



**MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION**  
**Federal State Budgetary Educational Institution higher education**  
**«Ural State University of Economics»**  
**(USUE)»**

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**«APPROVED»**  
**Rector of USUE**

Y. P. Silin


«10» January 2024

## **REGULATIONS**

**Concerning the Tik Tok Style Challenge**

**«My world of hobbies»**

Ekaterinburg  
2024

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## 1. General regulations

1.1. This Regulation (hereinafter referred to as the Regulation) regulates the procedure for organizing and conducting the Challenge in the style of Tik Tok «The hero of our time» (Further - the Competition)

1.2. The competition is held within the framework of the Congress of Strategists of the Eurasian Economic Youth Forum (hereinafter referred to as the EEYF). Internet address of the EEYF website [www.eurasia-forum.ru](http://www.eurasia-forum.ru)

1.3. Organizer of the Competition: Ural State University of Economics, Institute of Continuous and Distance Education (hereinafter referred to as the Organizer)

1.4. co-organisers:  
Competition  
Universities-organisers of foreign and regional EEYF sites that have chosen this competition for implementation at their sites (hereinafter - Co-organiser).

1.5. The purpose of the Competition is to determine to what extent its participants, using a video clip as a form of presentation of the competition material and digital technologies of its distribution via social networks, are able to demonstrate their hobbies, to assess the nature of their influence on the spiritual and moral development of the individual and on the socio-economic development of their native country.

## 2. Participants of Competition

2.1. Students of colleges, technical schools, higher educational institutions, as well as employees of other interested organizations under the age of 35 are invited to participate in the Competition.

2.2. The Competition provides for full-time participation, including as part of teams from organizations, educational institutions, regardless of the field of activity and position. Team composition up to 10 people.


2.3. There is no registration fee for participation in the Competition. Expenses for accommodation of non-resident participants, food and transportation costs are paid by the participants themselves or by sending organizations.

## 3. Порядок регистрации и предоставления конкурсной документации

3.1. To participate in the Competition it is necessary to submit an application through the registration system on the EEYF website or from the Competition page until March 20, 2023 (the application form is provided in Annex 1). All fields of the Application Form are mandatory. In case the application is submitted from a team, one of the participants is registered as "team captain", the rest of the team participants are registered as "team member".

Participants of the main site of the Competition choose the USUE site - Congress of Strategists - Challenger-style Tic Toc competition "The World of My Passions" when registering.

Participants of foreign/regional sites of the Contest when registering choose the name of the corresponding site - Tic Toc Challenger style contest "The World of My Passions".

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3.2. The following package of documents shall be submitted simultaneously with the application until **March 20, 2024**:

- List of team members with the topic of work and the chosen direction - submitted to the competition coordinator at [demchenko\\_nv@usue.ru](mailto:demchenko_nv@usue.ru) in the form of a separate file with the extension .doc or .docx

- Competition work in the form of a video clip is sent to the e-mail of the competition organising committee [slava@usue.ru](mailto:slava@usue.ru).

Video clips are submitted for the contest in the following areas:

- "Modern youth and traditional values";
- "Value orientations of modern youth";
- "The view of modern students: "I am in the future".

Participants of foreign/regional sites send team lists and video clips to the e-mail address of the competition coordinator of their site, specified on the competition page of the site.

3.3. After completing the registration form, each candidate receives a confirmation of receipt of the Application from the Organiser (Co-Organiser) to the e-mail address specified during registration. Confirmation of receipt of the application is received from the e-mail address of the Organiser (Co-Organiser) of the Competition.

3.4 The Competition Organiser shall post the Competition videos in the group of the Institute of Continuing and Distance Education of the Ural State University of Economics in the Vkontakte social network.

3.5 Based on the data provided by the participants in the Application Form, the Competition Organiser shall divide the participants into groups of 10 people and by the areas of the Competition (hereinafter referred to as "Groups"), within which group work with demonstration of prepared videos and performance of competition tasks will be carried out.

