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DIGITAL TRANSFORMATION OF SOCIETY: ACHIEVEMENTS OF THE PRESENT AND PROSPECTS FOR THE FUTURE

Цифровая трансформация общества: достижения современности и перспективы будущего

Digital transformation is a global process that affects all areas of modern society. It changes the ways in which people, businesses, and government agencies interact, facilitating the creation of new activity models based on the use of digital technologies. The aim of this work is to consider the main achievements of digital transformation and the prospects for its further development.

- **Information technology and the Internet**

One of the key achievements of digital transformation is the widespread use of information technology and the Internet. The Internet has given people access to vast amounts of information, facilitated communication, and created new business opportunities. E-commerce and online services have become an integral part of everyday life, providing convenient ways to buy goods and receive services.

- Education and distance learning

Digital technologies have also transformed the education sector. Online learning platforms and mobile apps provide students and schoolchildren with access to quality educational resources from anywhere in the world. Distance learning has become a popular alternative to traditional forms of education, which is especially important in the context of restrictions related to the pandemic.

- Smart cities

Also, in recent years, the concept of smart cities has been actively developing. Automation and infrastructure management technologies increase the efficiency of resource use and improve the quality of life of people living in the city. Smart transport, energy and utility management systems contribute to environmental sustainability and comfort in cities.

- Changing structure of the labor market

Nowadays, the impact of digital transformation on society is very great. Digital transformation has significantly changed the structure of the labor market. New professions and skill requirements related to the use of digital technologies have emerged. However, along with this, problems related to unemployment and the need for retraining of workers have emerged.

- Social changes

Social media and digital platforms have changed the way people communicate and interact. On the one hand, they facilitate the exchange of information and connect people around the world, on the other hand, they lead to problems related to psychological well-being and digital addiction.

It is worth touching on such a topic as the prospects for the future of digital transformation.

- Innovative technologies of the future

The future of digital transformation is connected with the development of innovative technologies such as artificial intelligence, machine learning. These technologies can significantly change various spheres of life, making them more efficient and convenient. While digital transformation offers many opportunities, it also comes with challenges, such as the global digital divide. Managing and adapting to change requires efforts from governments, businesses, and society as a whole.

To sum up, it should be noted that the digital transformation of society is a complex and multifaceted process that brings significant changes and opportunities. Major advances such as the development of the Internet, digitalization of healthcare, education and smart cities are already having a significant impact on our lives. Future prospects are linked to the development of innovative technologies and the solution of challenges related to digital inequality and ethical aspects. And how digital transformation of society will affect each of us, we decide for ourselves.