

## **SOCIETY IN THE AGE OF DIGITAL TRANSFORMATION**

### **Общество в эпоху цифровой трансформации**

The goal of this thesis is to understand how digital technology changes our society. It looks at how people use the Internet and digital instruments in daily life, work, studies, and communication. The research also explores the benefits that come with digital transformation.

We live in the twenty-first century, that is also called «The era of digital transformation». It shows a big change in how people live, work, and connect with each other. Nowadays digital technology is quickly becoming part of all aspects of economy, education, culture and other spheres.

Through the wide use of the Internet, webs, online platforms, apps and of course mobile phones, people worldwide get new chances to work together, create new things, and share ideas. Social networks allow people to exchange ideas and come together for social causes.

Digital technology creates new industries and changes traditionally. Automation, AI, and a lot of data help people work easier, but they also cause problems for jobs. This means workers and governments need new rules to adapt. That is why, law in digital sphere is also important to follow updates.

Culturally, digital technologies affect culture by forming identity, creativity, and social skills. Media of the twenty-first century and digital art give more ways for people to show themselves. At the same time, being online all the time changes how people interact and think about privacy.

In general, society today faces two main challenges with digital transformation: using technology to improve life and dealing with new opportunities and inequalities. It is essential to have smart strategies, include everyone in digital plans, and think about what is true and what is false. This way digital change can help everyone in society as well as affect negatively.

The the thesis found that digital technology helps people connect, share ideas, and create new things easily. It shows that digital tools are important for work and education, but they also create new problems like job changes and privacy concerns.

The research marks the necessity for current rules and plans to include everyone. In general digital transformation is changing society a lot, both positive and negative.