#### **4. Technical recommendations for the preparation of video clips**

4.1. When preparing videos, you must follow the following technical recommendations:

- Movie format 1080p (HD), MPEG-2 (Audio codec: MPEG Layer II or Dolby AC-3, Audio bit rate: 128 Kbps or higher), MPEG-4 (Video codec: H.264, Audio codec: AAC, Audio bit rate : 128Kbps or higher);

- the minimum duration of an audiovisual fragment is up to 33 seconds (in the style of the Tik Tok social network), excluding black and static images in the video, as well as silence and background noise in the audio track;

- frame rate - the video must have the original frame rate without resampling, upsampling and performing various transfer procedures;

- aspect ratio - the original aspect ratio should be maintained;

- video resolution of at least 1280 x 720 for 16:9 aspect ratio and at least 640 x 480 for 4:3 aspect ratio;

- video bitrate - 50 or 80 Mbps.



## 5. Stages of the competition and criteria for evaluation of video clips

5.1. Acceptance of applications (**until March 20, 2024**) and selection rounds of the Competition shall be held by the Competition Organising Committees of the respective sites until **April 1, 2024**:

- the organising committee of the head site of USUE;
- organising committees of foreign/regional sites.

If a foreign/regional site receives less than 10 entries, the Competition at this site is considered not to have taken place, and the entries received participate in the competition of the head site of the USUE on general grounds.

5.2 The final of the Competition will be held only in the face-to-face format.

5.3 All participants who have registered at the USUE site are invited to the in-person final without pre-selection.

5.4 Foreign/regional venues will hold qualifying rounds at their venues on **April 1, 2024**.

By **April 5, 2024**, the competition coordinator of the site sends to the EEYF Organising Committee and the competition coordinator of the head site the minutes of the expert committee for determining the winner and prize-winners of the national/regional round of the competition. The video clip of the winner of the national/regional round shall be sent to [slava@usue.ru](mailto:slava@usue.ru).

**The winner (first place, 1 person) of the national/regional round of the Competition becomes a finalist of the international final of the Competition.** He/she is given the opportunity to participate in the final of the Competition and other final events of the XIV EEYF on **April, 23-25 2024 in person**. The main organiser of the EEYF - USUE- will provide travel and accommodation expenses.

**The participants, who took the 2nd and 3rd place, will be solemnly awarded certificates and gifts at the foreign/regional venue on April 25, 2024.**

5.5. The order of the Competition includes:

10:00–11:00 – registration of participants;

11:00–11:30 – reports of the heads of scientific areas of the Competition in the format of a plenary session, the distribution of participants into working groups according to the subject of the Competition;

11:30–12:30 – demonstration of videos by teams with comments (up to 5 minutes);


12:30–13:30 – preparation and implementation of competitive tasks as part of teams;

13:30–14:30 – summing up the results of the work of the expert commission on the evaluation of competitive materials submitted by participants (groups), as well as the results of their performance of competitive tasks.

5.2. The Expert Commission evaluates the submitted results by the participants of the Competition according to the following criteria:

- presentation of the video with the presentation of the team of participants (participant): the content and degree of disclosure in the video of the topic declared by the team (participant), the consistency of the video sequence, the availability of the content of the video for understanding by the audience, compliance with the requirements for the duration of the video. The maximum number of points is 30 points;

- the maximum number of points for the competition task from the Organizer is 70 points;

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The maximum possible number of points that a participant or group can receive is 100 points and depends on the decision of the expert commission.

The decision of the expert commission is made by calculating the sum of points. In case of equality of points, the decision is made by open voting by experts.

## **6. Awarding of the winners of the Competition**

6.1. Participants who take 1st, 2nd, 3rd places are awarded with diplomas of I, II and III degrees, respectively, and cash prizes. Other participants are given certificates. The leaders of the finalists of the Competition are awarded with letters of thanks.

