

DIGITAL SOCIETY: CHALLENGES AND TRANSFORMATIONS OF OUR TIME

Цифровое общество: вызовы и трансформации современности

The modern stage of development is characterized by the formation of a digital society in which fundamental institutions and everyday life are closely related to digital technologies. Crucial areas – data, artificial intelligence and computing – radically transform traditional areas of activity, creating new opportunities and risks.

The purpose of this study is to identify and analyze the systemic impact of digital transformation on society.

The scale of changes is reflected in several key trends. Digital tools are deeply integrated into everyday life, improving routine processes and speeding up operations. This leads to the transformation of communication methods – interaction is increasingly shifting to the digital sphere, including social networks and messaging platforms. The economy and employment are restructuring: traditional professions are developing, new qualifications are emerging. Technological progress expands access to basic services – public, banking and commercial.

The positive aspects of digitalization are obvious. Technologies increase operational efficiency, productivity and quality of service, making business more adaptable to market changes. Digital transformation stimulates innovation and sets new standards of transparency and security. It is socially significant to expand equal opportunities through access to education and e-commerce, especially in remote regions.

At the same time, serious problems arise. Dependence on digital infrastructure increases vulnerability to cyberattacks, which requires improved protection systems. The problem of digital inequality is intensifying – the gap between those who have access to technology and those who do not. Quick changes create psycho-emotional pressure that requires constant adaptation. Deep transformations in social ties require an updated analysis from the point of view of modern sociology.

Thus, the era of digital transformation is a period of profound changes that require flexibility and readiness for continuous learning in order to take full advantage of opportunities while minimizing risks.

References

1. *Добринская, Д. Е. Что такое цифровое общество? / Д. Е. Добринская // КиберЛенинка. – URL: <https://cyberleninka.ru/article/n/chto-takoe-tsifrovoe-obschestvo> (дата обращения: 06.11.2025).*

2. Гришаева, С. А. Социальные трансформации в условиях социальной среды / С. А. Гришаева // КиберЛенинка. – URL: <https://cyberleninka.ru/article/n/sotsialnye-transformatsii-v-usloviyah-tsifrovoy-sredy> (дата обращения: 06.11.2025).

3. The impact of digital technologies // United Nations. – URL: <https://www.un.org/en/un75/impact-digital-technologies> (date of access: 06.11.2025).

К. Tomilovich

К. П. ТОМИЛОВИЧ

БГЭУ (Минск)

Научный руководитель Н. В. Батищева

THE TRANSFORMATION OF FRIENDSHIP IN THE SOCIAL MEDIA AGE

Трансформация дружбы в эпоху социальных сетей

Research Purpose: Based on an analysis of the evolution of digital platforms, this study aims to identify the key drivers and consequences of the transformation of the concept of «friendship» – from a public, quantitative model on social networks to a private and segmented experience on messaging apps – and to determine how this shift affects the quality and dynamics of social connections.

The digital landscape has profoundly reshaped our understanding and practice of friendship. Early platforms like Facebook promoted a broad, quantitative concept of a «friend», a term that could include close confidants and distant acquaintances alike. This model fostered wide but often superficial networks. Recently, a clear shift has emerged towards more private digital environments, such as closed chats in Telegram and similar messengers. This work analyses that transformation, arguing that online friendship is evolving from a public performance of connection towards a more private, curated, and segmented experience.

This analysis seeks to identify the key drivers and implications of this shift from broad social networks to private platforms. It explores what this trend reveals about the changing quality and dynamics of friendship itself, suggesting it reflects a growing desire for more authentic and secure communication. The examination is grounded in established academic work concerning the sociology of digital communication.

Observed user behaviour and scholarly analysis support the thesis of a significant transformation. Platforms like Facebook often function as repositories for what sociologists call «weak ties» – a digital Rolodex for maintaining passive contact with a broad social circle. On such platforms, friendship can diminish into a form of passive consumption, where observing curated life updates replaces active engagement.

In contrast, private chats on platforms like Telegram are increasingly treated as the «backstage» of social life. Users value these spaces for their perceived privacy and freedom from algorithmic curation. The migration to such chats represents a strategic