

1. Conducting a thorough review of scientific literature related to diet regulation and weight control.
2. Identifying the most effective methods for achieving desired body weight through dietary adjustments.
3. Developing and testing the 'calories+' program, ensuring it meets user needs and provides accurate results.

Research Methods

The research methods employed in this project include:

- analysis of scientific literature on diet and nutrition.
- classification of dietary approaches and methods for weight control.
- comparative analysis of existing software tools for diet management.
- descriptive analysis to outline user needs and software functionality.

Development Tools

- Microsoft Visual Studio 2012 for the integrated development environment.
- C# programming language (.NET Framework 3.5) for robust application logic.
- Microsoft Access 2013 as the database management system for storing user data and food information.

To sum up, the 'calories+' application offers an innovative and accessible solution for individuals seeking to improve their dietary habits and control their calorie intake. With its user-friendly interface and comprehensive features, the program is a valuable tool for anyone looking to make informed dietary decisions, whether they are aiming to lose weight, gain weight, or maintain a healthy lifestyle.

P. Kostsiukevich

П.А. Костюкевич

БрГУ им. А.С. Пушкина (Брест)

Научный руководитель И.В. Повх

SOCIAL DIGITALISATION IN THE YEARS 2014–2024 AND ITS PROSPECTS

Цифровизация общества в 2014–2024 гг. и ее перспективы

In the 21st century, we are witnessing unprecedented changes driven by digital technologies. Digital transformation, impacting all areas of life, has a profound influence on society, economics, and culture. The purpose of our research is to examine key achievements of digital transformation and its potential implications for the future, comparing the data obtained over the past 10 years. The main points to be covered are the achievements of digital transformation, its prospects, challenges and risks.

One of the numerous benefits of the digital world is the increased information accessibility. The internet and mobile devices have provided access to a vast amount of information. According to statistics, the number of internet users worldwide has grown

from two billion in 2014 to over five billion in 2024, and mobile phone accessibility has increased from 80 % to 92 % of the global population. This has empowered people to learn, gain knowledge, and participate in global discussions. Alongside with that, digital tools like video calls, social media, and messaging apps have significantly simplified communication between people. Thus, the number of active social media users has increased from one billion in 2014 to over 4.6 billion as of 2024. Besides, digital transformation has opened new opportunities for businesses, allowing them to create innovative products and services, optimize processes, and expand markets. In 2024, the share of digital sales in the global economy reached over 30 %, double the figure in 2014.

Looking ahead, let us envisage some prospective applications of digital transformation. First, the development of artificial intelligence promises to automate many work processes, increase efficiency, and create new opportunities for business and society. Moreover, the widespread adoption of the Internet of Things (IoT) will enable the creation of smart cities, homes, and businesses, improving the quality of life and increasing resource management efficiency. Over twenty-five billion IoT devices are expected to be connected worldwide, ten times more than in 2014. Last, but not least, digital technologies will increasingly integrate with biotechnology and neurotechnology, enabling the development of new medicines, treatment methods, and even enhancing human capabilities. Already today, there are neuroprosthetic programs that allow paralyzed individuals to control prostheses with their minds, which was impossible in 2014.

On the other hand, the fast-paced digital transformation of society entails a number of challenges and risks, the most urgent ones being digital inequality and privacy. Unequal access to digital technologies may exacerbate existing social and economic disparities. According to statistics, over 2.9 billion people worldwide lack internet access, fewer than in 2014, but still a significant number. Collected data on users must be protected from unauthorized access and used only with the owner's consent. Expert estimates suggest that only 30 % of internet users fully trust companies in protecting their personal data, significantly less than in 2014.

Summing up, note that the digital transformation of society is an irreversible process with immense potential for progress and a number of serious challenges. In the future, we need to develop strategies to leverage digital technologies to improve the quality of life for all people and minimize the risks associated with their development. Enhancing digital literacy will help people adapt to the new realities of the labour market, while combating digital inequality is crucial to creating a fairer and more inclusive society. Besides, it is necessary to protect data and systems from cyberattacks to ensure the safe and reliable operation of digital technologies. The development of artificial intelligence should be based on ethical and humanistic principles to avoid negative consequences for society. Digital transformation is not merely a technological process but a global social phenomenon that requires deep reflection and comprehensive solutions. The future of our society will depend on how we manage the challenges and harness the potential of digital technologies.