6.2. The winners and prize-winners are awarded cash prizes within the prize fund of the Competition, established on the basis of the order of the rector of USUE and in accordance with the protocols of the expert commissions of the Competition.

Cash prizes (including income tax) are transferred by the Competition organiser within 1.5 months to the personal accounts of the winners and prize-winners according to the details provided to the Competition coordinator, as well as upon timely submission of copies of other requested documents:

- printout from the bank's personal cabinet: bank details and personal account number, for money transfer;
- copy of the passport 1st, 2nd page and the page with residence registration;
- copy of Taxpayer Identification Number or printout of Taxpayer Identification Number data from the Internet site.

Cash prizes to the foreign participant - winner or runner-up of the international final of the competition, are given at the cash desk of USUE on the day of awarding.

## **7. Competition management at the USUE site**

7.1 The Competition is managed by the EEYF Organising Committee and the Competition Organising Committee.

7.2 The Chairman of the EEYF Organising Committee - Rector of USUE:

- approves the Regulations on the Competition, signs the order on holding the Competition and the composition of the Competition Organising Committee, the order on the composition of the Competition Expert Commission;

- carries out general management of the organisation and conduct of EEYF events, within the framework of which the Competition is held.

7.3 To organise and conduct the Competition, the Competition Organising Committee shall be formed, consisting of:

- scientific supervisor(s) of the Competition;
- Coordinator of the Competition
- members of the expert commission of the Competition;
- representatives of organisations - partners of the Competition,
- the secretary of the Competition.

7.4 The scientific supervisor of the Competition:



- prepares a draft of the Competition Regulations, amendments and additions thereto;
- is the chairman (co-chairman) of the Competition Expert Committee;
- selects the composition of the Competition Expert Commission.

#### 7.5. The Competition Coordinator:

- provides invitations to the members of the expert committee of the Competition;
- organises mailing of information letters to educational, research and scientific organisations of the Russian Federation and Eurasian countries;
- organises registration (through the registration system of the EEYF website) and verification of the compliance of the received competition documents with the established requirements, sends the competition works to the members of the expert committee for evaluation;
- organises and controls the course of the Competition;
- organises the work of the expert commission during the international final of the Competition;
- organises the drawing up of diplomas, certificates and awarding of the winners and prize-winners of the Competition;
- organises the collection of the necessary documents for issuing cash prizes to the winners and prize-winners of the Competition;
- draws up a report on the Competition.

7.6. An expert commission of the Competition shall be established to carry out the expert evaluation of the competition works.

The Chairman of the Competition Expert Committee is the Director of the EEYF Congress, where the Competition is held. The co-chair of the Competition Expert Commission is the Scientific Director of the Competition. The Expert Commission consists of highly qualified pedagogical and scientific workers, leading specialists from among the EEYF organisers, as well as invited experts. More than half of the members of the Expert Commission shall be representatives of external organisations. The decisions of the Expert Commission are taken by open voting, by a simple majority of votes of the present members of the Expert Commission, are recorded, the minutes are signed by the chairman, secretary and members of the Expert Commission (Annex 3).

Information on the composition of the Competition Organising Committee and expert commissions is published annually on the Competition page of the EEYF website.

## 8. Competition management at foreign/regional EEYF sites

8.1. The Competition is managed by the Organising Committee of the foreign/regional EEYF site and the Organising Committee of the EEYF site Competition.

8.2 The Organising Committee of the EEYF platform Competition consists of:

- the Coordinator of the Competition;
- the expert commission of the Competition consisting of at least 3 persons from among highly qualified pedagogical and scientific workers of the university-organiser of the site, as well as invited experts.
- Secretary of the Competition.

