI in psychology is not sufficiently studied. In this case, this term is often confused with emotional intelligence (EI).

The author of the book «Emotional Intelligence» Daniel Goleman initially combined the skills of social and emotional intelligence, but later admitted: *"I saw that if social intelligence is lumped together with emotional intelligence, it prevents us from looking at people's ability to build relationships in a new and unconventional way. This approach ignores what is manifested in our communication with other people"* (Goleman, 2006, p.1). SI is related to the knowledge of social phenomena, and is aimed at understanding the behaviour of other people, whereas EI is related to the processing of information about the emotional sphere and is aimed both at a person's knowledge of other people and himself. Therefore, EI is about others and yourself, and SI is about understanding others.

It is known that well-developed intelligence allows people to get a lot of benefits for life, besides a person has new opportunities. For example, we may be faced with the question of how to support another person. This is where social intelligence comes in handy. Jill Hesson (Hesson, 2017, p. 136–138) suggests the following:

− observe and listen (by verbal and non-verbal communication);
− show your understanding (question the same phrases);
− ask open-ended questions (what exactly do you feel?).

Sometimes people may feel upset because they have offended another person, or they may not understand the reasons of nervous tension in relationship. Such questions are not solved in a minute.

We consider, that the formation of SI takes place in the process of socialization of the individual. And it turns out that our whole life is a constant analysis and improvement. Also, SI manages the necessary abilities for effective communication based on empathy, self-knowledge, listening and reading emotions. Individuals with high social intelligence are usually successful communicators. They are characterized by contact, openness, tact, benevolence and cordiality, the desire for psychological closeness in communication. High SI is associated with an interest in social problems, with the need to influence others and is often combined with developed organizational skills.

Table 1 presents a short overview of the main components of the SI.

Table 1

Overview of the main components of the SI

	Component	Definition
Social intelligence	**Social understanding (SU)**	• the ability to understand social stimuli against the background of the given social situation.
	Social memory (SM	• the ability to store and recall objectively given social information that can vary in complexity.
	Social perception (SP)	• the ability to perceive socially relevant information quickly in more or less complex situations
	Social flexibility (SF)	• is the ability to produce as many and as diverse solutions or explanations as possible for a social situation or a social problem.
	Social knowledge (SK	• includes knowledge of social matters, highly depends on the social values of the environment and is not considered as a pure cognitive dimension.

Nobody is born socially intelligent. According to Morin, there are many options how to improve SI:

1) Active listening. We always think in advance what we should answer and thereby distract ourselves;

2) Ask directly how you can help another person. Suggest actions and ideas, be open if you feel uncomfortable;

3) Do not monopolize the conversation. Remember that you are not alone;

4) Be tactful and delicate. Show that you respect others;

5) Self-control. Be fully responsible for your actions and emotions;

6) Observe others. Pay attention to gestures and communication in the group;

7) Public speeches. Take public speaking courses, read relevant literature (Morin, 2020).

Conclusion. Our work has led us to conclude that social intelligence is one of the priority vectors of modern society. In this paper we have outlined that SI is a type of thinking that manifests itself as an integrative feature of personality. There are still many options for pumping social intelligence. However, it is worth starting small and trying to follow at least one point. Developing social intelligence skills is actually a continuous process. The evidence from this study suggests that developing social intelligence skills enhance personal development.

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