

DIGITALISATION OF THE SOCIAL SPHERE OF SOCIETY: DIRECTIONS AND PROBLEMS

Цифровизация социальной сферы общества: направления и проблемы

The digital transformation, which has covered almost all sectors and spheres of human activity in recent decades, has been called a digital revolution, which has resulted in a digital economy capable of providing a high-quality infrastructure of information and communication technologies and mobilizing the capabilities of these technologies for the benefit of consumers, businesses and the state [2, p. 158, 160].

The purpose of the study is to identify the directions and problems of digital transformation of the social sphere of society.

It seems that the priority directions of digital transformation of the above sphere are the following.

1. Application of wireless communication technologies (Internet of Things). The Internet of Things (IoT – Internet of Things) technology can be very widely applied in education.

2. Introduction of 3D video, virtualisation and augmented reality in education. Education in the conditions of digital transformation can become more practice-oriented.

3. Development of telemedicine. One of the most important trends in the development of modern healthcare is the remote monitoring of human health and life activity.

However, the digital transformation of the social sphere is hindered by some factors:

- 1) institutional, representing the imperfection of the legal and regulatory framework;
- 2) organizational and technical (complexity of implementation and perception of interfaces, reluctance and unwillingness to use digital services).

All this imposes a restrictions on the implementation of digital transformation in the social sphere [1, p. 378–380].

The main indicator of progress at all times is the measure of public acceptance of technological innovations. In this regard, the main importance is the understanding and perception of consumers, primarily citizens, of the long-term benefits of using digital technologies. Achieving such an understanding determines the demand for mastering digital technologies and increasing the level of digital literacy [2, p. 158, 160].

It should be noted that the digital transformation of modern society leads to the emergence of an intelligent society. Digitalization of the social sphere can and should develop more intensively. There is the necessary potential for this. At the same time, it is necessary to work on the elimination of factors hindering the digital transformation of the

social sphere. Positive results can only be achieved through the joint efforts of the state apparatus and society as a whole.

References

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A. Yermakovich

А.Н. Ермакович

БНТУ (Минск)

Научный руководитель Г.В. Прибыльская

DIGITAL TRANSFORMATION OF SOCIETY: MODERN ACHIEVEMENTS AND FUTURE PROSPECTS. ARTIFICIAL INTELLIGENCE AND ITS USE IN MARKETING

Цифровая трансформация общества: современные достижения и перспективы будущего, искусственный интеллект и его использование в маркетинге

Our world is constantly changing. New technologies are being invented and introduced into production every day. For the last 10 years digital sphere has become the leading one in business and in particular in marketing and Artificial Intelligence is in increasing demand among employees all around the world. The main aim of this work is to study this subject to find out how marketers could use the innovative technologies in order to make the field of marketing in our country more successful.

But, first thing, it's essential to understand how the AI works, so we could use it properly. Initially, neural networks were conceived as text models trained to write different texts on a given topic. But, at the moment, except for the good essays and articles, AI is capable of generating pictures and videos and even solving math problems including statistical analysis and creating different strategies. Therefore, the neural networks may become an excellent tool in the hands of a marketer.

Speaking of the exact ways of using the AI technology, I'll describe 2 popular and effective techniques. The first one is called «The chain of thoughts» and it implies