8.3 The Coordinator of the Competition:

- ensures the invitation of the members of the expert commission of the Competition;



- organises the mailing of information letters to educational, research and scientific organisations in his/her country or region of Russia;

- organises registration (through the registration system of the EEYF website) and verification of the compliance of the received competition documents with the established requirements, sends the competition works to the members of the expert commissions for evaluation;

- organises the work of the expert commission during the qualifying round of the Competition;

- together with the USUE site organising committee organises the departure of the winner of the national/regional round of the Competition to USUE to participate in the international final of the Competition (1st place);

- organises the transfer of the winner's work video to the USUE site coordinator for placement in the group of the Institute of Continuous and Distance Education of the Ural State University of Economics in the Vkontakte social network and participation in the international final of the Competition.

8.4. An expert commission of the Foreign/Regional Site Competition shall be established to carry out expert evaluation of the competition entries.

The composition of the expert commission of the foreign/regional competition is approved by the Organising Committee of the foreign/regional site. The expert commission includes highly qualified pedagogical and scientific workers, leading specialists from among the organisers of the EEYF platform, as well as invited experts, including, upon agreement, scientific supervisors of the Competition.

The decisions of the expert commissions shall be taken by open voting, by a simple majority of votes of the present members of the expert commission, shall be recorded, the minutes shall be signed by the chairman, secretary and members of the expert commission (Annex 2).

### **9. Coordinates of the Organizing Committee of the Competition**

Competition organizer: Ural State University of Economics (USUE)

Address: 620144. Ekaterinburg, March 8/Narodnaya Volya street, 62/45 bldg.


Telephone: (343) 257-91-40, Fax: (343) 257-71-47

Official website of the organizer: [www.usue.ru](http://www.usue.ru)

Official website of the Competition and the Eurasian Economic Youth Forum (EEYF): [www.eurasia-forum.ru](http://www.eurasia-forum.ru)

USUE subdivision responsible for holding the Competition: Institute of Continuous and Distance Education.

Contact details of the Competition coordinators are indicated on the Competition page of the EEYF website.

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Annex 1

### PARTICIPANT'S STATEMENT\*

#### Tik Tok style challenge for young scientists and students «My world of hobbies» //Congress of strategists

I provide the following information about myself:

<b><i>Participant</i></b>	Surname	
	Name	
	Patronymic	
	Date of Birth	
	Place of study / work	
	Group, course / position	
	Direction / Specialty, specialization	
	Address (with zip code)	
	Contact number	
	e-mail	
	Project title	
Team list**		
<b><i>Scientific adviser</i></b>	Surname	
	Name	
	Patronymic	
	Academic degree, title	
	University (organization)	
	Contact number	
e-mail		

\* The application is submitted in the form of a completed registration form of the participant on the specialized website of the EEYF.

\*\* With team participation, the team list is sent in a separate file to the email address [Demchenko\\_nv@usue.ru](mailto:Demchenko_nv@usue.ru)

Annex 2





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**PROTOCOL OF THE MEETING OF THE EXPERT  
COMMISSION**

(name of the foreign/regional site of the Competition)

about determining the winners and prize-winners of the Tik Tok Style Challenge  
«My world of hobbies»

01.04.2024

№ 1

city \_\_\_\_\_

**Composition of the expert commission:**

Chairman of the expert commission:

Full name \_\_\_\_\_ – position \_\_\_\_\_

Members of the expert commission:

Full name \_\_\_\_\_ – position \_\_\_\_\_

**Agenda of the expert commission meeting:**

Determination of winners and prize-winners of the national/regional round of the Challenge in Tic Toc style "The World of My Hobbies" from the site \_\_\_\_\_.

According to the results of the first stage of the Challenge in the style of Tik Tok "The World of My Hobbies" \_\_\_\_\_ works of the participants were admitted to the expert evaluation on the site \_\_\_\_\_.

**Having evaluated the submitted contest works (video clips), the committee decided:**

1. To set the following assessments of the participants' projects on a 100 point scale:

Table 1 - Average evaluations of participants

№	Full name	Name of the university, organization	Points	Voting results
1				for _____ against _____ abstained _____
...				
...				

To determine the winners and runners-up of the national/regional round of the Tic Toc style Challenge "World of My Hobbies" from the site \_\_\_\_\_ according to the points scored.



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Table 2 - Winners and prize-winners of the national/regional round of the Competition

№	Full name	Name of the university, organization	Points	Voting results
1				for____ against____ abstained__
2				for____ against____ abstained__
3				for____ against____ abstained__

2. To recognize as the winner of the Tik Tok Style Challenge "My world of hobbies"

\_\_\_\_\_  
(team`s name)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(team members full names)

To recognize as a winner (II place)  
of the Tik Tok Style Challenge  
«My world of hobbies»

\_\_\_\_\_  
(team`s name)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(team members full names)

To recognize as a winner (III place)  
of the Tik Tok Style Challenge  
«My world of hobbies»



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\_\_\_\_\_  
(team`s name)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
(team members full names)

Chairman of the expert commission

\_\_\_\_\_ / Full name

Signature

Members of the expert commission


\_\_\_\_\_ / Full name

Signature

Secretary

\_\_\_\_\_ / Full name

Signature

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**ROTOCOL OF THE MEETING OF THE EXPERT  
COMMISSION**

about determining the winners and prize-winners of the Tik Tok Challenge  
«My world of hobbies»

24.04.2024

№ 1

Ekaterinburg

**Composition of the expert commission:**

Chairman of the expert commission:

Full name – position

Members of the expert commission:

Full name – position

**Agenda of the meeting of the expert commission:**

Determining the winners and prize-winners of the Tik Tok Challenge "My world of hobbies"

**After evaluating the submitted works, the commission decided:**

1. To set the following marks for the participating teams on a 20-point rating scale:

Table 1 - Average marks of the participants

Team`s name	team members full names	Name of the university, institution of secondary vocational education, organization	Number of earned points

3. In accordance with the points scored, assign the following award documents to each participant of the Competition:

Table 2 - Award documents of the participants

Team`s name	team members full names	Name of the university, institution of secondary vocational education, organization	Type of award document

4. To recognize as the winner of the Tik Tok Style Challenge "My world of hobbies"

\_\_\_\_\_

(team`s name)

\_\_\_\_\_



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\_\_\_\_\_  
\_\_\_\_\_  
(team members full names)

To recognize as a winner (II place)  
of the Tik Tok Style Challenge  
«My world of hobbies»

\_\_\_\_\_  
(team`s name)

\_\_\_\_\_  
\_\_\_\_\_  
(team members full names)

To recognize as a winner (III place)  
of the Tik Tok Style Challenge  
«My world of hobbies»

\_\_\_\_\_  
(team`s name)

\_\_\_\_\_  
\_\_\_\_\_  
(team members full names)

Chairman of the expert commission

\_\_\_\_\_ / Full name

Signature

Members of the expert commission

\_\_\_\_\_ / Full name

Signature

Secretary

\_\_\_\_\_ / Full name

Signature



*Сергей Велюк*  
*Николай Николаевич Цыба*  
*Александр Александрович Бенедиктов*

**The regulations on the competitions are introduced:**

Scientific supervisor of the competition,  
Head of the Congress of Strategists  
Director of ICDE


  
\_\_\_\_\_ / E.N. Yalunina

**Approved:**

Vice-Rector for Social Affairs and Youth Policy,  
Co-Chair of the EEYF

  
\_\_\_\_\_ / R.V. Krasnov

Vice-rector for Scientific work

  
\_\_\_\_\_ / V.E. Kovalev

Scientific supervisor of the Congress of Strategists  
Deputy Director of ICDE

  
\_\_\_\_\_ / V.A. Tsibikov

Head of the Legal Department

  
\_\_\_\_\_ / M.E. Brill

Leading Economist of STSRWR,  
Coordinator EEYF

  
\_\_\_\_\_ / O.L. Korabelschikova